



Last Chance for Holiday Buyers

A last chance for profits.

A last chance to enter the new year on a wave of prosperity.

A last chance to counter-balance the losses of the year.

A last chance to catch the trade that is legitimately yours.

A last chance to start a new season with a fat balance on the debit side of the ledger.

The eleventh hour is passing; to-morrow will be too late.

Turn to our catalogue, dispatch an order, and reap the profits that are rightfully yours. 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



Experience has taught thousands that there is no economy in cheap, inferior YEAST. Use FLEISCHMANN'S—it is the best—hence the cheapest

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.



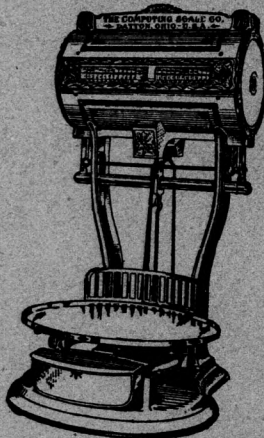
When He Sums Up

ALL THE GOOD POINTS
"WHITE HOUSE" COFFEE
offers—"Quality"—"Uniformity"—the convenience of handling it—the universal popularity it enjoys—its absolute honesty, a grocer can easily see how it can fill a very prominent merchandizing place.

Distributed at Wholesale by
Symons Bros. & Co., Saginaw, Mich.

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



SNOWBOY
Won't hurt
your hands

SNOWBOY
Weighs more

SNOWBOY
Good profits

SNOWBOY
Washing powder

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

How much SNOW BOY have you in stock?

Lautz Bros. Co.

Quick Profits

Buffalo, N. Y.

MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 6, 1911

Number 1472

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THE POWER OF BLUFF.

Much of this world's work goes through on pure bluff; and while the plan has many abuses, there are uses for the game; although it may seemingly rest upon a questionable basis, if backed up by a real purpose and a strong determination for good, it is after all one of the commendable things.

A floor walker in a large department store of one of our great cities gives an instance well illustrating this: A man presented himself to the head of the firm and wanted employment. On being interrogated as to previous experience he claimed to have had it in his own town. On being asked if he could go into the linen department and handle it satisfactorily, a vacancy being there at the time, he promptly replied that he believed he could. He was given the position.

He then quietly went to the floor walker in that department and admitted that "he was up against it." "The truth is," he said, "I have walked the streets of this city hunting work until my money is gone. I simply must have employment. I find everywhere the first question is, 'Have you had previous experience?' And when I told them, 'No,' that settled it for me. I must either go without work or lie. I have done the latter with your firm. The only experience I ever had was a few days behind the counter of a country grocery. But I am willing to work, and am sure that I can learn. All that I ask of you is a bit of patience on the start."

The floor walker liked his face and believed that he would make good if given the chance. He gave him the crash toweling department at first, with all the aid he could furnish. The man was on hand early, ready to be taught every possible lesson. Then came the cutting of

napkins and tablecloths and other details, in each of which he proved himself a capable and earnest pupil. In a short time he was recognized as one of the most efficient salesmen.

He got in by pure bluff, but he remained by perseverance and faithfulness to his work. This is but one of many instances which might be cited where bluff is needed to pave the way. Yet pure bluff soon wears itself out and disgusts people unless backed by worthy endeavor. The door may be so tightly closed that it is needed to force an entrance. But here the club should be laid down and replaced by the higher motives.

WHY IT HAPPENS.

Now and then, not very frequently but often enough to attract attention, men prominent in church affairs go wrong. When such a one forges, steals, or does anything of the sort, a great deal of attention is paid to it in the newspapers. Following occurrences of this kind, it is not unusual for preachers and religious papers to find fault and say that no more space in the public print should be accorded when a church member commits a felony than when somebody else is guilty of a like offense. They seem to think that they are selected as shining marks at which the journalistic shafts are directed and that sinners, especially, take particular pleasure in the proceedings.

It is true that church members who go wrong do the cause of religion more harm than the thousands who live up to their belief can do it good. It is not for the purpose of making any attack at all on churches and those who believe in them that so much space is accorded this class of items. Whatever is unusual and out of the ordinary acquires, on that account, additional news value which is measured by the space it gets in print. Things which happen every day get to be very commonplace. When the criminal classes commit crime, it is just what was expected of them, but when a man honored and respected in the community, the pastor, or a prominent member of a church commits a criminal act, then the very fact that it so seldom happens is the reason why it gets so much more space in the papers. That it does, is really a compliment rather than otherwise. These cases are so rare and so out of the ordinary that they are accorded generous space and a big black headline.

Charles Roth (The Macey Co.) has been removed from Bethesda Hospital, Cincinnati, to the osteopathic hospital at Kirksville, Mo., where he is reported to be gaining in both health and strength.

Armour Packing Company Defies Indiana Egg Law.

Terre Haute, Dec. 5—According to an estimate made by State Inspector John Owens, who is conducting a crusade against the sale of bad eggs, more than 2,000 cases, or approximately 720,000 eggs, have been withdrawn from the Terre Haute market within the last three days. Of this number a large per cent. of the supply consisted of merchantable eggs, although there was a large per cent. also of rotten eggs and eggs unfit for the market. Most of this supply, it is alleged, was sent to other cities by dealers in order to escape prosecution.

Of the dealers, who thus sought to escape prosecution by shipping their cold storage eggs to other points, it is charged by Inspector Owens, that the Armour Packing Company, of Chicago, disposed of at least four carloads in this manner. Inspector Owens has filed five cases against the Armour Packing Company charging the company with selling cold storage eggs in violation to the pure food law.

It is alleged that the Armour Company in selling eggs to Terre Haute dealers did not enclose cards which gave the dates of entry and withdrawal from cold storage. In some instances the Armour egg cases had the label "cold storage" printed dimly in an obscure place on the wooden case.

Dr. Owens displayed a section of an egg case on which part of the "cold storage" label was shown. Other letters in the label were not readable. According to Owens this label was printed on the case on the outside of the box but under the lid where it could not be seen by a customer.

Two Terre Haute retail grocers were arrested on charges of selling rotten eggs and eggs unfit for use. Both entered pleas of guilty and were fined in justice court. Walter W. Bristow was arraigned before Squire Hirsch charged with selling rotten eggs and was fined \$10 and costs. Bristow operates a grocery store at 1719 Prairieon avenue.

Later a similar charge was filed against Louis P. Kenley, grocer at 430 South Eighth street. Kenley was fined \$25 and costs. That more cases will be filed shortly is the belief of many who have followed the work of Dr. Owens. In commenting on the criticism made against candling eggs, Dr. Owens said:

"The claim made by a dealer that if they were forced to candle their eggs it would boost the price of eggs to \$1 a dozen is ridiculous. As a matter of fact, the expense of candling eggs amounts to about one-

tenth of a cent a dozen. Any grocer can candle enough eggs for a day's supply in less than fifteen minutes.

"There is no reason to be alarmed about the high price of eggs. There are plenty of eggs. I bought eggs to-day at prices ranging from 30 to 40 cents a dozen. There is an enormous supply of storage eggs—plenty of good stock—if sold according to law. The candling of eggs, if a dealer would stop to think, is an economical undertaking and a protection to his business. The expense is only nominal. A candling device can be made at a small cost and will last for years.

"There is no doubt that some dealers have been mixing storage eggs with fresh eggs in selling them to consumers. This has been a common practice, although many have been taught a lesson in this respect.

"The law regarding the sale of cold storage eggs is specific and is intended to protect the consumer against an inferior quality of eggs, which are put in storage during the summer months. These eggs can not be kept in storage any length of time without deterioration, but prime eggs, stored in March and April, can be kept several months without showing any bad effects. By compelling dealers to display cards giving the date of entry and withdrawal from cold storage, the law protects the consumer against the imposition. All storage eggs must be labeled as such in letters at least two inches high. This provision has not been lived up to."

Inspector Owens declared that he would willingly appear before a meeting of Terre Haute retailers and other dealers and explain the process of candling eggs.

Knowledge and Culture.

A great memory, as I have already said, does not make a philosopher, any more than a dictionary can be called a grammar. There are men who embrace in their minds a vast multitude of ideas, but with little sensibility about their real relations toward each other. There may be antiquarians, annalists, naturalists; they may be learned in the law; they may be versed in statistics; they are most useful in their own place; I should shrink from speaking disrespectfully of them; still, there is nothing in such attainments to guarantee the absence of narrowness of mind. If they are nothing more than well-read men, or men of information, they have not what specially deserves the name of culture of mind, or fulfills the type of liberal education.

John Henry Cardinal Newman.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 4—Speculative coffee is simply marking time and the spot article is acting apparently in perfect sympathy. There is simply a routine amount of business being done and all attention is devoted to holiday trading. Quotations are steady and in an invoice way Rio 7s are held at $14\frac{1}{2}$ @15c. In store and afloat there are 2,344,388 bags, against 2,988,627 bags at the same time last year. Mild grades are firm and a steady although somewhat limited amount of trading is being done. Good Cucuta, $16\frac{3}{4}$ c.

Refined sugar is one of the quietest grocery staples. Buyers are ordering only enough to keep going, and, in fact, neither side seems to care whether "school keeps" or not. Standard granulated, 6.05c.

Aside from the movement of certain lots of Formosas the tea trade is confident and the trade is still awaiting a decision in the matter of coloring matter. After the turn of the year and with the coloring question adjusted the market will assume more life.

The rice market is in as good a condition as could be expected at this season of the year, and that is saying very little. Stocks are ample and assortments give a wide range to choose from. Prime to choice, $4\frac{3}{4}$ @5c.

Spices are steady and quotations are well maintained. Pepper is becoming reduced as to supply and, in fact, into no one line is there an oversupply.

Molasses is firm and stocks are of rather small dimensions, which fact, together with apparently a good deal of damage in the South by frost, tends to cause holders to insist on full figures, although no real advance can, as yet, be chronicled. Good to prime centrifugal, 25@32c.

Canned goods are decidedly firm. This is especially true of tomatoes, which are now fully \$1, and it would be very hard to find desirable stock for less than this, while some packers name \$1.05. The canned goods situation is certainly in favor of the seller, and the man who is looking around for bargains in good goods is simply wasting his time. California goods will be much sought for if a further advance is made, but, even so, the goods are going to fetch full value. Corn is steady and the same is true of about all other "tinned" things.

Creamery specials, butter, are in limited supply and, as a consequence, the trend of values is still upward, $37\frac{1}{2}$ c being the rate. Extras, $36\frac{1}{2}$ c; firsts, 33 @ 35 c; held, 34 @ $34\frac{1}{2}$ c. Storage butter has gone into consumption freely and the whole butter market is in the seller's favor. Factory, 22 @ 23 c. At retail creamery is selling for 45c, or 10c above the rate a year ago.

Cheese is firm and whole milk New York State is worth $15\frac{3}{4}$ c for top grades.

Eggs are in light receipt and the

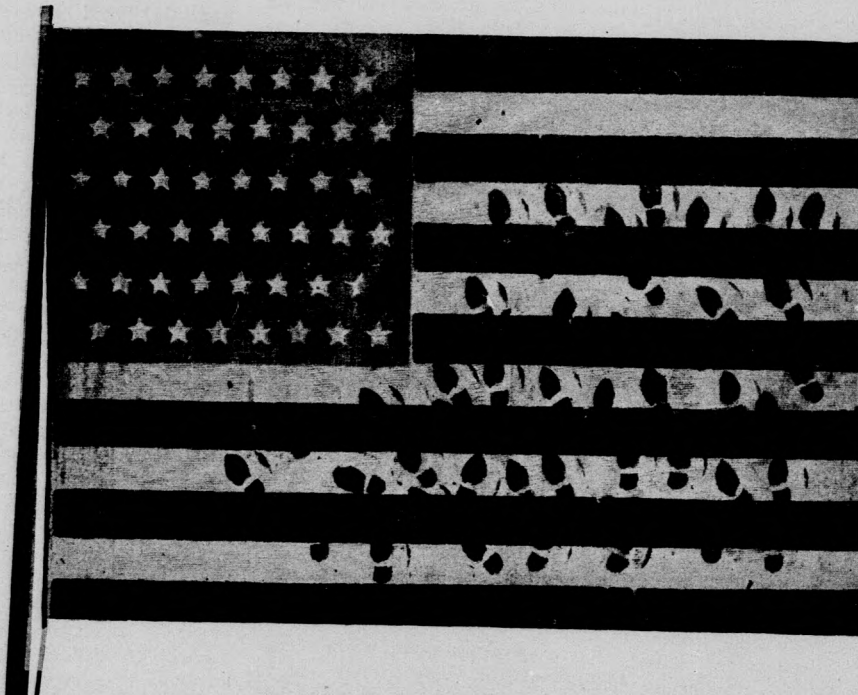
Union Labor Leader Desecrates American Flag

Gompers Tramples Under Foot "Old Glory" While Discussing Disrupted Labor Conditions



SAMUEL GOMPERS

President American Federation of Labor, desecrating the American Flag by standing on it, while speaking at Oakland, Cal., September 5, 1911. Will the honest laboring men of this free land approve of such treatment of "Old Glory?"



The American Flag stained with the footprints of Sam Gompers. These stains and the opposition to the Boy Scouts by the American Federation of Labor are enough to cause George Washington and Abraham Lincoln to rise from their graves. Let the American people judge of these insults. "Up with 'Old Glory'—down with the desecrators."

range of values is great, as fancy nearby stock is quoted at 55@57c and from this there is a descent through every fraction down to 33@35c, and for a good deal of stock, 25@28c. Probably a fair average for Western would be 35c.

The world's wants multiply every day. There are not only more people with wants to-day than there were yesterday, but all of these people want more things each. So it must follow that there never were so many opportunities as there are right now, and that there will be even more tomorrow. Yet you hear the cry everywhere that the young man has no chance such as his father had. The trouble with ninety-nine people out of every hundred is that they can not think of anything to do until they see somebody else already busy at it. It never occurs to the ninety-nine to try to think of some new product or service however modest, that they can offer. The man who seeks a job invariably goes about asking for work like that he has been doing—it never occurs to him that he can suggest some new thing and get the job of doing it. Most men capable of doing this would not be seeking a job, so maybe my opinion and advice isn't worth anything after all.

A feller criticised his wife for buying at a bargain sale and then went to the drug store and bought himself a bottle of hair restorer. Who got buncoed?

The Knack of Discovering Employees' Talents.

"He was working in the stock-room for \$11 a week," declared the proprietor of a large jobbing house in telling how he discovered a salesman to whom he now pays \$10,000 a year.

"He came to my office one day and said he would like to try his hand at selling to small dealers after hours. The manager of our city department had already declined the proposition, maintaining quite rightly that we weren't looking for that class of orders. But the request was so unique that I over-ruled the objection and had a line of samples and prices prepared for him.

"He went among the little stores of the foreign districts and of the suburbs, and came back with his hands full of orders, some of them so small that they were hardly worth the trouble of filling. In a month his commissions amounted to more than his regular wages. The next vacancy on the road was given him, and it was not long before he was making \$5,000 a year. Now, as I said, he gets double that amount."

The proprietor made one mistake in telling this story. He did not "discover" the salesman. The salesman "discovered" himself. But quite often genuine worth bangs out its advertisement in an exploit that speaks louder than any verbal request for advancement. Here is one instance:

John Doe was a sewing machine agent who made such a poor show-

ing in the small town where he was located that he was ordered to close up the store and deliver all the machines at a neighboring large city. The goods were to be hauled by wagon, and as there were two loads John arranged for one load to be driven by his younger brother, Robert, a stenographer who spent his unoccupied hours about the store. They started off one morning for their all day drive, John leading the way.

As Robert trailed behind it came to him that it was a sin to haul all those sewing machines past so many prosperous farms, where some sewing machines were doubtless needed. So, choosing a moment when John was out of sight around a turn in the road, Robert invaded a promising looking house. He told with enthusiasm and conviction the story he had so often heard John tell in a perfunctory and futile way, and he won, leaving a machine and taking away with him a first installment on the purchase price and a contract.

When, at the close of the day, John arrived at the city office he explained that Robert was on the way with the rest of the goods, and nobody was worried at the delay. But when next morning came with no Robert and no machines, there was wonderment which changed to anxiety as the day wore on. Late in the afternoon John was standing at the door, looking down the street for his missing brother. When he saw Robert in the distance he shouted the glad news to the manager.

The wagon was loaded with baskets of eggs and vegetables, barrels of apples, sacks of potatoes and crates of bewildered hens, while a bellowing calf was towed at the end of a rope. Robert's pockets bulged with copper and silver coins, a roll of bank notes and a wad of contracts written on miscellaneous slips of paper.

There was a council of war and a reversal of orders. The two wagons went back next day loaded with sewing machines. This time Robert drove the first wagon and John trailed. The store opened up again with John still there, as assistant to the new manager. Robert, when he told the story, was a district manager.

There is no moral to the story. The lesson it teaches is that as a general proposition there is a perpetual process of testing, classifying and permanently grading the talents of men, but it is done in the rough and not with mathematical accuracy. It is like grading wheat. R. Fox.

Could They Be Worse?

"I don't like these fuzzy hats," declared the man.

"There's something nobby in a derby," said the salesman.

"I don't care for a derby the depth of a soup plate."

"These are the only models we have."

"Well, gimme a dozen of each. I'd better lay in a stock before the styles get any worse."

ROYAL

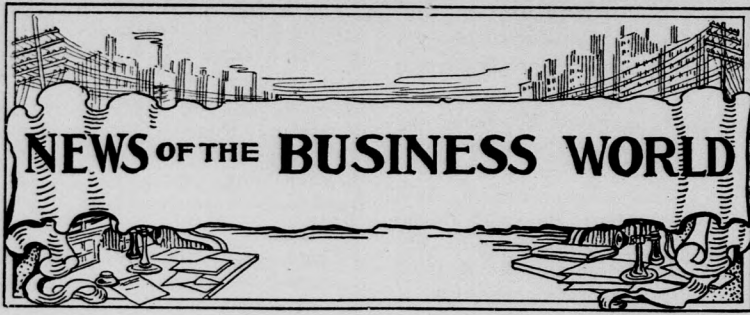


BAKING POWDER

Absolutely Pure
The only baking powder
made from Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.



Movements of Merchants.

Bangor—O. R. Burnworth & Co. have engaged in the meat business here.

Freeport—Walter Buehler succeeds Seger Bros. in the harness business.

New Baltimore—Charles Maynard has engaged in the drug business at this place.

Grand Haven—Orrie Van Weelden has opened a grocery store on Slayton avenue.

Grand Ledge—Sekell & Stokes, furniture dealers, have dissolved partnership.

Quincy—L. O. Peebles has been appointed receiver of the Robert J. Stansfeld shoe stock.

Saginaw—Joseph Riser succeeds O. L. Bennett & Co. in the meat business at 1820 South Michigan avenue.

Cedar Run—Mrs. A. C. Wynkoop has sold her stock of general merchandise to S. A. Pike, who has taken possession.

Kendall—John T. Waber has sold his stock of general merchandise to C. H. Blanchard, who will continue the business.

Jackson—Floyd Reed has opened two stores in the Merritt block. One contains a stock of cut glass and the other cigars and tobacco.

Coral—J. S. Newell has sold his interest in the Coral Lumber Co. to C. A. Baldwin and the business will be continued under the same style.

Battle Creek—H. P. Kane has purchased the H. M. Smith grocery stock and will continue it at the same location under his own name.

Owosso—Claude Nutson and Grant Wright have formed a copartnership and will engage in the grocery business at 11 East Main street Dec. 15.

Delton—Earl Faulkner has sold his stock of general merchandise to Charles Kopf, recently of Kalamazoo, who will continue the business.

South Haven—M. Hale & Co., general dealers, have purchased the millinery stock of Mrs. C. F. Bacon, which was sold at foreclosure sale.

Chase—Owing to ill health John Lehman is closing out his stock of groceries and meat and will return to his old home at Francesville, Indiana.

Charlotte—The Voorheis & Hurlbut Coal Co. has changed its name to the Voorheis Coal Co., F. E. Voorheis taking over the interest of his partner.

Grand Ledge—Sickles & Astley, dealers in feed, cement and implements, have dissolved partnership, Mr. Sickles taking over the interest of his partner.

Manistee—John Hellesvig, who recently retired from the grocery business after being engaged therein for more than twenty years, has opened a delicatessen and fancy grocery store.

Eaton Rapids—C. A. Barnes and Owen Stoddard have formed a copartnership under the style of Barnes & Stoddard and will open a clothing and men's furnishing goods store here Dec. 15.

Kingsley—George Smith, manager of the E. L. Hughes furniture store for the past three years, has purchased the stock and will continue the business at the same location under his own name.

Lansing—The J. E. Maynard Co., engraver, has merged its business into a stock company under the same style, with an authorized capital stock of \$7,000, of which \$5,000 has been subscribed and \$1,000 paid in in property.

Kalamazoo—John Wallace, prominent for years as a Burdick street druggist, has been taken to Bronson hospital for an operation. He has been suffering with a cancer of the liver for many weeks. Physicians say his condition is exceedingly critical.

Grand Haven—Orrie Gorter, for many years connected with the Grand Haven Baking Co., has severed his connection with that firm and will conduct a bakery of his own in the new building put up by John Van Dyke, on Washington street.

Manton—Reynold Swanson, who retired from business two years ago, owing to failing health, has leased the Williams store building and will occupy it Dec. 15 with a stock of clothing, groceries and confectionery, having purchased the latter stock of W. J. Anway.

Muir—George West, Sr., has sold his interest in the grain elevator of Hawley, West & Co. to his partners, W. C. Hawley and John Stott, and has purchased the general merchandise stock of W. K. Pringle, which he will continue at the same location. George West, Jr., will be associated with his father in the store.

Manufacturing Matters.

Detroit—The capital stock of the Chevrolet Motor Co. has been increased from \$100,000 to \$2,500,000.

Escanaba—The Stack-Gibbs Lumber Co. has increased its capital stock from \$1,000,000 to \$1,200,000.

Detroit—The capital stock of the Wolverine Motor Supplies Co. has been increased from \$10,000 to \$25,000.

Fenton—The plant of the Fenton Canning Co. was totally destroyed by fire Dec. 4. Loss, \$10,000; insurance, \$5,000.

Cheboygan—The Embury-Martin Company is putting into the stream 3,000,000 feet of logs which will be rafted out in the spring.

Sturgis—The Stebbins-Wilhelm Furniture Co. has increased its capital stock from \$50,000 to \$75,000 and changed its name to the Wilhelm Furniture Co.

Detroit—The Prince Nut Lock Co. has engaged in business with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Detroit—The Michigan Flax Co. has engaged in business with an authorized capitalization of \$60,000, all of which has been subscribed and \$20,000 paid in in property.

Kalamazoo—James J. O'Meara has resigned his position as Cashier of the Home Savings Bank and purchased the cigar manufacturing plant of F. E. McGlannon, who will retire from business owing to ill health.

Detroit—The Artists Model Corset Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, of which \$45,695 has been subscribed and paid in in property.

Odanah—The Stearns Lumber Co. will operate seven camps this winter and expects to put in 45,000,000 feet this winter, 18,000,000 feet by train, to be sawed as it is hauled, and the rest will be sleigh hauled and driven.

Bay City—The Frank Chicory Co. has engaged in business to manufacture and deal in chicory roots and chicory products, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Central Sales Co. has engaged in the wholesale and retail candy and confectionery manufacturing business, with an authorized capital stock of \$10,000, of which \$5,400 has been subscribed, \$400 paid in in cash and \$2,000 in property.

Alpena—R. P. Holihan, operating extensively in cedar products and lumber in Presque Isle county, has ten teams hauling cedar from Leach's camp to the railroad and is having 500,000 feet of lumber manufactured north of Millersburg. He operates a large cedar yard at Millersburg.

Ontonagon—Denis J. Norton has merged his lumbering interests into a stock company under the style of the Norton Lumber Co., with an authorized capital stock of \$500,000, of which \$375,000 has been subscribed and \$75,000 paid in in property. Mr. Norton holds \$370,000 of the capital stock.

Detroit—The Briggs Detroit Co. has been incorporated to manufacture and deal in automobiles and automobile accessories, with an authorized capital stock of \$150,000 common and \$50,000 preferred, of which \$154,000 has been subscribed, \$4,000 being paid in in cash and \$150,000 in property.

Bay City—Ross & Wentworth have handled a large stock of logs to this market for manufacture this season. They brought down 8,000,000 feet or more in rafts and considerable stock will come by rail. The firm has kept the plant of the Campbell Lumber Co. humming day and night.

Prohibiting Express Employees From Forging Signatures.

Grand Rapids, Dec. 5—I am in receipt of your letter of December 1 and in reply thereto would say that there is no law in this State upon the subject of prohibiting employees of express companies who deliver packages from signing the names of consignees when the packages are left at the house or office and in the absence of the consignees. As to the advisability of having such a law upon the statute books, would say that I assume you have in mind a statute prohibiting the practice to be enforced through a penalty to be visited upon the person guilty of the practice. Such a law would, undoubtedly, be much more effective than the present remedy, although a civil action in case the package is lost would undoubtedly prevent the continuance of the practice.

Henry E. Chase,
Deputy Attorney General.

Beans Ten Cents Lower.

We are having the usual quiet December market in beans. Receipts at elevators are very fair and many off grade beans are being sold at a long discount, which is having a depressing effect on the market. Wholesale grocers are not free buyers and are trying to reduce their stocks for inventory Jan. 1. There is an effort on the part of some speculators to hold the price up, but beans are coming too fast for them.

The kidney beans, brown Swedis' and yellow eye beans have suffered along with white beans and the market now is about 10c per bushel lower than last week.

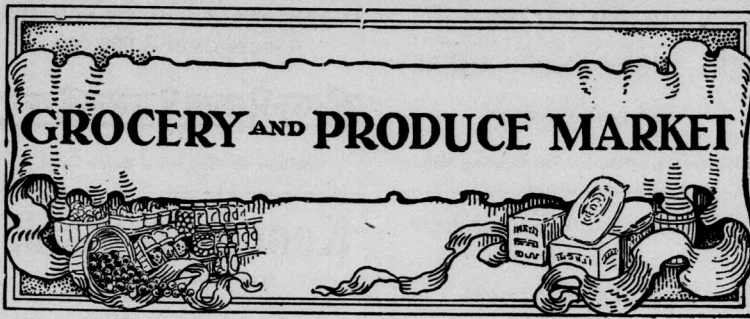
E. L. Wellman.

Eggs Should Be Sold By Weight.

New York, Dec. 4—For the past fifteen years I, personally, have thought that eggs should be sold by weight. Still, I never have tried the experiment. I believe it would be an honest way to handle eggs. As far as we commission men are concerned, it would probably make no great difference, but it would certainly be a fair deal between seller and consumer. Personally, I am in favor of at least trying it out. F. E. Roberts.

J. S. Townsend, who recently sold his dry goods and clothing stock at Clinton to M. E. Olds & Co., has removed to Grand Rapids and taken up his residence at 9 Julia street. Mr. Townsend has taken the Western Michigan agency of the American Cash Register Co. and is located for the present at 74 South Ionia street.

To gather a pound of honey a bee has to make nearly 23,000 trips to and from its hive.



The Produce Market.

Apples—Pound Sweets, \$3.25 per bbl.; Jonathans, \$3.50 per bbl.; Baldwins, \$3.50@4 per bbl.; Spys, \$4@5 per bbl.; Russets and Greenings, \$3.25@3.50 per bbl.

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

Beets—50c per bu.

Butter—Conditions continue satisfactory and receipts of strictly fresh are very small. The demand keeps up well with prices several cents per pound above quotations of a year ago. Storage stock is taken freely and at prices only about 3c per pound below prices of fresh goods. The Chicago and New York markets are also firm at a much higher range of prices than those of November, 1910. From present indications there will be but very little storage stock left, if any, at the opening of the next storage season. Local dealers hold factory creamery at 37c for tubs and 38@38½c for prints. They pay 28c for No. 1 dairy and 19c for packing stock.

Cabbage—65c per bu.

Carrots—60c per bu.

Celery—18c per bunch.

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—\$1 per doz. for hot house.

Eggs—The quality of goods arriving is showing some improvement and the market is a little better supplied with high grade stock. Storage eggs are also firm and the market is likely to remain steady at unchanged prices for some time at least. We are not likely to have any increase of any amount for about a month at least, after which we can look for lower prices. Local dealers pay 34c per doz. for strictly fresh.

Grape Fruit—Florida has declined to \$5 per box of 54s or 64s.

Grapes — California Tokay, \$1.75 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, \$4.25 for choice and \$4.50 for fancy.

Lettuce—Hot house, 14c per lb.; head, \$2 per bu.

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

Onions—\$1.10 per bu. for home grown; \$1.75 per crate for Spanish.

Oranges—Floridas, \$3 for 126s to 216s; Navels, \$3.65.

Potatoes—The general situation is graphically described by Mr. Kohnhorst in his weekly review of the market. Local dealers hold supplies at 85c per bu.

Poultry—Local dealers pay 8c for broilers, springs and fowls; 5c for old roosters; 10c for ducks; 8c for geese; 14c for turkeys. These prices are for live weight.

Radishes—35c per doz. for hot house.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$6.25 for Jerseys.

Turnips—50c per bu.

Veal—6@10c, according to quality.

Potatoes a Sagging Market.

There is a notable improvement in the car situation and the supply of refrigerators has increased very materially.

Dealers are anxious to unload stock in warehouses and the offerings therefore have been very liberal for the past week. The market has sagged about 3c. Wisconsin has been plentifully supplied with refrigerators and the offerings from that state have been more liberal than from Michigan. They have been selling on a basis of 72@74c, sacked, Wisconsin shipping points, and have, therefore, been able to encroach upon the territory which rightfully would belong to Michigan under normal conditions. They have not only been supplying the trade to a very large extent south of the Ohio River, but have sold quite a good many cars in Ohio and Pennsylvania; also a few Eastern points. This means that Michigan must lower selling prices a little more in order to meet their competition and we look for a gradual sag in the market for the rest of this week at least. In fact, conditions would indicate a dragging market for some time to come.

Two cargoes of foreign potatoes, amounting to about 300 cars, were due in Philadelphia this week. We understand that receipts of foreigners in New York have been nominal. All markets, however, have shown a weakness and the decline is general all over the country.

Considerable trouble has developed with shipments on account of having been loaded with chilled stock which did not show its condition until after arriving at destination, which has caused a great many rejections.

Extreme care must be exercised to see that only proper stock is loaded on a declining market.

A. G. Kohnhorst.

The Grocery Market.

Sugar—The market on refined sugar continues to decline about as it has for several weeks, New York refiners having marked down hard sugars another 5 points Dec. 5. The demand is only fair from the retail trade who still take supplies sparingly so as not to be caught with a large stock on hand if prices should take a sudden drop. It is hardly expected that there will be any great change in prices. The market on raws holds about the same as a week ago and refiners are holding off buying, which would indicate that they expect lower prices.

Tea—The market continues quiet, but firm, large holders preferring to wait until the expected decision from Washington on the tea coloring test. The demand for Japans is good in the local market and, as a rule, retailers demand high grade rather than low grade teas. In Oolongs the rejection of a large quantity of Foochows has braced up the market and prices are somewhat firmer. Ceylons and Indias continue to be strong and the demand is good.

Coffee—Prices are steady at previous levels, with a fair demand. The option market has been both up and down during the past ten days. It is thought that the crop movement from the interior of Sao Paulo will drop off shortly, which might cause the market to strengthen some.

Canned Fruits—Gallon apples remain the same as quoted a week ago and the demand is very small as supplies of green apples are still large and prices reasonable. California states that all fruits with the exception of ordinary peaches are firm, owing to the close clean up of packers' stocks.

Canned Vegetables — Corn, the cheap article of the vegetable line, has been moving freely. Sauerkraut and sweet potatoes are firm, but prices are the same as quoted a week ago. The market on tomatoes has developed considerable strength during the past week and no first-class stock of No. 3 standards is obtainable under \$1 f. o. b. factory in a large way. No. 2s are harder to find than 3s; in fact, very few are still in packers' hands and these are being held almost without exception firmly at 82½c. No. 10s are quoted at \$3.25@3.40. This is an unusual situation at this season of the year, when trading in tomatoes is generally very light and the market is dull. There can be no question but what supplies are not sufficient to last until the new pack if anything like the normal quantity is consumed. Peas are almost entirely out of first hands and are in a very strong situation. There has been practically no change in other lines of canned goods, all markets being fully maintained.

Dried Fruits—Raisin prices have been declining until at the present time it would seem that they will not go any lower and we consider them a good buy. The prune situation is in a little better condition and, al-

though prices quoted by wholesalers to the retail trade are low in comparison with the quotations on the coast, they are not moving as fast as they were a short time ago. Evaporated apples are a little firmer, but prices are still low in comparison with the remainder of the dried fruit line.

Starch—Muzzy and Best gloss declined 10c per hundred Dec. 5.

Syrups and Molasses—Glucose declined 10c per hundred yesterday. Compound syrup also declined 4 scales and 1c per gallon. Sugar syrup is unchanged and dull. Molasses is steady to firm for good grades; demand is light.

Cheese—The market is firm on all grades at ½c per pound advance over last week. The stocks are considerably lighter than they were last year and the market is in a very healthy condition at the advance. The above conditions apply to all grades.

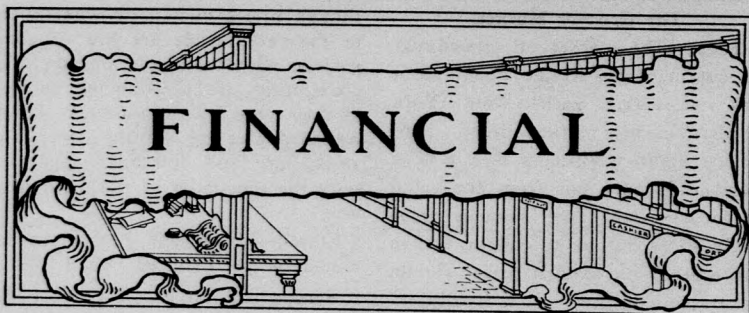
Provisions—Smoked meats are firm at about ¼c per pound advance over last week. The demand for pure lard has increased to some extent and the supply is reported lower than it has been for some time. As a result we have had an advance of from ¼@½c per pound. Barreled pork and canned meats are only in moderate demand at unchanged prices.

Olives and Olive Oil—Spot stocks are said to be small, but new crop goods will soon arrive in quantities of sufficient size to meet the demand.

Fish—Cod, hake and haddock are in fair demand at unchanged prices. Salmon is unchanged and quiet. Domestic sardines are unchanged and dull; imported sardines also are quiet. Mackerel have remained strong but quiet.

At the board meeting of the Peoples Savings Bank to-day the resignation of William Alden Smith as First Vice-President was accepted, Second Vice-President Samuel M. Lemon was advanced to First, Cashier Eugene D. Conger was elected Second Vice-President and Assistant Cashier T. William Hefferan was advanced to succeed Mr. Conger. William Smitton was advanced from Paying Teller to Assistant Cashier. This is a happy rearrangement of the staff and will be as satisfactory to the patrons of the Bank as it is pleasing to those directly affected, and it is in line with the bank's policy of promotion for those who are deserving. Mr. Conger has been Cashier of the bank about five years and the records show that he has made good, and advancing him to the Vice-Presidency will be but a recognition of the executive capacity with which he has been clothed. Mr. Hefferan is a graduate of Harvard and started in the bank as a minor clerk and has won promotions on merit by close application to his work and ability as a banker.

Dan McLaughlin has engaged in the meat business at 614 Turner street under the style of D. H. McLaughlin & Co.



Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Box Board Co., Com.	25	
Am. Box Board Co., Pfd.	92	
Am. Gas & Elec. Co., Com.	65	67
Am. Gas & Elec. Co., Pfd.	44	45
Am. Light & Trac. Co., Com.	293½	294½
Am. Light & Trac. Co., Pfd.	107	108
Cities Service Co., Com.	79½	81
Cities Service Co., Pfd.	81½	82½
Citizens Telephone Company	93½	95
Commercial Savings Bank	175	180
Com'th Pr. Ry. & Lt. Co., Com.	60	60½
Com'th Pr. Ry. & Lt. Co., Pfd.	89	89½
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	166
Holland-St. Louis Sugar Com.	13	13½
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.	104	107
National Grocer Co., Pfd.	81	83
Old National Bank	198	200
Pacific Gas & Elec. Co., Com.*	46½	47½
Pacific Gas & Elec. Co., Pfd.	89	90
Peoples Savings Bank	235	
Saginaw City Gas, bonds	98½	
United Light & Ry. Co., Com.	53	55½
United Lt. & Ry. Co., 1st Pfd.	73	80
United Lt. & Ry. Co., 2nd Pfd.	67	70

December 5, 1911.

*New stock.

The Thanksgiving holiday broke into the week and trading was fairly quiet, but prices generally are holding pretty firm.

Michigan Sugar Company common stock is in better demand and prices have advanced to around 105@106 and there is some Holland-St. Louis changing hands around \$13.

The statements of earnings of the Public Service Corporations have been published and are on file at our office. They show net earnings on the common stocks for the year ending October 31st, 1911, as follows:

Cities Service Company, 7.72%.
Commonwealth Pr. Ry. & L. 5.65%.
United Light & Railways 7.70%.

The United Light and Railways Company statement for the month of October showed an increase of 43% over the same period last year. We believe that United Light and Railways Company stocks at around present quotations are a very conservative buy and over a period should prove profitable.

Paid First Dividend in Twenty-One Years.

The Elliott Machine Co. paid a 1 per cent. dividend on its capitalization of \$1,500,000 Dec. 1, being the first dividend the company has ever declared and paid. The original corporation, which was known as the Elliott Button Fastener Co., was organized twenty-one years ago as the result of stock subscriptions taken in the office of the Michigan Tradesman, where the original machine was on exhibition for several days. It appealed to local investors to that extent that \$60,000 was subscribed inside of three days. Of this amount \$36,000 was actually paid in, the remaining portion of the subscriptions not having been called. The company met with many disappointments of a business character and was compelled to face litigation of a very serious nature. The validity of its patents was in dispute for a good many years, but the court of

last resort finally decided in favor of the Elliott Company. In the meantime, the panic of 1893 and the temporary discontinuance of buttons on shoes forced the company into liquidation. Four of the five original incorporators in the company—the fifth having died in the meantime—voluntarily assumed the obligations of the old company and organized a new company in the name of the Elliott Machine Co. The business has prospered wonderfully under the management of Mr. Elliott and is now regarded as one of the foremost manufacturing institutions in the city. Mr. Elliott is probably the only inventor in the history of the country who did not jump his stockholders and desert his associates when disaster overtook them. He stayed by the company in man fashion and, as a result of his efforts and energy and ingenuity, the Elliott Machine Co. is everywhere regarded as the leader among the specialty manufacturing institutions of the shoe industry.

Benjamin Wolf has been chosen to the Kent State Bank directorate to fill the vacancy caused by the death of J. A. S. Verdier. Mr. Wolf is well known in business and lumber circles and is interested in the lumbering concerns of Wolf Bros., the Wolf-Lockwood Co. and the Northland Lumber Co. He was a member of the directorate of the State Bank of Michigan before the consolidation with the Kent and his judgment on business matters in general and banking matters in particular is probably as good as that of any man in the city. Mr. Wolf is a distinctively Grand Rapids product, but spent the early years of his business life at Ewart, where he came to be regarded as the soul of honor. He has the confidence and respect of every man, woman and child in Osceola county and his visits to Ewart are in the nature of an ovation. Mr. Wolf is thoroughly on the level. He has never betrayed a friend or deceived a business associate. His word is as good as his bond and a delightful personality enables him to attract and hold friends with bands of steel. If Grand Rapids had a thousand men as big and broad and generous and reliable as Ben. Wolf, it would be the strongest city in the world.

The bank clearings for November show a total of \$12,716,249.08, an increase of \$568,000 over the same month last year, or nearly 5 per cent. The October clearings showed an increase of over \$600,000 and the to-

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of the
Preferred Stock
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Cities Service Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

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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
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You Can Add to Your Income

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Grand Rapids, Mich.

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Old National Bank

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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

tal for the eleven months to date is only a matter of a half million below the same months last year. From present indications the clearings for the year will just about break even, which may be regarded as an excellent showing. The records for the year to date show that in January, April, May, August and September the clearings were less than for the same months last year, while the other months gave small gains, except October and November, when the gains were large. The four months' furniture strike undoubtedly had a depressing influence on business and this depression is reflected in the clearings. The substantial gains in the last two months seem to indicate that business is getting back into the old swing and gives promise of some of the old time activity in the year to come. Next year, of course, will be a political year, but it is likely its demoralizing influences have already been pretty well discounted. Besides, political campaigns are not what they used to be. With no great issues dividing the parties it will not be easy to get the people so excited they will neglect business, and, then, for several years there has been a growing conviction that no matter who may hold the offices the country will go on just the same. The different methods that reform legislation has made necessary in the conducting of campaigns and the elimination to a large degree of corporation influences and boodle also make a difference.

President James R. Wylie, of the Grand Rapids National City Bank, has returned from spending a month in the South. He attended the convention of the American Bankers' Association in New Orleans and looked after business interests in Louisiana and Texas.

President Chas. W. Garfield, of the Grand Rapids Savings, will leave after the annual meetings in January for Florida to spend a month or longer. He will be accompanied by his wife and Mrs. N. A. Fletcher.

The call for statements showing the condition of the banks will probably come some day this week. The banks have been anticipating the call any time the past two weeks and have had their affairs in order accordingly. This does not imply that their affairs have been out of order, but there are degrees in excellency and the bankers naturally want the best possible in their published statements.

Except the Grand Rapids National City, which pays on Jan. 1, the banks observe December 1 as interest paying day for the savings depositors. If the depositors do not draw out their interest, it is added to their accounts and becomes a part of the principal. This semi-annual interest disbursement totals a very handsome figure, probably somewhere around \$150,000 or \$200,000, more than is paid out semi-annually to the stock-

holders in the banks as dividends. The stockholders, however, have only \$3,122,000 invested, while the depositors, including those who put their money into the National savings departments, have about \$20,000,000. The interest allowed by the banks on the savings book deposits is 3 per cent. and 3½ per cent. on certificates, but withdrawals and other causes reduce the actual interest rate to between 2 and 2½ per cent.

The leaders in American finance may be hardheaded business men, but in their advocacy of the central reserve bank plan of averting panics, as approved by the American Banking Association, it may be suspected that they are getting into the rain maker class along with Bryan and some others who might be named. Central reserve and sixteen to one, of course, are entirely different, but they are alike in that one is and the other was proposed as a sort of cure all and general panacea. Senator Aldrich is cock sure that the central reserve will put an end to panics and money stringency. So was Col. Bryan that his free silver would make poverty unknown. Time has proven free silver to have been a fallacy and it will take time to demonstrate how much better the central reserve may be as a remedy for panics. Just so long as business men and manufacturers and capitalists mix too much blue sky with their operations there will be panics. The proposed central reserve bank or association may soften the crash, but when men with over confidence in the future spread themselves and their resources too thin over the financial landscape, there will continue to be need for readjustments, and these readjustments will undoubtedly be more or less painful. Panics are usually preceded by evidences of great prosperity and business activity. Factories are working overtime, business enterprises of all kinds are at high pressure, everything is booming. Suddenly some top lofty concern comes down with a smash and the panic is on. Everybody awakens to a realization that it is time to hedge, everybody wants ready cash with which to pay up and get out and in the rush everybody is more or less pinched. The central reserve may make coming down to earth easier when the over expanded credit balloon bursts, but as long as men go ballooning in business there is certain to be casualties.

Salesmanship is an important part of modern business, but to say that it is more important than production, or that it is nine-tenths of business, strikes one as much like talking through one's Panama. If nobody produced there would be nothing to sell but it does not follow that if there were no salesmen nothing would be produced. Production and exchange of products are complementary economic functions, but if there is to be any argument about which is more important the former must be accounted as of greater consequence.

Fourth National Bank

Savings Deposits

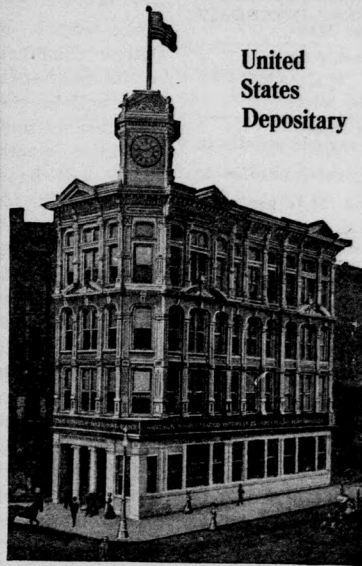
3

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

BOND DEPT.

of the

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

CORRESPONDENCE PROMPTLY REPLIED TO



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OF BUSINESS MEN.

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Grand Rapids, Mich.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

December 6, 1911

To make the most of dull hours, to make the best of dull people, to like a poor jest better than none, to wear the threadbare coat like a gentleman, to be out-voted with a smile, to hitch your wagon to the old horse, if no star is handy—that is wholesome philosophy.—Bliss Perry.

TWO IMPORTANT MEETINGS.

The general membership of the Grand Rapids Board of Trade will meet at the Pantlind to-night. The plan for the re-organization under a new name as the Association of Commerce will be presented and, undoubtedly, will be ratified. The plan, which has already been outlined, seems well calculated to serve the useful purposes of municipal promotion. There will be twelve elected directors and these, with the officers and the chairmen of the standing committees, will constitute the Board, and every member of the Board will be a worker. When a member ceases to be a worker, he automatically drops out and somebody who is willing and able to do things will be put in his place. Under this plan merit and interest in the work will receive recognition, and a little recognition is often an incentive to still greater effort. As important as the form of organization is that under the new plan the Association will have a larger income and with more money much can be accomplished which before was not even to be thought of. Instead of a flat membership rate of \$10 a year for all alike, under the new plan those able and willing to pay more will be privileged to do so. The banks have already subscribed \$4,000 a year for five years through the clearing house, and the downtown business houses are putting themselves down for from \$25 to \$300 or more each. It is estimated the Association will have an income of from \$15,000 to \$20,000 a year. Those who are subscribing are not doing so as a charity or from philanthropic motives, but as an investment, and that this is the view taken of it is as important as the money itself. Men look after their investments and will work to make them profitable, which means that there will be a spirit of co-operation in Association of Commerce circles which the old Board of Trade has never been able to awaken or in-

spire. At the meeting Wednesday night Lucius E. Wilson, who won notable success as Secretary of the Des Moines Association of Commerce, and is now Secretary of the Detroit Chamber of Commerce, will be the chief speaker and, in addition, there will be several local addresses.

Almost as important as the re-organization meeting of the Board of Trade will be the meeting of the retailers Thursday night to organize their own Association on much the same lines as the wholesalers are organized and probably as an auxiliary to the Chamber of Commerce. The preliminary meeting was held last week Monday night, when committees were appointed, one to formulate the plan and the other to canvass for members. The plan, it is understood, has been agreed upon and the Membership Committee, it is stated, has been gratifyingly successful in interesting the merchants in the proposed movement. Owing to petty jealousies, which are too long standing to be immediately forgotten—a condition that all recognize as existing and which all regret—it is likely that somebody outside of the retail mercantile circles will be chosen for the chairmanship, somebody in whom all will have confidence. This is wise as a temporary expedient, but a year hence, when the retailers have learned to know each other better and to work together and have seen the good to be gained from co-operation, this will be unnecessary and a chairman from their own number can be named. Carroll F. Sweet and John B. Martin are most frequently mentioned for the chairmanship and either would be entirely satisfactory. The Tradesman has so many times urged the importance of an organization of the retailers that its commendation of the present movement is unnecessary. If the retailers can get together it will be one of the best things for the city that has happened in many years and will result in great and lasting benefits.

UNION LABOR HYPOCRACY.

Labor leaders all over the country are demanding the death penalty for the McNamaras, and that this should be their attitude is not surprising. It is not surprising, in the first place, because the McNamara disclosures are so shameful that it is certain a crimp will be put in the pleasant and profitable occupation of labor "leading" and some of those who are high up in it will have to return to real toil, which naturally is not pleasing to them. And then when in all the history of the world has any gang shown a kindly disposition toward the craven who to save his own neck endangers the necks of all the rest by confessing? The attitude of the leaders is perfectly natural and entirely expected. While demanding the death penalty for the self-confessed criminals, among all the labor leaders are any calling for further investigation into the methods and manners of organized labor? It must be evident that the McNamaras were mere instruments in the hands of men higher up. At most they were but

units in a desperado crew employed to further the purposes of those who direct the campaigns of organized labor. It is inconceivable that they engaged in their dynamiting enterprises of their own accord, for their own satisfaction and at their own expense. Somebody paid them for what they did. Somebody furnished them with expense money and with their equipments. Somebody told them where to go and what to do. Who furnished the inspiration for the crimes that the McNamaras committed? Who pointed out the jobs to be executed? Who financed their undertakings, who profited by their crimes? If organized labor will ask these questions and insist that they be answered, if organized labor will aid justice in revealing the plot and bringing the criminals to punishment, then some weight can be given to the protestations of indignation that are heard in labor circles. As the case stands now the anger shown bears a striking resemblance to that which is usually manifested against the member of the gang so unfortunate as to be caught with the goods.

EARLY CHRISTMAS SHOPPING

The tradesman has advocated this for years, and seemingly offered every inducement to secure it. And yet, despite all his alluring offers, the last week before the holidays has been crammed and crowded. He has been obliged to put in an extra force of perhaps inexperienced clerks, just because many will procrastinate until the last moment.

But now it seems that physicians are coming to his aid. At least one prominent authority on the subject urges from a hygienic point of view that the Christmas purchases be made early so far as possible. He notes the high nervous tension to which those who make extensive preparations are necessarily subjected, and sees in this sufficient reason for urging that the work be commenced far enough in advance to insure a right to deliberation.

The throngs doing Christmas shopping can not but vitiate the air of the store. If the shoppers are not tired when they enter, this feature alone speedily induces fatigue. They become cross and irritable; and as clerks are only human, how can it be expected that the contagion will not be imparted in a measure to them? Satisfied customers there may and doubtless will be; but it stands to reason that under such adverse conditions they will be less numerous and more energy will be necessary on the part of the salesman.

If there is any contagious disease in the community the crowded store is the very best hot-bed for its propagation and distribution. It finds the shopper tired, worried; in just the physical and mental condition least fitted to resist it. Surely if people would but take a sane view of the matter they would see it as you have seen it for years.

They will get their eyes open if you persist. Keep preaching the old story, in your advertisements; in

your conversation. Strive to impress upon those living near that shopping early in the month and early in the morning are duties they owe to themselves and to those less favored. Not all can buy early. Some must wait until they can collect funds. But to those who can, urge and insist on the many advantages of early Christmas shopping.

CHILLED GOODS.

This is a season when the air outside is sharp enough to injure some of the fruits and vegetables in a short time if displayed outside the door. Cranberries may render your shop inviting and you may think it easier and more emphatic to show them to the passer-by than to expect to reach him through printer's ink. Your immense heads of cabbage and celery may be worthy of the prominence you give them on the outside of your front window. The oranges, lemons and bananas certainly do look attractive and, no doubt, gain more sales.

But how about the future of the chilled goods? Many a housewife is disappointed regarding the keeping qualities of certain articles which at the time of purchase looked perfectly firm. She wonders when they become tasteless or incline to rot quickly. Some day she will learn to the sorrow of those who indulge in this expensive form of display that the place to buy such goods is the one where they are at all times protected from cold. They may not become actually frosted and yet they are injured.

Some of the stock thus exposed may remain in your own hands long enough to be visibly injured. Potatoes are especially prone to chill. Fruit is at once the worse for the experience. If they are transferred to the store at closing hour, as would seem absolutely necessary, the change in temperature is even more harmful than the low temperature on the outside. Decay is bound to be hastened. Some one must pay the penalty. You can not afford to do it and you can still less afford to compel your patrons to do it. Better keep the stock inside, but in the window if you wish. Tell the people about it through the morning paper; tell it by placards where you once kept your potatoes and fruit. But keep the articles as free from frost as though they were to be retained until next March. You owe it to every one concerned, yourself included, to do nothing which will injure the keeping qualities.

In referring to the Chicago Land Show last week the Tradesman incidentally mentioned that the Show was conducted by the Chicago Tribune. The publisher of the Tribune assures the Tradesman that it did not conduct the Show this year, having transferred its interests therein to a stock company. The Tradesman very cheerfully gives the Tribune the benefit of this statement, at the same time re-affirming the pleasant words it had to say for the Tribune and the management of that great newspaper in the article above referred to.

SECURING AN ART GALLERY.

This city has an Art Association which is doing much to awaken the popular interest in fine pictures. The Association is made up of a few earnest women who themselves appreciate the beautiful and are doing all they can to impart their enthusiasm to others. Through this Association loan and other art exhibitions have been secured, popular lectures have been given and through donations and by purchase a fine start has been made toward a collection. The fondest wish of the Association is that Grand Rapids may have an art gallery where its treasures may be displayed and where they will be safe from fire. This wish should be gratified. Grand Rapids ought to have an art gallery, but the immediate prospects are not encouraging and, perhaps, one reason for this is that the talking and planning has been on too ambitious a scale. The commonly accepted idea of an art gallery is a beautiful creation in granite and marble, with bronze doors and stained glass windows—something to cost a half million and upwards. Such a gallery would be a credit to the city, but when it comes to talking in half millions or even in quarters or in hundred thousands it should be borne in mind that Grand Rapids stutters dreadfully. This is true not only of the city as a whole in matters of art, but of the city's most eminent philanthropists as well. If the Association waits for municipal action or for another Ryerson to appear it may be apprehended the desired art gallery will be a long time coming. A former President of the Board of Trade made a half dozen trips to New York—at his own expense—in the effort to induce Carnegie to give up a quarter million dollars for a combined museum and art building. He finally obtained an interview, but failed to turn the head of the aged philanthropist from his library scheme. Instead of waiting for a quarter or a half million dollar dream to materialize, why should it not be as well to do a little figuring on some other plan that would be next best and not so expensive? For instance, if the Avery mansion, on Jefferson avenue, could be purchased, why would not that serve present needs? This is one of the finest old houses in the city—a beautiful specimen of old-time architecture, quaint, artistic, a treasure in itself and well worth preserving. It is not fire proof, it is true, but its walls are of stone and it would not be difficult nor very expensive to give it a tile roof and without changing its outward appearance to remodel the interior, substituting metal and concrete for much of the wooden construction, thereby rendering it nearly fireproof or, at least, of such slow combustion that danger from fire need not be feared. The house is spacious and would make an admirable meeting place, and for the gallery proper four brick walls and a roof in the rear would answer every purpose, at least for the present,

and it could be made as large as desired, and easily enlarged when the need for enlargement appeared. If this plan could be carried out Grand Rapids might not be as sumptuously equipped as some other cities are, but with the fine old Avery mansion for a front we would have something in which we could always take some degree of pride. The location is ideal. Adjoining the Avery property is the Kent Scientific Museum, which will insure its "neighborhood" for all time to come. Some day a suitable museum building and art gallery will be erected in place of the present building, and when this time comes, it would be easy to find good use for the Avery house in connection with it.

If this property could be acquired and converted into an art gallery, what would be more appropriate than to dedicate it as the Avery gallery? This would be a graceful tribute to one of this city's oldest and best families and a memorial to one of the finest and kindest of men, the late Noyes L. Avery, whose name is closely associated with this city's best development, and who was himself a lover of art.

The Art Association should not undertake to carry the entire burden of providing an art gallery for Grand Rapids. The Association, no doubt, can do much to awaken the realization of the great need, but it will make more rapid progress if it will invite the co-operation of the furniture designers, the architects, the art departments in the printing and engraving establishments, the photographers, the Board of Library Commissioners and all others who may be interested in art or in what may pass for art. Make art a comprehensive term and let everybody come in who has the desire, relying on sensible house rules to be a safeguard against incongruities in the displays. Let the aim be to make the place a center for the useful as well as the ornamental arts that it may be of value to the greatest number. Working in this way, with a definite plan that will not cost too much and everybody helping, it is quite possible that something might be accomplished toward the securing of an art gallery without the weary waiting for the opening of some philanthropic pocketbook.

THE ONLY REAL REFORM.

Organized labor the country over will, of course, repudiate the McNamaras and the crimes they committed in the name of organized labor. And the Tradesman believes that on the part of the rank and file this repudiation is sincere. The great majority of the workers, of those who really work, are honest men, law abiding and have as high ideals of good citizenship as will be found anywhere or in any class. They have no sympathy with violence, no personal affiliation with the thug, no bond in common with the dynamiter. In every labor organization, however, is a reckless, lawless element, with nothing to lose, and, almost invariably, it is this element

that is most influential in shaping policies and in the selection of leaders. The sober and sane and honest majority is dominated by the reckless few and the leaderships are bestowed not upon those who are known for their wisdom and good judgment, but upon those who talk the loudest, lie the hardest and promise the most. We had an illustration of this in Grand Rapids last spring. The furniture workers in this city rank high in good citizenship, but the leaders they selected or that were given them were typical of the kind. The MacFarlane outfit lied as to conditions in other furniture manufacturing centers; lied as to conditions here; lied constantly and outrageously as to prospects. The reckless and ignorant element among the workers believed all that was told them and entered heartily into the MacFarlane schemes and those of the orderly majority who could not be persuaded or cajoled were intimidated into joining the strike and were thus made parties to the riots and disorders that marked the four months' struggle. Few among the real workers approved the mobbing of old men returning home from work, the making of threats to wives and children or the destruction of property, and yet everything that occurred was done in their name and they would have enjoyed the gain had success been won through such methods. If organized labor would rehabilitate itself it must get rid of its present leaders and establish new standards for leadership in the future. Not the biggest liar nor the man who can promise the most should be placed at the head, but men of honesty and character. Marked reform is hardly to be expected, however. To be the loud mouthed "friend of labor" will continue to be a profitable profession. Agitating and trouble making will continue to be an easier mode of gaining a living than manual toil. The only real reform will be in the elimination of the labor union, with its false standards, its unAmerican ideals and its oppressive methods.

THE EXPRESS MONOPOLY.

Additional instances of unfair practices, discriminatory rates and sharing of territory by the express companies now under investigation by Commissioner Lane, of the Interstate Commerce Commission, were brought at the second hearing before the Merchants' Association of New York last week.

Robert H. Elmendorf, of the Century Company, testified that his company shipped more than fifteen thousand packages of books yearly by the express companies, many of which were either lost or seriously delayed in transit. In general, he said, the business done by the companies was very unsatisfactory, and when claims for redress were made little attention was paid to them.

In particular, Mr. Elmendorf cited an instance where a package had been shipped to Richmond, Va., and lost. No answer to complaints was made for more than a year, he said,

by the United States Express Company, which had charge of the package, and finally the Century Company had to settle for less than the value of the package.

Edward J. Proffitt, of Providence, R. I., Treasurer of a newly organized parcels post company, said that the business of the express companies could be carried on at a much lower rate than that now charged and still make a profit. The department stores of Providence, he testified, had been sending more than a million packages a year at an expense twice as great as the rate offered by his company.

Following Mr. Proffitt, W. H. Chandler, Assistant Manager of the Transportation Department of the Boston Chamber of Commerce, who said he had more than twenty years of experience in railroad and steamship transportation, testified concerning the relation between the different tariffs established by the express companies, all of which tended to fix rates in such a way that the vast bulk of the business handled was charged out of proportion to the apparent rate, he said. A consignment at a \$2 rate, he declared, could be sent 770 miles in one part of the country and only 160 miles in another. A chart was introduced showing the different routes of the express companies, together with the rates in the different states. In some states there was a decided increase in the mileage over the same comparative distances in another. The rates in some cases, he continued, have advanced as much as 63 per cent. since 1892, while in no case has a reduction of more than 7 per cent. been enforced.

The New York Central lines takes good care of its old and faithful employes, those who have worn themselves out in its service. A recent illustration of this is in the case of Clark S. Rogers, who was recently retired from the agency in Grand Rapids. He had been connected with the road for forty years, beginning as brakeman on the old Lake Shore out of this city and working up through the service from the operating to the passenger department and finally to the general agency in this city. Last summer he suffered a stroke of apoplexy, which so impaired his efficiency that a change became necessary. He was offered a station agency at one of the best small towns in Southern Michigan, but he was unequal to the work. And then he was pensioned at \$50 a month and the pension will continue as long as he lives. More and more the railroads and big corporations of the country are making provision for their worn out employes by pension and otherwise, and the New York Central lines have been foremost in this movement.

Over 1,300 aeroplanes were turned out in France last year and of this number seventy are owned by the government. The aeroplane business has gained rapidly in France and the business has developed more than it has in the United States.



News and Gossip of Interest to Business Men.

Move For Permanent Fund.

At the recent annual meeting of the Merchants' and Manufacturers' Association a movement was initiated to provide a permanent fund for carrying on its beneficent operations. Some years ago a fund of \$200,000 was raised by subscription, payable only on assessments made as the money was needed to establish new industries, or for such purposes as properly fell within the province of the Association. Three-fourths of the fund has been raised and invested, with astonishing results in trade and manufacturing development, and it is now proposed to establish an even larger fund, and to make it permanent, the proposition being put up to the directors who in the past have so successfully managed the affairs of the organization. These directors, re-elected, are, the first named being the President: Harry T. Wickes, John L. Jackson, A. C. Melze, Benton Hanchett, Arthur D. Eddy, Max Heavrich, Theodore Huss.

Saginaw Valley Launderers.

At the initiative of Henry Witters, of Saginaw, the Saginaw Valley Launderers' Association has been organized, the present membership including those engaged in the business in Saginaw, Bay City and Flint. Following are the officers elect:

President—W. J. Stark, Flint.

Vice-President — Henry Witters, Saginaw.

Secretary—J. P. Greenwald.

Treasurer—Paul E. Haines, Bay City.

Mr. Witters entertained the members at a banquet at the Hotel Vincent following the business, and a pleasant hour was spent. Martin Keeley, Detroit, President of the State Association, State Secretary Henry Mason and Will Laing, also of Detroit, were present at the meeting and banquet.

Wood Products Company.

The Saginaw Wood Products Co. has been organized to start operation with a force of from seventy-five to 100 skilled mechanics, in a new building to be erected at the corner of Hess and Sheridan streets. The new factory will be 45x100 feet in dimensions and will be two stories in height. Control will be in the same interests that own the Farmers' Handy Wagon Works, and C. W. McClure, President of that company, will be at the head of the new concern. The Wessberg manufacturing plant is to be stripped of its new machinery, which will be used to equip

the new concern in part, and the Quaker Shade Roller Co. will enlarge its premises by moving into the shops lately occupied by the Wessberg concern. With the Saginaw plant, the company just formed will have four establishments, the others being at Des Moines, Iowa, Minneapolis, Minn., and Cairo, Ill.

Business Notes.

Vernon E. Staridge, manager of the S. H. Knox stores in this city since Jan. 1, is dead of pneumonia, at the age of 28. He contracted his fatal illness following an operation for removal of one of his tonsils, which had become hardened.

Norman H. Slade, who for some time past has been engaged in business in Saginaw, has returned to the road, and is now traveling for a Detroit cigar house. Norman is one of the best known traveling men in Michigan.

A syndicate of local liquor men is said to have obtained an option on the Jacob Raquet brewery for \$130,000. The brewery is one of the oldest and best known in this part of Michigan and has been successfully conducted for years by Mr. Raquet. Dr. W. C. McKinney, proprietor of the Everett House, is said to be at the head of the syndicate which holds the option.

Bad Axe business men evidently do not intend to allow pleasure to interfere with the progress of their thriving city. By the terms of an agreement recently made the Grand Trunk Railway undertook to extend its system to Bad Axe, providing the city furnished grounds for a station, etc., and right of way, free of cost, to the company. Now comes the Baseball Association and turns over the ball park to the city, which in turn will pass it over to the Grand Trunk for a site for the new station.

Uby, in the Thumb, is installing a water works system, including a stand pipe of 75,000 gallons capacity, and contractors are busy pushing the work to completion. The entire Thumb district is awakening to the propriety of doing things such as Uby is doing.

Richard Clark, formerly in the grocery business in Saginaw for years, is dead at Seattle, Wash.

At the meeting of the Central Michigan Bean Jobbers' Association, held in Saginaw during the week, the question of how best to take care of the wet crop this season was the principal topic of discussion, without any fixed plan being determined upon. Estimates show that in several sections of the State this year

the damage to the crop is from 25 to 30 per cent. During the session the good results of exchanging seed between different sections was shown.

Secretary Joseph P. Tracy, of the Saginaw Board of Trade, is in considerable demand as a speaker. A week ago he talked to a large congregation on the East Side on Elimination of the Social Evil and Sunday night he addressed a similar congregation on the same subject on the West Side. He is also booked for an address during the week at Bad Axe on business affairs. The Saginaw Board of Trade is backing the campaign against the red light district as a good business proposition.

Captain E. J. Donaghue and S. H. Braund, of Detroit, have purchased a tract of land on the Saginaw River for the purpose of establishing a summer resort there. It is halfway between Saginaw and Bay City, and will be given daily service by the steamboat line which the gentlemen named, with others, are to put on at Saginaw next season.

Under the new Pere Marquette arrangement, by which the road is to have five divisions instead of three, A. R. Merrick remains, with headquarters at Saginaw, having

charge of the Saginaw, Tuscola & Huron branch, of sixty-four miles, in addition to the regular Saginaw division. Supt. Merrick is probably the best posted man in the Pere Marquette service upon the Thumb territory which is assigned him, and which naturally takes Saginaw as its headquarters. J. W. Brady.

Had Only the Habit.

A slouchy-looking boy, of about 13, was standing on the street corner, when a well-dressed young man walked up to him.

"Say, sonny, can you give me a cigarette paper?"

"Yes, sir," said the boy and pulled one out of his pocket.

No sooner had the young man procured the paper than he said, "Couldn't you loan me a little tobacco, too?"

"Although the wagon tongue is silent, it always gets there ahead of the rest of the outfit—but that is only because it has a pull."

Symons Brothers & Company

Wholesale Grocers

Saginaw :: Michigan



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

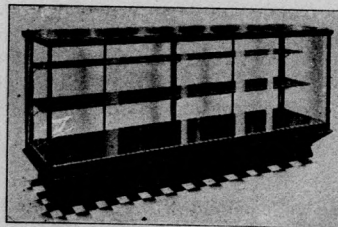
Oakland Vinegar & Pickle Co. Saginaw, Mich.

SAGINAW MILLING CO.

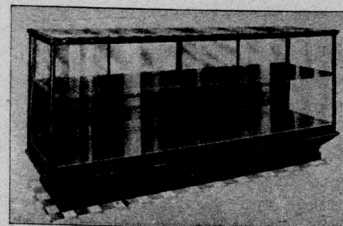
SAGINAW, MICHIGAN

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

PRACTICAL STOREKEEPING.**Matters of Vital Concern To the Merchant.****Five—Selection of Stock.**

Written for the Tradesman.

The whole business of storekeeping resolves itself into two questions, what to buy and how to sell it. The present article will attempt to bring out some points that bear directly on the first of these items—what to buy.

Stores of all kinds—grocery, hardware, furniture, chinaware, shoe, dry goods and clothing stores, and stores of a more general character, where all or a number of these lines are represented—all manner of stores and shops may be (1) large, (2) small, or (3) intermediate; and the sort of wares they carry (for the most part) may be either (1) cheap (or as we euphemistically say, "popular priced"), (2) medium priced, or (3) high grade.

When I say may be of this character, I mean they may be thus legitimately. Take articles in the dry goods line—for instance, dress fabrics; here is the widest range in the matter of values. Not all the women in the community can buy the newer and smarter effects in the higher grade fabrics. Some of the poorer women must buy the cheapest materials for their home-made dresses. Now, if your city is a pretty good sized place, and conditions are such that you can't cater to both classes of trade, the practical point for you to decide upon is, which one of these constituencies do you care more to cater to—the well-to-do and the smarter trade, or the trade of these other folks who have to buy the cheaper grades of goods?

It isn't in any sense unethical nor wrong to sell cheap goods—provided, of course, the goods are sold on a frank and truthful basis. As long as we have our present wide inequalities—our existing extremes of boundless affluence and gaunt poverty—there will be a considerable number of people in every community who simply must buy the cheaper goods just because they can not command the price to buy the better grade wares.

Take shoes, for example: You have three distinct grades—popular priced shoes (McKay's that frequently retail as low as \$1.25 the pair; and from that to \$2.25 or \$2.50), medium priced shoes (retailing at from \$3 to \$4.50 a pair), and high grade shoes (from \$4.50 or \$5 up to, say, \$8 a pair).

Now, there are not many shoe retailers that care to stock up with the cheapest and shoddiest McKay-sewed shoes and the very highest grade "custom-made" smart shoes that appeal only to the highest class trade. Unless his capital is wonderfully elastic and his store a very large one, he can not carry ample assortments in these widely different grades and in the hundred and twenty-one intermediate grades. The point with him is, Which of these three classes of consumers shall I appeal to? The an-

swer must be determined in the light of local conditions.

Of course no shoe dealer sticks absolutely to any one class. Generally you find some of at least two of these of wares; as, for instance, popular priced and medium grade shoes for men's, women's and children's wear; or medium priced and high grade footwear for men, women and children. And the emphasis even then may be upon one of these two grades. That is the point exactly: to make your store or shop individual and different, you have to create some definite impression. The shop or store that appeals strongest to people nowadays is the store or shop that stands out with cameo distinctness because of some well defined policy in the selection of its stock and in the manner of the wares it offers the buying public.

You have often heard people say of a clothier's or shoe dealer's store, "Oh, that's a dandy place to shop. Anything you buy there can be depended on; they don't carry anything but strictly up-to-date and high grade stuff." When people say that sort of a thing about a merchant they are paying him high praise. That merchant's store does not create a blurred effect upon the minds of people.

In view of the wide range of values that we find in present-day merchandise, nearly all storekeepers find that they must limit their stock selections and go, in the main, after some one class of trade. The first step is to select your constituency; the second is to select the kind of wares that, in your community, exactly fits that constituency.

The wisdom of your stock-selections must be ratified by the approval of your customers. The public is the last court of appeals in matters of this nature. What the people expect is a certain degree of actual value in a commodity of a given grade. They do not expect to get the value of a medium priced commodity for a figure that is always associated with only the cheapest kind of commodities in that line; neither do they demand the high grade values at medium prices. I mean the generality of shoppers do not. We will not stop to consider the occasional exception where your customer is utterly unreasonable.

Inasmuch as there has come to be a sort of standard of goodness in these various grades—popular-priced, medium priced, and high grade—it is important that every storekeeper select the stock that actually makes good in its class. If he is selling cheap shoes, cheap furniture, cheap cutlery, cheap chinaware, or cheap anything else, it ought to be good cheap this, that or the other thing. As cheap commodities it has certain bona fide selling points. As cheap merchandise it may be downright good merchandise for the purpose for which it was intended. The point is to try it out thoroughly and see if it actually does measure up to the commonly accepted standard of excellence in its particular class.

Manufacturers, like retailers, fall into these three classes—those who are known primarily for their good cheap products, those that are known for their good medium priced wares, and those that are known for their good high grade merchandise. It is a mighty good plan for the storekeeper to find out who these people are—these established manufacturers with established names—where they are, and all about their specialized manufacturing activities.

The average storekeeper does not spend enough time familiarizing himself with the sources of our present-day merchandise. He knows a few houses, perhaps, because he has handled their goods; but there are other concerns, perhaps in certain respects better, that he does not know. Good houses are sometimes weak in some lines, strong in others; do you know the strength and weakness of your favorite house, or houses, or, where you buy direct from manufacturer, do you know the strong points and the weak points with the manufacturers from whom you buy? What about the other fellows in this field?

I do not think it is wise to be jumping about from house to house or from manufacturer to manufacturer—but there are quiet, legitimate and resultful ways of getting wise to the things that are going on in the manufacturing world. The merchant owes it to himself to keep his eyes open. Progress is the watchword—and there is an effort being made all the while to grade up in every one of these three general classes of merchandise. Are you tied up with people who are out in the full, strong current of modern progress?

It is a mighty good thing to establish the friendliest and most substantial relations with houses and factories. It enables us to get the best datings and a timely lift when the battle goes hard with us. By all means be solid with your house. At the same time do not be as blind as a bat to everything else on the horizon. Hear what the other house has to say through its salesmen who call on you betimes. Have a look at the goods—it won't hurt you to look. Compare the products. If you are not absolutely certain that you have the best products (of their

class) anywhere to be had, try out the other fellow's line or lines. If there is anything to be gained by switching, don't hesitate to switch. You are not in business for sentimental reasons; you are in business to make a living.

While there is no apriori prejudice against a new house or a new manufacturer (all houses were once new), there is an advantage in doing business with firms that are strongly established. They have built up reputations that they are zealous to maintain. When things go wrong (as they are apt to occasionally, no matter how carefully it is sought to safeguard against mistakes), you can count on such houses making good.

There are trademarked and nationally advertised commodities that the people have come to look upon as uniformly standard. Some of these you will have to handle whether you are enthusiastic over the trademark proposition or not. As a matter of fact the widely advertised and trademarked commodity is not only guaranteed by the manufacturer, but the consumer is so thoroughly hypnotized by the national publicity that he would not be likely to admit it even if the commodity were not quite up to standard.

Keep your stock fresh and up-to-date. Nothing is more prejudicial to a storekeeper's interests than the sight of old, shop-worn goods. It is better to buy less at a time and buy oftener, even if one must miss some trivial concession on quantity buying—a concession that often looks infinitely larger than it is.

Chas. L. Garrison.

Why not compel "full weight" print butter as a matter of equity, instead of waiting for the lash of the law?

**MAPLEINE**

(The Flavor de Luxe)

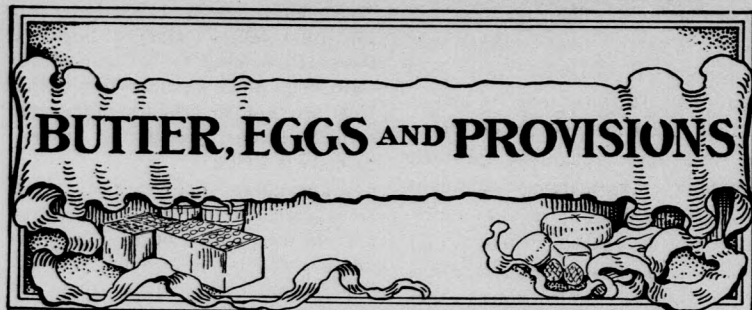
Fulfills all Pledges of Quality. Delicious Flavor and Maintained Selling Price.

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

Crescent Mfg. Co., Seattle, Wn.

WORDEN GROCER COMPANY**The Prompt Shippers**

Grand Rapids, Mich.



Additional Information on Sale of Eggs by Weight.

New York, Dec. 4—About a year ago an endeavor was made by the authorities here to enforce an ordinance to that effect, but it met with so much disfavor at the hands of the trade at large that it was not enforced. So much for public opinion. We do not favor it. With storage eggs worth 23½ cents per dozen and fresh eggs at 38 cents per dozen, we would not object to selling the former quality by weight, based on the latter quotation, as a dozen of fine large storage eggs will weigh approximately as much as a dozen fresh pullet eggs and yet their relative value shows a wide margin.

S. S. Long & Bro.

Not Familiar With Idea.

Philadelphia, Dec. 2—We have no experience and are not familiar with the idea of handling eggs by weight.

Geo. M. Baer & Co.

Have Had No Experience.

Newark, N. J., Dec. 4—We have had no experience whatever in selling eggs by weight, and have heard no comments from egg dealers in this market.

From time to time we have noticed articles in the trade papers about selling eggs this way, but up to this time we have always sold at so much per dozen.

C. Wolters & Co.

Proposition Correct and Logical.

New York, Dec. 4—Regarding selling eggs by weight, this method prevails in the English markets, of which I can give you details if desired. The New York market will not have it. Proposed legislation to compel sales of eggs by weight was strenuously opposed by our dealers, and evidently killed, although I think the proposition is correct and logical.

F. H. Wickware.

Proper Way To Handle Eggs.

New York, Dec. 2—I have never had any experience in selling eggs by weight. This has been agitated some in our city, but has never been put into practical use. So far as I am concerned individually I think it is the proper way to handle eggs.

Chas. H. J. Zinn.

No Opinion at Present.

Chicago, Dec. 5—We have never had any experience in handling eggs by weight and we hardly care to venture an opinion on the subject under the circumstances.

Eck. McNeill & Co.

Can Give No Definite Advice.

Philadelphia, Dec. 4—Regarding selling eggs by weight, beg to advise you that we have never had any experience in this respect and hardly think that egg selling by weight would take well on the Philadelphia market. Eggs here are sold according to quality almost entirely. Size, of course, is preferable to small eggs and large eggs bring better prices, but as our experience is very limited—in fact, nothing—in the handling of eggs by weight, we regret exceedingly that we can not give you any definite advice on this matter.

Turner Co.

Unsatisfactory System.

Philadelphia, Dec. 2—Never tried selling eggs by weight in a retail way and don't think practical. No one in this State does it. If you want to confine 24 ounces to the dozen, it will be a very unsatisfactory system.

Jacob F. Miller.

Would Be an Improvement.

Buffalo, Dec. 5—We hope the time will come when all eggs are sold by weight. It certainly would be an improvement over the present method of handling, but presume it will be a long time before that is general.

Rea & Witzig.

Questions Its Success.

New York, Dec. 2—Regarding the experiment of selling eggs by weight, which you say will be made by the Crescent Egg Co., of Allegan, would say the Inspector of Weights and Measures of New York attempted to put this into operation about a year ago, but it did not even get as far as an experiment. It is a fact that the weight of an egg is not an infallible guide to its quality, hence we do not feel that this method of selling eggs can be a success.

Geo. M. Rittenhouse & Co.

Recommend Standard Package.

Newark, N. J., Dec. 5—We have never handled eggs by weight, but we do handle eggs from the South and the West and from nearby sections, and we certainly think that to sell them by weight would be the correct way, provided they were shipped in a standard package so that one could get at the net weight without removing them from the package. Otherwise it would never do, as a wholesale dealer could not take the trouble to remove the contents of the different packages in order to tare the package.

C. E. Barker & Co.

Why Alfalfa For Dairy Cattle?

Alfalfa will produce more digestible nutrients per acre than any other agricultural crop. A yield of four tons of alfalfa hay per acre produces about 4,000 pounds of digestible nutrients, 880 pounds of which are digestible protein.

Corn comes next to alfalfa in the production of nutrients for the cow. An acre yielding ten tons of green corn will produce about 3,400 pounds of digestible nutrients.

No crops complement each other better for feeding the dairy cow than corn and alfalfa. The corn put into the silo furnishes the succulence for the cow and a large amount of heat producing elements. Alfalfa provides the dry roughage and is rich in the element protein which is so necessary to the growing animal and the cow producing milk. In short, alfalfa and corn have a productive feeding value that can not be excelled by any other combination of roughage grown on the farm.

When alfalfa is used properly in the rotation it is beneficial to the soil.

A Colorado woman whose chickens moulted late in the season has prepared them for cold weather by making neatly fitting coats that button under the wings and soft flannel caps fastened with dainty colored ribbons which tie under the beaks of the fowls. The chickens like their new gowns and are laying eggs to show their gratitude. This may furnish a hint to other poultry raisers and may set a new fashion.

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

WYKES & CO. Grand Rapids, Mich.
Michigan Sales Agents

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



We have the output of 30 factories.

Brick, Limburger in 1 lb. Bricks, Block Swiss

Write for prices.

Milwaukee, Wis.

Cheese Factory Trouble in Missouri.

One of our readers from Central Missouri is having trouble through disposing of his milk and cream to a local cheese factory. He writes:

"About four months ago two men came to our town from another town in Missouri and put up a cheese factory. About thirty of our business men backed them up in buying the house and lot, also a lot of machinery and supplies to the amount of \$1,500, taking a lien on the property to secure themselves against loss. The cheesemakers are making a good product, but have no capital of their own. During the first month's run they gave the local bank a lien on their future output of cheese for \$1,200 to buy milk. This cheese was sold and the money came back to the bank to reimburse them. Since then they have been running with but little cash, and gradually falling behind with their payments. With some they are behind sixty days in payment, and some they owe as much as \$60 and \$70.

"The men running the cheese factory seem to lack in business qualifications, and yet as a milkman, I am a little fearful they have more business than I suspect; that is, I am afraid they may sell their product, close down, and leave us farmers without our pay. They have been allowing us 30 cents a pound for butterfat, and we give them the milk. This was their price from the beginning. In my case they have cut down my test nearly one-fourth, assuring me that the tests were accurate.

"If you can advise in this matter it will be a favor, as I am not well enough versed in such matters to know how to decide for myself."—Patron.

We are sorry to learn that such trouble as the above should arise, as cheese factories under good management are a great aid in any community for more profitable farming. And this is especially true for the section of Missouri from where our friend in trouble writes. Wherever cheese factories and creameries are run on a sound basis the dairy industry is stimulated, and the surrounding farmers over a wide territory are able to make more money. Almost invariably the farmers of a dairy center where milk and cream can be disposed of at a profit soon become prosperous and the community in general is improved. The farmer who keeps dairy cows and sells his product to a cheese factory or creamery receives a substantial monthly check. With this ready cash coming in regularly every month of the year the farmer is enabled to keep things in general moving; he is enabled to make improvements as he goes along, his land continually grows richer through keeping and feeding more animals, and there is something worth while being done on the farm every day of the year. Dairying is not a get-rich-quick proposition, yet through steady employment, with a steady cash income through the entire year the farmer and his family are able to live com-

fortably and are never out of ready cash for buying what is needed. The dairy community soon becomes a prosperous community, and in time the land becomes highly productive and the farms extra well improved.

It is difficult for one at a distance to advise in trouble of this kind. From the story it would appear that the men running the factory started in good faith, but with poor equipment, especially in a financial way. Many similar cases are on record of factories of this kind starting on talk alone without money to run the business. This seems to be a human weakness general among men. They expect to be able to pull a big load with a little horse. They figure on large profits, but they do not figure in the hundred and one small items of expense that finally eat up all of the large returns. Some men never learn any real business sense until they are too old to run a good business. It is one thing to be a good buttermaker or a good cheesemaker, and quite another thing to manage the factory so that it will pay dividends. The business end of an affair of this kind is one of the most important things connected with it. If these men in question are honest, but simply lacking in good business ability, they are legally blameless. The patrons of the cheese factory should have determined beforehand the business standing and general good name of the men.

It is customary everywhere for cheese factories and creameries to buy milk and cream and pay for the same at the close of each month. In this respect this factory is following the rule, and hence there is no irregularity from this source. If they are unable to pay their customers for milk at the end of each month it would indicate that they are not making a good quality of cheese, that their business methods of disposing of the cheese are poor, that there may be leaks in the business at other points, or that they may be dishonest and do not aim to pay.

A similar case would be that of a merchant selling goods to a farmer on credit. The merchant would naturally expect the farmer to pay when he sold grain or live stock. But some farmers do not always pay their store bills promptly, and we have heard that a few never pay at all, and still they are not considered criminals.

In selling milk or cream by weight and test for fat, it is more satisfactory all around for the producer to weigh and test his product to be able to check up with the dealer. If the dealer knows you test at home he will be blocked from giving too low a test. There will be no chance for argument on either side.

"Milk bottled in the country," is a slogan which has been extensively employed by dealers. It has increased the sale of milk delivered in this manner and earned for Chicago the distinction of having the supply bottled in the country instead of in the city as is the case generally.

Low Temperature Necessary.

Pasteurized milk should be handled with great care. Milk must be held at low temperature after pasteurization. About 2 per cent. of the total bacteria found in milk are present in the spore stage in which they can not be destroyed by the pasteurizing process. Unless they are held at such low temperature as will prohibit the development of these spores into actively growing organisms, there is danger. A large portion of them belong to the putrefactive kind, which if enabled to secure sufficient development will impart undesirable flavors to milk. It is these putrefactive kinds which are responsible for a great many diarrheal and gastro-intestinal troubles of children. The temperature should never be below fifty degrees, and lower temperatures are preferable. Pasteurized milk may appear perfectly sweet to the consumer but may be actually dangerous to children if it is kept at temperatures which will permit of a rapid development of putrefactive and other kinds of spores.

Humming Birds Destroy Insects.

The most unique method yet devised for ridding greenhouses of insect pests is that of using humming

birds as insect destroyers. This idea is being experimented on by Miss Katherine Dolbear. "Humming birds do not require a great deal of care, either," says Miss Dolbear. "They are not so delicate as they appear to be, and will stand a good deal of cold. They can not, of course, be left exposed in wintry weather, but they can easily live in greenhouses, which have to be kept at a temperature well above freezing in order to prevent the loss of the plants."

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.


Dandelion Vegetable Butter Color
 A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
 Manufactured by Wells & Richardson Co. Burlington, Vt.

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

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.

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.

Wanted—Potatoes
 Wire or write us what you have naming price and when can ship
Both Phones 1870 M. O. BAKER & CO. TOLEDO, OHIO

Blue Valley Butter

 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.
15,000,000 packages sold annually
BLUE VALLEY CREAMERY CO. :: Grand Rapids, Mich.

THE COUNTRY MERCHANT.

Must Possess Characteristics Rarely Found in One Man.

Written for the Tradesman.

A phrenologist is supposed to be able to tell what calling a man should follow, just by examining the bumps on his head. To one youth he will say: "You study law. Language is unusually large on your head. You are what is called 'tonguey.' Combativeness is even over-developed. You are shrewd and keen. Conscientiousness is small. You will make a successful attorney." He will advise another boy to become an educator, another a machinist and another a banker.

I do not know that any phrenologist ever sized up a young man's bumps with the verdict: "You ought to become a country storekeeper. In that field, as in no other, you will find success." But in case some young fellow gave special promise in that direction, it would be quite an extraordinary combination of attributes that he would be found to possess.

He must have a thorough understanding of human nature. Without this he would be foredoomed to failure. A man might be a great inventor or a skillful electrician or a celebrated architect and not be able to get along with humankind at all; but he could not be a successful country merchant. It doesn't so much matter where or under what circumstances the country storekeeper has learned to know people, if only he knows them. Bob Burdette, in his very pleasing little treatise on Travel, remarks that "If a man understood all the people in Peoria county, Illinois, he could teach school anywhere." This is just another way of saying that human nature is very much the same, no matter where you find it.

The country storekeeper must be a good mixer. He must be genial and magnetic; he must himself possess a feeling of comradeship and be able to induce a like feeling in others. He must "take" with people and make friends readily. This is all necessary. But any agreeable, tactful fellow who habitually extends a glad hand, uses a little judicious flattery and keeps from treading on people's corns can make friends. To be a successful country storekeeper a man must have a deeper understanding of human nature than the mere good fellow possesses. He must know the springs that underlie action and be able to read character quickly and accurately; he must have the strength of mind and will to sway others rather than be swayed by them; otherwise geniality and good-fellowship are likely to prove his disaster and ruin.

The country storekeeper should be a good financier. Perhaps the means at his disposal are only a few thousand dollars—possibly a lesser sum. Whatever the amount, be it large or small, he must manage it judiciously. He must see to it that his income is greater than his outgo. He must needs have that fine and sure

instinct of business that will enable him to charge the right price for his goods—a price not so high as to drive away patronage, nor so low as to leave him no margin for his labor and the use of his capital. Whatever the rural merchant makes above his expenditures should be invested in more stock or in the enlargement of his buildings, or, if these are not needed, then in some other safe manner that will yield him a proper return.

Perhaps he grants some credit. There are few country merchants who do not. Whether a strictly cash business is practicable in his location need not be discussed here. That a cash basis is harder to maintain in the country than in the city goes without saying.

The country storekeeper who grants credit has among his possible customers some persons who are thorough dead-beats, others who are good and prompt-paying and still others who probably are perfectly good but who are notoriously slow pay.

So to manage the situation that he will not lose on the dead-beats and will not get so much in slow paying accounts on his books that he can not meet his own bills promptly, and at the same time be able to keep the general good will of the community, requires all the diplomacy and judgment of a good credit man in a wholesale house. The country merchant renders his decisions on far smaller amounts than the credit man—that is the only difference. He must have the kind of mind that could do the larger work, else he is bound to suffer loss.

The country storekeeper must ordinarily be his own book-keeper and correspondence clerk. It is well if he has also some special gift as a penman and can do neat lettering on all the little advertising signs needed about his place of business and can print price tickets that are sightly and easily read.

He must be a good buyer. A country store is, of necessity, always somewhat of a general store and so its proprietor has to keep posted not on one line of stock but on perhaps half a dozen lines. He handles groceries, dry goods, shoes and hardware, we will say—possibly furniture, agricultural implements and millinery also. It requires much care and pains to keep his stock up without overbuying in any department. When he goes to market he has a long want list to be filled. If he is located off the railroad or on some branch line, not many commercial travelers visit him, so he has to rely a good deal on mail orders and his own visits to the city. Right here it may be said that the wily and seductive drummer who does visit the country merchant has a better chance at him than he has at a city customer, and, if unscrupulous, may try to load the country brother with goods he does not need and can not use.

Very likely the country storekeeper is lonely and the smooth talk of the traveling man falls very gratefully on his ears. It is not with him

as it is with the city buyer whose soul is constantly wearied with one salesman after another, each wanting to show his line of samples. So the country dealer must be a judge of goods and know the requirements of his trade, and have enough independence of will and force of character to buy as his own best judgment dictates, and not as his agreeable drummer friend may advise.

The country storekeeper must be a good salesman. Having bought his wares he must sell them. Goods lying on his shelves, no matter how judiciously selected or how well bought, can yield him no returns. He must keep people coming. The atmosphere of his store must be so cheerful and inspiring that his patrons will be fairly loath to leave it.

He must be his own window trimmer. He must also arrange his entire stock to the best possible advantage, both as regards the attractiveness of the store and for making sale of the goods.

It may be that he himself must sweep and dust and wash the windows and even scrub the floor. He must count dozens and dozens of eggs and pack them ready for shipment and, at the bringing of each basket or crate of hen fruit to his door, he must beam as graciously as if he considered eggs a little better pay for goods than cold cash right in the hand.

The country storekeeper should be an advertiser and constantly reach out after more business. His store and the way it is managed probably constitute his best and most effective advertisement, but there are other mediums of publicity within his reach that he can not afford to neglect.

He must hold his own against the competition of the mail order houses—not by feeling sore and whining because of their encroachment upon the field of trade that he may naturally regard as belonging to himself alone—but by conducting his business on such sound principles that his patrons will feel it is to their advantage to deal with him, instead of sending away for their goods. This same applies also to the competition of near-by cities and large towns.

When his business is large enough that he can not do all his work alone or with the help of his wife and children, the country storekeeper must be an employer. To assist him he needs a general man, one who can do almost as many kinds of work as he himself must do. This sort of man is not easily found, nor always easily kept contented and happy. One man does not like to work alone as well as ten or twenty or a hundred men like to work together; and, in the very nature of things, the great principles of division of labor and specialization of effort can not be applied, to any great extent, to country storekeeping.

As time passes and conditions change, the lot of the country storekeeper tends to become more difficult rather than less so. Trolley lines and other facilities for trans-

portation give his customers cheap, quick access to the large centers of trade. The mail order competition becomes fiercer year by year. It is only the fittest among country merchants who can survive in the struggle.

We may sometimes speak of the rural dealer depreciatively as "The man who keeps the little store at such and such a country crossroads or at some tiny village." But if he makes a success of his small enterprise, he is an all-around good business man and possesses in quite marked degree a number of characteristics. No one of them unusual in itself, but which, in well-balanced combination, are rarely to be found in one man. Ella M. Rogers.

News of Interest in the Buckeye State.

Written for the Tradesman.

The Cincinnati Commercial Association announces that a metal working industry has been secured, which is the eighth new industry landed during the current year.

The Deissel-Wemmer Co. will erect a four-story cigar factory at Lima and employ 500 people.

The first winter meeting of the Newark Board of Trade was held at the plant of the Blair Motor Truck Co., of that city, and was attended by over 100 members and guests. After inspecting the factory, lunch was served, which was followed by interesting talks.

Toledo is taking its first step toward establishing a municipal light and power plant in considering plans for a high pressure water system pumping station to serve as the basic unit of a plant to generate electricity for commercial purposes.

The Dayton Advertising Club is planning an advertising campaign to let the world know of Dayton's commercial advantages and of the nearly 1,300 factories there.

Dairymen and milk producers of Dayton have formed the Dayton Pure Milk Association and will advance the retail price to 8 cents per quart Jan. 1. Almond Griffen.

Some young women in Cincinnati have been endeavoring to see on how little they can live, and they have furnished a menu which costs seven cents a day. Mush, peanut sandwiches and split-pea soup were in their dietary, but if they had to live on these delicacies three times a day their stomachs would be out of order in a short time, and they would lose their appetite. It is easy to experiment for a week on certain foods, but to have them for a steady diet is a different matter. The young ladies should experiment with a variety of foods and see how much they can live on when they have something different every meal. That is more practical and will do more good than the plan they have followed.

Worth the Price.

Gillet—What did you pay that world-famous specialist fifty dollars for if you felt perfectly well?

Perry—I wanted to know how he pronounced appendicitis.

We Don't Straddle Two Horses

When you break bread, break bread made of Michigan flour ground from Michigan wheat in a Michigan mill.

A Michigander is entitled to eat the bread of patriotism, to know the excellence of the products of his own state, and to have the best tasting bread that can be made.

Michigan flour is the best flour for domestic use produced anywhere in the country and Michigan has mills more thoroughly equipped and more scientifically conducted than many in other states.

Michigan is the great flour state from the standpoint of quality, flavor and color.

Let no one lead you astray on this point.

Michigan wheat has just enough of gluten—not too much—just enough of starch and just enough of protein to make such flour as

“LILY WHITE FLOUR”

“The Flour the Best Cooks Use”

Sought after by discriminating cooks.

A flour to be successful for domestic use must be made for that purpose and that purpose only.

So far as we know we are the only milling firm that has made this a specialty. We sell no flour to bakers and do not try to straddle two horses.

We are millers for the great American family, originators of the sanitary sewed sack, and backed by a half million of assets that makes our guarantee good as a Government Bond.

Valley City Milling Company
Grand Rapids, Mich.

THE SAME OLD ERROR.

Anti-Saloon Men Arranging For Future Defeats.

Written for the Tradesman.

The old book-keeper closed his ledger with a snap and took up the evening newspaper, delivered at his desk half an hour before.

"What's stirring?" asked the junior clerk, as the old man snorted in disgust at the first display heading on the first page. "Some one trying to figure out that the New Yorkers, and not the Athletics, actually won?"

"Young man," scorned the old book-keeper, "if you ever learn as much about the grocery business as you now know about baseball, you'll have a brown stone home up on Easy street, up next to the park."

"I may know a lot about baseball," the junior clerk replied, "but I don't know enough to guess 'em right. I'm wearing my last year's overcoat yet."

"Serves you good and right!" ejaculated the old man. "Any dub of a clerk who works for nine dollars a week and feeds it to the gamblers ought to be living on his last winter's first meal, as well as wearing an old overcoat."

"Oh, all right!" Slam away, if you want to," exclaimed the junior clerk. "I'm broke, all right, on account of the Athletics playing fast ball, but I'm still eating."

"And drinking?" snarled the old book-keeper.

"Not above a whisper," answered the clerk. "Any gimp who thinks he can beat the ball experts can't afford to toy with the suds. What was it you were kicking about, when you picked up the newspaper?"

"This Anti-Saloon League convention in Detroit," replied the old man. "It annoys me to see what tangies they are getting the League into."

"What's the answer?" asked the young man. "You used to be on the cart with the Anti-Saloon League. What's happened?"

"I'm with the anti-saloon crowd yet," was the disgusted reply, "but I'm no prohibitionist."

"What's the difference?" demanded the clerk. "I don't see any."

"There's a heap of difference," roared the old man. "The anti-saloon people say that intoxicating liquors shall not be sold in open saloons until the men who operate them learn to obey the laws of the State—just as men in the grocery business and the dry goods business are obliged to obey them. The prohibitionists say that one man has a right to dictate what another man shall or shall not drink."

"I may be dense," replied the clerk, "but I can't see the difference."

"Understand this," continued the old book-keeper, "not one man in a hundred who votes for local option would vote for state-wide prohibition. The men who vote for local option do so because the saloons in their vicinity get too gay. The men who vote the Prohibition ticket do so because they want to wipe out the sale of spirituous, malt, brewed, fermented and vinous liquors because

some fools abuse the use of them. The people do not believe in that, and if the anti-saloon people keep on talking state-wide prohibition they will lose all the counties they have gained."

"Why don't you go and tell them about it?" laughed the junior clerk, dodging behind the counter.

"Don't get funny!" commanded the old book-keeper. "I'm not a prohibitionist. I keep a bottle where it will do the most good, part of the time, anyway, but I voted for local option here. Thousands who are not prohibitionists did the same thing. They did so in order to teach the liquor interests a lesson. The whisky men and the beer men were trying to run things. They dictated the nomination of officers whose duty it was to enforce the liquor laws. They made good fellows of themselves and got solid with the police, with the result that they kept open on Sundays and all night if they wanted to. They thought they owned the town."

"Take it from your Uncle Dudley," laughed the junior clerk, "the whisky men do own about half the towns."

"They aren't claiming them just at present," said the old book-keeper. "They are keeping under cover in Michigan. They have been getting too many bumps lately. The thieves are being routed out of the business. Why, if a grocer or a dry goods man should run a store the way the saloons are run in some cities, they would be toted out of town on rails."

"They couldn't run at all," interposed the junior clerk. "The people wouldn't patronize them."

"And the people won't permit robber saloons to run, either," continued the old book-keeper. "They are sentencing the saloonkeepers to two years layoffs in a good many counties. When the men who make beer make up their minds to put only decent men in the business, there will be saloons again in some of these local option counties. That is if—"

The old man paused and rubbed his chin thoughtfully.

"If what?" asked the clerk.

"If the anti-saloon orators don't go to telling that the movement is only an opening wedge to prohibition. If they do that, they'll be skunk like a fish. Men who will vote to clear rotten saloons out of a county won't vote state-wide prohibition. If you think I'm wrong, just compare the local option vote with the prohibition vote in any county."

"Huh," said the clerk, "the Prohibitionists poll about a score of votes in a county, while local option polls thousands."

"That's the answer," said the old book-keeper. "The voters want to get the saloons where they will obey the law, just as the owner of this grocery has to. You let the boss litter up his alley, or put a mixed food on his shelves, or sell milk that is a little off, and the officers will be after him in a wink, but the saloons have the officers trained so they will permit them to sell doped whisky, doped beer, doped wine and doped

cigars at any hour of the twenty-four. If a pint of milk sold by the boss contains too many microbes to the drop his name is put in the newspapers, but if a whisky man makes a barrel of whiskey out of two gallons of alcohol, a plug of tobacco, a bar of soap to give it a head, and a few gallons of city water, he is allowed to poison people with the stuff without a word of protest from the health officer. Why?"

"Give it up," said the junior clerk.

"Because the saloon men get a stand-in with the officers, because they impudently insist on running the politics of the town in which they exist. Just think what the grocers could do if they were as active in politics as the saloon men are! But they mind their own business, and so get the worst of it."

The junior clerk yawned.

"Sleep if you want to!" roared the old book-keeper. "But I'm telling you right now that if the anti-saloon people try to work their organization into a prohibition party they'll lose out. For the reasons given above, the people won't stand for statewide prohibition. They will vote the saloons out of a county for two years and let them in again if they think better conditions will rule. They will give the saloons about two chances, and then they will toss them out for good if they go back to their old tricks."

"They always will," grinned the clerk.

"Then the whole liquor business will go on the pork," insisted the old book-keeper. "The people won't stand for their insolence. But there is no doubt that the breweries will see the handwriting on the wall. They will handle their business as decently as they can. Some of the cities which had fifty saloons under the old law now have only fifteen under the new rules, made since the county defeated local option and let the whisky men back. And these saloons close at nine, and serve no lunches, have no tables or chairs, and no window or door obstructions whatever. That helps some, but there is no knowing how long this will last. The saloon men will whine about every session of the council next year for more privileges."

"But this is all on the side," the old book-keeper went on. "What I want to impress on your alleged mind is this: If the anti-saloon men raise the state-wide prohibition question they will get wiped off the map. When they declared, during the last campaign, that local option was only an opening wedge to prohibition throughout the state, they lost votes enough to have carried the counties of Calhoun, Jackson, Kalamazoo, and Genesee. There are lots of people who want to make the saloons behave, but mighty few who want to shut them up for good. I don't know why liquor has such a hold on people, but it is a condition and not a theory that we are facing. It has a big hold. Even men who don't drink at all think their friends ought to have a chance to drink if they want to, and

can do so without being robbed, or drugged, or thrown into association with bums and lewd women."

"And so the anti-saloon folks will get knocked out of the box?" asked the clerk.

"If they try to switch to prohibition they will, all right," answered the old man. And that is a prophecy that is on many tongues.

Alfred B. Tozer.

Nothing really upsets the calm, self-satisfied serenity of the pessimist, when he is fixed in his belief that the country is going to the demnition bow-wows so much as to encounter a real optimist who is everywhere soaking up faith and hope and more optimism.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

The Diamond Match Company
PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gr. case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST
PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

EARLY CHRISTMAS GOODS.

Merchants Who Did Not Keep Faith With Shoppers.

Written for the Tradesman.

"I read an article on early Christmas shopping with interest," said a department store owner to a representative of the Tradesman yesterday, "because I once had a very practical illustration of the evil results of dilatory methods in getting in holiday goods. It was an expensive lesson to me, but I think I learned enough to make up for the temporary loss."

"Cost you money, did it?" was asked.

"All lessons are expensive in some way," was the reply. "Whether you take lessons in music, or French, or in cooking hamburger steak the price must be paid. Yes, this lesson costs money."

"What's the story?" the Tradesman man asked.

"A few years ago," the merchant continued, "the ladies of my town brought the early Christmas shopping matter up in their clubs. They talked about the poor clerks, and the rush and scramble, and all that."

"The women's clubs are always talking about the poor clerks," the other said, "but I fail to see where the poor clerks get benefits, except in rare cases."

"The way to help the clerks," the merchant went on "is for the ladies to treat them like human beings, and not like slaves, when they are shopping. I have known women to be moved to tears while discussing the hardships of clerks' lives in clubs and other places, and these same women habitually insulted and abused the clerks who were unfortunate enough to be obliged to serve them."

"That's the idea," was the reply. "In my town there is a woman who sheds bitter tears over the Christmas shopping matter who is so unladylike in her shopping methods that the clerks all duck when she comes into the store. She has cost many a clerk her situation by constantly complaining to the proprietor about trivial errors. But suppose we have the story. I really want to hear something new in the Christmas shopping matter."

"The year I am talking about," the merchant resumed, "the ladies made a particularly hot campaign for early Christmas shopping. They talked the matter over in their clubs, and even called meetings in public halls to urge upon the ladies who did not belong to the exclusive clubs the necessity for sparing the clerks and helping themselves by buying early."

"That is the usual method."

"Yes, but that year they filled the newspapers with their letters, and really got the town into quite a fever of excitement over the matter. The point referred to in the Tradesman article was brought up."

"If we go to buy early," some one said, "what guarantee have we that the latest holiday goods will be on hand to select from."

"That's just it," another said.

"We are willing to buy early if we are not shown old goods which will make us ashamed when the really new ones are brought in. What about that?"

"That is the point to consider," said the other.

"So one particularly bright woman suggested that they appoint a committee to interview the merchants and find out when the new Christmas goods would be in. That was a good idea, and it was adopted immediately."

"Do you believe they really thought the merchants would set dates for the goods to be placed on sale?"

"Certainly they did. They expected the dealers to tell them the truth."

"But did they?"

"You hold up a minute," laughed the merchant, "I'm telling the story. You'll find the answer at the terminus."

"I'll go you the cigars," said the other, "that, if they really went to the merchants they were told that the goods would be in at any old time they (the ladies) wished them to be there!"

"There was some of that going on, of course," was the reply, "for there are always merchants who will promise anything. There were merchants who tried to find out from the Committee what dates had been fixed by the other dealers, but they were not told. It had been agreed that the dates should be secured as a whole before giving them to the public."

"Quite an idea!"

"Oh, yes, the plot was laid all right, and the ladies kept faith, and the dealers tried to, but—"

There was a pause, during which the merchant leaned back in his chair, put his fingers together, tip to tip, and laughed.

"But what?"

"Oh, that little word 'but,' said the merchant, "and that little word 'if.' Only for them, what a world we might have!"

"Get on with your story!"

"Of course. Well, the ladies came to me and asked what about the thousand and one things they were supposed to buy for Christmas presents, when they would be unloaded at the store and how much they would cost, and what the coloring would be, and if there were any new designs in cigars that sold for one-twenty a box. You know the rest."

"I think so," was the reply.

"I admit that I tried to find out the dates set by the other merchants. That was simply business. But I didn't find out. After the ladies had spoken their pieces I sent for the buyer and asked him about holiday goods. He said that his advice informed him that they could be had at any time. This was late in November."

"The buyer also informed me that he could go to New York and rush the goods through so they might be opened the first week in December."

The ladies thought that would answer nicely."

"And you accepted the statement of the buyer and gave them the date of the first week in December?"

"I surely did, and there is where I made a mistake."

"I guess so."

"The buyer came home from New York with the fire of excitement in his eyes and an unusually long expense account. He said the goods would be there, all right, and we could get them on the shelves and counters in time for the expected rush of lady shoppers."

"The ladies kept faith. On Monday of the first week in December they were in the store in droves, with their hands full of money, which I needed in my business. I stood in the doorway of my office and smiled to think what a business I had come upon. I knew that the other dealers might be having crowds, too, but I knew, also, that they had no such stock as mine to select from."

"Go to it!" cried the listener. "What happened?"

"I didn't have the goods! The buyer hadn't attended to the matter in a proper manner. The clerks were trying to sell the patrons a lot of left-over stuff. The people who came to buy were going away with their noses in the air. It took some time for me to get wise to the situation, but when I did I told the customers that I had been disappointed in the delivery of the goods, and that they need not accept the purchases they had made if they had bought under the apprehension that the goods were of the latest style. That helped some, but a good many people remained away from my store all through the season."

"But the other stores were in the same boat?"

"Yes, in a way, but they had left over stock which they sold, and that made it up to them. I did not sell mine, as I have stated."

"But what I mean was that they lost customers, also."

"Of course they did, but the buying had to be done somewhere, and so in time we got most of the trade back again. I suppose that \$10,000 went out of town that year that I ought to have had, but I kept faith."

"And since then?"

"I see that my goods are in. If there are to be fresh articles on the market which I can't get at the beginning of the Christmas sale, I advertise the date of their arrival. I tell my people when they can buy the Christmas goods which are usually bought within three days of the holidays. I don't trust the buyers. I see that the goods are there."

Perhaps good pointers may be had from the story of the department-store man. Alfred B. Tozer.

Valley City Biscuit Co.

Grand Rapids, Mich.

Manufacturers of

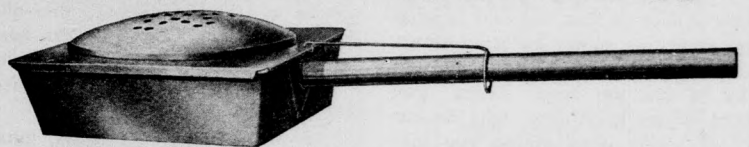
Cookies and Crackers

Write for Price Lists

We Make a Specialty of 10c and 12c Cookies

NOT IN THE TRUST

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.

MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

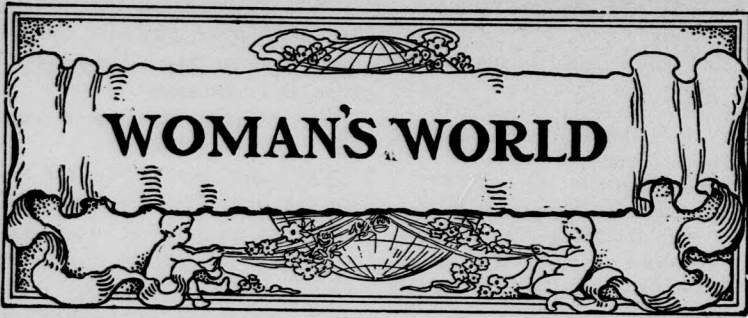
And patronize the service that has done most to abridge distance

AT ONCE

Your personality is miles away

Every Bell Telephone is a long distance station.





How To Become Your Husband's Business Confidante.

Written for the Tradesman.

Honestly now, how much do you know about your husband's business? Can you tell what income it is yielding? Could you say at a venture how great his indebtedness is? Is he on Easy street, or is he having a hard time to meet his bills?

You don't know these things. Perhaps you have only the vaguest idea concerning them.

Why don't you know them?

"Because he never tells me," you say.

Why does he never tell you? Right there is the rub. Why does he never tell you?

It's a cinch that you are being kept in the dark regarding a lot of things that you ought to know all about, that it is vitally important to your welfare and to his that you should know all about; and it is another cinch that you can't find out anything worth while by asking questions, or by trying to pry around and investigate on your own hook. Better let the investigation go entirely. Better just keep still until you can bring about a changed attitude of his mind, so that he will just naturally and freely and entirely of his own accord sit down some evening and tell you all about everything. And thereafter keep right on and on and on telling you.

A changed attitude of mind. Just make a note of that, for that is what you are going to try to bring about.

The first thing to do is to find out why he has not been telling you about things heretofore; why he has not all along been taking you into his confidence regarding his business. There is some reason for his silence, which, when found, will explain the whole situation, and very likely suggest some simple yet efficacious remedy.

Let me ask you one question—not a very pleasant enquiry either, by the way, but one which you had best answer to yourself if not to me. Have you always dealt on the square with your husband? Do you remember one evening last spring when he seemed especially happy and happened to drop a remark that he had sold more goods that day than ordinarily went out in a week, and that his business for the month previous had been three times as large as it was for the same month the year before? What did you do? On the strength of that little wave of prosperity didn't you go down town the next day and without saying anything about it either, order a new suit for yourself, costing double the price of any suit

you ever had in your life before? Didn't you buy new curtains for the parlor and one of those expensive electric lamp fixings for the dining room? By the time he had those bills paid, that month's business did not show up so much better than other months had done.

Be perfectly candid with yourself. Have you, whenever your husband has chanced to let you know that he had a little more money than usual, rushed into some foolish extravagance or other that has set him back fifty or one hundred dollars, to say the least? "Fifty or one hundred is not very much," do you say? Certainly, it isn't. But haven't these indiscretions on your part served to put your husband on the defensive—made him feel that in order to hold you down in the matter of spending money and protect his own interest, as it were, he must all the time carry the impression to you that business was very dull and money awfully close?

That expression, "protect his own interests," dropped out unintentionally, for aren't your interests identical? They ought to be—most surely they ought to be. But are they?

In far too many households there exist a kind of antagonism between husband and wife as to money matters. If he can put her off with twenty-five dollars when she wants fifty, he feels he has just twenty-five dollars to the good; and she—she feels that if she can work her husband for a lot more cash than she really needs, the surplus is her legitimate plunder.

This antagonism, if it exists, must be done away with and perfect agreement on money matters must take its place, else your husband is not going to divulge to you the state of his business affairs. Perfect agreement—there is a better word even than agreement, and that is unanimity. This is a long five-syllable affair of Latin derivation, but its meaning is simple; it means just oneness of mind. Oneness of mind is what you want. If you have one set of ideas and your husband another set that tend in an exactly opposite direction, he will be pretty sure to think that his only safe policy is to be close-mouthed.

For instance, if you should find, to your surprise, that your husband, who is ambitious and anxious to get ahead, had accumulated a few hundred dollars in the bank, what would you do? Would you try so to manage your end of things that no inroads would have to be made into this little pile; or would it be just im-

possible for you to rest easy and give him any peace until every cent of it was spent for whatever fool things happened at the time to take your fancy?

Now women aren't guilty of all the extravagance by any means. Perhaps at your house it may be entirely on the other side. It may be that you are careful and saving to the last degree, and that your husband is a free spender and wants to indulge in all manner of luxuries and amusements. If he can not afford these outlays, naturally he will not want you to know the actual state of his finances. He may be tempted to hold up to you that he is far better off than he is.

So I say there must be unanimity regarding money matters. If you didn't start in right, it will be harder to attain this after ten or twenty or thirty years of wedded life than it would have been in the first place. That is one thing young people ought to learn: Begin right with the pocketbook. Settle on some system of finances to which you both can agree, and then let both work toward a common end.

And when, either at the beginning of the married journey or at any time thereafter, some system is agreed upon, then let both try to adhere to it. We will suppose that you talk matters over together and decide you can figure on an income of, say, \$1,600 a year; and that you will live on \$1,200 and have \$400 left for enlarging the business or for putting into a home. Now you, Mr. Man, see

to it that your wife is paid her weekly or monthly allowance for running the house and for her clothing and personal expense promptly and regularly. And you, Mrs. Wife, make the effort of your life to keep your expenditures within your allowance. If you take the money which should be used for groceries and spend it for a dream of an evening gown, the whole plan will fall through in less time than it takes to tell it.

The long and short of it is, sister, if you want your husband's confidences, you must have his confidence—confidence in your judgment and sagacity and faithfulness to your and his common interests.

Another thing. If you desire your husband to talk with you freely about his affairs, then manifest some interest when he does talk. Conversation follows certain laws. You can not run on about your enthusiastic appreciation of Browning to some woman whose taste for reading centers entirely in such novels as "So Fair So False" or "The Price of Her Heart's Love." No more can your husband talk to you about his business if you do not know enough nor care enough about such matters to give close, intelligent attention. A man likes an interested and sympathetic listener, then he will pour out his soul freely.

But if, when he begins to tell you about things, you act all the while as if you wanted to get at the society column of the evening paper or to go to work on that new stitch in embroidery, he will cut his talk short



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.

as possible at the time, and you may expect that he will maintain an oyster-like reserve on all that relates to his affairs, for many weeks to come.

Strive to learn all you can about business if you would be your husband's confidante and counselor. You are not likely to know too much.

Some years ago a wealthy man, Mr. S. by name, died, leaving a widow by a second marriage. Although there was unmistakable evidence that he had known his death might come at any time, still he had no definite idea of the value of his property, nor had he ever counseled her as to how she should manage the portion that would be hers or what investments she had best make after he was gone. This seemed all the stranger because he had been a most affectionate and devoted husband. Much censure was voiced because of his seemingly inexcusable negligence in this regard. Some time afterward it fell to me to tell this Mrs. S. how to transact a very simple piece of ordinary business. Since then I have had a good deal of charity for Mr. S.'s sin of omission. I found her ignorant of the commonest business custom and usage, and she frankly told me that all business was a bore to her. Moreover, she seemed to take pride in her ignorance and inaptitude as if they constituted a kind of superiority.

Now perhaps the husbands of even such women as Mrs. S. ought to tell them all about their affairs, but it simply is not in human nature to do it. Quillo.

Hotels Should Welcome Well-Meant Suggestions.

One hears much about the jovial traveling salesman, and the pleasant-ries of his life, but rarely, if ever, is space given in the press to the trials and tribulations of the Evangel of Commerce. I have always had a soft spot in my heart for the traveling salesman, and at every opportunity have said a kind word for him. Few people realize how much inspiration the traveling man has been towards preparing the matter for this article.

I have learned by personal observation the last few days some of the experiences of the traveling man. I know that motor parties and joy riders envy the attention the salesman receives at hotels, and have heard many, many times that the traveling man is such a good, persistent kicker, that he gets what he wants. But some of the stories that the traveling men tell are almost unbelievable. Their reminiscences of the crudities of hotel help and railroad service sound like fairy tales.

I have more sympathy with the traveling man now than ever before since I took a little trip down into West Virginia last week. Mrs. Arnold and the children have gone to visit her folks on the farm and as farm life does not agree with Yours Truly, I went into the West Virginia mountains for a few days and made some stops en route to call on friends and renew old acquaintances.

The ideally perfect hotel with ideal

service is a rarity, and unless the traveling public will co-operate with hotel management in correcting errors, omissions, faults and failures, there will be many more years that the traveling man will have to put up with indignities, inconveniences and discomforts. Kick, ye traveling men, and kick hard, when the occasion warrants, but don't kick in public and disturb the equanimity of every one in the hotel office. A few words to the hotel manager will correct a wrong, and if it does not ameliorate the conditions of your visit, doubtless the next traveling man will not be subject to the same inconvenience or indignity under similar circumstances.

I stopped off at Dayton, Ohio, July 24, to see my friend Charlie Gummer, of the Gem City Stove Co. He surely has a busy, lively plant and is turning out a high grade of goods, but before going out on the Green Line I had an experience at the Hotel Algonquin. I was in room No. 532 and rang for ice water. A neat looking chap, in a clean khaki uniform, came into my room. He poured the ice water from his metal pitcher into the china pitcher belonging to the room, then carefully lifted one chunk of ice after another with his dainty fingers and placed it in the china pitcher. My surprised look evidently unnerved him, for the next piece tumbled to the floor. He didn't appreciate the instructive lesson I endeavored to give him. At the hotel office I quietly called the managing clerk aside and told him of my experience and noticing the offending bell boy close at hand, beckoned to him to come over. He truthfully admitted that he had handled the ice with his hands, but insisted that his hands were clean. When asked about the ice dropping on the floor, he indignantly denied that charge. No, it didn't fall on the floor, it only fell on the carpet. I stepped aside and am hoping that future guests in room No. 532 at this hotel will not have the same complaint.

After spending a few days in Cincinnati I traveled on to Portsmouth, Ohio, and en route smiled to myself at the experience of our old friend, Charlie Rackett. If poor Charlie were alive I am sure he would enter the Biggs House at Portsmouth in the worst hotel contest which B. L. T. is conducting in the Line-O-Type, for one time Charlie spent Sunday at the Biggs House when he wanted to be in Columbus, and that particular Sunday happened to be his birthday; but Biggs House it was for that Sunday, for the cashier who had the tip that the lid was not on at Columbus arranged for Brackett's check not to reach him until Monday at the Biggs House.

They have a more imposing hotel building in Portsmouth now, but, as many travelers know, bricks and mortar and plate glass frontage do not constitute a good hotel, and where service is lacking, appearances do not count. From what I learned, there is ample room for improvement in the service at the Washington Hotel in Portsmouth. I was cautioned to reserve a room in advance if I wished

one with a bath, but the drowsy night clerk, after reading my John Hancock on the register and after I had called for my mail, didn't know he had one reserved for me. I really insisted that the name in which I had reserved the room was the same as the one on the register and identical with the name I expected mail to reach me. I was finally ushered into room No. 102 and would reproduce a diagram of the bath room if I thought my readers would believe any architect ever designed such inconveniences in a twentieth century hotel.

Ye traveling men who are compelled to stay over night in Portsmouth beware of room 102. There is a bath tub there sure enough, if you have the eloquence to persuade any water to run in it, and there is a large basin with faucets for both hot and cold water, but they apparently are not on speaking terms with any water works system, and after forty-five minutes of endeavor to coax enough water to perform one's morning ablutions, I was compelled to have wash water brought in pitchers. The joke of it is that the delay prevented me from getting down until ten minutes past 9 and the diningroom closed at 9 o'clock. The gentlemanly clerk didn't know any place in town where one could get a good breakfast, but the diningroom would be open again in three hours. Remember room No. 102, boys, but if you must stay there be sure to provide yourself with a stopper, for the one in that room on July 26 was so dilapidated it wouldn't hold water in

the basin after it may be brought in buckets or pitchers.

A gentle warning to the pompous clerk was of no avail here. He didn't care to be cautioned that other traveling men might be subject to inconveniences unless a plumber spent half an hour flirting with the water pipes. Of course he had the only hotel in the town and they were doing all the business they could take care of, so what was the use of being accommodating.

At Portsmouth I found that Robbie Ryan, the Little Giant of the Scioto, was away at the Springs rusticated, but Frank Knaus was busy as ever inventing new kinks for stoves and showed me his new method for making aluminum matched plates, an innovation in stove molding. At Iron-ton the Foster Stove Company are busy making improvements and alterations to their plant.

Hotel management should welcome kindly criticism. One hotel proprietor told me last night that if it wasn't for the kindly meant criticism of his friends he would never know of the shortcomings of his employes and unless one's attention is called to delinquencies how is a hotel proprietor to make corrections? So, Knights of the Grip, if you have a kick coming don't carry it around with a grouch but whisper it into the ear of the management and if the correction be too late for your visit, remember it will be an assistance to your fellow traveler following you. — Sidney Arnold in American Artisan.



Greatest Thing for Fruit Ever Conceived

If you spent \$100.00 for a fixture to display your fruit, you would not have a fixture as practical—sanitary—convenient—durable and satisfactory as these

Ideal Fruit Display Racks

Yet—a Set of Six Costs Only \$3.60

Here's a fair, square, man-to-man proposition:

Simply ask us to send you six Racks. Send no money and the bill will come through the jobber you name. The Racks will be sent to you at once and if not satisfactory after trying them ten days—*send them back at our expense.*

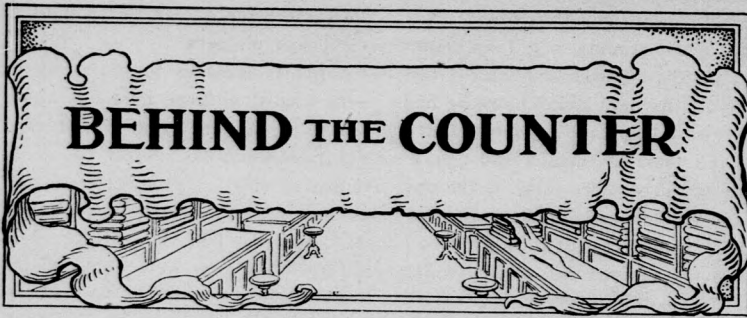
Frankly, now, isn't that fair? You NEED these Racks every day and if we did not know their worth, we could not afford to make such an offer.

Get them working for you.

Ideal Fruit Display Co.

448 CASS STREET

LA CROSSE, WIS.



Employers Are Not Always as Wise as Solomon.

Written for the Tradesman.

"It is becoming quite the thing," said a clothing salesman, the other day, "to hammer the clerk. He is the modern scapegoat. The merchant heaps all the sins of the store on his shoulders and kicks him out to look for another job. He hasn't even got a wilderness to retire to—a wilderness where he may live the simple life, as had the Jewish scapegoat—but must hustle for meal ticket and hall bedrooms."

"Who has been packing sins on your shoulders?" asked the clerk at the shirt counter. "Enough of your own there, I think!"

"Put it on the salesman is the rule in this shop, when a customer kicks," continued the first speaker, paying no attention to the interruption. "And, another thing, the boss has a notion that we ought to show initiative—that is, go ahead and do things without asking for instructions. Well, every man that attempts to do anything without definite and positive instructions as to every detail is likely to be found fault with. The boss won't give us a chance to act for ourselves."

"Ever try?" asked the clerk at the shirt counter.

"Only in a small way," was the reply. "I'd be fired if I attempted anything of importance without a blue print of it, all o. k.'d by the boss."

"Suppose we try the initiative proposition?" asked the other.

"Nix for me, for two reasons," was the reply. "First, I don't want to lose my job; and, second, I'm not interested in running any school of instruction for ignorant employers."

"Well," observed the clerk at the shirt counter, "I've heard so much about the dependable clerk, the clerk who does everything exactly right at the slightest wink from the boss, the clerk who is taken into partnership for disobeying orders and bringing about some great reform in the store, that I've half a mind to try this initiative the first time the Old Man gives me an opportunity."

"That will be a good way to get fired," said the other clerk. "The boss won't stand for any initiative in a clerk."

"I'll go you a dinner," said the shirt counter clerk, "that I put up a performance of the initiative and get away with it."

"What do you mean by that?"

"I mean that the first time the Old Man tells me to do anything at all I'll go right ahead and do it without asking questions—just go

right ahead with the job as if I had only myself to please."

"You're on!" cried the clerk who had opened the talk.

"Just one thing," the other went on. "When the Old Man tells me to do something, I have the right to ask if he has any definite instructions."

"That's all right. I know what the boss will say to that. He'll snarl out a sullen no and walk away. Then, if you follow him and ask questions he'll roar at you, and if you go ahead and do it as you propose he'll find fault and make you do it all over again. I'm sure of a dinner at your expense."

This conversation had been listened to by half a dozen clerks, gathered about the rear radiator on a stormy winter afternoon. When the store closed for the day they stopped just outside to talk it over. The general notion was that the shirt counter clerk would not only have to pay for the dinner, but would lose his position as well.

The next morning there was a great deal of suppressed excitement in the store. The merchant was late coming down, and the two clerks who had made the wager talked the chances over in whispers. Presently the merchant made his appearance, stamping the loose snow off his feet as he entered the door.

As he scuffled his feet to get the caked snow off his heels he slipped and came near going to the floor. He caught himself with an effort, looked about to see if anyone was laughing at him, and then looked down at the floor. His face was red with anger.

"Now you get it!" whispered the clerk to the shirt counter man. "He'll tell you to do something to prevent customers slipping when they enter the door. He'll give you some general order and you'll muff it, and before night you'll be out looking for a situation."

"Anyway," replied the other, "I'll go ahead just as I said I would."

"Go it!" whispered the clerk. "Here he comes!"

The merchant walked down to the shirt counter and stood looking at the clerk as if he had purposely made the floor slippery.

"Some one will break a neck on that floor yet," he said. "Go out and get something to make life and limb safe there."

"Any further instructions?" asked the clerk.

The merchant glared but passed on without answering the question.

The shirt clerk put on his hat and

overcoat and started toward the door, the partner in the wager stepping behind his counter.

"What you going to do?" the latter asked, as the shirt clerk hesitated a moment. "You might bring in a peck of ashes or sand, or you might go out and buy rubber mats, or you might put a handrail up there for customers to hang on to."

"Cut it out!" whispered the annoyed clerk.

"And whatever you do," the other went on, "you'll wish you had done the other thing. We'll have that banquet at the Pantlind!"

The shirt clerk was gone a long time. The morning was dull and gray and there were few customers to serve, so the other clerks walked up to the shirt counter, one by one, and talked over the situation.

"What will Jimmy do?" asked one.

"Bring sand," replied the clerk.

"I say ashes," was the rejoinder.

"Or rubber mats," was suggested.

"It is a fool proposition," was then said. "The idea of a boss giving such an order as that! I see the finish of Jimmy!"

Presently the merchant came out of his private office, walked down to the shirt department, glanced at the substitute clerk there, then at the door, and snarled:

"Where's Jimmy?"

"I understood you sent him off on an errand," was the reply.

"On an errand!" repeated the merchant. "Well, of all—"

As if words failed him, he turned and walked back to his office.

The interest in the situation was now past all bounds. All the clerks were watching the door. What would the boss say to whatever it was that he brought back? Would the young man lose his situation, or would he be promoted. It was like guessing in a dream from which one awakens before the answer comes. It was exciting.

Before long Jimmie came in with a bundle under his arm, and such clerks as were not engaged with customers found a way to have business at the front end of the store. What was it that Jimmy had brought to protect the lives and limbs of customers at the front door? All were asking the question.

When Jimmy opened the bundle he exposed to view a square of coarse-woven wire matting. He patted his brow humorously as he laid it on the floor in front of the door.

"Me for the thinking part!" that tap on the forehead said. "See if you can slip down on that!"

Then he went back to his counter and watched the door of the private office. Every other clerk watched it, too. Some anticipated a tornado of wrath, some predicted a cyclone which would blow Jimmy out of the store, and some predicted a smallish breeze which would end in Jimmy remaining at the shirt counter.

In half an hour the merchant came out of his office, walked to the shirt counter, looked Jimmy over critically, and, walking to the door, picked up the wire mat and tossed it into

the street. Jimmy looked on in terror of instant dismissal.

"Now," said the merchant to the first clerk he came to, "you go down in the basement and bring up the cloth matting we used at the door last winter. Clear the snow away from the door and put it down. When it gets tracked with snow, shake it out in the basement and put a dry one in its place."

He walked back toward his office, then turned and looked at Jimmy.

"You left it to me, sir!" the clerk said.

"Yes, I left it to you!" answered the merchant. "I knew you wouldn't think of the precedent of last winter, but I wanted to see what you would do."

"I did something, anyway!" said Jimmy.

"That is a relief!" cried the merchant. "You didn't follow me around half a day asking me what to do, where to get the matting, what we did last winter, how to lay it down and a lot of fool questions. You did something. You exercised your think tank. Some day you may even be able to make a new and novel arrangement of the goods in your stock!"

"Now, what do you think of that?" whispered Jimmy, after the boss had disappeared into his private office. "Who would have thought the Old Man would have complimented me for doing SOMETHING, even if it was not THE thing to do! Anyhow, I've got a dinner coming. I acted on my own initiative and got away with it."

Much will be forgiven if clerks only THINK and ACT.

Alfred B. Tozer.

The man who cheapens himself is pretty sure to be marked down by his neighbors.

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Grand Rapids, Mich.

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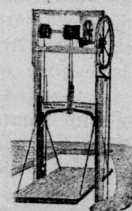
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TEN TALKS

To Bank Clerks By a Practical Banker.

Ninth Talk—Rewards.

In a manufacturing town not far from here the head of an institution desired a good bright young man to start in as an under study with the idea of gradually working into a good position if he could fill the bill. It occurred to him that a high school boy from some respectable family might be attractive and that he would like to give the opportunity to some young man who had good stuff in him. He asked the principal to suggest two or three boys. The principal thought the matter over very carefully and, knowing what was needed, he suggested to three different young men that the opportunity was open and asked them to investigate. One of them called up by telephone and asked what kind of a position it was and what the compensation would be. He was very politely side tracked. The second wrote a note without enclosing a stamp and stated that he wanted to know about the position and would be glad to receive information. Of course, the letter was not answered. The third dropped in and saw the proprietor and said to him: "I have come in because our principal said that there was an opportunity for a young man to get a good job and I would like to know how much there is in it for me." He was told there would be nothing in it for him and that he better continue going to school.

This illustrates the attitude of so many young people with regard to jobs. The first thing they think of is compensation in money, forgetting that at their age the opportunity to make their way is of vastly greater importance than their salary. The commercial standard, however, is in the air. Everybody seems to be breathing it, and almost every commodity or every opportunity is sized up by a money value. The successful man is gauged by the salary he gets. The successful transaction is measured by the margin there is in it. I confess to having very little patience with this extreme commercial view because there are other values than those measured by the clink of coin. The real question with a job is not how much can we make but how much can we earn for our employer.

There is a pleasant story told of a bright boy who was engaged as a "general run about" in a store. He was very active and everybody liked him and he had particularly ingratiated himself with his employer. A friend of his employer came from an outside city and was visiting for a time and became somewhat acquainted with the employes of the store, and was on quite congenial terms with the young lad. One day he asked him: "Well, my boy, how much do you earn?" And the boy quite promptly replied: "I think about \$10 a week." The interlocutor wondered at this phraseology, but said nothing, and in the evening in con-

versation said to the employer: "John, that is a mighty bright boy you have as a sort of general service fellow in your employ." "Yes," was the response, "he is an unusually bright boy." "It seems to me, however, you are paying him a rather large salary." "How so?" was the reply. "He tells me he is getting \$10 a week. I think probably it is all right, but for a snip of a boy like that it seems a pretty good salary." "Why, my good man, I am not paying him \$10 a week. I am only paying him \$4." The result of this conversation was that in the morning the young lad was called into his employer's office and was lectured in the following terms: "Johnny, I have never known you to be anything but straight with me, but I can't have any boy around me that will tell an untruth, and I understand you told my friend who is visiting here that you were getting \$10 a week for your services, and you know I am only paying you \$4 a week." "I didn't tell your friend anything of the kind," replied the boy. "He asked me how much I earned per week and I gave him my best judgment and said that I earned about \$10 a week. Do you think I was far off in my estimate?" It is unnecessary to say that, as a result of this interview, before a long time had elapsed the boy was getting more nearly what he earned.

I am often an observer of the many time servers in the public employ. These people measure their value entirely by what they get in money and a large proportion of these public servers intend, I judge from their habits, to give not one bit more of service than they think they are paid for. In so doing they miss the larger rewards of life.

The reward that is of most value to both you and me, no matter what we get in compensation as a salary, is the opportunity we have to equip ourselves for doing better work. What I call the "snaps" in the way of positions in this world are those which afford men the chance to utilize themselves in the best possible way so that their earning power shall be constantly augmented.

The man who hunts for a job never ought to think for a moment of dictating terms until he has shown that he has a right to do it. The successful man who fills a position in the most perfect manner has a good reason for dictating what his salary shall be, but the case is unusual when he finds it necessary to do so.

We have no right to judge men by their salaries. Some of the best preachers and most successful teachers have only small salaries. And the men who have moved the world by the literature they have produced have not received large money rewards for their intellectual children. It is a rare instance, when a young man perfectly fills a position, that he is not appreciated and that appreciation generally takes the form of money compensation. I know there is a sort of feeling in the community that the compensation given

bank employes, like that given teachers, is not commensurate with the service rendered. But there are other rewards to be thought of in connection with it. The bank job has many attractions which should be considered as a part of the compensation. At any rate I can say to you from the directory of this bank that your work is carefully scanned and the aim is to make a proper money compensation for your services. On the other hand, we do desire that you shall appreciate the opportunities you are afforded through your banking connection to make more of your lives and to fill more useful places in the community.

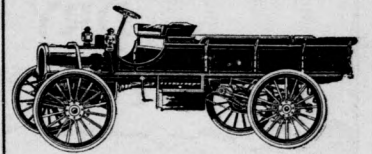
On the other side of this subject let me say a word: I believe that every working man is worthy of his hire. Employes should not be regarded as machines but as human beings with an appreciation of a proper sense of justice in connection with the relationship between the employe and his boss. The employe has a right to expect sanitary conditions under which to perform his service and to be equipped with the proper tools to do the best work. And he also has a right to expect that his employer will take an interest in his welfare and his relationships in life.

I regret that so many people estimate the value of men by the salaries they get. It is almost impossible for an employer to appreciate in a money form the beautiful, faithful service, the loyalty and the sacrifice made. The satisfaction that comes to the individual as a result of doing his work faithfully and well and the knowledge that it is appreciated by the employer is a reward which I can hardly overestimate. I can not emphasize too strongly the highest reward of all which accompanies every transaction loyally and well performed which is developed in the individual himself and which means larger ability to do better work.

Charles W. Garfield.

It is not worth while now to advise folks to keep cool; the weather man will see to that.

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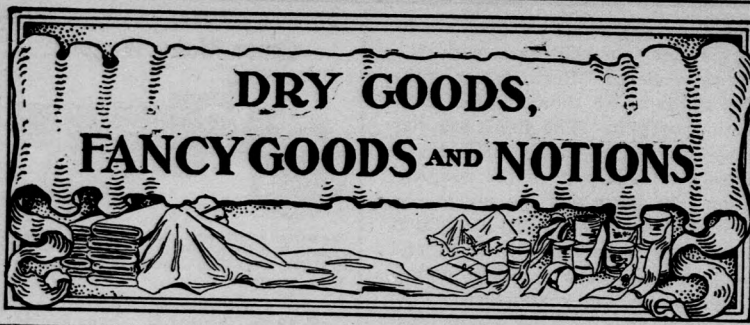
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Grand Rapids, Mich.



Possible and Impossible in Alteration of Tailored Garments.

Written for the Tradesman.

"There are tricks in all trades but ours," remarked the facetious carpenter, "we just drive screws with a hammer." Associated with every separate line of business are certain sharp practices peculiar to the selling of this particular kind of goods. Even if these practices are scrupulously refrained from, the temptation to resort to them never ceases to exist.

In handling women's coats and suits, if you do not have a garment of the price and kind wanted that is of the right size for the customer, there is a strong temptation to try to persuade her that some garment you do have that is several inches too large and too long for her, can be cut down so as to fit her figure perfectly. Given a persuasive, smooth-tongued, unscrupulous salesman, determined to make a record for putting out goods, and let an unsophisticated customer fall into his hands, and a sale is as good as assured. The fact that there is absolutely nothing in stock that is right or that can be made right for her cuts no figure. The sale must be made regardless of consequences.

This having been closed to the satisfaction of the unscrupulous salesman, the next thing to do is to attempt the impossibilities that have been agreed upon in the way of alterations. The result is an ill-shaped, ill-fitting, ugly looking garment, that the customer, if she has a particle of taste or judgment, is extremely reluctant to accept.

Perhaps by dint of further smooth talk and assurances that the garment is all right and that nothing ever was made that could fit her any better, she finally is cajoled into taking the unsightly thing and keeping it; or, possibly, she becomes more emphatic in her dissatisfaction and leaves the offending article on the hands of the dealer. Which of these two things happens, depends upon the business methods of the store and the temperament of the customer. Either is bad.

In the one case there is left on the hands of the merchant a No. 40 garment, we will say, cut down to the size of a No. 34 person; but which does not and can not look right on anyone. It is not nearly so salable now as it was before the alterations were made; in fact, its actual cash value has been reduced at least one-third. In the other case, that of the customer's keeping it and wearing it, it forms a walking advertisement of

that store's faulty alteration of garments and of its unprincipled and impolitic business methods.

The temptation to make this kind of sale becomes greater as a season advances and lines become broken. Take, for instance, winter coats. From now until spring every dealer who handles them will be making a strenuous effort to sell every one he can, so as to have as few as possible to carry over. This very proper business policy should not be carried to the extent of foisting off any ill-looking and too much altered garment upon an unwary and inexperienced customer.

One of the first things to be learned in handling all women's tailored garments, such as coats, jackets, suits and skirts, is that the changes that can be made to fit a garment to a particular figure must be kept strictly within proper limits.

A fastidious buyer will always try to find a coat or a suit that fits her so perfectly that it need not be touched with the shears at all, holding, as she does, that every slightest change impairs in some degree the maker's perfection of finish. Every cloak department salesperson knows that the best and most satisfactory sale is that of the garment that seems to have been made for its wearer. Still some alterations are necessary—it would be impossible to handle this class of goods without making them—and, within a certain restricted field, if done skillfully, they detract very little, if any, from the original effect. Some things can be done. Some things can not be done. The prime lesson to be learned is not to attempt the impossible things.

The great desideratum in all tailored garments is style—style—style. More important than the material used are the cut and fit and finish. Certain well known makers put style into every garment they manufacture. Their goods are much sought after and command the best prices. Make it a rule that no alteration is allowable that will take the style out of a garment.

The garment, after the changes are made, must be satisfactory to the purchaser. Well-satisfied customers form the basis of every lasting business. Since a dealer can not well afford to have many altered garments left on his hands, it becomes necessary that changes be made in such a way as to satisfy any reasonable purchaser.

Before anything is promised and before the sale is closed, the person who has charge of the alterations and is held responsible for the work,

should be consulted, and, after actually seeing the garment on the customer, decide whether satisfactory alteration is practicable. If this person is doubtful as to results, then it is far better to lose the sale than to put out unsatisfactory work.

The places at which changes must be made often are crucial points. Perhaps a jacket is too long-waisted and must be lifted at the shoulders. This will likely involve a shortening of the collar. No bungling on either collar or shoulders can be tolerated for a moment; both must be absolutely correct.

No changes should be attempted that will throw a garment out of proportion. That is the trouble with cutting a large garment down for a small person. If it is a coat, while the actual size may be reduced as desired, the pockets and front buttons will fall too low and the result is quite sure to be a "sawed off" effect that is most displeasing. All changes must be thought out very carefully before even a beginning is made. A scheme of alteration that would be perfectly practicable with one style of garment, may not be at all feasible with another that is trimmed differently.

Skirts usually come made up pretty long and may be shortened a few inches without any difficulty. One of the contrivances for marking the exact length, so that the skirt when finished may hang perfectly even around the bottom, is almost a necessity. Long coats usually may be cut off a little without any serious trouble.

Letting out a too small garment, unless it be simply giving a little additional size by setting over the buttons, is even more hazardous than cutting down one which is altogether too large. Never sell a garment that

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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.

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Fine Clothes for Men Chicago

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Handkerchiefs, Etc.,**

which we now offer at *Big Bargain* Prices. These goods are strictly first quality and in perfect condition. Our latest *Bargain Bulletin* just off the press. will give you full particulars. Do not fail to write *at once*, it will save you *dollars*. "Get in touch with us now."

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While we have a good selection of

Outing Flannel	Shaker Flannel
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Wool Blankets	Cotton Blankets
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Exclusively Wholesale

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Grand Rapids, Mich.

looks tight and drawn across the shoulders, chest or hips.

Too great stress can not be placed on all the work of alteration being neatly, precisely and in a workman-like manner. Steaming and pressing are absolutely essential. The tailored look which has been the acme of the manufacturer's efforts to attain must not be sacrificed. A few seams put in by a bungler and the classiest coat or suit loses all elegance and distinction and looks common and home-made.

Ordinarily it is not best to encourage the customer to make the alterations herself. The average woman knows next to nothing about sewing on heavy cloth. So, unless the changes are very slight and easily done, or the customer is one experienced in this line of work, all alterations had best be completed before the garment is taken away.

Not every change that a customer suggests and wants can be attempted. The person who superintends alterations should have enough judgment and self-confidence to be somewhat of an autocrat, for what he or she says must go; but if tact is used, this exercise of authority need not be offensive and will be recognized as necessary and beneficent.

A teacher was buying a long summer coat which had to be taken up a little under the arms. She suggested to the very capable young woman who was attending to the work that the sleeves were too long.

"I will cut them off half or three-quarters of an inch if you say so, but"—here the young woman surveyed the sleeves critically—"I really believe it might be better that you wear the coat a few times before this is done."

Then she went on and explained that the cloth always wrinkles at the inside of the elbow and that this serves to shorten the sleeve—giving rise to the old saying of tailors, "When cutting the sleeve of a coat, you always must allow for the crawl."

"After you have worn the coat a week or two, if you still find the sleeves too long, I want you should bring it in and I will cheerfully have them made shorter."

The teacher found that the wrinkling was all that was needed and was very glad that her suggestion had not been carried out.

Where there is deformity or some marked peculiarity of the figure, as very round shoulders or an extremely short waist, it is, of course, impossible to secure a perfect fit with ready-made apparel. Even in these lamentable cases, while the wrong kind of garment will serve to emphasize every eccentricity of the figure, the right selection of garment, with care and skill in making needed alterations, will help to lessen and conceal every physical defect.

Fabrix.

CHRISTMAS GIVING.

Movement on Foot To Abate the Custom.

Written for the Tradesman.

A movement is afoot, so it has been intimated, to put an end to Christmas giving.

That movement, gentle reader, is born to perish unsung, diffusing its unwisdom on the palpitating air.

Why can't our muck-rakers let Christmas alone?—Christmas of all institutions; Christmas that never dwarfed or hurt a single soul in all the world; Christmas, that unique and unparagoned season of the year wherein people with one accord are minded to come out of their restricted and selfish little worlds and renew their youth by making somebody else rejoice?

Hands off, I say. This is carrying the muck-raking business a bit too far. Impeach our best citizens if you must; prophesy impending doom for our valued institutions, if that appears to be an edifying piece of business; in the matter of cynicism apropos this, that and the other thing—go as far as you like. But do pray let us maintain our Christmas-tide.

Santa Claus has been indicted. Charges have been preferred against our patron saint of the Christmas-tide. Our benefactor of the quaint, squat figure and the rosy cheeks, is charged with certain misdemeanors. And there are those who would suppress him—because, forsooth, they are persuaded in their own microscopic minds that he is a nuisance. Isn't it droll that people who are supposed to have real brain-cells in their noodles should make asseverations of that kind?

They (that is, these bone-heads who are in for abolishing Christmas) say, "Let us do away with this annual celebration of Christmas because it is so expensive." And then they proceed to tell us how folks rake and scrape to get together a few dollars with which to buy foolish Christmas presents for other folks. And they would have us believe that the people who get the presents do not really care for them, while the folks who buy them are too poor to spare the money.

As old Scrooge said about Christmas before he really knew what Christmas meant, so say I about this argument—Humbug! There's nothing to it.

Of course Christmas presents cost money. Some of them cost lots and lots of money. Some of them represent a very, very nominal investment. Many of them are wrought by loving hands, being made out of material that cost a trifle. And we measure a Christmas gift not by the dollars and cents it cost, but by the spirit back of it. It may be useful, or not; it may be ornamental, or not; it may be a work of art or some inexpensive trifle, but if it's a gift, it's a gift—and it makes us glad.

Christmas expensive? Well, what of it? Isn't pretty much everything in this old world of ours that is really worth anything expensive? Business success, education, culture, skill,

religion, character, wife, home, children—pretty nearly everything that we really care for costs us something. Apply a monetary standard, and they'll be found to be expensive.

To be sure, we must confess some people are a bit unwise in their manifestation of the gift-making spirit, some buy presents that are too expensive for their purses, and some select mementoes that have precious little practical value. But the folly of the few certainly can not make void the better judgment of the many. There are worse crimes than involving one's self in debt for the sake of buying a Christmas present; and, personally, I have gotten a good deal of satisfaction out of Christmas trinkets that had substantially no utility.

But Christmastime, so it is declared, is the occasion of a vast amount of worry. It is a press and a crush and a higgledy-priggledy mess; there's stewing and fussing and nerve-wracking tension—and, for the sake of tranquility and peace of mind, the whole wretched business ought to be cut out.

And the folks who delight in this argument, describe the scenes that are enacted in our big department stores, dry goods stores, toy stores, china stores, shoe stores, and exclusive shops—but more particularly in those marts where distinctively Christmas goods are displayed and sold. And they tell us it's one great big blooming shame that such things are tolerated in a civilized land. Oh, rats!

Most Christmas shoppers are either men or women. Women like to shop en masse. The bigger the push the better they like it. And as for a big husky man—well, he can take care of himself.

And, besides, isn't our friend, the merchant, entitled to a little out-of-the-ordinary business along about Christmas?

But they tell us it's so hard on the salespeople. Well, it is. But most of the salespeople somehow get into the spirit of the holiday business, and the work is somehow gotten through with. A little extra pay for the extra work helps some. And I dare say if you'd put it to a vote the salespeople would vote to maintain the Christmas rush.

And, finally, it is charged that most presents are really disappointing; that the people who get one thing wish they had gotten another; or that they had the cost price of the article rather than the thing itself. Bosh! I don't believe it. In fact, I do not for a moment believe in the validity of any charge that has been, or may be, preferred against Christmas and the gift-making sentiment.

Christmas is a solid institution. It rests upon a need deep down in our nature—the need of getting out of ourselves once in a while, and thinking about somebody else. There's the fine spirit of this ageless institution and I tell you it is a thing worth while.

Shall Christmas be abated? Never! As long as there is a spark of unselfishness in the human soul, there will be Christmas and Christmas giving. As long as one loves another soul, love will symbolize itself in some gift or other at that glad time in the calendar of the year when the spirit of loving and giving is peculiarly dominant. Let him who will shout Humbug, shout until he is purple in the face. The rest of us will keep right on saying, "A Merry Christmas! Although it costs money, occasions some solicitude and worry; even although it brings us certain pangs of disappointment—we will still love it and cling to it and rejoice in it, for we have learned that it does us good away down deep in our hearts.

Chas. L. Garrison.

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TWO
FACTORIES.
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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, MAYERS & COMPANY CHICAGO
BEST MADE VIKING SYSTEM
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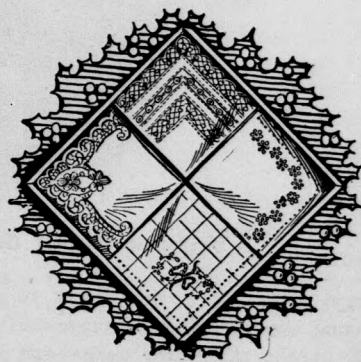
One of the best selling items for Xmas trade. We show an immense variety in Ladies, Gents, Childrens white-colored borders—initials, lace trimmed—embroidery and silk, ranging in prices from 12c up to \$4.25 per doz.

Your telephone and mail orders will receive prompt and careful attention.

Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



INCANDESCENT GAS MANTLES**Discovery and Development of Important Industry.**

Written for the Tradesman.

Modeling.

Before the mantles are burned out, it is necessary to carefully manipulate each one in order to smooth out wrinkles, form up the rosettes and

burned out the delicate fabric of ash is lowered over blow pipes, supplied with pressure air and gas and the operator gently raises and lowers the mantles over the burners, meanwhile adjusting the gas and air valve so as to keep an intensely hot flame playing up inside the mantle. The fabric of ash is blown out to proper

while the medium and cheaper grades are hardened ten at a time by correspondingly less expert operators.

The highest grades are hardened both inside and outside at the same time, and are made at a very slow

rate, whereas, the cheaper grades are hardened only from the inside and are produced very much more rapidly.

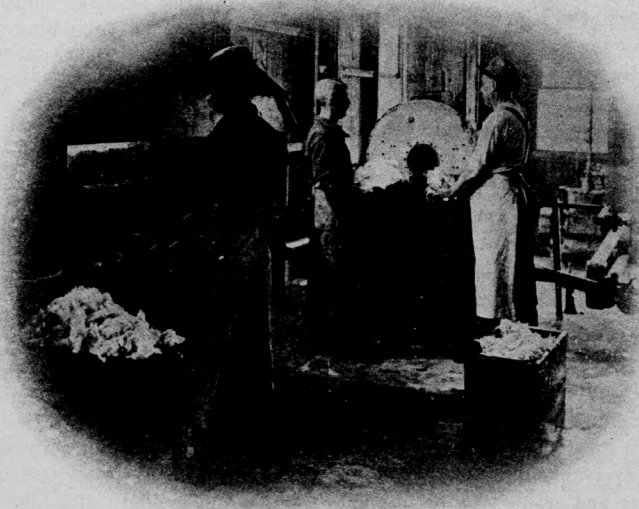
When this operation is complete, the mantle is finished and in exactly

**Modeling and Hardening**

make them uniform in size. This is accomplished by slipping each individual mantle over a wooden form and working it into shape. At this point is administered the head fluid which builds up and strengthens the top of the mantle and prevents it from tearing away from the asbestos cord.

Burning.

In the burning out operation the mantles are hung in a hood and a gas flame applied near the top until the fabric ignites. They then burn down slowly and smoothly until nothing remains but the fabric of ash, which hangs down in a soft,

**Making Soluble Cotton For Mantle Dip**

the condition in which it is used on the burner. However, in order to preserve the mantle during subsequent handling and shipping, it is necessary to strengthen it in some way.

Dipping.

This is accomplished by dipping in a collodion of soluble cotton. This soluble cotton is obtained by treating cotton fibres with a mixture of strong nitric and sulphuric acids. After washing and drying the nitrated fibre, it is dissolved in acetone, ether-alcohol, wood alcohol or other solvents, and the thick syrupy li-

**Hardening Inverted Mantles****Hardening Highest Grade Upright Mantles**

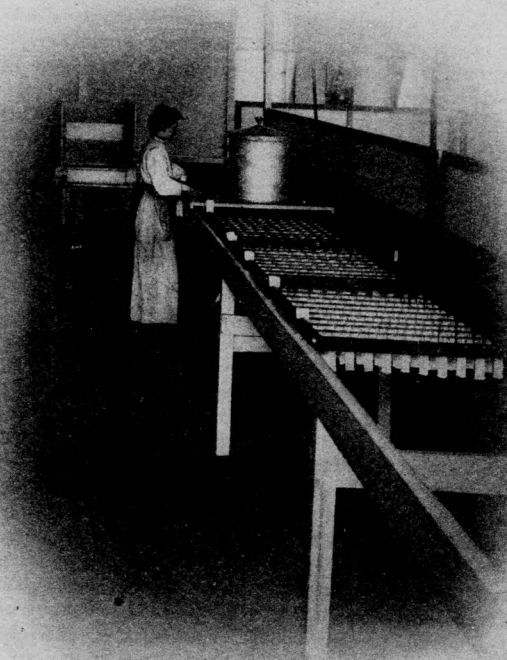
ragged state. It is this power of hanging together, which is possessed only by the rare earth oxides that make possible the incandescent gas industry.

Hardening.

After the mantles are completely

size and shape and rendered quite hard and elastic.

This is undoubtedly the most delicate operation in mantle making and it is thoroughly supervised. High grade mantles are hardened one at a time by the most expert operators,

**Collodionizing Medium Grade Upright Mantles**

quid produced is used as a mantle dip.

The condition of this collodion is an extremely important matter, as must be instantly recognized, when it is remembered that it is to be used for coating a fabric of ash, which can not withstand strains of any kind, either during dipping, drying or burning off on the lamp. It is

until the mantle goes into service. For this reason only proven employes of long experience are used as inspectors.

Inverted, as well as upright mantles, pass through these same processes of burning, hardening, dipping and inspecting, and any variations in handling are merely the result of

consist of inverted mantles of which the highest grades are also packed in square boxes and the medium and cheaper grades in tubes.

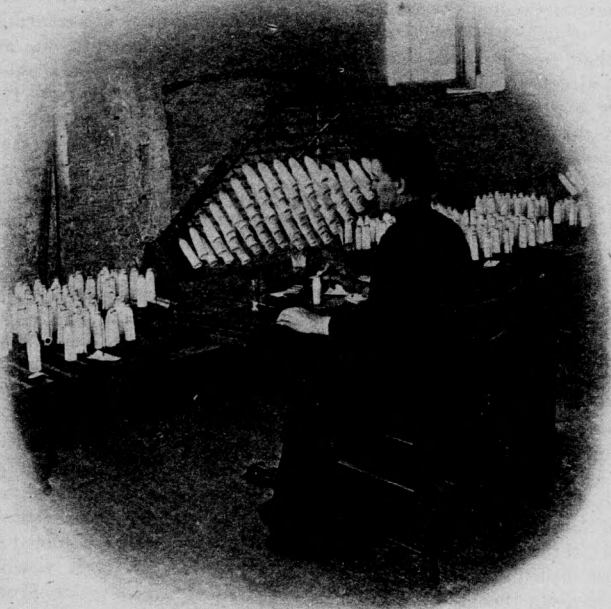
Summary.

From the preceding pages it is apparent that the process of making

to severe tests before being accepted as up to standard.

Testing.

These tests consist of determinations of physical strength, candle power, shrinkage and endurance in actual service, and cover every point



Trimming and Inspecting High Grade Upright Mantles

likewise essential that it have good carrying power that the mantle may resist the shocks and jars of transportation. Also, it must be perfectly pure, or the mantle will be contaminated.

After dipping and drying, the mantles must be trimmed to uniform length.

Trimming.

This is done by skilled inspectors

their somewhat different physical features.

Packing.

The final step in manufacturing is packing, and it is carried on in a department devoted entirely to this one operation, which, like inspecting, is in the hands of very carefully trained employes, under the most rigid supervision.

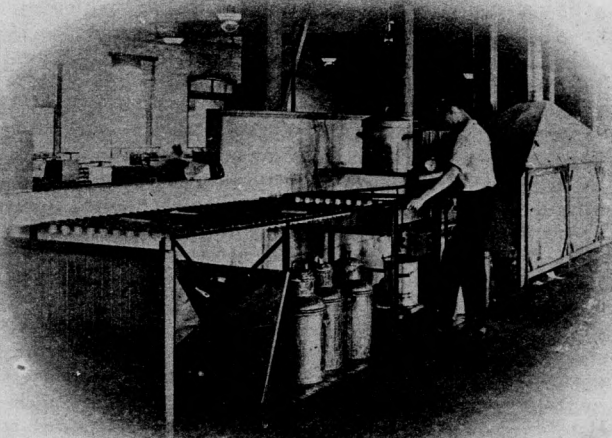


Packing Mantles

mantles of quality consist of a series of most delicate operations, calling for more than ordinary manufacturing skill. The chemical problems are numerous and intricate, and require the services of a thoroughly efficient chemical staff. The mechanical operations are just as numerous and important, and if not carried out properly all the chemical

which might be of service in revealing any defect in material or workmanship.

The test for physical strength consists in subjecting the mantles to a series of shocks on a vibrating machine, which serves to show up physical deficiencies, not only of the mantle, but of the asbestos cord and inverted mantle ring. These tests



Collodionizing Inverted Mantles

whose duty it is not only to trim but also to cull out any defective mantles.

The greatest care is necessary at this stage, for collodionized mantles may be easily injured and unfortunately the injury can not be seen

Upright mantles are packed as Ring, Double Wire Cap and Loop mantles, and comprise about 60 per cent. of the present day production. The Ring mantles are packed in square boxes the Cap and Loop mantles in tubes. The other 40 per cent.



Testing Mantles For Strength

knowledge available will not produce a satisfactory article:

The factory employes, and the supervising force are of the highest degree of intelligence and skill, and feel a personal pride in the quality and efficiency of their work.

The quality and uniformity of the goods are frequently determined at different stage of manufacture, and the finished goods especially are put

are being made continually on every batch of goods going through the factory, and indicate at all times the condition of the factory output.

Candle power tests are made daily on the various lines of standard goods to check up the light-giving qualities of the product.

Life tests are likewise made, and candle power and shrinkage observations taken at regular intervals

throughout the useful life of the mantle. These intervals are usually 100, 250, 500 and 1,000 hours, and the results indicate just what the mantle may be expected to do in actual service.

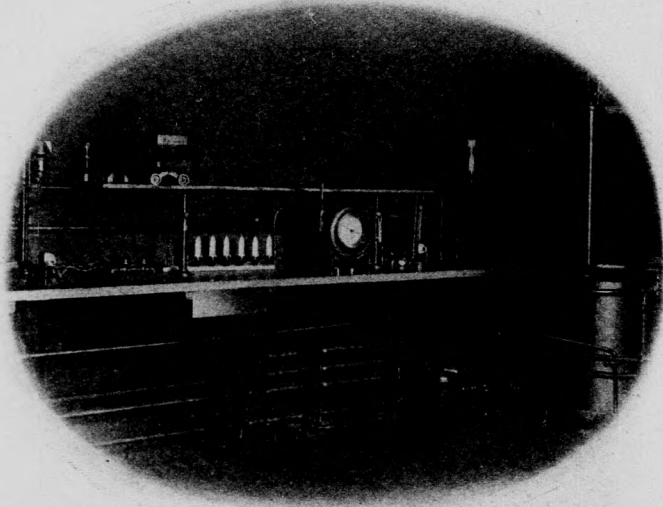
Daily shrinkage observations are also made on the regular run of goods, and the results of all these tests are accurately tabulated and re-

SIXTY YEARS AGO.

More Names Suggested by the Director of 1859.

Written for the Tradesman.

Williams' Directory of Grand Rapids, published in 1859, serves my purpose in recalling to the memories of old residents additional facts in regard to citizens who were prominent

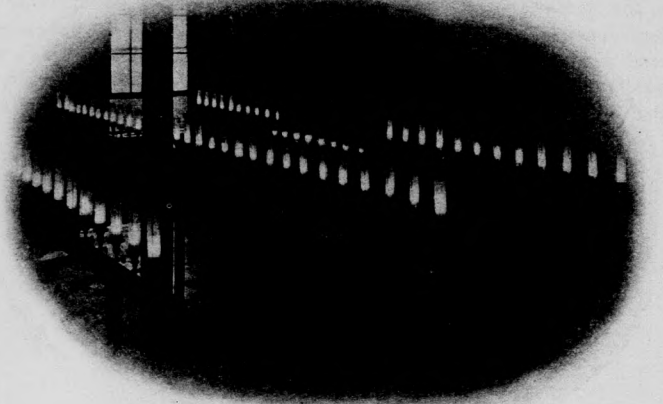


Photometer Used in Testing For Candle Power

ported, thus serving to keep the manufacturing departments continually informed as to the behavior of the product and enabling at all times intelligent control of its quality.

From this it appears that mantle manufacture can never depend upon hit and miss methods, but must be carried on under the most accurate scientific control, and the maker of mantles who fails to guard the details of his process with every possible care, can not hope to compete,

in the social and business life of the community fifty years ago. William Hake and Francis Vogt were the managers of the wholesale grocery house of Henry Swift & Co. The owners of the business were residents of New York. Mr. Hake is still living in Grand Rapids. Although well advanced in years, he is surrounded by members of his family and the object of filial affection. He is enjoying good health and the retrospection of a well spent life. William Haldane lived and carried on the



A Life Test Room

either in the quality or uniformity of his product, with the manufacturer who recognizes the necessity of making and selling his goods on the basis of their behavior in service.

E. L. Knoeden.

In Tripoli.

"We had to notify the soldiers to hurry up and get through that last battle."

"What was the trouble?"

"The moving picture films gave out."

business of a cabinetmaker and undertaker on the corner now occupied by the Michigan Trust Company. The city purchased this property nearly forty years ago and intended using it for the purpose of erecting a city hall thereon. Plans were drawn for a municipal building by D. S. Hopkins, Grady & Waddell and William G. Robinson. Grady & Waddell's plan was accepted by a committee of the Common Council. Money prizes were paid to the unsuccessful competitors, but the plans accepted

were not used. When the municipality, yielding to the incessant pleadings of Alderman Charles T. Brenner, finally resolved to erect a city hall, the city authorities decided that the Haldane lot was too small and the site now occupied was purchased. The Haldane residence, a handsome brick structure, in the Gothic style of architecture was used by the Board of Public Works and the City Engineer and staff. Soon after the city purchased the Haldane property, the Common Council caused a tower, the top of which reached a point more than one hundred feet above Ottawa street, to be erected to support the big fire alarm bell now used in the tower of the City Hall for sounding the hours of the day. George W. Gage, now a resident of Chicago, was employed as a reporter by the Grand Rapids Times. He was a young, strong, pugnacious, courageous and not disposed to reject a challenge to perform feats that called for nerve, strength and skill. He was offensive to many in his reportorial work for the Times and frequently was obliged to defend his opinions and his body with his fists, a pastime he greatly enjoyed. On a certain occasion a friend dared him to go to the top of the bell tower and descend by means of a rope which dangled therefrom, used by the workmen in lifting the material needed for constructing the tower. Mr. Gage performed the feat safely "hand over hand." Of all the "fighting editors" of forty years ago Mr. Gage was the most conspicuous. The writer could supply a long list of prominent men who, at different times, felt the force of Gage's fists, but as all are dead, what would be the use of it? Benjamin A. Harlan, for many years a clerk in the Pension Bureau, at Washington, was a law student in the office of Holmes & Robinson. In later years Harlan attained prominence in politics and served five terms as Judge of Probate. Eli F. Harrington was a printer, employed in the office of the Grand Rapids Eagle. When the war of the rebellion broke out and the owner of the paper, A. B. Turner, went to the front as a sutler, Mr. Harrington was admitted to partnership and managed the publication many years afterward. Marinus Harting, an artist of marked ability, painted pictures in oils and refused to sell the same until compelled to do so, by the absolute requirements of his family, lived on Ransom street, just north of Lyon. The old homestead is still in the possession of his descendants. Edward J. Hervey, a jeweler in the employ of Albert Preusser, is still a resident of the city. Damon Hatch was a well-to-do young man who "boarded" on the northwest corner of Kent street and Crescent avenue. Later he built the beautiful home located on Cherry street, now owned by Charles B. Judd. Frederick G. Heath and Carlton Neal operated an ambrotype and photograph gallery on the northeast corner of Canal and Pearl streets. Heath later in his life was in the employ of the Grand Rapids & Indiana

Railroad as a detective and guide for hunters, trappers and men in quest of fish, in the years when Northern Michigan was a wilderness. Charles L. Henderson was a noted physician who lived many years on the southeast corner of Fountain and Ionia streets. He served the cause of the Union in the Civil War, but was more proud of his unalterable adherence to the principles of the Democratic party than of his splendid record of service on the battlefield. Colonel Joseph C. Herkner lived in the substantial brick house located on the southwest corner of State and Lafayette streets fifty years ago and still occupies the property. There were but four public barbers, all colored, in Grand Rapids in 1859. Joshua Highwarfen, large, heavy and dull, tired of practicing the art tonsorial thirty-five years ago and, without preparation or public authority, hung out a sign, offering to practice the science of medicine and surgery. Good old Doctor Brody, remembered for his skill, his open-handed charity and his kindly disposition, was summoned to appear before one of the courts of his home city (Detroit) and give testimony in the trial of a man charged with murder. When the attorney for the defense was about to conclude his cross examination of the doctor, he propounded this question: "Doctor, is it not customary for members of your profession to protect each other—in other words, do you not cover up the mistakes of fellow practitioners?" "Oh, no," replied the Doctor, "the undertakers cover up our mistakes." Highwarden made mistakes which the profession refused to "cover up." That important duty fell to the undertaker. He did not remain in practice very long. Highwarden, although his skin was as black as the frequently mentioned "ace of spades," claimed to be a Spaniard. William Hodgson, still living, was a painter of pictures, fences, houses and other buildings which needed protection from the weather. He was an officer of the volunteer fire department during the early years of the city. E. G. D. Holden established the second local insurance agency in the year 1858. He now resides in Oregon. His son, Charles, Holden, is the dean of the insurance fraternity in Grand Rapids. D. W. Horton, still living, was a photographer. His residence, until a few years ago, was at the southwest corner of Oakes street and Jefferson avenue. J. Houseman & Co. (Julius and Joseph H.) were clothiers, located on the east side of Monroe street, opposite the Rathbun House, or directly opposite the store of Houseman & Jones, their successors. Edwin Hoyt posted books of account for John Kendall. He enlisted for service in the army during the Civil War and won a major's commission. After he was mustered out of the army he entered the employ of M. V. Aldrich, a private banker, and remained with Mr. Aldrich's successor, the Grand Rapids National Bank, until his death, which occurred a few years ago.

Arthur S. White.

A SANE CHRISTMAS.

The Ribbon Counter Girl's Present To Herself.

Written for the Tradesman.

Nettie, the blue-eyed girl from the ribbon counter, stopped in the gentlemen's furnishings department and laid a finger on a showcase holding gentlemen's neckwear.

"How much for the blue four-in-hand?" she asked.

The black-eyed girl behind the counter smiled superiorly.

"Is it for Arthur?" she demanded.

"I suppose," Nettie said, with fine scorn, "that you ask every customer who they're buying for?"

"My!" exclaimed the black-eyed girl.

"What's it to you, anyway?" demanded the girl from the ribbon counter.

"Because, if it's for Arthur," the black-eyed girl went on, "it's quite appropriate. Get the blue one, by all means."

Nettie stared at the other, not understanding.

"Blue and gold effect, you know," said the black-eyed girl, viciously. "Arthur's got a head of hair that beats a danger signal."

"I wouldn't slam him behind his back," said the ribbon counter girl, "even if he did snub me at the party. He didn't mean anything by it, only them painted cheeks puts his teeth on edge."

"Arthur's got real refined tastes," the black-eyed girl declared, with a sweet smile, "and it's a pity he can not get any of the good girls to go with him. If you like the red tie better, I'll take off another quarter, seeing you're at present working in the store. Red might help to suppress some of that lobster finish on his nose."

The floorwalker beckoned to Nettie and pointed back toward her counter, where two customers were waiting.

"Look out for customers, Kid," he said, as Nettie passed him.

"I was looking, all right," replied the girl, her cheeks flushing painfully. "I was up there looking at ties for presents."

"All right, Kid," replied the floorwalker, "only look out. The boss has an eye like a hawk this morning."

Nettie smiled at the floorwalker and went back to her counter. The customers looked over a hundred dollars' worth of ribbons, bought ten cents' worth, and went out, leaving the clerk to put away her stock.

The floorwalker walked up to the furnishings department, scowled at the black-eyed girl, and turned back to the ribbon counter.

"Kate's got her warpaint on this morning," Nettie said. "She might have had one glass too much last night."

"Don't knock," said the floorwalker. "What did she say to you?"

"She was insulting! She's no lady!"

"Because you were buying something for Arthur," laughed the floorwalker. "She is fond of Arthur."

"Who said it was for Arthur?" re-

belled Nettie. "If Arthur waits for a tie until he gets one from me, he'll never wear another, not as long as he lives! He gets twice what I do, and I'd be a dunce to blow myself on him."

"Sure!" admitted the floorwalker. "And yet the girls are buying lots of presents this year."

"Must be for brothers!" suggested Nettie.

"Perhaps," drawled the floorwalker. "Just like the tie you were looking at was for your brother."

"You bet it was," flared the ribbon counter girl. "Say," she added, with a flash of her nice eyes, "what do you take me for? Think I'm going to throw my money around like a tipsy sailor? Not for mine! Little Nettie is going to make herself a Christmas present this year."

She reached down under the counter and brought out a worn handbag, from which she abstracted a tiny purse. Opening this, she brought forth a twenty dollar banknote, which she held up before the floorwalker and then smoothed it out carefully on the counter. It had evidently been smoothed out many times before, for there was not a wrinkle in it save the sharp folds which had been made to get it into the purse.

"My, but you're rich," said the floorwalker.

"I've been three months saving it," said the ribbon counter girl, putting the precious banknote back into the purse.

"And now you're going to buy presents with it?"

"A present," replied Nettie.

"Lucky guy that gets all that buys," mused the floorwalker.

Nettie restored the purse to the handbag and returned the latter to its hiding place under the counter, then she gazed scornfully at the mere man on the other side of the counter.

"That's for a Christmas present for little Nettie, the cherub at the ribbon counter at the Popular Department Store," she said. "Little Nettie is going to make herself a Christmas present. You know it!"

"It must be a diamond," smiled the floorwalker.

"Diamonds — nothing!" said the ribbon counter girl. "This little blonde is about to present herself with a savings bank book."

"That will be nice," said the floorwalker.

"I ain't got no one to buy Christmas presents for," the girl went on, speaking low so the other clerks wouldn't hear. "There's only George, the kid brother, and he gets more money than I do. He draws a necktie, and I'll draw about the same form him. That's all, if anybody should ask you!"

The floorwalker regarded the girl curiously. He had been there for three years, and thought he knew something of the girls who drew salaries from the store, but this was something new for him.

"If anybody should ask you," Nettie went on, "I'm going to do a safe and sane Christmas stunt this year. I've worked until noon on

coffee and sinkers for three months to save that yellowback, and worked from noon to night on an egg sandwich to keep it. I guess you don't know much about the way the girls live, if they try to be decent."

"You're starving yourself," said the floorwalker.

"Not so you could notice it!" the girl answered. "I'm getting fat on the idea of having a bank account. Safe and sane Christmas! I should say so!"

"Some of the girls," the floorwalker said, tentatively, "are going to make presents this year—mostly to the boys who take them out to dances, and theaters, and suppers. You'll be ostracized if you don't keep up with the procession, won't you?"

"Any old time I throw my money at them guys," Nettie said, scornfully. "Some day I'm sick. Then them four-flushers comes and holds my hand, and pays my room rent, and shoves a meal ticket under the door! Not!"

The floorwalker was looking over the store with keen eyes.

"And some day I'll be finding gray hairs on me classic brow," the girl went on. "Or I'll get the bounce for sassing some friend of the manager's. Or I'll get in front of a choo-choo wagon and be taken to the hospital. Then these here guys will come to the front with a message from an Old Lady's Home, asking me to come and sit by the fire and hold a cat on my lap for the remainder of my life. What?"

"It will take a long time to—"

"It won't take so long as it will if I never get a start," said Nettie. "I guess these young sparks would give me a good time if I looked now like I will look in twenty years from now, when the store has worn me down to a frazzle! Of course it is for the loving disposition of me, and the wise wrinkles in me brain pan that they're good to me now. If I lose me job and go to one of them for a meal ticket, what do I get? I wouldn't dare tell you what they would say to me, but you know what it would be."

"I know," said the floorwalker.

"I guess you do know! Everybody

in this store, and every other place where girls work knows. So I'm going to have a safe and sane Christmas and put this funny little yellowback away in a savings bank. In a year, if I don't get the worst of it in some way, I'll have most a hundred there. I guess that will help some!"

"And you get only seven a week!" mused the floorwalker.

"Yes; seven a week. Two-fifty for room rent, two-fifty for grub, one for clothes and one for the bank. If you should take a notion to, you know, you might say a word to the manager. There's a vacancy up in the silk room that pays eight a week."

"Then you might cut out the coffee and sinkers and the egg sandwich?"

"Not to any alarming extent! See here, pard. When I get to where my blonde hair makes a tiny knot on the upper floor of me head about the size of a robin's egg, who's going to get me into society where I can get my eats three times a day? I've got to look out for that, haven't I? I never graduated at the head of no class, but I can see what's coming to me in time. Eight means a hundred a year for the little old window with the brass rails."

"But suppose you could marry some—"

"That would be an accident. It doesn't come to working girls once in a hundred years unless they see a meal ticket and snatch for it. Not any for me! Me for the little bank book as a Christmas present."

If you know this girl, Mr. Merchant, just put her over on the counter in the silk room that pays eight. You can trust her! Alfred B. Tozer.

Hereafter every dog riding on the trolley cars in the State of Connecticut must pay five cents fare. Even then the dog is not given the same right as a man, but must stay on the front platform with the motorman or on the five rear seats in the summertime, when there are open cars. The five cent fare gives the canine a transfer after his fare has been paid. It is getting harder every day for a dog to live.

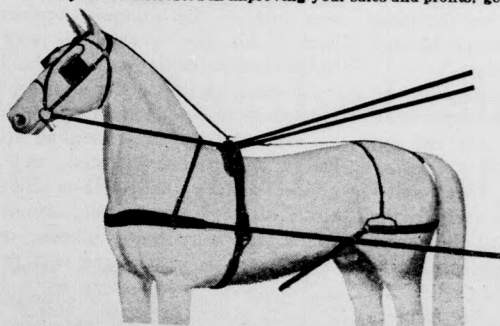
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RIGHT THING TO DO.

Boy With Gumption Will Come To His Own.

Written for the Tradesman.

"There's a knack about common, every-day storekeeping not possessed by everyone," said the old schoolmaster with his accustomed smile. "During my lifetime I have met with a lot of men who went into the mercantile business, some of them splurging wide and heavily; very few, however, coming out on top. I can recall a dozen failures to every one who succeeded."

"Which is about the average," remarked Brunston, the grocer. "Strange how the general public view these things, Tom."

"As to how?"

"Why, almost everybody outside our particular trade imagine the store man is coining a fortune at the expense of the common people. I think you have observed that, have you not, Mr. Tanner?"

"To a certain extent, yes. The ordinary citizen does not stop to read statistics; too dry for him. He has no eye or thought for the ups and downs of a merchant's life. The idea, too, that it is a soft snap to stand behind a counter from twelve to sixteen hours a day and deal out truck to the multitude is another fallacy—you understand that, Nick."

"You bet I do, Tom. It's no child's play let me tell you. Farmers imagine the merchant is floating through this world on a flowery bed of ease, not seeing the thorns and bits of wood filling the mattress to make it bumpy. Why, my cousin Markham quitted a farm five years ago, tired out from the hum-drum life tilling the soil, determined to have some of the good things for himself. I warned him against it, but, of course, the fellow thought I was jealous about having another competitor, so my talk was altogether wasted."

"Jim got down to business in one of the lake towns, right in the fruit belt at that. Say, but a more surprised, disappointed man you never saw. The mercantile business didn't pan out pay dirt as he had expected it would. He soon learned that human nature was not as truly angelic as it might be. There were those who run up accounts and forgot to liquidate, also the critical ones who never found anything quite to their liking. Jim worked like a nigger for two years, then threw up the sponge and went back to the farm a sadder, much wiser man because of that experience behind a grocery counter."

"He told me in confidence that he never had been so tired on the farm at nightfall as he was every blessed night while in the grocery—"

"Which proves my contention all right," chuckled the schoolmaster. "As I said, only a few are cut out for merchants."

"I am not disputing that statement. Cousin Jim went back to the farm, better satisfied with the world than ever before. Storekeeping was not for him, 'veritable dog's life,' he declared. I mix with the farmers and people in the every-day walks of

life, meeting them in their homes, and it amuses me to hear statements made of how this or that merchant is cheating his customers. To be sure, there are exceptions to all rules, but I am willing to stake my word as an honest man that the dishonest merchant is a rarity, and far from being the rule."

"And that's right, too, Nick, which reminds me of what a staid farmer told me one day while I was calling at his house. He lives near a considerable village and quite frequently patronizes the local merchants, although the heft of his trade goes to the mail order men. It seems that one of the dealers, whose business was outside the general run of stores selling kerosene oil, decided to put in a tank and do a little oil trade on the side. To my friend, the farmer, he said that the dealers were making too much on kerosene, that it could be sold for much less than the regular retail price."

"These fellows are slick," propounded Mr. Greed, in his confidential talk with the farmer. "I mean to show them that kerosene oil can be sold at a good deal less figure. Now, come in here and let me show you how the dealer beats his customers in measure as well as in price." The farmer went to the back room, where stood the oil tank. The dealer pumped rapidly into a measure, which caused considerable foam to form, and this being poured out quickly left short measure. "That's the way your honest dealer gets the bulge on you unsuspecting farmers," chuckled the exhibitor. "Now, when he draws several gallons the deficit is considerable. How do you like that sort of thing, Mr. Farmer?"

"Of course the farmer said he did not like it and would buy his oil of the man who had let him into the secret of the trade. Now what do you think of that, Nick?"

"I think that farmer was very easily bamboozled."

"And yet he was one of the most intelligent of his class. Of course there was no truth in the man's assertion about short-measure oil. No respectable merchant would do anything of that kind. I told the farmer so, but, of course, he knew better. The honest merchant has all such methods of lying fakirs to contend with, and that is why I say it takes an all around, number one man to continue in business and make a success of it."

"You are quite right, Tom."

"Yes," proceeded the schoolmaster, "and I have in mind one such, who, like the late Joseph Pulitzer, was one of the greatest newspaper men of his day, worked his way up from humble beginnings to the top-most rung of the ladder of success. His name is Goodwin, Asa Goodwin. As a boy he played at keeping store; had a department devoted to dry goods, shelves for the bits of torn cloth his sister gave him, which he rolled into tiny bolts, placing them up there to represent the real thing."

"Goodwin played store as a boy, thought store, dreamed store and went into one as a clerk the moment

he was old enough to stand behind the counter and wait on customers. His row was not an easy one to hoe, either. As soon as he became of age he went for himself, but had unusually bad luck in that a fire destroyed everything he had—that is, almost everything. He managed to save some remnants, a few hundred dollars' worth, which he stored in a barn."

"It was then the tempter came in the person of John Daymond, his supposed dearest friend. Daymond had been a business failure, yet he blossomed all over with good advice for others. He suggested to the young merchant on the day subsequent to the fire that it would be an easy matter to smuggle the rescued goods out of town, dispose of them in a nearby city, report a total loss to his creditors, throw himself on their charity and with the money obtained start again in another town. 'I'll do nothing of the kind,' quickly and indignantly declared the young merchant. 'Whatever I have saved from the wreck shall be accounted for and if sold the money goes to reimburse so far as possible my creditors.'"

"And he was right," said the grocer.

"Of course he was right, and lost nothing by it. One of his neighbor merchants lost in the same fire, but accepted the advice of Daymond, got caught at it and was severely sat down on by the wholesalers he owed. Fact was his business career was ruined. Goodwin went to his creditors, made a complete statement of facts, declaring that it lay with them as to what his future course should be. The principal creditor, a wholesale dealer in dry goods and notions, placed before him a blank sheet of paper and said: 'Write out your needs for a full stock, and we'll stand by you until you can stand alone.' That proved to Goodwin that there is such a thing as friendship in business, and that it pays to be on the square. The other merchant, who

listened to unwise counsel, was driven to the wall and was never able to hold his head above water in the business world afterward."

"Goodwin is now a millionaire, yet he has never forgotten that one incident in his life which, had he taken a wrong turn at a most critical time, would have landed him in the down and out class."

"What you say is all true enough," agreed the grocer, "yet even the most conscientious of men often fail in business. How do you account for that?"

"Easily enough—incapacity."

"No, that won't do. Some very capable men have fallen by the wayside in the business world, and they were men of education as well."

"I am not disputing that, Nick. The smartest men are not our millionaires by any means. I once knew a man who had the intelligence of a Webster, the brilliancy of a Clay, combined with the fiery eloquence of

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a Prentiss, yet he failed in business and wound up in the almshouse."

"Intemperance, of course, but—"

"In this one case, yes, but that is not saying that some of the best intellects fail where business is concerned. You remember how our most brilliant Civil War General failed as a business man. Knack, man, knack, a decided love of the work is what makes the successful man in any walk in life. The boy who loves cattle, horses, big grain fields and agricultural pursuits in general is out of his sphere behind the dry goods counter."

"Then you would not advise a country boy to go into the mercantile field, Mr. Tanner?"

"Not so," emphatically. "Our best business men have come from the farm."

"But you said that the boy or man who loved agricultural pursuits had best keep out of the store."

"And so I say still, but how many farm boys are agriculturists from choice? A majority, no doubt; which is as it should be. It gives me a pain, though, when I read articles about how to keep the boy on the farm. Any boy that has any gumption whatever will come to his own. Be sure he'll never leave the farm if he is by nature a farmer—if he is not one, better for him to get away from a work he loathes at the earliest possible moment."

And so say we all. Old Timer.

Nature Works Through the Will of Man.

Written for the Tradesman.

Language and discipline have evolved out of the chaos of Nature and a correct understanding and application will eliminate the miseries of man.

The useful arts are reproductions of the same natural things which have been used before. To diminish friction in all the walks of life we must look to the power of language for our course and immediate benefit. The power of wisdom has invented all things that we now enjoy and there are more to follow if we can discipline ourselves and learn to follow the thoughts of wisdom instead of thoughts of foolishness and idleness.

There is an endless circulation of wisdom that is nourishing the minds of men who are willing to obey the thought of discipline.

Language, in its ministry to man, is not only the intellectual force, but is also the process that makes the materials of the universe speak their facts. Men who are willing to be disciplined according to the facts, as they are presented by true language, are the individuals that dart through the lights of the zodiac and make the splendid provisions and rich conveniences that we now enjoy.

We need not specify particulars. The world is filled with men and women who are being fed by the thoughts of true language and who are following discipline and the things that they are doing are an endless catalogue of facts and results.

Our eyes are the artists who are

drawing the mass of objects to our attention and they are coloring and shading the landscapes which compose the constitution of all things.

The plastic power of the human eye is controlled by the language and discipline of the mind.

The language and discipline which Nature gives us to serve us in our wants and needs is the love for more noble action. These powerful senses and understandings give us excellent influences to form and shape our actions and functions, so that our minds need not be cramped. Nature satisfies every natural action in a graceful manner. The kingdom of power reflects its influence each moment of time in its own way and according to the proper discipline which it has made and is master of.

Thus the world exists to satisfy the desire of language and discipline. Nature works through the will of man. She can not make the beautiful things we see unless the minds of men are willing to learn her language and are willing to be disciplined according to her set rules and expressions.

The mystery of humanity lies in the language and discipline of Nature. Everything that is a benefit to humanity is the result of the apprehension and the pursuit of the intellect.

All good things are eternally reproductive and the language and discipline that govern these blessings do their work through the minds which are willing to be taught by this governing power.

The intellectual and the active powers of Nature stimulate every mind with exclusive activity when one is on the road to progress. All men are in some degree impressed by the thought of progress and they know the language, but they dislike the discipline and much rather sit and

watch the works of others. When they see new things springing up on all sides they are reminded of the fact that such thoughts came to them, but they failed to act.

In this they simply allowed opportunities to pass their door.

We should not allow ourselves to think that opportunities come to us but once in a lifetime. Nature produces opportunities as fast as she produces everything else, and all we need to do is to learn her language and be willing to follow her discipline.

Nature subserves to man the power to think and reason, and this power comes spontaneously and from the original source, if we do not depend upon the suggestions from other sources.

Words and ideas borrowed from sensible things are good, but if we wish the best that Nature has in store for us, we must look to her for our instructions. The material appearance of things holds our attention and this causes us to listen to selfish suggestions which do not do us nor anyone else much good.

Man is conscious of a universal language and discipline, but he fails to use his higher reasoning powers and allows his thoughts to lead him into cunning and foxy tricks, instead of trying to be governed by justice, truth, love and freedom.

Behind every individual there stands and shines the true type of reason, but the corruption of man is followed by the corruption of those who are not willing to deal with the truth, and in many cases the reasoning powers are overpowered and can not get expression. Therefore, we receive duplicity and falsehood instead of simplicity and truth.

Our greatest desires should be the knowledge of the original cause of

the good and evil that comes into our lives.

We are amidst agitation and terror. Passing events are awakening us. Noble sentiments are expressed upon all sides. Editors everywhere are writing fine editorials, but cunning and foxy tricks are like an enraged lion—they cause men to make so much fuss that sensible things can not be heard.

The progressive arrangement of things flows into our minds according to our understanding of the combination of the forces that are at work. Those who are willing to allow language and discipline to control their minds are the individuals who are going to receive credit for being the children of Nature—those who have done the useful things here on earth.

The character and the fortune of our world and of the people are affected by the culture of the understanding, the perception of differences that divides us.

If we would exercise the will of true reason, which would teach us the language and discipline of Nature, we would soon learn to work in harmony with one another, instead of working against each other.

No sensible man will say that we are not fighting one another in more ways than one. If this is true, have we learned the language and discipline of Nature?

Open any journal of science and you will find these thoughts expressed on other forms.

"Thy will be done" is not being done by many of us and those of us who have thought about doing right ought to reason and think about the language and discipline of Nature and try to do our part of the work as it is dictated to us.

Edward Miller, Jr.

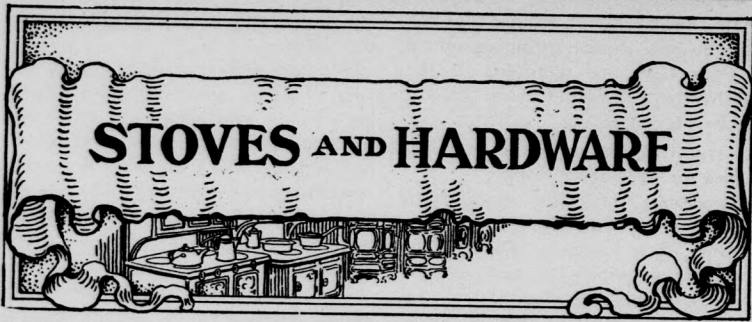
The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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.



Duties of Association Workers.

Many members of retail dealers' associations consider that, so long as they pay their annual dues promptly, they are discharging all their obligations to the association, and that nothing further is required of them. They do not seem to realize that their active, earnest co-operation in association work is of far more importance to the well being, efficiency and influence of the organization than the mere matter of dues.

It is for this reason that so many associations are weak when they should be strong; inefficient in a comparative way, when they should be a power to effect the reforms and bring about the better conditions for which purpose they were organized. Individual indifference to the inestimable advantages of united, co-operative work is the rock upon which so many associations have gone to pieces.

It is neither fair nor just that the burden of effort—and it is a burden—should be thrown entirely upon the officers and committees of an association, or that they should be expected to do the work of the association unaided. Many members consider that after they have paid their dues and taken their part in the election of officers for the coming year, they have done their full share. They feel that, having performed these duties, they can leave everything in the hands of their officers and go about their respective affairs with an easy conscience. Fortunate, indeed, it is that there are found so many unselfish, earnest, self-sacrificing members who are willing to accept the responsibilities of office, and to perform the duties attached to it conscientiously. Were it not for men of this kind and calibre associations would cease to exist.

It is right, and it is only fair, that each member of an association should appoint and constitute himself a committee of one to further by all the means in his power the aims and objects of such association; that he should consider himself an ex-officio member of every committee, and a personal assistant to every officer. When it is realized that there is a vast amount of work, worry and responsibility placed upon the shoulders of committee members and officers; that they devote to the association, without pecuniary recompense, much valuable time, and that they are held accountable to the members for the faithful performance of the duties devolving upon them at each annual meeting, does it not seem to be only the "square deal" that

they should receive throughout the year such encouragement and stimulation as can come only through the willing co-operation of their fellow members?

Secretaries of state associations frequently complain, and, justly, that they receive no assistance whatsoever along certain lines of effort in which individual members could be of great aid; they complain, even, that letters written requesting information remain unanswered, being practically ignored. There is no excuse for this, and members who are so flagrantly indifferent to their association obligations are poor members indeed.

Another thing. It is the duty of every member to attend, if at all possible, the annual convention, even at an inconvenience or a slight sacrifice of time or money. It is at these annual gatherings that the reports of what has been accomplished during the preceding year are made, and the work for the ensuing year planned. Here member meets member, gets acquainted, compares notes, establishes good fellowship, absorbs enthusiasm, and after business is finished, has a good wholesome, sociable time. As has been said, it is not sufficient for a member to pay his dues, and after that is done forget his association. And, it may be said parenthetically, that were it not for the trade papers many members would know nothing of what is being done by and through association effort. They depend upon the trade organs altogether for their information. These journals accomplish much in keeping alive interest in associations and their doings by printing full accounts of convention proceedings, furnishing items of news from time to time with respect to what is being done by the organizations, and by attacking every evil calculated to injure the retailer's business. They ask no credit for this further than the mere acknowledgment, but they are entitled to much.

To every association member the familiar injunction applies: "If you can't push, pull; if you can't pull go 'way back and sit down," for you are of no earthly use to your organization.—Implement Age.

Honesty in Business Always Pays.

The line dividing keen business from dishonesty is perfectly distinct.

But nearly half a century spent in business has left me convinced that it does not even pay to be dishonest and to do things in commercial life which a gentleman's ordinary sense of honor would keep him from doing in private life.

The city man recognizes at once the difference between an advantage to be used and an advantage not to be taken. Your business rival is not going to give away anything to you.

But you also expect that he will conform to the rules of the game, playing along certain recognized lines of honorable conduct.

If you know something that other people do not know you have a perfect right to use that knowledge for your own ends. No stock broker goes and publishes to the world private information that is going to put him at an advantage in the markets.

But then, again, while the rules and customs of the stock and money markets are well recognized and acted upon, shifty dealing is at once marked down.

You can be dishonest once, but not twice. No one will deal with you if your reputation has been stained.

And it is so much easier to be straightforward. Trickery wants learning, and is worthless from a pecuniary point of view when you have

learned it, for it loses you in reputation far more than you will ever gain in cash.

The ethics of business are quite as definite and binding as in any of the professions. Some professions I could name would suffer by comparison.

Alfred De Rothschild.

He Knew.

"Don't you think that seeing is believing?"

"No. I see people every day that I wouldn't believe."

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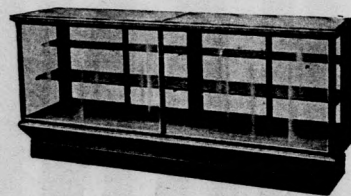
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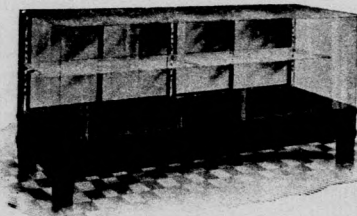
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GRAND RAPIDS, MICH.

The Largest Manufacturers of Store Fixtures in the World

CHRISTMAS GIFTS.

Suitable Furniture Presents For Men and Women.

Written for the Tradesman.

Just a month until Christmas—and the writer dares hope it will be an extremely busy, happy and prosperous month for retail furniture dealers everywhere throughout the land.

Of all our gift-making occasions, the Christmastide is absolutely unparagoned. The sentiments that cluster about this particular holiday are the strongest and the most universal just as they are the happiest and the most unselfish.

From now on until the great twenty-fifth of December the stores and shops of our cities, both great and small, will be thronged with eager shoppers—and most of them will be on the outlook for something or other suitable for being given to somebody as a Christmas memento.

This being the case, the aggressive furniture dealer—and every furniture dealer ought to be aggressive—will see to it that he gets his share of this holiday business. But one thing is sure, and that is he is not going to get any appreciable amount of the Christmas business if he just lies low and assumes that this trade is coming in of its own accord. It is not going to do it. Like all other business this holiday trade must be gone after—aggressively sought.

Elements of an Acceptable Gift.

Why should the furniture dealer get in on this Christmas trade? Simply because furniture is pre-eminently suitable for gift purposes. If one cares enough for anybody else to give them a present of any kind, why not give them something that is really worth while?

Now if you will stop to think about the necessary elements that every acceptable Christmas gift ought really to possess, I think you will agree with me that they are as follows:

1. The acceptable Christmas gift ought to be artistic or ornamental.
2. It ought also to be useful.
3. There should be a permanency about it, if possible.
3. It ought to be fairly reasonable in price.

Now can you think of anything that more nearly fills all of these requirements than furniture?

Furniture is nothing if not artistic and ornamental. Of course, when we use the word furniture we tacitly assume that there is a very wide range to its artistic and ornamental features. You can put \$3.50 into a li-

brary table or you can put \$150 into it—and, of course, you would not expect to find as high an order of artistry in the \$3.50 table as you would in the \$150 table. But the point is that all good furniture—and I mean by that not simply the very high grade, high priced furniture that we find in the exclusive shops, but also medium grade and even popular priced furniture of the right sort—all good furniture of whatever grade or price—lays claim to artistic and ornamental qualities.

And when it comes to getting something useful, what is more useful than furniture? You can not beat it.

And it's permanent, too. It gives pleasure not simply for a day but for all the days of the year—and if the piece is rightly selected—for many years to come. Thus it becomes a continual reminder of the happy occasion when it was first given as a symbol of regard.

And when actual worth is considered, furniture of whatever grade you select as gift-commodities, is assuredly reasonable in price.

Lists For Gift Hunters.

As I have already intimated there are a great many people who are now on the outlook for articles of one kind and another to be used presently as gift articles.

Many of these people are not apt to think of furniture unless the furniture dealer makes it impossible for them to overlook furniture. And this the dealer can very readily do.

First of all he should prepare several suggestive lists for the help of people who are trying to decide—lists of suitable articles that he carries in his regular or special lines. He could have a list of furniture store articles suitable for men, another list of articles suitable for women, and another suitable for children. He can make these lists just as brief as he desires, or he can extend them almost indefinitely. But perhaps it would be better to strike a golden mean; for a list that is too long is apt to be confusing.

How would this do as a suggestive list of articles suitable for men?

1. Wardrobe.
2. A shaving table.
3. A bookcase.
4. A combination bookcase.
5. A bath room cabinet.
6. A cellaret.
7. A desk.
8. A little rug for the den.
9. A mahogany stand.
10. A writing table.
11. A costumer.

12. A Turkish chair.
13. An English library chair.
14. A Morris chair.
15. A smoking chair.
16. A den chair.
17. A rocker.
18. A leather couch.
19. An umbrella stand.
20. A clock shelf.
21. A screen.
22. A drop lamp.

Now there are some excellent commodities in that list—things that many men do not possess, and things that almost any man would find a whole lot of satisfaction in having.

And here is a list of suggestions that might be called, Suitable Presents for Women Folks:

1. A chamber suit.
2. A dining room suit.
3. O library suit.
4. A living room suit.
5. A parlor suit.
6. A wardrobe.
7. A chiffonier.
8. A chifferobe.
9. A dresser.
10. A toilet table.
11. A mirror.
12. A toilet washtand.
13. A post bed.
14. A brass bed.
15. A costumer.
16. A kitchen cabinet.
17. A kitchen cupboard.
18. A hall rug.
19. A dining room rug.
20. A library rug.
21. A bed room rug.
22. A sideboard.
23. A buffet.
24. A china cabinet.
25. A dining table.
26. A serving table.
27. A plate rack.
28. A music cabinet.
29. An automatic music cabinet.
30. A record cabinet.
31. A parlor cabinet.
32. A library table.
33. A parlor table.
34. A card table.
35. A tea table.
36. A nest of four tea tables.
37. A living room screen.
38. A piano bench.
39. A telephone stand or table.
40. A sewing table.
41. A lady's desk.
42. A writing table.
43. A hall set.
44. A hall piece.
45. A bookcase.
46. A tabouret.
47. A jardinier stand.
48. An umbrella stand.
49. A cedar chest.
50. A chest of drawers.

51. A hall clock.
52. A den clock.
53. A leather couch.
54. A davenport.
55. An odd chair.
56. A rocker.
57. A clock shelf.
58. A drop light.
59. A tilting top oval table.

Back up the newspapers by nicely lettered window cards in which lists of suitable presents are kept conspicuously before the people who pass your windows. Of course you will have your seasonable window trim, and the spirit of Christmas will doubtless appear in your window. But you can't put all kinds of furniture there—only a few select pieces. Your suggestive list will remind them of the many excellent things you have inside the store—things that they ought to think about (and if possible see) before definitely deciding on their selections.

This card should have a border of holly leaves and berries.

Frank Fenwick.

Lincoln's humor often got him out of trying situations and tempered his refusal of favors, as happened during the Civil War when a gentleman asked him for a pass through the Federal lines to Richmond. "I should be happy to oblige you," said Lincoln, "if my passes were respected. But the fact is, within the last two years I have given passes to Richmond to a quarter of a million men, and not one has got there yet."

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.
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TRADE WINNERS
Pop Corn Poppers,
Peanut Roasters and
Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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ROBIN HOOD AMMUNITION

NOT MADE BY A TRUST

No other ammunition ever gained greater popularity. Our sales have increased in leaps and bounds. You should be getting your share of this trade. Write for catalog, prices and co-operative selling plan. Do this today. ROBIN HOOD AMMUNITION CO., Bee Street, Swanton, Vt.

TROUBLE THAT PAYS.

Knowing Customers' Wants and Applying Knowledge.

One very distinguishing feature between the successful and the unsuccessful merchant is that a great deal of care and patience as well as labor will be expended by the former to accomplish things never thought of by the latter, or, if considered, put aside as too unimportant to be worth the trouble they demand.

Ability to appreciate the importance of apparently small matters makes the difference between the great man and the man of less ability. This is exemplified every day in business life. One merchant fails where another succeeds. They seem to have equal chances and equal intelligence. But the one overlooks details which the other carefully improves. One pushes aside the so-called little things, which the other uses as steps upon which to rise.

The storekeeper in the country or small community has most excellent opportunities for doing this, and we will assume, for the sake of argument, that he does so. Having acquired knowledge as to the characteristics of the people, does he study them? Having studied them, does he keep a record of the result?

For example: One man whom he knows is fond of sports. He takes an interest in hunting and fishing. He is fond of his accomplishments in these particulars, and that means that he is interested in anything pertaining to them. He will be open to suggestions when anything new is on the market for the convenience of the hunter or fisherman. Another, a farmer, is of the progressive kind, and is constantly alert for new implements and ideas. These two men should be informed, by letter, of anything, big or little, coming along which they might be interested in seeing, and might possibly purchase. Even if the merchant is advertising those articles, a special appeal to their hobbies, showing that their characteristics are understood, will flatter their vanity, and magnify their importance. It shows they are being thought of in connection with their own inclinations. Do not ask them to come and buy, but simply to come and see, as their opinion upon the article in question will be valuable. Also, any time the merchant comes across an article in a paper or magazine in which they would probably be interested let him clip it and send it to them. This pleases them much more than to wait until they happen around, and then have it shown to them. The courtesy and attention of going to a little trouble to send it to them will be appreciated, even if the chances are they may have seen it themselves.

There is in every community a certain number of young men who are inclined to be very dressy—call them dandies or dudes if you please. They are legitimate game for the merchant, and will readily fall for regular attention when a new necktie or shirt or hat as well as new

clothing and shoes are received. Letters to them will convince them they are recognized leaders of fashion, and they will gladly respond to a request to come and look over new goods.

Some women will be particularly interested in new feminine wearing apparel, and others more especially in household articles such as dishes, wall paper, rugs and other furnishings. An appeal to them by personal letter will bring a response and will touch their vanity. Many sales result from these attentions, while their value in a general way as establishing friendly relations between buyer and seller can not be estimated.

The writer once knew a professional man whose hobby was toilet soap. He bought everything new in that line that came along even if his home was full of soap at the time. This was a fact well known to one dealer, who constantly kept him informed of any new kind of soap that came along.

With a multitude of customers to keep in mind, even if he knows their foibles and inclinations, no merchant can trust his memory to think of each one at the proper time. That is expecting too much of the mind. Other things crowd out these details. Everybody knows how hard it is to remember things just when wanted, even when an effort is made to recollect. To accomplish the object and take advantage of opportunities such as mentioned a card index or an indexed book should be kept.

It should be kept anyhow. It is a great adjunct to successful merchandising. It is the best sort of a mailing list when circularizing is to be done. Such a list is worth money, and any storekeeper can well afford to spend money and time in procuring it and keeping it efficient. The name and address of every possible customer should be placed upon a separate card in the proper alphabetic place in the index and then, from time to time, as the inclinations of the customer are discovered, a notation to that effect should be placed upon the card.

Too much trouble? No. What do you expect? Business is not going to run after you—you must run after business, and these items of detail are the very things which are going to step in and make a large and successful business out of a small store. They are the very best servants a business man can have when they are watched and kept in working order, but the cause of much regret, annoyance and self-condemnation when they are neglected, and, therefore, not available when needed.

The card list has its place and its service to perform, but it must be carefully tended to be useful. A list that is unreliable is worse than none. Start one at once and start it right.

To begin with, procure a sufficient number of cards, and allot one to each customer. At the top of the card place the date and name and address of the customer. This is to be a private list, and any information that will make a good record should be noted on the card. If a credit

customer, mark the amount of credit you are willing he should have. If not on your books, indicate on the card whether or not you are willing he should have an account if requested, and to what amount. It would be well to indicate what quality of goods he buys, high-class, medium or cheap, and this might be regulated by a letter, "a" for the best, "b" for medium and "c" for cheap. Then put down, as previously suggested, anything you may know about his whims or fads, to show any special line in which he is likely to be interested. This, of course, can not be done all at once. Your card file will constantly be receiving attention as you go along, and become better acquainted with individual traits of character. Little things will suggest these to an observant merchant, and clerks can be of great assistance, if they keep their eyes and ears open in store and out. Many of your customers talk to you about the things uppermost in their minds, but there are people who do not buy from you whom you must cultivate in this manner. You do not meet them every day, but, if you are careful to note all you hear, and jot it down, you will soon gather an immense quantity of valuable statistics which will give you a line on the habits and desires of possible trade.

First of all, you can make a list of all the people who have accounts on your books. You know their names and addresses, and a little examination of what they have been buying will give you an insight into their requirements. When you know what they want, and can show them by actions, not by words, that you know what they want, you have gone a long way toward fastening a very tight grip on their friendship and trade. They will find it convenient to deal with you because they can telephone or send the children, feeling assured that you are so well acquainted with them as to make satisfaction certain even without their personal attention to the purchase.

Large city stores make a strong feature of this, and call up many of their customers, from time to time, to suggest to them that they have just received such and such articles which they would probably be interested in seeing, and they can call or have the goods sent for their inspection as they like. This practice makes many sales. Even if the customer does not care to buy at that time, he, or she, appreciates the attention, and is pleased to find that the store so values the patronage as to thus take pains to run after it. Even when the customer realizes that the merchant's desire is to sell goods rather than to accommodate, he is gratified to know that his trade is considered of enough importance to merit this special consideration. And the customer who will feel particularly flattered is the one who has not been a heavy buyer. Attention of this kind will often inspire him to live up to the character in which the merchant has invested him, and he will become a more liberal patron.

Having put on your cards all the

names on your ledger, add to the list from other sources. Think up all the cash customers. You can not remember them all at once, but, as they come or send to the store, make a note of them. If you do not know where they live, probably whoever delivers packages for you can supply the address. Then call all your employes into the council, tell them what you are doing and call upon each one to suggest names of people in the community, not customers, whose trade it would be well to seek. Quite a lot of information may be secured in this way.

A number of schemes can be suggested for getting a list of names. But what you want most of all is an intimate knowledge of the character of the trade. This can only be obtained by observation; but, once you have it, you have the most formidable weapon possible for combating a competition whether from another local store or from mail order houses.

The list may cause a little trouble, and require patience and watchfulness, but, if secured and used as suggested, its effect upon the growth of your business will be immediate and gratifying.

Dealers Are Increasing Gross Sales and Net Profits By and Through Our Services
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Company of America
119 Nassau St. New York

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Any time, anywhere, a
delightful food—
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Freight Easily
and Quickly. We can tell you
how. **BARLOW BROS.,**
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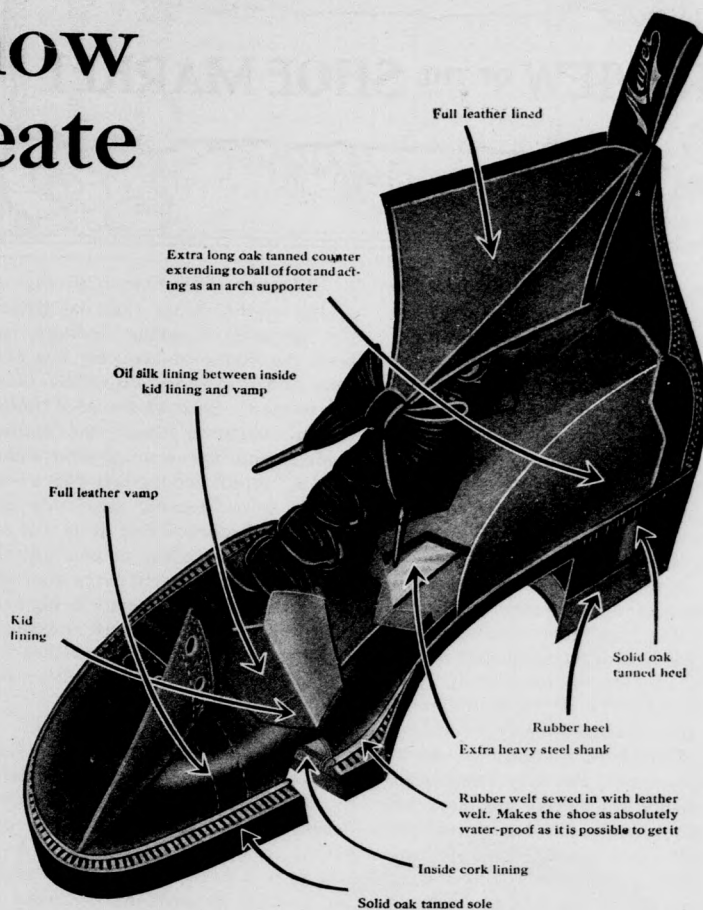
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Cold Weather, Snow
and Slush will create
a big demand for

Mayer's
**Dry
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THIS shoe is another big illustration of Mayer Quality Shoes. Built for winter service and comfort, this shoe is a tremendous seller, for it combines style, snap and genteel appearance, with the highest possible grade of material and workmanship. No bigger or better value was ever offered in the shoe line.

This shoe cannot be duplicated for the money elsewhere. Note carefully the diagram above of its construction.

Send in a sample order and watch results. *Mayer Dry Sox* will prove the best advertiser and biggest seller your store ever had. Mail an order and try it.

No. 704

Men's Gun Metal Calf Blucher *Dry Sox*. Kid Lined. Tip. Two Full Soles. Goodyear Welt. Heavy Steel Arch Supporting Shank which is riveted clear through the Insole to the Outsole. Extra long Counters. Bellows Tongue. E-5-11.

\$3.75



No. 716

Men's Gun Metal Calf Blucher *Dry Sox*, 9 inches high. Kid Lined. Tip. Rubber Heel. One-half D. S.. Goodyear Welt. E-5-11.

\$4.35



Sample Order Coupon

F. Mayer Boot & Shoe Co.,
Milwaukee, Wis.
Please send me the following sample order
of Mayer "Dry Sox" Shoes.

Style No. _____ Pairs _____
Name _____
City _____ State _____

Send in Coupon for sample pairs

No. 711.—Men's Velour Calf Blucher *Dry Sox*. Kid Lined. Tip. Rubber Heel. One-half D. S.. Goodyear Welt. D-EE-5-11 . . . **\$3.50**

No. 714.—Men's Velour Calf Blucher. Comfort Last. Kid Lined. Tip. "Cushion" *Dry Sox*. One-half D. S.. Goodyear Welt. E-5-11 **\$3.75**

**F. Mayer
Boot & Shoe Co.**

Milwaukee, Wisconsin

Largest Manufacturers of Full Vamp
Shoes in the World



Selling Hints For the Findings Department.

Small Purchases and Big Profits.

"I wish I had the privilege of operating a findings department in a big shoe store where I know that branch of the business is being neglected," said the manager of a well known specialty store not long ago. "My fortune would be made."

This shoe man is one of the progressives who have learned that in spite of the fact that the items in the findings department carry small values, the aggregate earning capacity of such a department can not be figured on that basis. They have learned that, like the soda fountains, and the five-and-ten-cent stores, which depend on a steady stream of small purchases, the only thing needed to insure not merely mediocre success, or to "make the department pay for itself," is a good volume of business. And getting the business is, or ought to be, a fairly easy proposition.

Mistakes Made in Location.

Frequently one enters a handsome shoe store, roomy, commodious and well-equipped, and never notices the findings department. If one happens to be in need of shoe laces or dressings of any kind, and enquires, the direction is always given. Then it will be found that the "department," if one may dignify the sale of findings in such a store by that name, is buried back in a corner where the casual visitor would overlook it entirely.

That is obviously the wrong idea. If the findings department must have a good volume of business in order to succeed, it must have a good position in order to get the business. No department in the store needs prominence in greater degree. The counter should be near the entrance, and where it can not fail to be seen by anyone entering or leaving the store.

Show Findings in the Windows.

Too many retailers forget the findings department when they are dressing their windows. It would be comparatively simple to insert a few timely articles occasionally, and it would boost sales and relieve the relative monotony of a window containing nothing except shoes. Now and then a window devoted entirely to the findings section will be worth while, for the average person has no realization of the number of useful shoe accessories. The "educational" influence of a display of findings like that is bound to be marked. The windows are the best salesmen that a shoe dealer has, and they should be taken advantage of.

Cleaners For Fabric Shoes.

One of the things that has helped the business of selling findings, has been the vogue in the past few seasons of fabric shoes, especially those for women. Such shoes need more careful attention than the leather models, and the woman who found that a "shine" would last for weeks if she were wearing black or tan footwear discovers that it is advisable to clean her white or colored fabric shoes pretty nearly every time she wears them. That means a big consumption of cleaners and dressings, and the shoe retailer who makes his line of findings conspicuous is the man who will get her trade.

Findings Often Overlooked.

The increasing care of the feet, brought about by "beauty" articles in the newspapers and the general desire on the part of the average person to take as good care of himself as it is possible to do, has given the findings department a chance to develop along lines that are a little new. For instance, there is no reason why the shoe store should not be able to sell corn plasters, and the large number of popular brands on the market would make them easy to dispose of. People go to a drug store nowadays to get corn plasters or foot powder and other articles of findings, but if they knew that the shoe man had these articles for sale, it would be the most natural thing in the world for them to buy of him.

As a matter of fact, the shoe dealer who studies feet more carefully than anybody except the chiropodist, is in a position to advise more intelligently than anybody else. He has his customer's confidence as to the character of shoe which should be worn under certain conditions, and could also create the same feeling with respect to the use of powders and lotions for the care of the feet. Some stores have small lines which take hold of the edge of this possibility, such as ointments which are to be applied for tired or perspiring pedal extremities, but the field of possibilities has hardly been entered.

Signs For Findings Department.

One of the most important things to be considered in the operation of the findings department is the equipment of signs. In most cases it is necessary to indicate the article and ask for its price before a purchase can be made. There should be piles of the various lines handled, each bearing a card stating the use of the commodity and its price. In this way the purchaser could come up to the counter, drop his coin and take the article he wanted. The trans-

action could be made much more quickly, more sales could be handled in the same length of time, and it would be in all respects easier to do business.

Management of Findings.

The girl in charge of the department should be the brightest in the store. She should know how to suggest tactfully the articles which would prove of service. Without being annoying to customers, she can easily direct their attention to the line of goods which are for sale in her department, and can make that end of the business one of the "livest" parts of the store, instead of being deserted, as is frequently the case.

Get Into the Findings Game.

There is hardly a store which has not enough space for the installation of a well-equipped findings department. Properly started and looked after occasionally to see that stocks are kept up and that the best goods in every line are handled, the section will almost run itself. At all events the retailer who is not developing this part of his business is overlooking an opportunity to make the "easiest" money which comes to his till.—Shoe Retailer.

The holy passion of friendship is of so sweet and steady and loyal and enduring a nature that it will last through a whole lifetime, if not asked to lend money.—Mark Twain.

For Mail Carriers, Policemen, Truckmen, Railroad Men



The Gold Seal

Agol

Is a Great

Rubber

IS PURE GUM, GIVES DOUBLE WEAR

Manufactured only by

Goodyear Rubber Company

W. W. WALLIS, Manager
Milwaukee

Rouge Rex Shoes

Wear Like Iron

Every pair sold is a sales producer for many another pair, and adds to the prestige of the dealer handling them.

It will pay you to see the line for 1912 before placing your order for spring delivery.

A card will bring our salesman with a full line of samples.

HIRTH-KRAUSE CO.

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

How the Shoe Dealer Can Capitalize Santa Claus.

The biggest thing on the sky-line just now is Christmas. The Christmas sentiment is already in the air. Already the children are feeling Christmas in their bones. And from now on the interest in this, the greatest of all our national festivities, will increase. Nothing is of much consequence in these piping days of holiday preparations that doesn't somehow link up with Christmas. But almost anything, even if it is something not in itself particularly interesting—can be made to appeal, provided there is a sprig of holly sticking in it. Therefore, the Christmas sentiment ought to be very pronounced in the shoe store window and the shoe advertisement.

Christmas is the child's holiday par excellence. Nothing so grips the minds of little people as his excellency, Santa Claus. The merry twinkle of his kindly blue eyes, the perennial roses on his fat cheeks, all this gets right down into the life zone where the child lives.

The whole spirit of Christmas is focused upon, and centers about, the child. Take away the children and Christmas would be a tame affair.

Inasmuch as Christmas is, as I have said, the children's holiday, the shoe merchant who wants to utilize the Christmas sentiment must make his appeal primarily to the child. Is there anything in the window trim to catch and hold the attention of little people? If not, it isn't a good Christmas trim. Is there anything in the newspaper announcement to get a grip on the imagination of the little fellow who reads the advertisement or looks at the illustrations thereof? If not, I'm afraid that is a punk Christmas shoe advertisement. The child is never more truly the connecting link between the shoe merchant and the parent whom the shoe merchant wishes to get at than he is at Christmas time, and for several weeks prior to that happy event. Get the children and you've got the grown-ups.

Appealing To Children.

But how get the children? Let us realize the fact (for it is a fact) that the child is interested primarily in Santa Claus and his presents.

Not many shoe stores are sufficiently large to justify having somebody on duty as an impersonator of Santa Claus. That is a stunt that we must hand over to the big department stores. But there is room in every shoe store for appropriate Christmas decorations.

And then there is your windows. What a magnificent opportunity you have there for advertising it to old and young alike that you are in sympathy, heart and soul, with the great all-pervasive spirit of Christmas! By all means get up an effective Christmas window trim. And let the nicest footwear you have for little folk occupy the center of the stage. Back 'em up and flank 'em with footwear for grown-ups, but give the central place to that which is just now most important—dainty little creations in leather for little folks' feet.

Not for many years have there been so many attractive little shoes and boots for little folks as we have this season. There are the high top shoes for little girls—and they come in ever so many colors and combinations of leather; and there are the dandy little shoes of many materials and lasts for little men. Perhaps you have a few pairs of those alluring patent leather boots with the red cuff or top. If so, by all means put 'em on display. And by means of window cards and newspaper advertisements let it leak out that Santa Claus has selected your store as his local headquarters for gift commodities in the way of footwear for little people. Thus will practical parents who want to surprise and delight their children—and at the same time give something useful as a Christmas present—think of you when they fare forth in quest of Christmas mementoes.

Shoes as Gift Commodities.

Attention has repeatedly been called to the fact that we are learning to give more practical presents than we used to give. We now see that shoes, boots, slippers, novelties in footwear, hose, half hose and sundry other commodities usually carried by present-day shoe stores, are excellent for gift purposes. They may be essentially chic and altogether serviceable all at the same time. And there is a durability about them that does not attach to many other gift articles of a precarious character.

Shoe stores—particularly those shoe stores wherein the Christmas sentiment is accentuated—will be very busy marts during the next few weeks. Fond parents will be led thither by little hands—because the little feet that go with the little hands are desirous of being clad in some of those new and fetching shoes displayed in your windows or featured in your announcements. And then there are parents who will come in unattended by little ones. And they will come in stealthily—with that piquant air of mystery that evermore attends those who are

trying to keep a Christmas secret; and these will be the parents who are buying shoes and boots to go in little stocking tops—not to be seen by prying little eyes until Christmas morning.

But however these grown-ups come, whether alone or in company with prattling little tongues and restless little feet, you'll be glad to see them. And the sum total of the winter's business will be vastly better for their coming. Therefore, let us say—and say it as if we meant it—"Long live the good St. Nicholas!"—Boot and Shoe Recorder.

Twelve Things To Learn.

- The value of time.
- The need of perseverance.
- The pleasure of working.
- The dignity of simplicity.
- The worth of character.
- The power of kindness.
- The influence of example.
- The obligation to duty.
- The wisdom of economy.
- The virtue of patience.
- The improvement of talent.
- The joy of originating.

"Some people know when they have had enough," said Billy Baxter, "and when some people have had enough they don't know anything."

Activities in Indiana Cities.

Written for the Tradesman.

The Angola Light and Power Co. has been formed at Angola to take over the old Angola company, which suffered financial reverses. The company operates an electric line between Angola and Lake James, the Angola light and power and water works plants. The stockholders are Pittsburg and Ft. Wayne men.

A Merchants' Trade Association has been formed at Warsaw.

A committee of the Business Men's Association of Evansville has organized the Boost Evansville Club. The membership fee is \$1 and this includes a watch fob of pretty design. It is expected that 15,000 citizens will be enrolled by the Club within a short time.

The Rumely Company is building large additions to its plant at La Porte.


A fine boulevard system is being worked out in Indianapolis. The parks and streams are being beautified and connected by a network of public drives. Almond Griffen.

Personal Note.

Knicker—We have come to the semi-centennials of great battles.

Bocker—I haven't been married that long yet.

**THE
SIMMONS
BOOT
& SHOE
CO.
TOLEDO
OHIO**





DIAMOND
QUALITY

They're so
Different

The Princess Comfort Shoes

sell themselves at sight. A greater feature still is the comfort they give to the wearer. That brings the customer back to your store.

Write for booklet
"Comfortable Shoes for
Women."



THIS
HAND-
SOME BOOK
FREE
WRITE FOR IT TODAY

MADE BY
V. SCHOENECKER
BOOT & SHOE CO
MILWAUKEE - WISCONSIN.

CHRISTMAS CLERKS.

Not So Easy To Get Capable Holiday Assistants.

Written for the Tradesman.

At this season of the year merchants, especially those who deal in sweets and novelties, are looking about for extra clerks. They are, as a rule, having plenty of applications, but this does not mean that it is easy to get capable and courteous assistants.

Every year merchants are coming to a better understanding of the fact that he who pleases the public gets the public's money. The only person who can hide away in a dingy office and snarl at and insult the public is a pawnbroker. And even the best mannered money loaners get the most business.

The merchant can't wait on all the people who come to his store, so he must depend on those he hires to serve them. If he hires the wrong kind of clerks, he loses business. Year after year the dealer is pounding into the heads of his clerks the plain truth that you can not catch flies by setting a trap with vinegar.

Of course there are merchants who hire their clerks on their shape and the color of their eyes, although they are few. The average clerk is hired for some quick intelligence which the merchant discovers. There are, also, a few merchants who "stand back" of their clerks when customers make complaints. These are passing away. But always it is the clerk who brings customers back that counts. It is aid of Marshall Field that all his long life he lived up to a stale and hackneyed maxim, which was, "PLEASE THE PUBLIC!" He lived on that maxim, old and stale as it was, but he packed it so full of new meanings that the buyers of Chicago thought it original with him. They thought his trade slogan had never been used before!

That was because the idea of pleasing the public in retail trade was almost unknown in the Chicago of fifty or sixty years ago. It was a rough town, and dealers were tolerably independent and easy. Many of the customers of the retail stores were Indians, miners, speculators from the East, workers looking for the best of it in the new land, and the merchants were not inclined to politeness.

Into this mess came Marshall Field, resourceful, ambitious, daring, resolved to win the name of being the most courteous and obliging man in Illinois. He treated every mucker, every homespun farmer, every washwoman, every speculator in land or produce the best he knew how. These people were given a mighty good opinion of themselves by young and handsome Marshall Field.

The man who makes a man or a woman believe that he or she really is the goods—who makes his customer think thus of himself, I mean—can have anything they have got, and you know it. You make a workman believe that you think he is fit for the biggest job on the

works, and he'll imagine wants in order to come to your store to spend his cash.

Marshall Field pursued this course all through his life. People who were made to look mean and cheap by other clerks left Marshall Field's counter with straight backs and chins up. Did they go back to him? You know they did. There are so many people in the world trying to give themselves a boost by knocking others down that Field was a mighty pleasant novelty.

It is said of Field that he could find out quicker what a woman wanted, and sell it to her quicker, too, than any other salesman in Chicago. He knew human nature. He knew that people like to be well thought of. He understood that if he could make a man or woman conscious of something in themselves superior to the common herd he could get their money. This reads just a bit brutal, but competition is a brutal thing. It is a fight for the money in sight. It is a struggle to get into the confidence of the people.

And so Marshall Field PLEASED THE PUBLIC. He caught his customer with the little things of life. He built up his business on these slender threads. He covered up the greed of commercialism and tried to make his patrons believe that he was a friend as well as a salesman. What he sought to do was to BRING THE CUSTOMER BACK. He did it, and died worth many millions.

It is said that on one occasion a lady, who had bought a dress of him lost one of the buttons. The loss was reported to Field six months after the sale, when there were no buttons of that kind in the market. Field did not say that he was sorry the buttons were all gone and quit there. He did not try to make a profit out of the woman's misfortune by selling her a complete set of buttons of a different sort. He saw a chance to gain additional popularity and seized it.

What he did was to order a button made. It was not a large order, but the factory turned it out in quick time. It cost Field a shilling to have it made and delivered at the woman's door. He charged nothing for it. His pay came in patronage extending over a good many years.

It was a great thing to this woman to have Marshall Field order a button especially for her—to have one made in a factory for her use. If she still lives it is a sure thing that she has that button yet. And of such trifles did the great merchant build up his business.

But to get back to the picking out of clerks for the holiday rush. You can not find a Marshall Field in every batch of applicants, but you can distinguish the polite, mannerly applicant from the uncouth. You can distinguish in the physical attitude and mental poise of the applicant whether he will try to bring his customers back to the store, or whether he will endeavor to dismiss them with the notion in their heads that the clerk is a mighty superior person.

There are people who can not conceive of any person trying to please another if the action calls for a sacrifice. There are lots of people who think only of the BIG I. After they have searched every situation for some benefit to themselves, they may condescend to look at it from an impersonal standpoint.

Don't employ such people. You can distinguish them from the other kind by the fact that you butt into their rock-bound personality before you have talked with them ten minutes. You can see from the start that they are thinking only of what they are going to get out of the proposed connection—what their statue as to dignity in the store will be as compared to the other clerks, how long they will have to work, how long for lunch, how much money.

It is a good plan to employ the people who come to you with the statement that they intend to make a business of salesmanship. They may be willing to learn. Those who think clerking during the holidays will be something of a lark you need not consider. Never mind if they are "connected with good families." They may bring a few customers to their counters, but they will waste their time chatting with them, and will drive others away by their airs of pretended superiority.

The one thing the buyers of today will never stand is the superior clerk. The pretentious clerk will lose all the trade your advertising brings.

If you advertise for clerks do not

let them all into the private office at once. Take one at a time and see how they perform.

Talk with them enough to find out if they really have any ambitions save the earning of a few dollars. Notice if they pay strict attention to what you are saying and answer your questions direct. If they do it shows that they have the machinery for thought. If they don't, it shows that they are dense—that the nerves which convey sounds from their ears to their gray matter are clogged.

When an applicant listens to what you say and then bends forward with an impudent "Beg pardon!" fire him out of the office at once. If he is deaf you don't want him. If he has heard your words but has not yet digested them, caught the meaning, you don't want him. His wires are down.

He will stand like a wooden Indian behind a counter and tire customers with his exasperatingly slow comprehension. He will catch on to what the customer wants about half an hour after the customer has left the store.

Much of this Solomon regarding the choosing of clerks was learned from Old Raglan. Old Raglan never owned a store of his own. He said he never wanted to. He would rather work for some one else. Perhaps this was because he always received a very large salary and never was out of a job.

One day when Old Raglan was selecting five clerks from fifty appli-

Where There's a Boy There's a Family

Who is wearing out and buying shoes
—one pair of Climax brand

Wales Goodyear Rubbers

on any boy will do more for you in the way of getting trade for your store and giving your business the right kind of advertising than any amount of explanation on your part of why "Johnny wears his rubbers out so fast."

We'll send you a Wales Goodyear catalogue for a postal.

Sizing up orders filled P. D. Q.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of

Wales Goodyear Rubbers

Makers of the famous

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



cants a very pretty girl faced him with open opposition in her eyes. She seemed annoyed that a man dressed as Old Raglan was should question her, should pass upon her qualifications for a three-dollar a week job. She told a good story, disdainfully. She showed education and knowledge of the world. She demonstrated that she could add two columns of figures at time. In short, she showed a mentality she could warrant for work and wind. But Old Raglan turned her down.

"That girl is too smart," he said. "She may be able to sell goods. She is quick as a flash. She has a stereotyped smile. But you saw her pose of superiority. She turned up her nose at his unpressed suit, at my unshaven face. She would do the same with customers. She would not care to please the poor. She would fawn on the rich and make herself a nuisance."

In other words, he knew that the girl would not even try to BRING CUSTOMERS BACK to the store. Oh, it is a hard job finding good clerks, particularly hard for the reason that half the business men of the country have yet to learn how efficiency can be detected. And yet, upon the salesman, or saleswoman, behind the counter depends the success of a store. Location, capital, experience in the front office, knowledge of right publicity methods, all go for little if the salesmen are not of the right kind.

For the love of Mike, LOOK OUT when you employ your holiday extras.
Alfred B. Tozer.

Caterer Proves Good Values Pay.

Every day or so there is a fresh demonstration of the fact that it pays to give good values for the money.

Sir Joseph Lyons, a British restaurant man, has recently been knighted and given contracts for all commissary supplies used by the British army. His own catering business feeds 500,000 persons daily in London.

This is all the result of a settled policy of giving the money's worth. Lyons began in a small way. This was twenty-five years ago and the idea was to offer Londoners first-class tea and coffee at as low a price as could be done at a profit. Lyons opened a coffee house with an attractive service and good tea and coffee at 4 cents a cup. Provision was made for smokers and everything done to make the place attractive. Business was good from the start, for the enterprise supplied a want. The number of coffee houses was increased and the menu was broadened so that the houses did a general restaurant business. But the service was maintained on a high level. Higher priced houses were started later and eighteen months ago a large hotel was thrown open with the slogan of "No tips." The company continued to give the best possible food and service for the charge made. The servants were well paid and the tip eliminated. Customers who insisted on tipping waiters were no longer

served. The result was that the enterprise paid the first year 240 per cent. on its preferred stock. Lyons & Co. is now probably the largest catering concern in England.

Cynicisms of a Business Man.

People usually have the blues after skimming the milk of human kindness.

An easy way to make money is to buy stocks when they are low and sell them when they are high.

While you may not be able to lead a man to water, you seldom have to ask him twice to have a drink.

Many a man has lost his mental balance by attempting to entertain two or more ideas at the same time.

When a woman is unable to get what she wants she tries to convince herself that it wasn't worth having after all.

It's just human nature to get more fun out of losing \$10 at gambling than making \$10 by work.

It takes a girl to know that a photograph that flatters her is a better likeness of her than the face she sees in the looking-glass.

Every virtue has its own flaws.

A woman once married is forever a slave.

Thistledowns Natural Parachutes.

Careful examination has been made of the heads of Canada thistledowns in order to determine their effectiveness as parachutes carrying the seeds of the plant to great distances through the air. The results of this examination are quite remarkable. Calculation shows that a thistledown starting from an elevation of twenty feet, in still air, would require two-thirds of a minute to reach the ground. With a wind blowing twenty miles an hour it would be carried, on the average, about a fifth of a mile. The total surface exposed to the air in an average thistledown is, on account of the great number of hairlets, a little more than one-third of a square foot. Another well known and very beautiful example of nature's parachutes is furnished by the light silken threads with the aid of which the little gossamer spider makes long aerial voyages.

Hail Preventer Is Latest.

The industrious agent for lightning conductors has a rival at last. He sells hail preventers. This is really a new form of lightning conductor, and its peculiar leaf-like shape—in fact, it looks like a plant—is said to give it the power to attract a "Niagara" of electricity, an amount far in excess of that attracted by the ordinary lightning conductor. By attracting all this electricity the hail preventer, it is declared, disperses the hail bearing clouds, the bursting of which often does tremendous damage. The point of the device is covered with pure copper, a line of which runs down to the earth. As an experiment the Eiffel tower is being fitted with these hail preventers, and scientists are waiting to see what happens when the next hail storm hovers over Paris.

YOU probably go on the theory that "the best is none too good" for your customers; that's why we know you're interested in

Wales-Goodyear and Connecticut Boots and Shoes



Wales-Goodyear
BLIZZARD
For men, women, misses and children: a "hammer" when it comes to sales; try an order and see.

for they represent the extreme high point of value in rubber footwear.

"Same-day shipments" are a strong point with us; our complete stock of these goods enables us to fill your orders as soon as received.

The Maumee Rubber Co.

224 226 SUPERIOR ST
TOLEDO, OHIO.

Headquarters for Wales-Goodyear and Connecticut Boots and Shoes



A Positive Boon to the High Instep and Wide Foot



Our No. 278 bal and No. 319 blucher will fit feet where nothing else will.

These shoes solve the high instep and wide foot problem absolutely.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

Detroit Department

Settlement After Nine Years of Legal Controversy.

Detroit, Dec. 5—The affairs of the City Savings Bank, the Frank C. Andrews institution that closed its doors February 10, 1902, will be finally wound up December 9, according to an order issued by Judge Donovan. The Union Trust Company, receiver for the defunct bank, is required to make a final accounting to the court at that time.

The assets on hand, according to officers of the trust company, will not make a large dividend for the depositors; just what percentage will be paid it is impossible to say. The commercial or checking account depositors have already been paid 64 per cent. of their claims. The savings account depositors have been paid 68 per cent.

The failure of the City Savings Bank in 1902 precipitated some of the most sensational trials, both civil and criminal, that have ever been fought in the courts of Wayne county. Its Vice-President, Frank C. Andrews, was looked upon by many of his associates as a financial genius, and the failure of his bank, with its large number of poor savings account depositors, stunned the city.

Andrews was tried for his share in the wrecking of the bank, and the most prominent attorneys in Detroit were enlisted in his behalf and against him. The trial resulted in a conviction, and Andrews spent some time in Jackson prison. His private effects were sold at public auction. Andrews is now reported to be living in New York, although he was seen in Detroit within the past few months.

The financial affairs of the Bank were harder to straighten out, and they have been in court almost continually for nearly nine years. Charles R. Dunn, Treasurer of the Union Trust Company, has handled its affairs for the company, in its capacity as receiver, and he drew a big breath of relief when Judge Donovan signed the orders to wind up the affairs of the bank yesterday.

George L. Maltz at that time Commissioner of Banking, was complainant in the suit, and the City Savings Bank of Detroit, Frank Pingree, Frank C. Andrews, Homer McGraw, Ward L. Andrus, Fred S. Osborne, Joseph Schrage and Henry S. Andrews were the defendants. James O. Murfin is solicitor for the trust company, and will appear for them December 9.

The first order signed by Judge Donovan, was that the trust company should pay to the First National Bank the sum of \$26,276.25 in settlement of outstanding litigation. This

litigation is an action on a certified check in favor of the First National Bank for \$50,000.

"The opposition encountered by the Union Trust Company from banks holding certified checks is responsible for the length of time required to make a final settlement," said Mr. Dunn. "This case has involved the adjudication of practically every question that could possibly come up under the banking laws, and has done more to settle the law as it must be interpreted by the courts than any other case.

"The total of so-called certified checks was originally \$662,000. Of this amount, one claim, aggregating \$110,000, after trial in the Washtenaw circuit court, was disallowed, and the disallowance of the claim was affirmed by the Supreme Court. Claims on all other so-called certified checks were, through the efforts of the receiver and its counsel, either disallowed or withdrawn, excepting the claim of the First National Bank of Detroit, which was allowed by the Circuit Court for Monroe county."

The second order requires the remaining assets of the City Savings Bank to be sold at public auction. These assets, though high in face value, are of doubtful actual value, according to the officials of the trust company. Bills receivable still outstanding, with a face value of \$104,328.85, will be disposed of. Quebradilla mining shares with a face value of \$360,000 will be sold. This mine is situated in Mexico, and is not now in operation. The Clyde mine, in Cripple Creek, Colo., and a two-fifths interest in the Tiewaukee mining property in Utah, all of doubtful value, will go under the hammer.

The third order, petitioned for by former Judge James O. Murfin, directs the trust company to appear in Judge Donovan's court, December 9, and give a detailed and final accounting of its work as receiver in order that its final accounting may be considered and determined and the estate forthwith closed. Copies of the order are directed to be served on the prosecuting attorney and the corporation counsel and the attorney-general of the state.

It is practically certain that the small amount of assets now in the hands of the receiver for the bank will be ordered distributed by Judge Donovan among the creditors as soon as the claims against the fund itself are settled. The dividend to be declared from these funds, if any, will be of inappreciable extent. Just how much these assets will bring and what the percentage of the claims the dividend, if any, will be, the officials of

the trust company can not state at present.

As to the actual cost of administering the funds of the bank, officials of the trust company say they can not give even an approximate answer. In 1907, disbursements for legal services and expenses of litigation were \$14,016.37, and for miscellaneous disbursements, \$5,301.82, according to the report of the Union Trust Company. In 1908, disbursements for sundry expenses were \$8,657.68, according to the same report.

The last dividend to depositors was paid about January 24, 1910, and amounted to 6 per cent., for commercial depositors and 3 per cent. for savings depositors. At the conclusion of this report occurs the significant sentence: "Such dividends as may be paid thereafter, if any, will be very small."

Though the holiday has some effect on the volume of transactions on the Detroit Stock Exchange, the tone of the market continues good and local issues are in general demand.

There is a fair amount of trading in the investment group, and prices are a trifle better on the average. Detroit Edison gained a bit and showed some activity, chiefly in small lots.

Detroit & Cleveland went to 102 bid and continues very scarce. The offering of Parke, Davis & Co., eased off a point, but the bid is steady. There was a bit more strength in evidence in Burroughs. The rest of the list showed no important changes, though some deals were reported.

There was more strength in Acme common than has been evident for some weeks. The bid gained a full point, taking into consideration the dividend which came off Wednesday. Acme preferred was also fractionally better. Mexocan Crude Rubber was shaded off a fraction, but there is support under the market. National Grocer issues were a little higher, and there also were gains in Cities Service common and preferred. There was some trading in American Lumber and continued strength in Iron Silver Mining.

In the motor group United States Motors common was offered down to 20 and seems to be without support. The preferred was offered down to 65. There was no change in General Motors issues and no sign of activity. Lozier, Reo and the others of the group were entirely without interest, though the demand for Reo is steady.

Michigan Sugar common shaded down somewhat, though transactions



Invest Your Dime in a Green Seal Cigar

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Ask for the
NEW STANDARD
Three for a Quarter

**Detroit Cigar
Manufacturing Co.**
Detroit, Mich.

AMERICAN RUBBERS

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



All the new shapes in
American, Woonsocket and Para Brands

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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.

were in small lots. It is believed that the technical position of this issue has improved considerably. German-American is in demand at 14 and the supply is scarce. Holland-St. Louis is also steady.

There was little movement in the bank group, though the demand holds firm. Old Detroit National was up a point to 160 and Detroit Trust went to 257. There are some offerings coming into the market, though stocks are held considerably above the bid prices.

Bonds are moving well and a good market is expected until after the re-investment demand is filled at least.

The New York Central lines have let car contracts to the American Car & Foundry Co., for 5,000 40-ton box cars at the Detroit plant and 2,000 40-ton box at the Madison, Ill., plant.

Ten Penny Nails, Driven In.

The dreamer may have a more enjoyable session than his room-mate who is wide awake.

A woman can make a fool of almost any man—if Nature doesn't get the start of her.

There is never any galling under the chain forged from the fetters of love.

Free lunches are sometimes quite expensive articles of diet.

When you look into eyes that you do idolize, you are impelled to speak the truth face to face.

It is a novelty to see two left-handed persons shake hands.

Every misery is attended by the physician of hope.

While Doubt stands still, Confidence can erect a sky-scraper.

What has never been conceived has not yet been achieved.

A man's fortune is the finished product of himself and his life.

To Remove Tattoo Marks.

Once tattooed, always tattooed, was formerly the rule; but a French army surgeon Dr. Tranchant, has discovered a method of removing tattoo marks, whether made with India ink or lampblack. The process consists of first rubbing the skin until a thin layer of the surface is worn away, then applying a mixture of lime, slaked just before use, and powdered phosphorus. The tattooed part having been coated with this paste, a piece of gauze is laid over it, covered with a bandage. The dressing is removed after forty-eight hours. The scab is allowed to dry in the air, and comes away in about a fortnight, without leaving a scar. If any trace of the tattooing then remains, the treatment is repeated. Dr. Tranchant claims to have applied this treatment in a great many cases with perfect success.

A Montclair, N. J., dog swallowed a hatpin a few days ago and has been through an operation which removed the long pin from his stomach. The point stuck out through his neck and in that way was discovered. A hatpin is useful and has also been accused of many dangerous practices, but this is the first time it has ever been taken for food by a dog.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

A joint convention of the American Rose Society and the American Carnation Society will be held in Detroit during the second week of January.

New machinery is being installed at the Block I car shops, Port Huron, and the output will be increased from 300 to 600 cars per month.

Port Huron is showing other cities what may be done in the way of building up a profitable summer resort business, this business having a 20 per cent. increase over last year. A number of other cities of the State have cool, invigorating breezes, delightful bathing beaches, clear waters, and the like, but apparently do not realize what a valuable business asset they have. Port Huron distributes advertising matter and booklets all through the Southern States, advertises in Southern papers and folders, maintains a bureau of information and in other ways lets the people know of its advantages. The Port Huron Summer Resort Association expects to double the tourist population there in the next five years.

Kalamazoo used the Middle West Association of Deaf Mutes so well at their recent convention in that city that they voted to come again next year.

Cyclone and then fire at Owosso demonstrate that misfortunes may "huddle on the backs" of cities as well as of humans.

Flint has secured another industry, which will manufacture sugar beet machinery.

Bay City has secured the Vassar Knitting Works, now located at Vassar, and will employ fifty girls.

Prof. Taft, State Nursery and Orchard Inspector, reports that the shade trees of Jackson are badly infested with San Jose scale. He advises the appointment of three local inspectors and the purchase of a spraying outfit.

South Haven built five sewers this fall under the direction of its Board of Public Works and the cost was only one-half of the estimate made, showing that under efficient management the city can do this work and save the taxpayers the profit that often goes to a private contractor. The work was planned carefully before starting and the usual delays for want of material were guarded against, so that the laying of sewers went along smoothly and rapidly.

Ann Arbor will entertain the National Association of Music Teachers Dec. 26-29. The Association has not met in Michigan before in twenty-one years.

Citizens of the eighth ward, Muskegon, will organize for the purpose of beautifying the lake front. The unsightly docks and other relics of lumbering days are not the right sort of advertising for a busy and prosperous city like Muskegon.

The Chief of Police of St. Joseph has warned citizens not to pile ashes in the streets and alleys.

Sand will not be placed on the sidewalks of Houghton this winter,

this abrasive material having proven too dirty to be endured any longer by the good housewives of that big village. Sawtooth snow scrapers will be used often on the walks. Snow fences will also be tried on streets exposed to prevailing northwest winds.

Foundations are nearly in for Benton Harbor's new pumping station, which is located on the marsh flats. Wells will be sunk in every direction from the plant, each one to a depth of 140 feet, yielding water of the purest kind.

Port Austin will retain its canning factory. This is the plant that Reed City has been hoping to secure.

Big Rapids has purchased a site for its new armory building.

If sufficient acreage of cucumbers can be secured the Hyman Pickle Co., of Louisville, Ky., will locate a salting station at Traverse City.

The possibility that Portland may lose the Ramsey-Alton factory has aroused the citizens to the need of a live business men's association.

Adrian's wire fence industries are running overtime and the other factories there are busy, insuring a prosperous winter for that city.

Marquette's rock crushing industry is growing in importance, the production of crushed tarp rock this season reaching 45,000 tons. There are three quarries in the city and 110 men are employed. The value of this year's product is \$50,000. The rock is used largely in road building, also in the manufacture of concrete.

Battle Creek is considering the passage of a new gas ordinance, its features being a thirty-year franchise at the rate of 90 cents per 1,000 feet, readjustment every ten years, discount of 25 per cent. in city buildings and schools and appointment of gas and meter inspector. The city may buy the plant at the expiration of the franchise.

In discussing the social evil at Saginaw, Secretary Tracy, of the Board of Trade, very properly places "depraved property owners" at the head of the list of evil doers.

Kalamazoo is considering the use of asphalt-macadam on a number of its streets next year.

Many new residences are being built in Albion and the college town is prosperous.

Manistee has one difficulty in the way of getting its outer harbor and breakwater and this is the recommendation made that the city shall assume the cost of maintaining a channel from the inner end of the piers to the upper harbor. The city holds that this channel is in effect a harbor entrance and that Manistee should not be required to assume this expense. Almond Griffen.

No business long remains greater than the man who runs it. And the size of the business is limited only by the size of the man. Our limitations say to our business, "Thus far and no farther." We ourselves fix the limit. Without system the most sordid commercial structure will dissipate into thin air.

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)

Welsbach Mantles

Welsbach Lights

Welsbach Burners

AT WHOLESALE

A. T. Knowlson Company

99-101-103 Congress Street East

DETROIT



Michigan Knights of the Grip.
 President—J. C. Wittliff, Detroit.
 Secretary—F. M. Ackerman, Lansing.
 Treasurer—Lou J. Burch, Detroit.
 Chaplain—A. G. MacEachron, Detroit.
 Directors—H. P. Goppelt, Saginaw; F. L. Day, Jackson; W. J. Devereaux, Pt. Huron; John D. Martin, Grand Rapids; C. H. Phillips, Lapeer; I. T. Hurd, Davison.
 Grand Council of Michigan, U. C. T., Grand Counselor—George B. Craw, Petoskey.
 Junior Counselor—John Q. Adams, Battle Creek.
 Past Grand Counselor—C. A. Wheeler, Detroit.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Wittliff, Detroit.
 Grand Conductor—E. A. Welch, Kalamazoo.
 Grand Page—Mark S. Brown, Saginaw.
 Grand Sentinel—Walter S. Lawton, Grand Rapids.
 Grand Chaplain—Thos. M. Travis, Petoskey.
 Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Ample Plans For Goodfellowship Banquet.

Coldwater, Dec. 5 — Coldwater Council, No. 452, U. C. T., will, no doubt, do herself proud on the occasion of its annual goodfellowship banquet on Friday, Dec. 8. The Social Committee are in receipt of information that the following brothers from out of town will be present:

Grand Counselor Craw.

Grand Junior Counselor John D. Martin.

Grand Executive Committeeman A. G. McEachron.

Supreme Sentinel Frank S. Ganiard and several others.

An invitation has been extended to all Grand Lodge officers and members of the various committees, some of whom have not been heard from at this writing. However, it is hoped to have a generous response from all in due time. The Committee has arranged a programme of vocal and instrumental music and a banquet that will satisfy the appetite of those coming from out of town and expect to lay covers for one hundred guests. The Social and Membership committees are getting results from their efforts and now have four candidates for the next meeting, Dec. 15, with several prospects for the near future. We have set the goal for a grand total of seventy-five by our third anniversary. This is going some for a small town. Keep your eye on Coldwater.

Coldwater Council will lose the services of its Secretary, C. W. Chapman, at the next election of officers and it will be hard to find one to take his place. Brother Chapman has been the backbone of the Council and to him is due the success of the Council to a very great extent.

The death of J. N. Parker, an old-time member of the order and a

charter member of Hillsdale Council is the first death recorded by our Council. He leaves a widow and four grown sons and one daughter.

Wafted Down From Grand Traverse Bay.

Traverse City, Dec. 5—Ed. Secord



Gaylord Gillis Goldstein, 8-Year-Old Son of James M. Goldstein.

has severed his connections with the McCaskey Register Co. and taken a similar position with the American Register Co.

Joe Reed, H. Leonard & Sons' salesman, was seen taking in the bi-plane exhibition at Traverse City Thanksgiving day, but we understand he has cold feet.

To enlighten one of our lady readers, the operation recently mentioned in these columns was not on Wm. S. Godfrey.

Rev. H. C. Hoffman has offered to deliver the memorial services next April for the U. C. T's. Are you not placing your bid pretty early, Elder?

Dr. Frank M. Gardner, formerly with Hirth, Krause & Co., is meeting with success with his new preparation and will fill all orders in plain envelopes. Frank ought to know.

No, the Tradesman is not furnished to me gratis. I sent in my dollar a long time ago. Have you? The

time is limited at this special rate and a lot of the boys are its readers. Mr. Stowe has been the steadfast friend of the traveling man for nearly thirty years and merits the good will and co-operation of every salesman on the road.

Geo. Liesvelt, of Grand Rapids, took an order over the telephone this week, but, then, we presume George wanted to get home for Turkey day. Who gets the \$2.50? Here's hoping Wm. Holden does not get next.

Frank M. Gardner set his alarm clock for 5 a. m., intending to take the 6 o'clock Pere Marquette train, but after he arrived at the station he discovered that he had forgotten to have his trunks transferred from the M. & N. E. depot the night before and was obliged to wait until

deal more. There is no need of my mentioning any of these benefits. You are probably familiar with them. But there is one thing I want to impress on your minds, and that is, keep the order going. To keep it from the danger shoals and from being shipwrecked we must have new members. Do you ever give the matter a thought to ask a friend to join our order? I am afraid not. Our increase is not large enough and I will say, candidly, that we must have more members to succeed. Every member should be interested in the welfare of the order and try and help build it up by getting in new members.

I trust you will realize that this is important and that you will give it due consideration and do what you can to get in a few new members. Some members have done finely; others, I am afraid, do not think about this very important matter. Now, brother, wake up and send us in at least one new member. You can do it if you only will.

I extend to all members of the Michigan Knights of the Grip my heartiest good wishes and fraternal greeting.

Joe C. Wittliff,

Pres. Mich. Knights of the Grip.

Sentiment and Business.

Sentiment and business have always been mingled in the career of every successful man. That does not mean that you shall lend money without security or go on your friend's note every time he asks you. But, were it not for the sentiment of confidence, of mutual trust, there would be no business done.

The young man who is planning for a home of his own, by and by, or who dreams of being able to give the mother who has sacrificed so much for him a taste of luxury before she dies, has a tremendous incentive to do his best.

Ambition, a sense of honor, pride in achievement, are all sentiments, and without them nothing would be left of business life but the mere husks.

"Why don't you give that boy of yours a whipping?" asked Mrs. Jones, "I'm sure he needs it." "I know he does, but I never whip him on a full stomach." "Humph, can't you turn him over?"

"Dear teacher," wrote the parent, "don't hit our Sammy. We never do it at home, except in self-defense."

Must Have More Members To Succeed.

Detroit, Dec. 5—Just a few words to the members of the Michigan Knights of the Grip before my term of office expires. Let me remind you of the fact that you are a member of the best traveling man's organization in existence, also that you, as a member, should have the interest of the order at heart. You should feel that you want to help, to make it a success, to help maintain it and have it flourish and thrive as an organization. We are a brotherhood of traveling men, bound together by mutual ties to help one another or our widows and orphans. Since our organization we have done a great deal of good and expect to do a great

Hotel Cody

Grand Rapids, Mich.
 A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.
 All meals 50c.

News and Gossip of the Traveling Boys.

Grand Rapids, Dec. 5—Bill Cook and wife, of Kalamazoo, spent Thanksgiving with their parents in Grand Rapids. The mere fact that Bill spent Thanksgiving here does not signify much, but we must give all the news without fear or favor. Bill's father-in-law is Pete Fox, and when Bill saw the mustache that his papa-in-law is cultivating he promptly threw a fit and threatened to disown him if he didn't have it removed. Pete's 'tache is now among the missing.

Speaking of mustaches, the fellow with the funny face seen at the last U. C. T. meeting was none other than John Hondorp. John has had his mustache plowed under also.

George Pierce, who has represented the O. Schmidt Chemical Co., of Jackson, for a number of years, has been made salesman, to take effect Dec. 1. We wish to congratulate Mr. Pierce, but it is not without a feeling of regret at losing him as a citizen of Grand Rapids. Grand Rapids' loss is Jackson's gain.

We wish to correct an error made in a recent issue of the Tradesman. We mentioned Dick Warner, Sr., as being a member of an idle party and also gave an account of the party. This should have read Dick Warner, Jr.—although the Junior was many miles away at the time. Dick, Sr., asked us to say it was the Junior, because the Senior's wife raised such a fuss.

Harry Hydorn, modern Shylock and Secretary of Grand Rapids Council, No. 131, U. C. T., found a pocket-book in Reed City last week. Harry spent considerable time trying to find the owner without success and finally opened it and found the large amount of one cent in the enclosure. Lucky feller.

A. H. Cleland, who formerly represented Reid, Murdock & Co., on the coast, has moved here from Boise, Idaho, and will cover the territory contiguous to Grand Rapids for the same concern. Cleland was transferred from Boise, Idaho Council, No. 313, to Grand Rapids Council No. 131. Welcome to our village, Mr. Cleland!

Messrs. Stevenson, of Muskegon, Eaton, of Traverse City, King, of Jackson, and Burton, of Rochester, N. Y., were the out-of-town visitors at the last meeting of the U. C. T. which meeting, by the way, was a success in every way.

Judging by the hilarity of Otto Heinzelman, Harry McCall, Paul Berns and Hartwell Wilcox on the Grand Trunk train last Wednesday, they must have had successful trips. Surely it couldn't have been on account of the thoughts of the Thanksgiving dinner that was to come. When we saw the bills lying around the kitchen on Wednesday it spoiled our appetite.

E. A. Stowe: I told you so—McNamara, et al.

Sam Taylor's wife says the only time Sam will wash dishes is at a U. C. T. supper—especially when the

U. C. T. sisters are getting up the supper.

We always said Grand Rapids Council, No. 131, "Knows How."

Ed. Wheaton, of Traverse City, has completed a fully equipped sample room. Really, now, Ed., your house gives you those prunes to carry on the road.

We are sorry for what we said about Fred Read, of the Stearns Hotel, at Ludington. It has dawned on us that Justus Stearns carries the subscription currency. Well, Mr. Stearns, the boys like to read the Tradesman.

Will the author of last week's article entitled, "Something in My Eye," kindly help to square matters at home. Mrs. Goldstein says we won't even help her to step from a car and then when a strange young lady happens along we break our neck to assist in removing a cinder from her eye.

And John D. Martin had to watch the near massacre of his young hopeful, Jesse.

No reasonable excuse why every third member of the U. C. T. in Grand Rapids shouldn't get a new member. Just like handing them gold dollars for a nickel.

The newly organized degree team put Ed. Rohrer, George A. Hudson, Wm. T. Brown and Jess L. Martin through the horrors of being initiated into the U. C. T., No. 131, Saturday night.

If any member of the U. C. T. knows of a member who is ill, he will confer a favor on the Sick Committee by notifying the chairman, Harry Hydorn.

Geo. Blass, proprietor, of the Pacific House, at Baldwin, says he never gives us a chance to say anything against him in this column. Well, George, we think you're right—it isn't your fault that there are no Sunday trains and some one has to eat all the sandwiches before new ones can be made. We're selling some last year's styles, too.

The hotel management at Walkerville would improve matters very much by cleaning up certain parts of the hotel. The price per meal to the traveling man is 50 cents—it is worth it, too, if you hadn't had a meal for a week and this was the only place to go. The man with the pair of overalls and heavy appetite gets his meal for 25 cents. Oh! you traveling man!

Mrs. Fred Raymond, who has been seriously ill at the U. B. A. Hospital, is now pronounced out of danger and slowly recovering. Mr. and Mrs. Raymond have the best wishes of the entire traveling fraternity for a speedy recovery.

Mrs. John Christenson, who has been ill at the U. B. A. Hospital, has recovered sufficiently to leave the Hospital and is now convalescing at her mother's home.

Mr. Travelingman, have you ever stopped to think what the passage of the parcels post bill means to you? It means the elimination of the small town, the benefits to be derived by the few against the heavy burden shifted on the thousands. No small

towns, no more traveling men. Get busy, ask your customer to get busy and write their representatives. Do it now! J. M. Goldstein.

Beware of Bogus Traveling Man.

Mendon, Dec. 5—Friday night a well-dressed stranger, giving his name as A. G. Stevens, and claiming to represent the "Chicago Hassock Co.," called at F. D. Estes' pharmacy and purchased a box of cigars. He was a genial sort of fellow and introduced himself, telling Mr. Estes that he had just called on Mr. Olney, but was unable to sell him anything "this trip," but that he would be here again in six weeks, when he expected to sell a good order. (As a matter of fact he had not called on Mr. Olney.) He then said he was short of change and asked Mr. Estes if he would cash a draft on the "house." As the fellow carried a line of catalogues, cards, credentials of various kinds, etc., Mr. Estes deducted the price of the cigars from a \$20 draft and gave him the change. It was just before train time, and before Mr. Estes could talk with the local bank and send a telegram to the "house" in Chicago the train had pulled out bearing "Mr. Stevens." The telegram to the "Chicago Hassock Co." was answered from the offices of the Pinkerton Detective Agency, and the message was brief but expressive. It was something like this: "We're after Stevens; hold him."

Sheriff Watkins was at once communicated with and officers all along the route south, as well as north.

Saturday word was received here that Stevens worked his game at Burr Oak, where he secured \$10 from O. J. Upham, of the Park Hotel; he also secured some money at Kalamazoo. Saturday the fellow was at Nottawa, where he secured Landlord Bennett's services to drive him to Sturgis. There the trail was lost, although a detective was hot on his trail. While here the detective stated that he had long been after Stevens, and that he was one of the smoothest grafters on the road.

To All Veteran Ambassadors of Commerce.

Detroit, Dec. 5—You are hereby ordered to terminate your final trip of the season at the Hotel Cadillac at 2 p. m. Dec. 28, 1911, in the Turkish room, and it is expected that each and every one will come prepared to make their report on the trip that was most productive of experience and good fellowship, as this date is the second annual reunion of the Veteran Traveling Men's Association. As our inventory is ordered closed prior to that date, it is necessary that all accounts be collected at once and you will therefore kindly remit without delay in the enclosed envelope (checks payable to S. H. Hart, President) \$1.50, which sum will defray all overhead charges, including your last meal of the trip at 6:30 p. m. at said Cadillac Hotel. Should any one desire to have their wife or sweetheart join them on the occasion of this final dinner of the

trip, kindly make your remittance \$1 extra.

You are hereby ordered by the Executive Committee to extend to any veteran traveling man you meet who has not received a similar notice a cordial invitation to join with us on this occasion.

S. H. Hart, President.

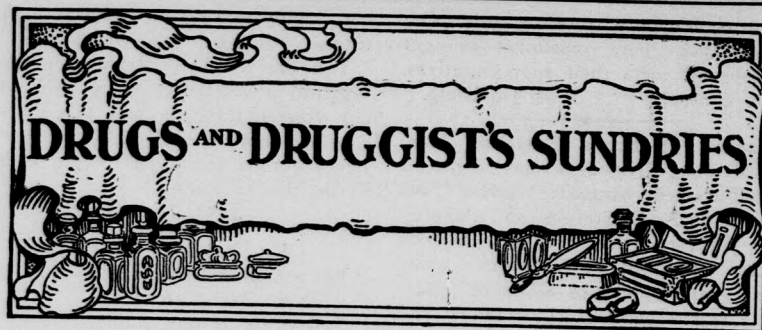
The Veteran's Creed.

We are Bound to no Party,
To no Sect Confined,
The world is our Home,
Our Brethren all Mankind,
Resolved to do Good,
To deal just and fair with all
And Exalt the Right
Though Every ism Fall.

Coldwater Reporter: Coldwater Council of the U. C. T. is fast coming to the front as prominent in State affairs of the traveling fraternity. John A. Hach, Jr., has been informed of his appointment as chairman of the Legislative Committee by Grand Counselor Craw. This honor coming to Mr. Hach at this time following his endorsement as a candidate for Grand Sentinel before the State convention at Bay City in June brings Coldwater prominently before the footlights in U. C. T.ism and the meetings of the local Council during the winter months will be of more than usual interest and any traveling men not yet affiliated with the order should avail himself and assist in securing much needed legislation, which Mr. Hach and his colleagues will make every effort to bring before the Legislature this winter in case Governor Osborn sees fit to call a special session. The Committee should have the support of every citizen (whether traveling man or merchant) in its effort to secure legislation that will be of interest to the traveling public. Perhaps the most important session of the year will take place on Friday, Dec. 8, in the form of their annual good fellowship banquet, to which every traveling man within the jurisdiction of the local Council will be invited and at which Grand Counselor Craw has signified his intention to be present. An effort is also being made to bring several grand and past grand officers from Detroit, Jackson, Petoskey, Hillsdale and Columbus, and an evening of rare enjoyment is in store for all who attend.

Lansing State Journal: The United Commercial Travelers and the Ladies' Auxiliary to the United Commercial Travelers held a game dinner Saturday evening in Maccabee hall. After dinner the men held a business session and initiation, after which the evening was spent with cards, Mrs. H. K. Roberts and Guy L. Odle winning prizes. The Auxiliary will meet Thursday afternoon.

Eaton Rapids will not be without a hotel after December 15. J. E. Kelsey, former proprietor of the burned Anderson house, having completed arrangements for opening a new hostelry here on that date. Eaton Rapids has not been without a hotel before since the earliest pioneer days.



Michigan Board of Pharmacy.
 President—Ed. J. Rodgers, Port Huron.
 Secretary—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; W. A. Dohane, Detroit and Edwin T. Boden, Bay City.

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gilleo, Pompeii.
 Second Vice-President—G. C. Layerer, 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. Kirschgessner.
 Vice-President—O. A. Fanchboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Credits and Collections in Wholesale Drug Trade.*

The committee of which I am chairman received 146 replies to its general letter sent out with questions that were more or less pertinent to the affairs of the wholesale drug business. It has developed from these replies that general trade conditions in this country are, during the present year, somewhat varied. Twenty-eight per cent. report that general conditions are below normal, 42 per cent. fair to normal, and 30 per cent. above normal. In perusing these replies carefully, it is perfectly evident that the differences are governed entirely by local conditions. One class of wholesalers report from the cotton belt, another from the grain and wheat fields, another from the mining districts and another from the fruit belts. The average, however, is slightly below normal.

When called upon for an expression of opinion as to what effect the Federal legislation as regards corporations, etc., has had upon general business this year, the replies indicate that 67 per cent. of the wholesale druggists do not consider that the legislation has affected this line of business in any way, but 33 per cent. express themselves decidedly as to the fact that it has had a depressing effect upon not only the drug business, but business at large.

Based upon the replies received, the credit and collections departments of

*Report made by Lee M. Hutchins (Hazeltine & Perkins Drug Co.) at annual convention National Wholesale Druggists' Association.

the wholesale drug houses have answered the question in regard to interest on past due balances and settlements by time notes as follows: Eighty-five report that they make a practice of taking time notes in settlement of accounts. Twenty-eight houses report as not doing so and as decidedly averse to the practice. Forty-two houses report that they have always charged interest on past due balances. As regards the practice of taking notes, the general comment is that it gets the accounts into an interest-bearing form, and has a tendency to educate the trade that they must make a general settlement of accounts at regular periods of time.

In the reports of those who do not take notes, the general comment is that it is liable to increase the obligation of the debtor rather than to decrease it. The general country merchant assumes in many instances that when notes are given for an account the account is settled, and if the wholesaler is not careful he will soon have an open account in addition to the notes.

As regards interest on past due balances, the houses reporting in the majority state positively that they collect interest. A small percentage state that they collect it if possible. As to the custom of settling by time notes, and as to whether it should be encouraged or not, fifty-one houses report that they think it should be encouraged, while ninety-five houses clearly state that the practice is ultimately not a good one, and that the wholesale druggists should agree not to encourage taking time notes.

In answer to the question of whether business in the drug line is oversolicited or not, one hundred and twenty-eight replies say "decidedly, yes." It is definitely pointed out that some houses have gone so far as to solicit business in certain towns and cities by allowing two travelers to visit the same cities at different periods of time, and also by not subdividing the territory sufficiently so as to avoid one traveler crossing the territory of another from the same house.

The question was asked, Are the terms of thirty days less 1 per cent. in ten days on drugs observed? To our surprise, one hundred and four houses report that it is generally observed. A portion of these, together with the balance of those reporting, modify their statements by saying that, with a few exceptions, the matter of cash discount is observed upon a basis of 1 per cent., that the bills are made and stamped as thirty days, but that through one practice and an-

other collections are not made upon the thirty-day basis, and the cash discount of 1 per cent. is often allowed beyond the ten-day limit.

We believe it to be a bad practice and a false notion to give an excessive discount, not only because of the money market, but it is generally misleading. We believe it to be not only poor practice, but poor policy to violate the rule generally accepted upon cash discounts. This item is something that should be absolutely removed from the field of competition, and business should not be solicited on the basis of a cash discount, because cash discount is not part of merchandising, but practically belongs to the financial end and the banking end of every mercantile house.

The question has been asked upon that much discussed matter of the sale of druggists' sundries as to what terms these are sold upon, and the answers to the same are varied and quite complex. It would seem to your committee that the sale of druggists' sundries should be conducted upon a plan as uniform and as generally understood as the sale of drug merchandise. In the answers received, sixty-one houses report selling druggists' sundries on thirty days less 1 per cent. or 2 per cent., as the case may be, in ten days. This applies particularly to those who carry sundries only to the extent of those that legitimately follow the regular drug business, such as perfumes, toilet articles, rubber goods, etc. One hundred and two houses report billing and charging this class of druggists' sundries if bought in reasonably small quantities intermingled with drugs upon drug terms, and ninety-three of these houses recommend that this plan be continued. Thirty-seven houses report as separating all sundries from drugs in billing and charging, and that this practice should be continued.

All of these one hundred and four houses in answer to our question as to sixty days 2 per cent. in ten days for druggists' sundries signify that they would favor it if the custom could be made general. Forty-nine houses in their reports disapprove of this arrangement; a greater portion of those who disapprove are made up of those who are selling druggists' sundries by themselves at thirty days less 2 per cent. for cash in ten days. Six houses report as giving 3 per cent. on druggists' sundries when billed separate from drugs, twenty-two houses report as giving 6 per cent. upon a certain class of druggists' sundries when billed separately from drugs.

The latter class use as an argument that in order to meet the competition of a large stationery and sundry house they are obliged to separate stationery, school supplies, sporting goods, etc., from regular druggists' sundries, in order to meet competition and to hold the volume of their business. This applies especially to houses contiguous to that territory and who carry lines that are outside of what are termed strictly druggists' sundries. The fact remains, however, that

there are houses within a radius of 500 miles of this point who disregard entirely the discount of 6 per cent. and sell druggists' sundries in the same territory together with these side lines, all intermingled, upon terms of sixty days, 2 per cent., ten days, except that in the instance of strictly holiday goods, an extra discount of 1 per cent. is given for advance payment.

It is perfectly plain that where an excessive discount of 6 per cent. is given, it being so much at variance with the worth of money, it is absolutely necessary to regain this allowance in some way. After carefully considering the reports at hand, outside of those who are selling druggists' sundries at thirty days with 1 or 2 per cent. in ten days, we believe that the position of the one hundred and four houses who have signified that it would be desirable to establish the terms of sixty days' 2 per cent. should prevail.

The expression of opinion in regard to the effect that the Federal pure food and drug law has had upon the drug trade is quite pronounced, and in consideration of the condition of affairs at Washington it may be good policy not to enter into any decided argument in this respect. We, however, notice that one hundred and six houses report that the administration of this law has been beneficial to the drug trade, twenty-six state that they can see no effect in any way, and only four reply that it has been injurious.

As far as influencing the volume of business is concerned, one hundred and fifteen houses state that there have been no apparent results, fourteen state decidedly that it has increased the volume of the drug business, and these, with three others, state that this increase has occurred in the face of the fact that the sale upon patents has been less. It is clearly seen and must be acknowledged that the large majority are in favor of the law under proper administration. We think it can be safely stated that the wholesale drug trade at large are decidedly in favor of any just law under proper administration that would relieve the drug business from any and all of the stigma that may rest upon it on account of fake patent medicines, adulterations, etc.

A Morning Prayer.

The day returns and brings us the petty round of irritating concerns and duties. Help us to play the man, help us to perform them with laughter and kind faces; let cheerfulness abound with industry. Give us to go blithely on our business all this day, bring us to our resting beds weary and content and undishonored; and grant us in the end the gist of sleep. Amen.

Robert Louis Stevenson.

The Drug Market.

Opium—Is very firm but unchanged.

Quinine—Is steady.

Russian Cantharides—Have advanced.

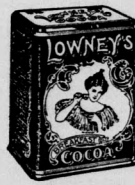
Small Flake Manna—Has declined.

Celery Seed—Is lower.

WHOLESALE DRUG PRICE CURRENT

Table listing various pharmaceuticals and chemicals such as Aceticum, Benzocicum, Boracie, Carbolicum, Citricum, Hydrochlor, Nitrosum, Oxalicum, Phosphorium, Sulphuricum, Tartaricum, Ammonia, Aniline, Baccas, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Magnesia, Oleum, and others with their respective prices.

Table listing various pharmaceuticals and chemicals such as Lupulin, Lycopodium, Macis, Magnesia, Magnesia Sulph, Mannia S. F., Menthol, Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin Saac, P D Co., Pictis Liq, Piper Alba, Piper Nigra, Pix Burgum, Plumbl Acet, Pulvis Ip'cut Opil, Pyrethrum, Quina, Quina S. Ger., Quina S P & W, Rubia Tinctorum, Saccharum La's, Salacm, Sanguls Drac's, Sapo, Sapo M, Sapo W, Seldlitz Mixture, Sinapis, Sinapis opt, Snuff, Maccaboy, De Voes, Snuff, S'n DeVo's, Soda, Boras, Soda et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Soda, Sulphas, Spts, Cologne, Spts, Ether Co, Spts, Myrcia, Spts, Vini Rect bbl, Spts, Vini Rect 1/2 b, Spts, Vini R't 10 gl, Spts, Vini R't 5 gl, Strychnia Crysl, Sulphur, Roll, Sulphur Subl, Tamarinds, Terebenth Venice, Thebromia, and others.



More and More the Demand

is growing for reliable goods, for widely advertised goods which must be good or they could not be advertised year after year. "You can't fool the people all the time."

LOWNEY'S COCOA

and Premium Chocolate for baking and cooking are the kind that the public believes in. The Lowney name has been favorably known for twenty-five years. We are constantly telling them that we make superfine goods and they have had the best reasons to believe it. The grocer gives his customer satisfaction and makes a fair profit too in LOWNEY'S.



Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

Our sale of Holiday Goods and Sundries for this season has been the largest and most satisfactory in the history of our business. We can take care of your wants in these lines during December. Orders by mail or telephone will receive prompt attention.

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Spring Wheat Flour
Dried Lima Beans

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A through Y).

1

Table listing grocery items under column 1, including Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Brooms, Butter Color, Candles, etc.

2

Table listing grocery items under column 2, including Oysters, Plums, Pears in Syrup, Peas, Peaches, Pumpkins, Raspberries, etc.

3

Table listing grocery items under column 3, including Chewing Gum, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Cocoa Nut, Coffees, Roasted, etc.

4

Table listing grocery items under column 4, including Confections, Fancy in Pails, Fancy in 5lb. Boxes, Pop Corn, Nuts, Whole, Shelled, etc.

5

Table listing grocery items under column 5, including Bonnie Doon Cookies, Brittles, Bumble Bee, Cartwheels Assorted, etc.

6

Table of goods and prices for column 6, including Soda Crackers, N. B. C. 1 00, and various flour and grain items.

7

Table of goods and prices for column 7, including Jaxon Terp. Lemon, and various oil and fat products.

8

Table of goods and prices for column 8, including O P Laxo-Cake-Meal, and various meat and dairy products.

9

Table of goods and prices for column 9, including 5 lb. palls, and various sausage and ham products.

10

Table of goods and prices for column 10, including Hemp, Russian, and various shoe blacking and snuff products.

11

Table of goods and prices for column 11, including Sweet Mist, and various tobacco and seed products.

Special Price Current

12

- No. 1 complete 40
- No. 2 complete 28
- Case No. 2 fillers, 15 sets 1 35
- Case, medium, 12 sets 1 15
- Faucets
- Cork, lined, 8 in. 70
- Cork, lined, 9 in. 80
- Cork lined, 10 in. 90
- Mop Sticks
- Trojan spring 90
- Eclipse patent spring 85
- No. 1 common 80
- No. 2 pat. brush holder 85
- Ideal No. 7 85
- 12lb. cotton mop heads 1 45
- Pails
- 2-hoop Standard 2 00
- 3-hoop Standard 2 35
- 2-wire Cable 2 10
- Cedar all red brass 1 25
- 3-wire Cable 2 30
- Paper Eureka 2 25
- Fibre 2 70
- Toothpicks
- Birch, 100 packages .. 2 00
- Ideal 85
- Traps
- Mouse, wood, 2 holes 22
- Mouse, wood, 4 holes 45
- Mouse, wood, 6 holes 70
- Mouse, tin, 5 holes 65
- Rat, wood 80
- Rat, spring 75
- Tubs
- 20-in. Standard, No. 1 7 50
- 18-in. Standard, No. 2 6 50
- 16-in. Standard, No. 3 5 50
- 20-in. Cable, No. 1 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
- Washboards
- Bronze Globe 2 50
- Dewey 1 75
- Double Acme 3 15
- Single Acme 3 75
- Double Peerless 3 75
- Single Peerless 3 25
- Northern Queen 3 25
- Double Duplex 2 00
- Good Luck 2 75
- Universal 2 00
- Window Cleaners
- 12 in. 1 65
- 14 in. 1 85
- 16 in. 2 20
- 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
- WRAPPING PAPER
- Common Straw 2
- Fibre Manila, white 3
- Fibre, Manila, colored 4
- No. 1 Manila 4
- Cream Manila 3
- Butchers' Manila 2 3/4
- Wax Butter, short c't 13
- Wax Butter, full count 20
- Wax Butter, rolls 19
- YEAST CAKE
- Magic, 3 doz. 1 15
- Sunlight, 3 doz. 1 00
- Sunlight, 1 1/2 doz. 50
- Yeast Foam, 3 doz. 1 15
- Yeast Cream, 3 doz. 1 00
- Yeast Foam, 1 1/2 doz. ... 58
- AXLE GREASE
- Mica, tin boxes .. 75 9 00
- Paragon 55 6 00
- BAKING POWDER
- Royal
- 10c size 90
- 1/4 lb. cans 1 35
- 6oz. cans 1 90
- 1/2 lb. cans 2 50
- 3/4 lb. cans 3 75
- 1 lb. cans 4 80
- 3 lb. cans 13 00
- 5 lb. cans 21 50

13

CIGARS



- S. C. W., 1,000 lots 31
- El Portana 33
- Evening Press 32
- Exemplar 32
- Worden Grocer Co. Brand Ben Hur
- Perfection 35
- Perfection Extras 35
- Londres 35
- Londres Grand 35
- Standard 35
- Puritanos 35
- Panatellas, Finas 35
- Panatellas, Bock 35
- Jockey Club 35

COCOANUT



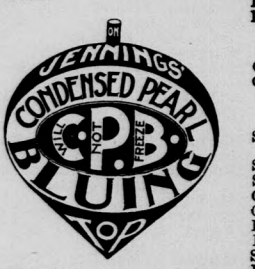
- Baker's Brazil Shredded
- 10 5c pkgs., per case 2 60
- 36 10c pkgs., per case 2 60
- 16 10c and 38 5c pkgs., per case 2 60

COFFEE



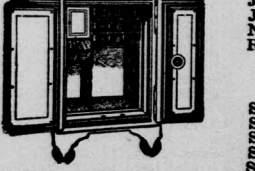
- Roasted
- Dwinell-Wright Co's B'ds
- White House, 1lb. 2 50
- White House, 2lb. 4 50
- Excelsior, Blend, 1lb. 2 50
- Excelsior, Blend, 2lb. 4 50
- Tip Top, Blend, 1lb. 2 50
- Royal Blend 2 50
- Royal High Grade 2 50
- Superior Blend 2 50
- Boston Combination 2 50

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



- Small size, doz. 40
- Large size, doz. 75

SAFES



Full line of fire and burglar proof safes kept in

14

stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP



- Beaver Soap Co's Brand
- 100 cakes, large size. .6 50
- 50 cakes, large size. .3 25
- 100 cakes, small size. .3 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 2 25
- Big Master, 72 blocks 2 85
- German Mottled 3 50
- German Mottled, 6 bxs 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 2 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
- Roseine 3 70
- Armour's 3 70
- Wisdom 3 80

Soap Compounds

- Johnson's Fine 5 10
- Johnson's XXX 4 25
- Nine O'clock 3 20
- Rub-No-More 3 85

Scouring

- Enoch Morgan's Sons
- Sapollo, gross lots 5 50
- Sapollo, half gro. lots 4 85
- Sapollo, single boxes 2 40
- Sapollo, hand 3 40
- Scourine Manufacturing Co
- Scourine, 50 cakes 1 80
- Scourine, 100 cakes ... 3 50

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.

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

Automobile for sale or exchange for a stock of goods, or real estate, my 5 passenger, 4 cylinder, 45 h. p. touring car fully equipped. Here is a chance for you to get a fine car at the right price. What have you to offer? Write for photo and full description. Island Resort, Fox Lake, Wis. 818

For Sale or Rent—The store and fixtures of the late J. E. Tarrant. Here is an opening for you to step into an old-established business stand, run 52 years by one family. Vacated by the death of the owner. Store 22x35 feet, built of stone and equipped with fixtures for general store. This stand will interest you if you are looking for a good location. Fox Lake is one of the best towns in the State of Wisconsin, having one of the finest resorts in the state. For full particulars address W. H. Murphy, Fox Lake, Wis. 819

For Sale—National Cash Register, cost \$600. Will sell cheap. Enquire at once. Metz Dry Goods Store, Mason, Mich. 817

Grocery—Good clean stock, corner location, town of about 2,000. Fine farming community surrounding. Must sell on account of health. Address 815, care Tradesman. 815

Fine store for rent in good location in Mason, Michigan. Good opening for furniture and undertaking, jewelry and crockery. Strictly 5 and 10 cent store, lunch room and billiard parlor, coffee ranch and light groceries. Address W. M. Cline, Mason, Mich. 814

Michigan Hotel For Sale—Leading commercial house in city of 3,500. Rates \$2 up. Favorite resort, beautiful spot. Over-looking lake. Excellent all year trade. \$12,500 cash required. Address No. 806, care Tradesman. 806

For Sale—Leading dry goods business in thriving Western Michigan town of 1,500. Firm unchanged for 35 years. Owners wish to retire on account of age and illness. Half cash, balance to suit. Splendid store building at reasonable rent. This will bear closest investigation. Address No. 803, care Tradesman. 803

For Sale—Elevator and coal business in thriving Michigan town of 1,500. Owner wishes to retire after 23 years in same location. Has fine plant, all in good shape. Giant bean picker and fifteen hand pickers. Plenty of coal sheds. Plant doing splendid business, which will show for itself. Don't write unless you mean business. Cash deal; no trading proposition. Address No. 804, care Tradesman. 804

For Sale—Old established general mercantile business in good farming district; no competition. Owner retiring on account of ill health. Pelton & McGee, Pontiac, Mich. 802

For Sale—50 room modern hotel, Hillsdale, Michigan, with furnishings; steam heat; electric lights; gas; bath; the old Mosher Hotel, running, rented. Look this up with proposition. Owner, Box 34, Kankakee, Ill. 801

For Sale—At once, a small stock of shoes and gents' furnishings. Good town, best location. Failing health, reason for selling. Address No. 812, care Tradesman. 812

For Sale—Drug stock, Central Michigan, city 5,000. Good factory town. Poor health, must sell. Address H, care Michigan Tradesman. 811

For Sale—Old established drug stock and fixtures located at Galesburg. Reason for selling, death of owner. Address Nina G. Burdick, Galesburg, Mich. 810

For Sale—A new two-story brick building, with fine living rooms above, electric lights and water, also first-class grocery and meat market, stock and fixtures. This property is located in a growing town of about 2,000 population, in one of the best farming districts in Michigan. Stock and fixtures will invoice about \$2,500. Will sell this property cheap for cash or would take a small fruit and poultry farm for part pay. This is a fine opportunity for anyone desiring to go into business. Poor health reason for selling. Address No. 809, care Michigan Tradesman. 809

Investors Notice—Planing mill, working 1/2 dozen hands all the time, electric power, all machinery, building, brick 80x100, 4 room house. Good will and business \$6,000. Rated at \$10,000. Will stand close investigation. J. W. Hoffman, 318 Northern Ave., Pueblo, Colo. 807

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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

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

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

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

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

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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

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

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 2 1/4 x 3 1/4 to 3 1/4 x 4 1/4, 3c; 4x5 to 3 1/4 x 5 1/4, 4c. J. M. Manning, 1062 Third Ave., New York City. 701

For Sale—Grocery and bakery, doing good business, equipped with first-class fixtures in town 5,000 population. Plenty manufacturing. Largest potato market in Michigan. Best of reasons for selling. Address No. 692, care Tradesman. 692

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

Wanted—To buy, for cash, stock of shoes, clothing or dry goods. Address R. W. Johnson, Pana, Ill. 659

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. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

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

HELP WANTED.

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

Wanted—An experienced clerk for general store. One who speaks German preferred. Burns & Kibler, Persia, Iowa. 816

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

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

Want ads. continued on next page.



Here is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman



BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Nov. 29—An order was made by Judge Sessions adjudging Merritt L. Colburn bankrupt, on his own petition, and the matter was referred to Referee Wicks for proceedings. Colburn is a farmer living near Fruitport and his only assets are the farm, stock, fixtures, etc., practically all of which is either covered by mortgage or claimed to be exempt. His schedules show liabilities as follows: secured creditors, \$1,546.00; ordinary creditors, \$926.67.

The Columbian Construction Co., a corporation of Muskegon, Michigan, engaged principally in building operations of different character, was adjudged a bankrupt on petition filed by creditors, and the matter referred to Referee Wicks. Mr. Wicks appointed Gilbert C. Chaddock, of Muskegon, to act as custodian until the appointment of a trustee, and has made an order requiring the officers of the bankrupt company to file schedules of their assets and liabilities.

H. Jacob Dye, of Traverse City, was adjudged a bankrupt on his own petition. The bankrupt scheduled the following creditors, all of whom hold notes but are unsecured:

M. N. Lehner, Kalkaska	50.00
Bowerman & Cole Bros., Kalkaska	58.00
J. K. Seafuse, Lake City	70.00
Chicago Rubber Co., Chicago	156.00
Hannah & Lay Co., Traverse City	74.00
Musselman Grocer Co., Traverse City	521.00

The bankrupt schedules among his assets real estate on which there is a mortgage and a number of tax deeds and open accounts amounting to 225.

Dec. 1—In the matter of Edward Toppel, bankrupt, of Grand Rapids, first meeting of creditors was held. There were no creditors present and represented, and after examination of the bankrupt by the referee it was determined that no trustee be appointed and the matter closed within twenty days unless further proceedings are desired by creditors.

A first meeting of the creditors of Clark O. Bigler, bankrupt, of Rothbury, was held to-day, and creditors failing to elect a trustee, the referee appointed A. S. Hinds, of Shelby, as such trustee and fixed his bond at \$1,000. An order was made appointing appraisers and the first meeting was adjourned to December 21, 1911, at which time the bankrupt was ordered to appear.

Dec. 2—An order was made by Judge Sessions, adjudging Laverne F. Jones, who formerly conducted the Jones Seed Store at Grand Rapids, a voluntary bankrupt. In October, Mr. Jones gave a trust mortgage to cover all creditors, naming Frank M. Beach, of Grand Rapids, as trustee, but his affairs have now been thrown into bankruptcy. Referee Wicks appointed Mr. Beach to act as custodian until the election of a trustee by creditors and has called the first meeting of creditors for that purpose and for proving claims to be held on December 19, at the office of the referee. An order has also been made appointing Geo. Brown, H. D. Crandall and John Molt, of Grand Rapids, as appraisers, and the custodian is now taking an inventory of the assets. Among the principal creditors of the bankrupt are the following:

Arthur Martin, Adam	166.39
Buffalo Fertilizer Co., Buffalo	1,200.00
Cyphers Incubator Co., Buffalo	800.00
J. B. Rice Seed Co., Cambridge	211.50
W. W. Barnard Seed Co., Chicago	90.00
Northern Illinois Cereal Co., Lockport	52.20
E. H. Hunt Co., Chicago	79.05
G. E. Conkey Co., Cleveland	136.00
Weed & Company, Douglas	3,100.00
Beach & Fuller, Evansville	1,350.00
Hammond P. & S. Works, Fishkill on Hudson	211.38
A. J. Brown Seed Co., Grand Rds	1,015.00
Tradesman Company, Grand Rds.	600.00
A. Heyboer, Grand Rapids	79.00
Cornelius Clark's Sons, Grand Rds.	375.00
Golden & Boter Transfer Co.	71.33
Mills Paper Company, Grand Rds.	50.00
Bateman Mfg. Co., Grenloch	65.01
Lowell Specialty Co., Lowell	59.78
Jas. A. Blanchard Co., New York	278.90
Geo. H. Lee Co., Omaha	151.90
Rockford Seed Co., Rockford	332.00

The bankrupt's total liabilities amount to \$11,301.33.

Dec. 4—A final meeting of creditors was held in the matter of the Traverse City Motor Boat Co., bankrupt, of Traverse City, and a final dividend of 4 1/2 per cent. ordered paid. A first dividend of 10 per cent. was paid in this matter on November 24, 1909, and the closing of the estate was delayed by reason of litigation carried on by the trustee for the collection of stock subscriptions. The trustee was given a verdict in the Grand Traverse Circuit Court, but was reversed in the Michigan Supreme Court.

In the matter of Raymond Bentley, bankrupt, a hardware merchant of Charlevoix, an order was made calling a final meeting of creditors to be held on December 19, at the office of the referee, for the purpose of declaring a final dividend to creditors and closing the estate. The trustee, Will E. Hampton, of Charlevoix, has filed his final report and ac-

count, showing a balance on hand for distribution of \$800.57.

Dec. 4—In the matter of Henry R. Nelson, bankrupt, a merchant of Ionia, an order was made calling the final meeting of the creditors for December 28, for the purpose of closing the estate and declaring a final dividend to creditors, which dividend will probably be very small. Cornelius W. Moore, of Belmont, has been acting as trustee in this matter.

In the matter of Archer Brothers, bankrupt, former merchants at Hart, the time for filing claims will expire on December 15, and an order has been made calling a final meeting of creditors to be held at the office of the referee in Grand Rapids, on December 20, for the purpose of declaring a final dividend and closing the estate. The principal creditor in this matter is Edson-Moore & Co., of Detroit, W. E. Rollins, of Hart, has been acting as trustee in this matter and his final report and account shows a net balance on hand of \$226.73.

In the matter of Cornelius Koeman, bankrupt, of Holland, an order has been made calling the first meeting of creditors to be held at the office of the referee at Grand Rapids, on December 20, for the purpose of electing a trustee, proving claims, etc. In his schedules the bankrupt has listed the following unsecured creditors:

McNeil & Higgins Co., Chicago	68.78
Ed. Seidel & Sons, Chicago	47.00
John Vander Sluis, Holland	160.00
John Y. Huizenga & Co., Holland	110.00
DePree Hardware Co., Holland	60.00
Baker-Hoekstra Co., Kalamazoo	48.00
H. Hamstra & Co., Grand Rapids	25.00
Wolverine Spice Co., Grand Rapids	30.00
H. Van Tongeren, Holland	17.00
Van Eyck-Weurding Milling Co., Holland	35.00
Standart Grocer & Milling Co., Holland	65.00
G. A. Klomparsen, Holland	13.00
Scott Lugers Lumber Co., Holland	21.53
Van Allsburg Ice Co., Holland	11.00

Dec. 5—An order was made by Judge Sessions adjudging the Henry Motor Car Co., of Muskegon, a bankrupt, on petition filed by creditors and the matter referred to Referee Wicks. An order was made by the referee requiring the officers of the bankrupt to file schedules of its assets and liabilities. John H. Moore, of Muskegon, has been acting as receiver of this bankrupt's affairs and has been authorized by the court to continue the business until the completion of the cars upon which work has been started.

James W. Murtaugh, a merchant of Wyman, was adjudged an involuntary bankrupt on petition of creditors and the matter referred to Referee Wicks. An order has been made requiring the bankrupt to file schedules of his assets and creditors on or before December 16. Gerrit J. Wessink, of Grand Rapids, was appointed receiver in this matter by Judge Sessions and his bond fixed at \$3,000.

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

Buffalo, Dec. 5—Creamery, 32@38c; storage, 30@33c; dairy, 20@32c; poor, all kinds, 18@20c.

Eggs—Fancy, fresh candled, 40@24c; choice, 33@38c; cold storage candled, 23@24c.

Dressed Poultry—Old cox, 9@10c; chickens, 11@13c; fowls, 10@12 1/2 c; ducks, 16@18c; turkeys, 20@22c.

Live Poultry — Fowls, 10@12 1/2 c; ducks, 14@15c; turkeys, 18@19c; spring chickens, 11@12 1/2 c; geese, 12@13c; old cox, 9c.

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

Potatoes—\$1 per bu.

Rea & Witzig.

The inventive faculty is so strong in some men that it may be said to amount to a passion, and can not be restrained. The saying that the poet is born, not made, applies with equal force to the inventor, who although indebted like the other to culture and improved opportunities, nevertheless invents and goes on inventing to gratify his own instinct. The inventor, however, is not a creator like the poet, but chiefly a finder-out. His power consists in a great measure in quick perception and accurate observation, and in seeing and foreseeing the effects of certain mechanical

combinations. He must possess the gift of insight, as well as of manual dexterity, combined with the indispensable qualities of patience and perseverance—for although baffled, as he often is, he must be ready to rise up again unconquered even in the moment of defeat. This is the stuff of which the greatest inventors have been made.—Samuel Smiles.

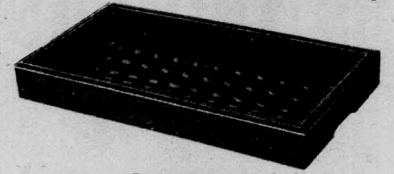
BUSINESS CHANCES.

Bankrupt Stock of Groceries—For a few days I offer for sale, the entire stock of groceries, consisting of a very complete and clean stock and first-class fixtures of W. C. Walter, bankrupt. Best of location and a splendid business opportunity. D. P. Whitmore, Receiver in bankruptcy, Mason, Michigan. 820

FOR RENT

New modern brick block, excellent location for stock general merchandise of \$15,000 to \$25,000. Low rental, hustling town, large territory. Merton F. Baker, Glenwood City, Wis.

Tared Weighing Tray



Patent 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

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BANK, STORE AND OFFICE FIXTURES

Order Work Our Specialty

Get our price before placing order for your new work or alterations

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Klein's Quality Shop

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100 Suits and 100 Dresses

This Season's Styles

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Of Original Manufacturers' Invoice Price

Original Invoices will be Shown to Buyers

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Grand Rapids, Mich.

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GRAIN, SUGAR AND GRAPE VINEGAR

The price is 13½ cts. per gallon with one barrel free with each fifth barrel shipped this season

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Detroit, Alpena, Traverse City or Bay City.

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An Ideal Pickling and Table Vinegar
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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.





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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
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when returned to us or your jobber
properly endorsed

PUTNAM FACTORY, National Candy Co.
Makers
GRAND RAPIDS, MICH.

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When a whole family is pleased with a cocoa, the grocer who supplies it is going to do a steady business with that home.

The purity, quality and reasonable price has made a home favorite of

DROSTE'S PURE DUTCH COCOA

Most Profit—Best Reputation—Greatest Satisfaction

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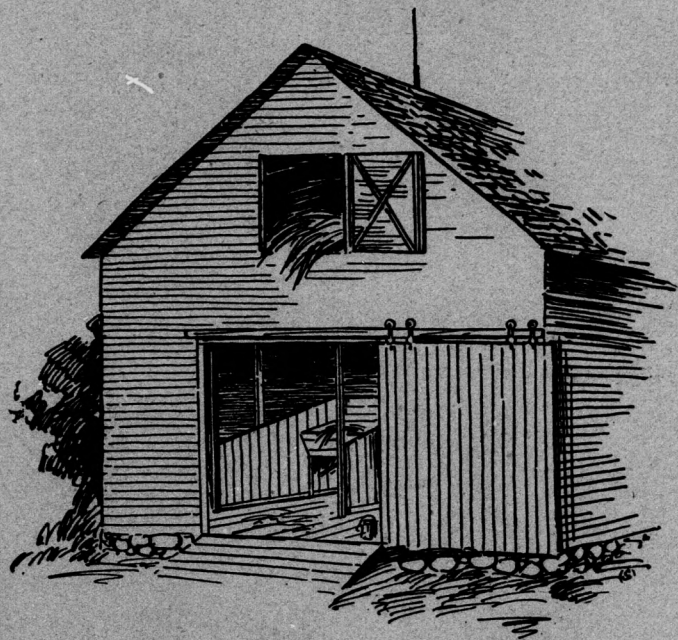
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Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

A Bang Up Good Safe

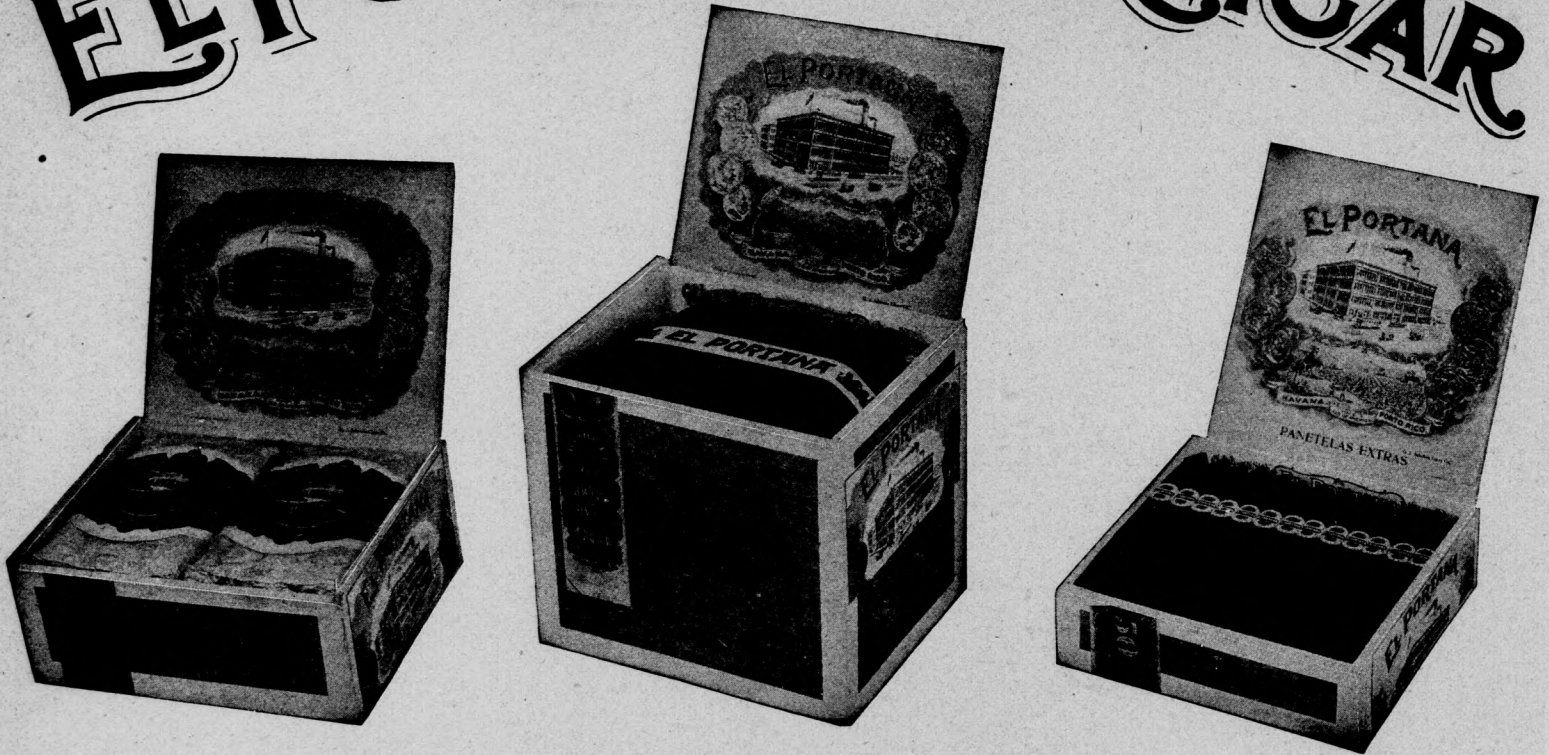
Honest, now, what would you do if your store should burn to-night and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

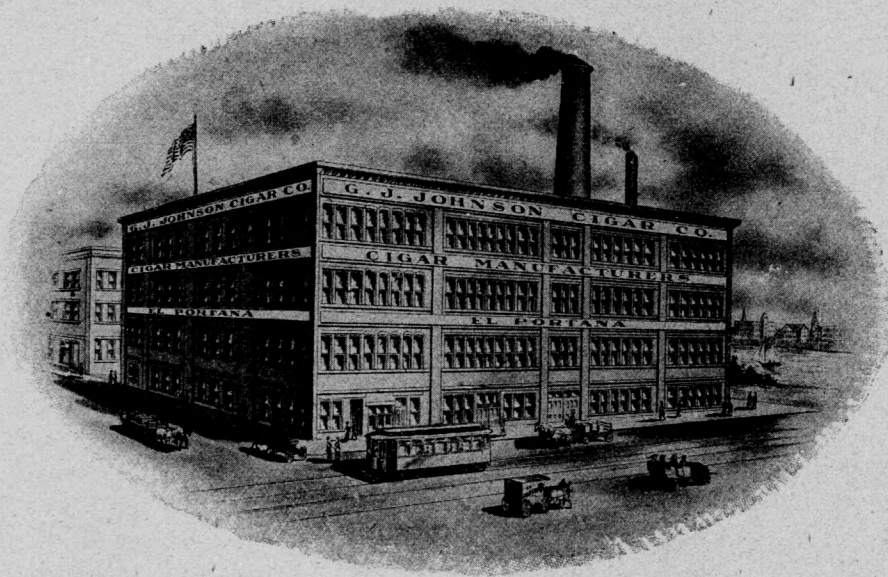
It will only cost you two cents anyway to write us today and find out about it.

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