

Christmas Day

A day of respite, this
A day of purest bliss
Wherein in love to plan
Good-will to Man.

A festival of Joys
Wherein no thing annoys;
A time of cheer and mirth,
And Peace on Earth.

A time for smiles and play,
And yet withal a day
For thoughtful deeds and good
Of Brotherhood.

A day for sunny rifts,
A day for loving gifts;
For kindness bounteous
God gave it us.

John Kendrick Bangs.



Holiday Music

The Christmas bells are chiming through
the air so crisp and clear;
The echoes, rhyming, climbing cross the
hill-tops far and near.
Yet their clamor is outdone by certain
other sounds that thrill;
The jingle of the silver and the rustle of
the bill.

The Christmas Bells

Ah me! the bells that ring of peace
The bells that chime of love!
Beneath them sorrow finds surcease
And thoughts take flight above.
The sacred chime to all below
Man's happiness foretells
Who hear across the fleecy snow
The golden Christmas bells.
From steeples high
They shake the sky
With earth's divinest melody.



The Shoppers

Oh, have you seen the shopping crush,
Where all the bargains are!
With pallid face and solemn hush
Man views it from afar.
But woman braves the awful din
And does not lose her head,
And angels, so to speak, rush in
Where others fear to tread.

ARE you willing to stoop down and consider the needs and desires of little children; to remember the weakness and loneliness of people who are growing old; to stop asking how many of your friends love you, and ask yourself if you love them enough; to bear in mind the things that other people have to bear on their hearts; to try to understand what those who live in the same house with you really want, without waiting for them to tell you; to trim your lamp so that it will give more light and less smoke, and carry it in front so that your shadow will fall behind you; to make a grave for your ugly thoughts, and a garden for your kindly feelings, with the gate open—are you willing to do these things even for a day? Then you can keep Christmas.

Henry Van Dyke.



Smoke a
Green Seal

And contented you'll feel especially if it's the

NEW STANDARD
3 for 25c Size

Or the REGALIA Straight Ten

Detroit Cigar Manufacturing Co.
Detroit, Mich.

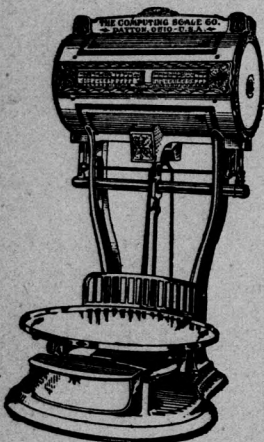
Reasonable

We make candy for profit which you can sell at a profit and which your customers can eat with profit. The profit is mutual and the Supreme court is satisfied.

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

PRICES!

Your Jobber Fixes One End
Your Competitor Fixes the Other
And What's Your Stunt?



It's up to you to fix the profit; but are you still figuring profits by figuring on the cost instead of on the selling end? Did you know that 25% added to the cost, is only a 20% gain on the selling price? Do you know that our salesmen are prepared to teach you the correct methods of figuring percentages? Do you know that their teaching is designed to put you in right with yourself as boss of the job, and get every "bloomin" cent out of merchandising? Do you know that 80c out of every dollar invested goes to the merchandise account; and that another 17½c of this goes to upkeep, clerk hire, insurance, taxes, and twenty other drains directly charged against you? Do you know that instead of making 25%, you possess only a doubtful chance of making 2½%; and that if you lose the smallest fraction of an ounce in weighing you are "a goner?" We are preach-

ing fire and brimstone to scare you; we are preaching facts! We want our salesmen recognized as real helpers when they call on you.

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


What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.


Tradesman Company
Grand Rapids




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 13, 1911

Number 1473

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Manufacturing Matters.

Calumet—Robert Hall, the timber operator has contracted to cut the Tamarack Mining Co.'s tract near Elm river, on the Copper Range Railroad, for the Republic Lumber Co., of Marinette. This is the last big tract of white pine in the Upper Peninsula. Mr. Hall is waiting for zero weather to begin shipping 2,500,000 feet on the skids and says that but 1,500,000 feet of timber remain in the tract and he expects to cut it all this winter.

Dowagiac—James Heddon, President of the Heddon Bait Co., one of this city's largest and best known industries, died Dec. 7 at the age of 74. Mr. Heddon was known throughout the state. He was the originator and patentee of the Heddon underwater and surface baits, now in extensive use by all nimrods. He was formerly mayor of the city and also held the position of postmaster. Several years ago he was editor of the Dowagiac Times and at the time of his death held the majority of stock in the Dowagiac News, which was formerly the Times.

Escanaba—The Chicago & North-Western Railway tie preserving plant is running at nearly full capacity. From 1903 to 1908 it operated under the Wellhouse process, using zinc and tanning. Since 1908 it has used the Card or zinc-cresote process. This plant is capable of treating 1,000,000 ties a year, covers about twenty acres and has a piling space that will hold 575,000 ties. The cresote storage tanks hold 700,000 gallons and the working tank 100,000 gallons. It has three retorts 112 feet long and six feet in diameter and made of 5/8-inch steel. Ties are seasoned sixty to ninety days before treating; 500,000 ties are now on hand untreated. This plant is operated for railroad purposes only and besides the ties it has treated considerable dock and other timber. Some paving blocks that were treated are being used as an experiment for station platforms.

Detroit—James Vernor has purchased the property on the southwest corner of Woodward avenue and

Woodbridge street. This comprises a lot with 50 feet fronting on Woodward avenue, extending back 100 feet on Woodbridge west, on which stands a four-story brick store building, 41-43 Woodward avenue. The price is understood to have been about \$760 a foot front, or about \$38,000 for the property. The building now occupied by Mr. Vernor was sold seven months ago to Ben Siegel, who since then has purchased also the adjoining property up to the piece now taken by Mr. Vernor. The building on the corner is occupied under lease by L. Schiappacese, commission dealer in fruits. At the expiration of the lease Mr. Vernor will thoroughly remodel the building and will probably occupy it as the future home of his ginger ale establishment. The property is said to have a present rental value of about \$2,000 a year.

Good Report From the Celery City Boys.

Kalamazoo, Dec. 12—Kalamazoo Council, No. 156, United Commercial Travelers of America, wish to thank you for the offer you have made to us of the use of your columns, and I, as Secretary, will try and give you a little news from week to week of the boys of our Council.

Brother W. D. Watkins and wife will leave Saturday for California for a months vacation, and the boys all wish them a very pleasant vacation.

Charles C. Giddings, formerly in the hotel business at Lawton, has purchased the Hotel Hartford, at Hartford, and will take charge of the business there the first of the new year. This will be very pleasing to Charlie's old friends in this section.

Kalamazoo Council, No. 156, met Saturday afternoon at 2:30 for the regular business meeting in the afternoon instead of in the evening. Orlin E. Harmes and Harry M. Frame were added to the membership roll at this time. In the evening the Council had a very delightful dance and dispersed in time to catch the last cars home. About twenty couples attended and, judging from the side lines, one and all were having one of the best times of their lives. The Committee furnished a very nice luncheon. It is the intention of the Council to hold a social session every month at the lodge rooms after the regular work of the Council and the members are taking unusual interest in these good times.

The next regular party at the Elks' Temple will be held Friday evening, Dec. 22.

The condition of Ed. Walters is unchanged. It would be the proper

thing for the boys to drop over to the house at this time of the year and let Ed. know that they have not forgotten him. Although Ed. is not a member of the Council, he is held very closely to the hearts of the boys and we should each try and see if we can not do something to brighten the day for him. R. S. Hopkins.

Long Sheets Slogan For Traveling Men.

Des Moines, Dec. 11—No tips and nine-foot sheets is the slogan to be raised by the Des Moines Traveling Mens Association, now in process of organization here.

More than 2,500 traveling crusaders will be in the field to make the fight. This city is the headquarters of nearly that number of traveling men. They come here from all sections of the surrounding territory to spend the week end and confer with each other.

Many large firms hold their regular conferences between salesmen and managers here, so Des Moines is believed to be the logical setting for the launching of the proposed war.

The next session of the Legislature will be assailed by the traveling men.

Organization will be effected at a meeting to be held here Dec. 30. Six hundred traveling men have signed the petition for the formation of the club and all have declared they would support the new plan.

Cedar Rapids, Dubuque and Waterloo also are organizing traveling men's clubs and will aid in the fight for longer sheets. Many of the traveling men have the same room reserved for them the year around. It is the presence of such men in the ranks of the crusaders that lends strength to the belief that the campaign will be successfully waged.

Meantime managers of hotels throughout the state are laying plans of defense. But it is believed the Traveling Men's Association will wield such influence that the hotel managers will listen attentively to its demands.

Popular Port Huron Man Candidate For Secretary.

Port Huron, Dec. 12—William J. Devereaux, Secretary of Post H, Michigan Knights of the Grip, who made a splendid showing as a candidate for State Secretary of the Michigan Knights of the Grip two years ago, has again been pressed into the field by his friends and will be a candidate for that office at the coming State convention.

Mr. Devereaux, although a comparatively young man, has been a member of the order for upwards of ten years and has held many offices

in Post H. He is a native of Michigan and is well and favorably known to the traveling men of the State. He is very popular in many social and fraternal organizations in his home city; in fact, no one who knows "Will" Devereaux has anything but the kindest expressions of regard for him in a business, social or any other way. In honoring him with the office of State Secretary, the organization will do itself honor. He was not so well known two years ago when he lost but by a neck and comes up again the same genial "Will," with every prospect of success. His friends have multiplied during the past two years and expect him to win in a walk at the coming meeting to be held in Detroit, December 27 and 28.

Frank N. Mosher.

Business Changes at Gladwin.

Gladwin, Dec. 12—"Billy" Snyder is at home in his new quarters in the corner brick, formerly occupied by J. W. Myers, where he has a clean stock of groceries, provisions and notions. Mr. Snyder has bought the property.

F. E. Burton & Son have opened a stock of groceries in the store vacated by Mr. Snyder.

Bert C. Henderson, recently of Metamora, has purchased the grocery and shoe stock of Deran Mills.

Our Elk Rapids correspondent writes: Henry Hogan, who has been with the National Cash Register Co. for about two years, filling the position of traveling salesman, has received a marked promotion at the hands of his employers, who are constantly on the watch for capable men and are ready to recognize talent by advancing their deserving men. Henry has gone to Toledo, Ohio, where he will have charge of the sales department of the office in that city until the first of the year, when he expects to be put in charge of one of the company's offices. Henry's many friends in this section will be pleased that he is meeting with such decided success.

George Winchester, son of Harry Winchester (Worden Grocer Co.), has taken the position of Eastern Michigan salesman for the Christy-Collar Manufacturing Co. If he is a "chip of the old block," he can sell anything from a needle to a locomotive.

The great majority of workers—men and women alike—will never do any more than they have to do, and the larger number of these never will do more than they think they are being paid for.

SUCCESSFUL SALESMEN.

John A. Hoffman for Treasurer of the M. K. of G.

Jackson, Dec. 12 — Kalamazoo comes to the front, announcing the candidacy of John A. Hoffman for the office of Treasurer of the Michigan Knights of the Grip at our next annual election of officers, to be held Dec. 28.

Those who know Brother Hoffman best would appreciate his wise counsel and his increasing interest for the welfare of the M. K. of G. He has always been a progressive, loyal, enthusiastic worker and, while he is one of our oldest members, he is just as enthusiastic to-day as ever. He possesses all the qualifications of an honest and thoroughly conscientious man.

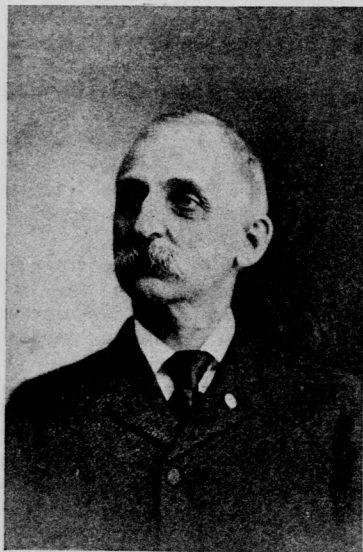
The candidacy of Brother Hoffman carries with it three good reasons why his election would be for the best interest of the Michigan Knights of the Grip: The qualifications of the candidate; his untiring efforts for the best interests of the association and the geographical location of Kalamazoo.

Frank L. Day.

John A. Hoffman was born on a farm near St. Johnsville, Montgomery county, N. Y., April 7, 1847, his father being of German descent, while his mother was of Holland extraction. When he was 8 years of age his mother died, and his father and family removed to Michigan, locating on a farm, which is now in the suburbs of Kalamazoo. In 1861 the father died, so that the management of the farm and the care of the family naturally devolved upon John, who was then 14 years old and the oldest child left at home. He carried on the farm two years, keeping the family together and attending to the needs and necessities of the two younger children with the tenderness of a father. In 1863 he entered the tin shop of Gail & Perrin, hardware dealers of Kalamazoo, where he served a thorough apprenticeship and subsequently became foreman of the establishment. Ten years' experience in the tinsmithing business naturally stimulated in the young man a desire for broader achievements and a more thorough knowledge of the world, so that he gladly embraced an offer from Lawrence & Chapin, manufacturers of farm implements at Kalamazoo, to go on the road. His territory comprised the Middle and Southern States and occasional trips through the Eastern States. So successfully did he discharge the duties devolving upon him that four years later he was offered a very much larger salary to undertake the same work for the Gale Manufacturing Co., of Albion. He continued in the employ of this corporation seven years, when he embraced the opportunity to travel jointly for the Butcher & Gibbs Plow Co., of Canton, Ohio, and F. E. Myers, manufacturer of pumps and haying tools, at Ashland, Ohio. His territory at that time comprised the entire State of Michigan, Northern Indiana and Northwestern Ohio, and

so successfully did he cover the territory that he was made manager of the field, with full power to locate agents and undertake such other work as is frequently attended to by the home office. Some years ago Mr. Hoffman was offered the position of Steward of the State Hospital for the Insane, at Kalamazoo, and he has discharged his duties so well and faithfully that he has come to be regarded as one of the most capable men in his line of business in the country.

Mr. Hoffman attributes his success to well-directed hard work, constant application, fair dealing with his fellow men and the exercise of



all the tact and good judgment at his command. On the assumption that every man ought to have something in this world to show for his being here, Mr. Hoffman has invested his surplus savings in real estate and is the happy possessor of several tracts of terra firma in Kalamazoo which are destined to yield him handsome returns as business improves and city property enhances in value.

Mr. Hoffman was married June 27, 1870, to Miss Lizzie Rollins, of Kalamazoo, and is the father of two children. He is an attendant at the Presbyterian church. He is a member of Post K, Michigan Knights of the Grip, of the U. C. T., the A. O. U. W. and the various Masonic bodies known as Kalamazoo Lodge, No. 22, Kalamazoo Chapter, No. 13, and Peninsular Commandary, No. 8.

In addition to being a popular salesman, highly esteemed by his friends and associates, he is an excellent business man, his business acumen and judgment being held in great respect by his employers and by all with whom he comes in contact in a business way. This quality naturally fits him for the position which he and his friends aspire to have him hold—the position of Treasurer of the Michigan Knights of the Grip, which calls for financial ability of a high order. Three months ago it was universally conceded that John D. Martin, of Grand Rapids, would be the leading candidate for Treasurer, but when that gentleman learned, two or three weeks ago, that Mr. Hoffman aspired to the same honor, he frankly stated to his

friends: "I wish it understood, once for all, that I am not a candidate for Treasurer. It is not every year that we can have for our Treasurer a man of such excellent business qualifications and remarkable executive ability as Mr. Hoffman, and I therefore feel that I can well afford to wait, when such excellent material is at our disposal."

The position of Mr. Martin is highly commended by his friends everywhere, and from present appearances there will be no other candidate in the field than Mr. Hoffman, in which case the election will probably be made unanimously by acclamation.

Charles B. Kelsey gave a dinner to a party of forty-five banking and business friends at the Country Club Saturday night as a farewell before leaving for Europe to join his family. Mr. Kelsey's business career extends over a period of thirty years and his achievements have been notable. He was in at the birth of the old Kent Savings Bank as one of its first employees. He was the organizer and first Cashier of the Peoples Savings Bank and, when he retired from that bank, he started the Commercial Savings and until its consolidation with the Fifth National was its President. No other man in Grand Rapids has done so much as he in the way of establishing banks, and it may be said to his credit that the banks he started have been highly successful. It was as an organizer of new banks that Mr. Kelsey developed his talents for promotion, and it was but natural that he should drift into the larger and more profitable field of gas and electric enterprises. He has been highly successful in his ventures, and those who have followed the game with him have shared in its success. The guests at the dinner Saturday night were old friends and associates. Those who attended were: Clay H. Hollister, Wm. H. Anderson, Henry Idema, John A. Covode, Eugene D. Conger, Chas. H. Bender, Fred A. Gorham, T. Stewart White, Louis Barth, Roy S. Barnhart, Wm. B. Jarvis, Edwin W. Booth, Irving W. Barnhart, Robert E. Shanahan, Wm. J. Fenton, Wm. H. Williamson, Eugene Osgood, Burton A. Howe, Warren H. Snow, Joseph H. Brewer, Josiah H. Gibbs, Frank

Row, J. Francis Campbell, Wm. Aldrich Tateum, Marshall Uhl, John W. Blodgett, Wm. H. Loomis, Wm. H. Gay, Chas. F. Rood, Harry Probasco, John Waddell, Elijah H. Foote, Douglas Berry, Chas. L. Grinnell, C. M. Huggett, Andrew Fyfe, Dudley E. Waters, Robert D. Graham, Willard Barnhart, Samuel A. Morman, Albert Stickley, Wm. Wurzburg, Frank S. Coleman, Adolph Brandt.

A great many men resort to lying in business—an accomplishment which has various manifestations. The man who deludes himself by thinking falsehood is wise for the present is lessening his future prospects irremediably.

The man who does his work only for what money there is in it, who has no real liking for it, represents the class who never earn or rightly deserve more than the title "laborer."

INVEST IN Oregon Timber Land

We recommend Oregon Timber Land at this time to be a very safe and profitable investment, for the following reasons:

Since 1907 the lumber trade in Oregon has not been profitable on account of the excessive freight rate that has closed the Eastern Market to Oregon Lumber.

The Panama Canal will be completed in two years and conservative lumbermen estimate that water freight on lumber to New York city will not exceed \$6 per thousand or one-sixth the present freight rate.

WE CAN SELL YOU OREGON TIMBER LAND FOR LESS THAN 1-2 ITS MARKET VALUE OF FOUR YEARS AGO.

Write for full information regarding any sized tract you desire from 160 to 10,000 acres, all reliably cruised.

A. B. FRAME

421 Failing Bldg. Portland, Oregon



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.

For Mail Carriers, Policemen, Truckmen, Railroad Men



IS PURE GUM, GIVES DOUBLE WEAR

The Gold Seal

Agol

Is a Great

Rubber

Manufactured only by

Goodyear Rubber Company

W. W. WALLIS, Manager
Milwaukee

SUCCESSFUL SALESMEN.

Frank L. Day, Well-Known Jackson Traveler.

February 25, 1852, in the village of Romeo, Macomb county, Frank's paternal home was gladdened by the advent of a new Day—a joyous happy Day. Although not an eternal Day, it has lasted nearly sixty years, and all who know him hope it may continue for another sixty before it ends in night.

And it was this Day who, for several years thereafter, was just a boy. But it is a glorious thing to be a boy. Nothing like it under the sun! Had he been a girl Day, he would have had to keep his clothes cleaner; to have avoided mud puddles sooner; couldnt have gone barefooted so long and could never have mixed up in a real boy fight. But a boy is different. No conventionalities, no care, no thought of the morrow, only enjoyment of the present Day.

It is not known that Frank ever missed a single boyish pleasure, either through early piety or bashfulness. Bashfulness may have come later; but, if so, it must have been of short duration, for at the age of 21 he took unto himself a wife and settled down to the hard but wholesome life of a farmer. In the fullness of time two children came to gladden his home and lighten the laborious work of the farm. Thus passed eight happy years. Then death claimed the wife and mother and the home was made desolate. In 1881 he married his present wife, and three more children have been added to his household, so that now a faithful wife and five devoted children complete the family circle when all are gathered around the hearthstone. Only one child remains at home. Mr. Day has been called upon several times to assume the responsibilities of grandfather.

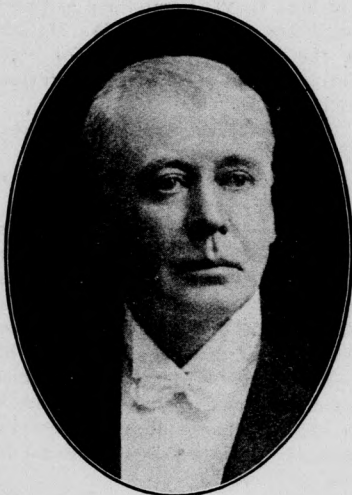
Soon after his second marriage, he left the farm and opened an agricultural depot in his native village. In the spring of 1884 he entered the service of the Warder, Bushnell & Glessner Co., of Chicago, as general agent, a position he held for ten years, resigning only to accept a more lucrative one with Merrill & Co., of Toledo, jobbers of vehicles and agricultural implements. He remained with this house nine years, when he accepted a more lucrative position with the Fuller Buggy Co., of Jackson, with which house he has now been identified for the past eight years. He goes and comes as he pleases and is given about as much latitude as though he were the head of the establishment.

As a business man Mr. Day's motto has ever been, "Push, pluck and patience, hard work and fair dealing." For ten years he worked his territory in the interest of the Champion machine. Worked it hard, worked it early, worked it late, worked it against the sharpest competition, and won. Yet no man was ever heard to say that Frank L. Day ever deceived him, cheated him out of a cent or made a promise he did not keep. His ever-increasing trade and ever-widening circle of customers

testify that honest goods, fair dealing and hard work is still the open sesame of success.

Mr. Day has a genial, pleasant and obliging personality and is ever willing to do his part to promote the happiness of those around him.

Realizing the benefits of fraternal ties, Mr. Day became a charter member of the Jackson Council United Commercial Travelers, holding the position of Past Counselor. He has held all the chairs in the Grand Coun-



cil and is a member of the Supreme Council. He has been a member of the Knights of the Grip since the organization was started, was Secretary two years and has been a member of the Board of Directors for the past four years. He is a Blue Lodge Mason and is ready and willing at all times to do his part in any work which will result to the advantage of his friends, the advancement of his city or the glory of his country.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Kalamazoo Commercial Club is making special efforts to secure conventions. Secretary Conger has sent 700 letters to merchants and manufacturers of the city outlining the delegate per capita assessment plan which is proposed for the purpose of raising a convention fund. The Club has plans for a new booklet exploiting Kalamazoo's attractions.

The Northeastern Michigan Fair Association has completed its organization and annual fairs will be held at Bay City.

The Sanitarium is still one of Battle Creek's biggest assets from a business point of view. Last summer for four months it was necessary to turn away guests and the attaches of the institution reached nearly 400. Plans are being made for a bigger season this coming year.

Priscilla Inn, a four-story fire-proof building to accommodate working girls, will be built in Detroit. It will be run for girls earning up to \$10 a week, with nourishing food and sanitary surroundings provided at moderate cost. It will be conducted on the plan of the Elinor clubs of Chicago.

One of the agencies for good in Jackson is the Town Improvement Society. This association maintains

a district nurse and is active in educational and philanthropic work. Mrs. John C. Sharp, who has just been re-elected President, is active along forestry and civic improvement lines and has given many addresses throughout the State.

Flint will try to compel the Saginaw & Flint Railway to give a 5 cent fare to the new city limits, also to sell eight tickets for a quarter to workers.

Grand Haven's new library will be located on Third street, in the rear of the postoffice, making a good start towards a civic center.

A new ordinance adopted at Jackson forbids the carrying of concealed weapons.

Elmer N. Peters is the newly elected President of the Commercial Club of Charlotte.

Kalamazoo is planning to install cluster lights of ornamental type in the down town district.

Pentwater's tonnage for the past season was 174,032, as compared with 86,000 for 1910. Over 13,000 passengers were carried on the boats, an increase of 5,000 over a year ago. Pentwater business man will urge the widening and deepening of the harbor channel and extension of piers.

The editor of the Escanaba Journal has a habit of speaking plainly.

In a recent issue he says: "There can never be a high moral tone in Escanaba so long as there are eighty-one saloons, nine or ten houses of prostitution and a class of men who would rather see the factories go than to see the saloons go. The writer sometimes thinks that there is not much hope for Escanaba until a lot of the old fossils and moral lepers are killed off."

A public library was opened in Grand Ledge Dec. 2 through efforts of the Ladies' Library Association.

Cadillac has laid four miles of macadam streets during the past season at a cost of 42 cents a square yard.

Lansing retail merchants have formed an organization with Chas. M. Norton as President and Clarence E. Rogers as Secretary-Treasurer.

The Sterlingworth Charcoal Co., of Cambridge, Mass., will build a plant in Cadillac, expending about \$25,000 for buildings.

Reduced rates to Lansing over the St. Johns and Jackson electric lines have been secured for Dec. 18 and 19 by the Business Men's Association of that city. The idea is to help people to do their Christmas shopping in Lansing.

Almond Griffen.

"Goodwill"

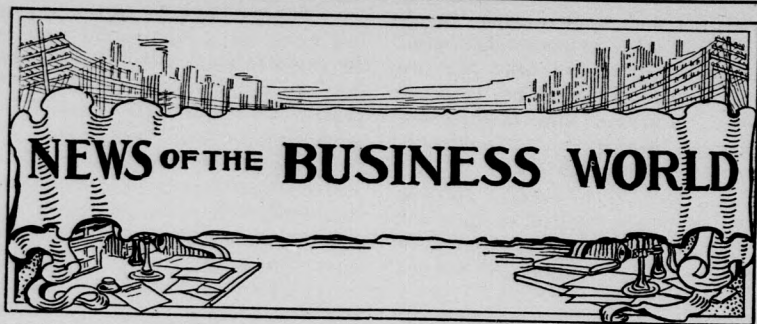
Mr. Dealer—if you were to sell out tomorrow, at what valuation would you place the "Goodwill" attached to your name and business?

The law says—"Goodwill is the habit of the trade."

Then—what an asset to make a part of your business the "Goodwill" that is associated with the various products of the National Biscuit Company.

The "Goodwill" associated with Uneeda Biscuit, Nabisco Sugar Wafers, ZuZu, Oysterettes, Graham Crackers, etc., will increase "the habit of the trade" and bring new customers to your store. This "Goodwill" we offer you.

NATIONAL
BISCUIT
COMPANY



Movements of Merchants.

Alma—W. C. Pugsley has engaged in the hardware business here.

Wyandotte—S. Morningstar will open a confectionery store Dec. 15.

Riverside—Charles Cole has added a line of meats to his stock of groceries.

Elmdale—Guy C. Loncor has sold his general stock to H. Vincent, who will continue the business.

Mancelona—A. W. Canady has sold his grocery stock to S. M. Parmelee, who took immediate possession.

Saginaw—The Wm. Barie Dry Goods Co. has decreased its capital stock from \$250,000 to \$200,000.

Grand Ledge—Charles Kennedy has purchased the cigar stock of Guy Sedore and taken possession.

Otsego—B. M. Preston, recently engaged in trade in Kalamazoo, will open a clothing store here Dec. 15.

Vanderbilt—Walter Duzenbury and Martin Kelley have formed a copartnership and engaged in the meat business here.

Entrican—C. L. VanNortwick has sold his meat stock to Mr. Whiter, recently of Greenville, who will continue the business.

Harrisburg—James K. Rockwell has purchased the general stock of Joseph Magaw and will continue the business at the same location.

Moore Park—J. Crowley, formerly of Parkville, has purchased the general stock of L. Mendenhall & Co. and will take possession Jan. 1.

Hastings—J. C. Elliott has purchased the stock of the Michigan Stores Co. Mr. Elliott has been manager of this store since it started.

Adrian—John Benner and Sherman Carnahan have formed a copartnership and will engage in the hardware business here about December 15.

Jackson—A. E. Webster has sold a half interest in his grocery stock to R. E. Scott and the business will be continued under the style of Webster & Scott.

Reading—R. R. Hill has sold his grocery and crockery stock to Manly D. Frank and son, Lloyd, who will continue the business under the style of M. D. Frank & Son.

Otsego—J. S. Brock has sold a half interest in his furniture stock to William Fullerton, recently of Plainwell, and the business will be continued under the style of Brock & Fullerton.

Applegate—Yakes & Hayes, hardware dealers, have dissolved partnership. Mr. Yakes has purchased the interest of his partner and will continue the business under his own name.

Cadillac—O. L. Davis has filed

with the County Clerk a common law assignment of his drug stock and fixtures in favor of John S. Fletcher. The assets and liabilities are not given.

Grand Ledge—Walter C. Rawson has purchased the interest of Mr. Sekell in the furniture stock of Sekell & Stokes and the business will be continued under the style of Stokes & Rawson.

Loomis—L. Lawrence & Son have sold their stock of general merchandise to N. D. Gover, recently engaged in the same line of business at Shephard. Mr. Gover will take possession Jan. 1.

Alma—O. A. Wood, who conducted a bazaar store under the style of the New York Racket store, has sold his stock to John Gray, recently of Cadillac, who will continue the business under the same style.

Caro—The M. H. Vaughn & Sons Co. has sold its grain elevator and produce stock to the Saginaw Milling Co., which will continue the business at the same location under the style of Tuscola Elevator Co.

Caro—Kinde Bros., who conduct a meat market at Sebewaing, are arranging to sell their stock and engage in the same line of business here, having purchased the John F. Seeley three-story brick store building.

Cadillac—Jacob Anspach, a merchant at Kingsley, has leased the new Hawkins building for a term of five years, and will open a department store. Mr. Anspach will deal in men's and women's clothing, furnishings, carpets, etc. He hopes to be ready to open his store in time to participate in the holiday trade.

Bancroft—Jillson & Wolverton, dealers in general merchandise, have dissolved partnership and divided their stock, Mr. Jillson continuing at the same location. Mr. Wolverton moved his stock into a vacant building and closed it out, later removing to Fenton, where he has engaged in a similar business.

Cadillac—A new drug store, to be known as the Peoples' drug store, will soon be opened at the north end, in the new Pearson block. Local men are behind the project, which will be managed by Altice Woolpert, who has for several years been a pharmacist in the Geo. Van Vranken drug store. Mr. Woolpert will also be interested in the store in a financial way.

Petoskey—W. E. Tuttle, proprietor of a men's furnishings store, has failed, owing \$8,500. Forty creditors hold notes against him, the First National Bank, of this city, being the

principal creditor. E. E. Gilbert, receiver, expects to hold a trustee sale later, and believes the funds received from the stock will cover all liabilities. Mr. Tuttle has been in business here ten years.

Petoskey—After three weeks' serious sickness from typhoid fever, Sidney S. Bump, one of Petoskey's foremost business men, died, aged 39 years. He was a resident of Petoskey thirty-six years, coming here from Grand Rapids with his parents, Mr. and Mrs. G. W. Bump. He had been associated with George W. McCabe in the hardware business for eight years and had other partners previous to that.

Cadillac—Trustee Fred M. Breen sold the bankrupt clothing stock of W. H. Selkirk to J. R. Sutherland, of Minneapolis for \$3,050, representing a trifle over 60 cents on the dollar. The bid included both stock and fixtures, which together was appraised at \$5,026. There were but two bidders, the Minneapolis man and Jacob Anspach of Kingsley, the first bid being \$1,500. Had the trustee advertised the stock in the Tradesman, he would have had a dozen bidders and probably realized \$1,000 additional for the creditors.

Kalamazoo—Creditors of the Kalamazoo Sample Furniture Co. will be called together within a few days to determine the procedure in winding up the affairs of the concern. Fred G. Stanley, acting for the company, filed a voluntary petition in insolvency in circuit court three days ago. Barney Weenink was appointed trustee. The company was organized about six months ago by Henry Brusse and George Vanderveen, both of Holland. Three weeks ago Vanderveen sold out his interest in the business to Brusse. The debts of the company it is said amount approximately to \$3,700 while the assets are in the neighborhood of \$6,100.

Manufacturing Matters.

Detroit—The Ignition Starter Co. has removed its principal office from Grand Rapids to this place.

Detroit—The capital stock of the Precision Instrument Co. has been increased from \$24,000 to \$48,000.

Michelson—The Michelson Lumber Co., is building a mill to replace one burned last summer and is getting in a large quantity of logs.

Wayland—The Wolter Cabinet Co. will probably be placed in the hands of a trustee under State laws. L. A. Carver will probably be designated as trustee.

Escanaba—The Escanaba Manufacturing Co. has installed a 1,000 horsepower engine in its butter dish and clothes pin factory and is now running to full capacity.

Allegan—The Overton Creamery Co. has engaged in business with an authorized capital stock of \$15,000, of which \$12,000 has been subscribed and \$8,000 paid in in property.

Gladstone—The Northwestern Cooperage & Lumber Co. is running its shingle and flooring mills only; the saw, veneer and cooperage mills having been shut down until Jan. 1.

Detroit—The New Era Motor &

Manufacturing Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,500 has been subscribed and \$5,000 paid in in cash.

Cedar River—Crawford & Sons have completed their sawmill which replaces the mill burned some time ago, and have set it in operation. They will operate the plant day and night all winter.

Detroit—The Power Multiplex Tool Co. has been incorporated with an authorized capitalization of \$12,000 common and \$8,000 preferred, of which \$14,030 has been subscribed, \$10,000 in property.

Escanaba—The Escanaba Veneering Co. has sold all old stock and is getting in a fresh supply of timber. The mill is running exclusively on birdseye maple and expects to make this the banner season's cut.

Muskegon—The Electric Appliance Co. has been incorporated to manufacture and deal in machinery, tools and appliances, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Port Huron—The Port Huron Bread Co., will double its capacity and erect a new building near the site of the present plant. The building will be constructed of brick and concrete and will be one story high, 70 x 100 feet.

Grayling—The Salling-Hanson Co. is operating ten logging camps, two near Grayling, three at Otsego Lake, two on the head waters of the Au Sable and two on the Manistee. The log output estimate for the winter is 30,000,000 feet.

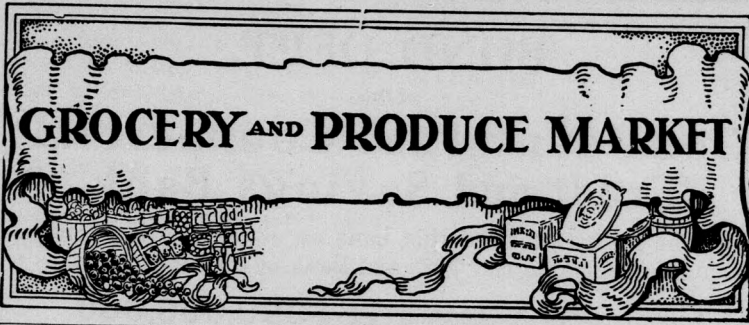
Grayling—R. Hanson & Sons, who operate a band mill at "T" town, a mile or more from this place, are putting in a stock for the mill, and the Johannesburg Manufacturing Co. is operating a number of camps, cutting stock for the mill.

Detroit—The Nicholds Co. has engaged in business to manufacture automobile parts and accessories, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$20 being paid in in cash and \$1,246.50 in property.

Marshall—The Dr. C. H. Eggleston Co. has engaged in business to manufacture and sell trusses and accessories thereto, with an authorized capital stock of \$1,000, all of which has been subscribed, \$750 being paid in in cash and \$150 in property.

Rapid River—The Jerry Madden Shingle Co. has closed its mill and has started woods operations, having nine camps and employing about 250 men. The company will log heavily on ties, posts, poles and pulpwood, but on logs about the same as in past winters.

Ford River—Approximately a month will be required to close up the affairs of the Ford River Lumber Co., after continuous operations extending over fifty-two years. The last stick of timber has been sawed at the company's mill and the office force is closing up the books for the final dissolution of the concern, which will come shortly before the first of the new year.



The Produce Market.

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

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

Beets—50c per bu.

Butter—There has been a very active market for butter during the week, with a decline of 1c per pound on all grades of factory creamery, both solid packed and prints. The make of fresh butter shows no increase and the supply of storage butter is very light. Considering the high prices, the consumptive demand is good. No large change seems in sight at this writing. Local dealers hold factory creamery at 36c for tubs and 37@37½c for prints. They pay 26c for No. 1 dairy and 19c for packing stock.

Cabbage—65c per bu.

Carrots—60c per bu.

Celery—18c per bunch.

Christmas Goods—Holly, \$4.50 per case; single wreaths, \$1.50 per doz.; double wreaths, \$2.25 per doz.; mistletoe, 25c per lb.; evergreen coil, \$1 per bundle.

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—Receipts of fresh continue light and the market is 1c lower than a week ago. There will likely be a seasonable increase in production within the next two weeks, but the demand should absorb everything as it comes in, and not much decline in price is likely until after the first of the year. The market on storage eggs is firm at an advance of 1c per dozen. Stocks appear to be ample. Local dealers pay 34c per doz. for strictly fresh.

Grape Fruit—Florida, \$5.50 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, \$3.75 for choice and \$4 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, \$2.50 for 126s to 216s; Navels, \$3.50.

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

Poultry—Local dealers pay 8½c for broilers, springs and fowls; 5c for old roosters; 10c for ducks; 9c for geese; 15c for turkeys. These prices are for live weight.

Radishes—35c per doz. for hot house.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$6.25 for Jerseys.

Turnips—50c per bu.

Veal—5@10c, according to quality.

Kalamazoo—The P. L. Abbey Co., manufacturer of pharmaceuticals, has changed its name to the Quality Drug Stores Co. and increased its capital stock to \$250,000, of which \$100,000 is preferred and \$150,000 common. The directors of the new corporation are as follows: P. L. Abbey, R. L. Hopkins, W. W. Reburn, W. C. Wheelock and F. J. Haus, of Kalamazoo; H. E. Earle, of Rockford; A. H. Hulse, of Powersville; J. A. Aubrey, of Hammond, Ind.; A. C. Wœrfel, of Sawyer, Wis., and F. A. Schuber, of Livingston, Mont. The company is planned to be somewhat co-operative in nature, and while a few local capitalists are interested, the bulk of the stock will be held by druggists throughout the country, over 600 of them being interested.

Peter Lankester has the sympathy of the fraternity in the death of a younger brother, Cornelius Lankester, which occurred at Brooklyn two or three days ago. The deceased left the city about twenty-seven years ago, with his brother, Garrit, and engaged in the laundry business at Brooklyn under the style of Lankester Bros. The business is understood to have been very prosperous. The funeral was held at the residence of Mr. Lankester's mother this afternoon, interment to be in Oak Hills cemetery.

The E. W. & L. K. Peck Co. has engaged in the manufacture and sale of plumbers and heating supplies and specialties, with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed and \$3,550 paid in in cash.

Arthur Cox has purchased the general stock of George R. Roup, corner Sixth and Scribner streets. Mr. Cox hails from Elk Rapids.

The Grocery Market.

Sugar—Refined shows a decline of 20 points on all grades from quotations of a week ago. The surplus of beet stocks which has been flooding the market for the last six weeks is cleaning up now and very little sugar is offered at less than refiners' prices. The European market is still very firm and reports from Germany state that the beet sugar yield is so small that many of the refiners have closed their plants. The raw market in New York shows but little change and refiners take supplies sparingly.

Tea—There is a fair every-day movement, at prices that show no change for the week. Low grades are firm, and the effect of the China revolution upon the tea situation is still a grave subject of discussion.

Coffee—The Brazilian market is fully as firm as ever and prices are held at a higher range than the prices of the United States. Java and Mocha, however, are scarce and firm, Mocha especially tending toward higher values.

Canned Fruits—Peaches in California are said to be getting scarcer. Prices on Hawaiian pineapple have advanced fully 10 per cent. since the season opened and wholesalers who are compelled to go into the market to replenish their stocks find it hard to get some grades. The market on gallon apples has been affected by cheap grade goods put up by some of the New York packers, causing prices to rule very low. The demand for canned fruits is of about the usual size for December.

Canned Vegetables—The market on tomatoes holds just as firm as ever and reports from both the eastern and western coasts state that stocks in packers' hands are very small. Stocks both in first and second hands are undoubtedly small, and the present outlook is for further advances. No figures as to the 1911 pack are forthcoming as yet, but they will almost certainly show a small production. Corn is unchanged and quiet. Medium grade peas and beans are obtainable, but it is thought that supplies of peas will be much too small to meet the demands before another pack.

Dried Fruits—Currants are in fair request at ruling prices. The second direct shipment of dates reached this country during the week, and sold out at prices at least 1c per pound above normal, speaking especially of Hallowees. Prunes are unchanged in price and in moderate demand. The market is well maintained. Peaches are dull and unchanged, and so are apricots. Raisins are active, as indeed they should be at this season. Prices are unchanged.

Cheese—Prices have moved up ½c at many markets and the staple is firm at the advance.

Starch—Muzzy bulk and Best bulk have declined another 10c per hundred.

Syrups and Molasses—Glucose has declined 10c per hundred. Compound syrup has declined 1c per gallon for bulk and 4 scales on case goods. Arrivals of new crop from New Orleans are taken readily. The tone of

the market is still strong in sympathy with the primary market, where the movement of stocks is said to be moderate for the time of year. The enquiry for blackstrap for feeding purposes is very good, owing to the high price of grain and hay.

Provisions—Smoked meats are steady and unchanged. Pure and compound lard are both in light demand and prices are barely steady. Barrel pork, canned meats and dried beef are only in fair demand at weak prices.

Fish—Cod, hake and haddock are steady and in fair demand. Domestic and imported sardines are very dull at unchanged prices. Salmon continues firm and quiet. Mackerel continues strong and prices are unchanged. The demand, however, is comparatively light.

Only a Limited Demand For Potatoes.

There has been only a limited demand for potatoes during the past week and the probabilities are that the market will continue to drag until after the holidays, as most of the receivers are now giving their attention to holiday goods.

There has been no material change in prices except a decline in the Chicago market. Offerings have been limited, but sufficient to supply the demand. Wisconsin weakened off very materially.

As predicted several weeks ago, foreign stock has begun to arrive quite liberally at seaport towns and our New York advices indicate it to be of very good quality, one receiver advising that he preferred it to Michigan stock. Two hundred cars were received in Dallas, Texas, last week. This, with liberal receipts in Philadelphia, New York and the other seaport towns, has had a tendency to lower those markets.

Refrigerator equipment continues in good supply and the demand from receivers will be very limited for the next two weeks. Growers are not disposed to move stock at present prices, therefore there should be no material change in the market for some time to come.

A. C. Kohnhorst.

Little or No Demand For Beans.

Trade in beans is very quiet. There is little or no demand, although there seems to be a very firm feeling in beans among the shippers. Receipts at elevators are light and early good beans are pretty well shipped out. There seems to be a firm undertone, although conditions are not strong enough to advance the price. It is possible we will have demand the latter part of this month for beans to arrive at destination after January 1st.

The average paying price for white beans over the State is around \$1.80 and red kidney beans, \$2.25.

E. L. Wellman.

The United 5 and 10 Cent Stores, Inc., has engaged in business with an authorized capital stock of \$1,000, of which \$500 has been subscribed and paid in in cash.



Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Box Board Co., Com.	30	
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.	293 3/4	294 1/2
Am. Light & Trac. Co., Pfd.	107	108
Cities Service Co., Com.	79 1/4	80
Cities Service Co., Pfd.	81 3/4	82 1/2
Citizens Telephone Company	94 1/2	95 1/2
Commercial Savings Bank	175	180
Comth Pr. Ry. & Lt. Co., Com.	59 1/4	60
Comth Pr. Ry. & Lt. Co., Pfd.	89	90
Dennis Bros. Salt & Lbr. Co.	87 1/2	90
Denver Gas & Elec. Co., bonds	93	95
Flint Gas Co., 5% bonds	96 1/4	97 1/2
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	100 1/4	101
Grand Rapids Ry. Co., bonds	100	101
Grand Rapids Nat'l City B'nk	165	168
Holland-St. Louis Sugar, Com.	12 1/2	13
Kent State Bank	250	251
Grand Rapids Savings Bank	175	
Lincoln Gas & Elec. Co.	29	30
Macey Company	97 1/2	100
Michigan Pacific Lumber	10 1/2	
Mich. State Tele. Co., Pfd.	98	99
Michigan Sugar Co., Com.	102	104
National Grocer Co., Pfd.	83	84
Old National Bank	200	201
Pacific Gas & Elec. Co., Com.*	46 1/4	47 1/4
Pacific Gas & Elec. Co., Pfd.	89	90
Peoples Savings Bank	235	
Saginaw City Gas, bonds	98 1/2	
United Light & Ry. Co., Com.	53 1/2	55
United Lt. & Ry. Co., 1st Pfd.	78	80
United Lt. & Ry. Co., 2nd Pfd.	67	70

December 12, 1911.

We are firm believers in Public Service Corporation Securities when the companies are in the hands of capable managers. During the last few years there has been a growing sentiment in favor of this class of investment until now our leading newspapers, magazine and banking publications through their investment columns are recommending Public Utilities securities as conservative investments. Statistics compiled by some of these publications show a constantly increasing earning capital and they are practically unaffected by panics.

An idea that is meeting with increased favor is the giving of a few shares of stock or a bond as a Christmas gift and even now we have had enquiries for several investments for this purpose.

We believe purchases of United Light & Railways Company Second Preferred stock (now paying 3% dividends, at quarterly periods) and at present prices netting the investors 4 1/2% is a conservative buy. Ask us about its convertibility into a 6% First Preferred security and other good features that will increase its value and return to the holder. We consider the Common stock of the same company a good purchase at present.

State Bank Deposits Greater Than the Nationals.

The directors of the Peoples Savings paid President Thomas Hefferan a handsome compliment last week in voting him a vacation for the winter if he desires to spend the cold weather months in the South. Mr. Hefferan has been President of the bank since its organization, twenty years or more ago, and no clerk just starting in life and ambitious to make a showing has been more faithful in the discharge of his duties. The records of the bank show that not another member of the directorate has been so regular in attendance at the Board meetings, and if the bank kept a time register for its employes it would be found that Mr. Hefferan has been foremost among them all in arriving on time and staying to the finish. Whether Mr. Hefferan will take the vacation

that has been offered him is another question. He has been a worker all his life and never has acquired the vacation habit. It was, nevertheless, a handsome compliment the directors gave him and one that was well deserved.

One of the original certificates of stock in the Fourth National Bank was turned in for transfer a few days ago. It was issued in 1882 for ten shares to Henry Spring and bore the signatures of A. B. Watson as President and I. M. Weston as Cashier. This old certificate recalls interesting history and this history would be still more interesting if all the facts could be told. The private banking businesses of Randall & Darragh and H. H. Dennis were taken over by the Farmers and Mechanics Bank, organized under the State laws in February, 1879, and the bank was located where the old Kent Savings did business for so many years, at Canal and Lyon. The original capitalization was \$100,000, and at the close of the first six months' business a dividend of 5 per cent. was declared. The capitalization was increased to \$200,000, and in January, 1882, the Fourth National was organized with \$300,000 capital to take over the business, with A. B. Watson as President, A. J. Bowne Vice-President and I. M. Weston Cashier. Charles H. Taylor and Dr. Geo. K. Johnson built the block now owned by the Commercial Savings, on the opposite corner, and it was one of the handsomest in the street, and under the impression that the other corner was the more desirable as a location and that the handsome appearance of the new block would help, the Fourth National was moved across the street. This left the old corner unoccupied and with a long lease upon which rent would

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We are Michigan Representatives of Stone & Webster of Boston—Securities of Gas, Electric Light and Street Railway properties managed by Stone & Webster Organization show a wonderful record over twenty-one years. It will pay you to investigate.

BOND DEPT.

of the

Continental and Commercial Trust and Savings Bank

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

Combined Assets over \$200,000,000

Offer high grade Municipal, Railroad and Corporation Bonds and Debentures to yield investors 3 1/2 to 6%. Correspondence invited.

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GEO. B. CALDWELL, Manager Bond Department.

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

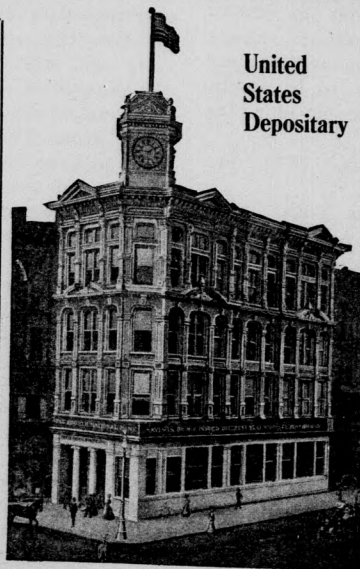
United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$242,000



have to be paid. As an easy way to secure a tenant A. B. Watson, A. J. Bowne, Joseph Heald, Wm. H. Gay, D. A. Blodgett, Geo. W. Gay, James Blair and others active in the Fourth National organized the Kent Savings Bank with \$50,000 capital and located it in the quarters just vacated. Joseph Heald was the first President of the new bank and J. A. S. Verdier Cashier. The Kent was conducted as a savings bank, conservatively and wisely, and was a success from the beginning. The Fourth National had I. M. Weston, H. P. Baker and Homer W. Nash as its early cashiers and it had a great faculty of acquiring customers who later developed into lame ducks. The turning point in its affairs came when Wm. H. Anderson was chosen Cashier. He introduced better methods and safer policies and these brought prosperity. In the last days of the old Fourth National stock was far below par, and now it is close to double par. The old certificate recalls much history, and the names of many who have been prominent in the financial affairs of the city, and, perhaps, not the least interesting fact is that the Fourth is the parent of the Kent State. The Kent State reached the voting age several years ago and as a grown up is certainly a credit to the old man.

The bank statements for the year tell an interesting story of a brilliant start and a fine finish, with a period of depression between; and through it all has been the evidence of thrift and prosperity among those who use the banks for the safe keeping of their surplus. There have been fluctuations in all other items in the bank statements, but in savings and certificates not a statement has been made in the last two years that has not shown an increase over the preceding statement, and the total savings now are at a level that makes a new high level. The statements of the year have been made as of Jan. 7, March 7, June 7, Sept. 1 and Dec. 5 and these cover a period of eleven months. The last statement of 1910 was of Nov. 10 or thirteen months ago, and for comparison the latter date is taken for the year. Here is the record as shown by the statements for the year in six months periods:

The comparisons are difficult to make in the matter of loans and discounts and in surplus and undivided profits. The statement of Nov. 10 comes at the time when the fall trade is usually at its height, while a month later there will have been more or less cleaning up. From Nov. 10 last year to Jan. 7 there was a shrinkage of nearly \$700,000 in loans and discounts and this was almost entirely the fall clean ups. After Jan.

7 there was a steady gain in the loans until March and then there was a falling off of over a half million, and this was attributable chiefly to the furniture strike and the depressing influence it had on enterprise of all kinds. Since the June statements there has been a very encouraging gain and the year closes at the highest level in the city's record, with prospects for the coming year that are exceedingly bright, even although it be a campaign year. The bonds and mortgages show a gain of \$1,286,000 for the year, which may mean that the banks have had more money on hand than the active commercial demand has called for. The surplus and undivided profits account shows an apparent gain of only \$38,000, but since the Nov. 10 statements of a year ago the consolidation of the Grand Rapids and the National City has been brought about and the Grand Rapids Savings converted \$50,000 of its surplus into capital. Since Jan. 7 there has been an increase of \$260,000 in this account, or, allowing for the Grand Rapids Savings financing, a total gain of \$310,000. Thus far dividends have been paid to a total of \$146,000, making total earnings for the year approximately \$456,000 for the year, or at the rate of about 14 per cent. on the banking capital. The commercial deposits and due to banks fluctuate more or less with the seasons, but the growth of the savings deposits is significant of the prosperity of the industrial classes in Grand Rapids. For thirteen months the gain has been about \$100,000 a month. From Jan. 7 to March 7 the gain was \$176,000; from March 7 to June 7 \$288,000; from June 7 to Sept. 1, the strike period, \$134,000 and from Sept. 1 to Dec. 5 it was \$424,000. The total deposits also make a new high record. An interesting feature about the statements is that for the first time on record the State banks have total deposits greater than the National banks carry. The State banks total is \$15,959,820.94, while the Nationals have but \$15,371,942.62, or \$588,000 less. One reason for this is that the city funds have lately been drawn down about half a million, the county funds are at their lowest ebb, the school funds are depleted and a couple of outside investments have drawn heavily upon local resources. For two years the State banks have been slowly gaining on the Nationals and this is the first time they have come out ahead in the showing. Whether they maintain their lead remains to be seen, but there are six of the States and they have their branches in the suburbs to help gather in the money, while the three National banks must wait for the money to come in.

	Dec. 5, 1911	June 7, 1911	Nov. 10, 1910
Loans and discounts....	\$19,841,557.90	\$18,783,254.69	\$19,717,639.77
Bonds and mortgages...	8,812,451.97	8,115,441.04	7,526,268.49
Cash and cash items...	6,867,584.05	7,741,248.32	6,769,790.89
Surplus and profits....	2,050,063.26	1,911,968.14	2,012,630.80
Commercial deposits ..	11,239,983.97	10,579,812.65	11,251,898.87
Certificates & savings..	16,172,164.97	15,614,999.68	14,893,888.35
Due to banks.....	3,914,404.57	3,925,745.10	3,358,095.99
Total deposits	31,331,563.60	3,046,179.37	29,681,098.79

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



Only bank on North side of Monroe street.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
6 Million Dollars

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

3 1/2 %

Paid on Certificates

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

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FIRE INSURANCE AGENCY
THE McBAIN AGENCY
Grand Rapids, Mich. The Leading Agency

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If all your time is not taken
You Can Add to Your Income
Selling Life Insurance for
The Preferred Life Insurance Co. of America
Grand Rapids, Mich.
ASK US HOW WILLIAM A. WATTS, Sec'y and Gen'l Mgr.

Old National Bank

Grand Rapids, Michigan

SOLICITS The accounts of merchants.
OPENS Savings accounts with anyone, anywhere, paying 3% semi-annually on all sums remaining 3 months. Banking by mail is an easy matter, let us tell you how easy.
ISSUES Savings Certificates of Deposit bearing interest at 3 1/2% if left one year. 3% if left six months.
EXTENDS Courteous treatment to all.

Capital and Surplus **\$1,300,000** Resources **\$8,000,000**
LET US SERVE YOU

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

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E. A. STOWE, Editor.

December 13, 1911

"You know what the usual standard of the employe is in our day. It is to give as little as he may for his wages. Labor is standardized by the trades unions and this is the standard to which it is made to conform. No one is suffered to do more than the average workman can do; in some trades and handicrafts no one is suffered to do more than the least skillful of his fellows can do within the hours allotted to a day's labor, and no one may work out of hours at all or volunteer anything beyond the minimum. I need not point out how economically disastrous such a regulation of labor is. It is so unprofitable to the employer that in some trades it will presently not be worth while to attempt anything at all. He had better stop altogether than operate at an inevitable and invariable loss. The labor of America is rapidly becoming unprofitable under its present regulation by those who have determined to reduce it to a minimum. Our economic supremacy may be lost because the country grows more and more full of unprofitable servants."—Woodrow Wilson.

BETTER FREIGHT SERVICE.

The meeting of the wholesalers Monday night was well attended and the discussion was full of interest and instruction. The topic of the evening was that of freight service. It was expected Railroad Commissioner Glasgow would attend and that through him the shipping interests of the city would receive some valuable suggestions, but a wreck on the Michigan Central prevented his coming. The meeting, however, went on just the same, with local shippers giving their experience and offering suggestions. Those who took part in the discussion were Walter K. Plumb, who had the programme in charge; Ernest L. Ewing, who has been retained as Traffic Manager for the Grand Rapids Association of Commerce the coming year; E. K. Prichett, chairman of the Board of Trade Transportation Committee; Lee M. Hutchins and R. J. Pendergast, speaking from the viewpoint of the shipping interests, and Fred M. Briggs, of the Pere Marquette; E. A. Treadway, of the New York Central lines, and Sid Vaughn, of the Muskegon interurban, for the railroads. The shippers held that the railroads hauling their goods from

station to station are as much their employes as the teamsters who do the hauling from the warehouse to the freight depot and that they should be treated with the same firmness and in much the same way, encouraged to give good service and called when the service is not what it should be. It was also suggested that transportation is a commodity to be bought and sold as are other commodities which the merchant handles and that there is as much need of expert service in the buying of transportation as in any other branch of business. The merchant should see to it that he gets what he pays for and if he does not get what he pays for he should say so in a way to be understood. The railroads have transportation to sell and they know just as the merchant who sells anything else that the best customer is the customer who is satisfied. The shippers and the railroads have many interests in common and they should co-operate to make the service satisfactory. Very often the best co-operation on the part of the merchant is to give prompt notice of poor service. Mr. Hutchins showed many freight bills showing the deliveries, some of them prompt and satisfactory, many of them from four to eight days or more where two days should have been the limit. Main line deliveries averaged good, but where transfers had to be made delays occurred. Mr. Hutchins dealt with all the lines alike and said that his purpose was not to sweepingly denounce the railroads, but to point out the weak spots in the hope that pointing them out would bring remedies and better service. Fred M. Briggs, for the Pere Marquette, spoke of the difficulties the road had had with its congested terminals; during the past summer \$2,500,000 has been spent in extensions, improvements and enlargements and in the purchase of new locomotives and rolling stock. While the reconstruction work was going on the service had to be maintained and this was done under the greatest difficulties. Much of the work has now been completed and the service is better than during the summer and the company is doing all it can to make it still better. Mr. Treadway said the railroads were doing the best they could, because with good service the roads get more business than with poor, but the railroads have their problems and their troubles as well as other people. One of these troubles is that business has been growing more rapidly than the facilities, with consequent congestion at terminals. Another has been the necessity for the strictest economy because of the increased labor and other cost of operating and economy often means delay.

Secretary M. C. Huggett, of the Association of Commerce, outlined what the Transportation Department of the Association would undertake to do. The department has retained Ernest L. Ewing for the coming year as Traffic Manager and his office will be a clearing house for all the

Association's traffic troubles. The Ewing agency will investigate causes of complaint, whether in rates or service, will audit freight bills at one cent per bill and will report when charges are excessive, but will not prosecute claims. It will look after freight house service, terminal facilities, through merchandising cars and in as many other ways as possible will be useful to the shipping interests of the State. The Department will invite complaints and will ask that they be in writing, and as specific as possible as to dates and places and circumstances.

UNION MEANS VIOLENCE.

The McNamaras, dynamiters in the cause of organized labor, have entered upon their sentences, one life and the other fifteen years imprisonment, and the news comes from Los Angeles that they will not testify against others who may be brought to justice as dynamiters like themselves or accessories to such crime. This is just as well, because the testimony of men who may have hopes for reward through confessions implicating others is not always to be relied upon. There will be no lack of other evidence that will be as damning as anything the McNamaras can offer, and much more convincing. During the last six years there have been 113 cases of dynamiting, with more than 100 lives lost in the explosions that have taken place. This has been the work not of two or three men, but of an organization, and, undoubtedly, there were too many in the organization and too many know its secrets to make concealment possible. Arrests and convictions without the aid of those who are already in the toils will be far more effective than with it.

Organized labor all over the land and in every branch is still repudiating the McNamaras and their methods, and, so far as the rank and file is concerned and some of the leaders, this repudiation is, undoubtedly, sincere. In spite of this repudiation organized labor, as it has been managed in recent years, means violence. When a strike of importance occurs the first question is as to where the nearest militia are located and how easily can they be called into service, and the first public action is to increase the police force. This is because slugging and the menace of property has become a recognized part of the union labor movement. The ordinary working members of the unions may not sympathize with such tactics, but the ordinary working members do not have much to do with the management of what is being done in their names. The real management is in the hands of professionals—men who make it a business to carry on these disturbances. These professionals may have no personal interest in the results of the contests they conduct, but they have their reputations as successful leaders to maintain and they will hesitate at nothing that will further their ends. What personal interest did the MacFarlane outfit have in the wages paid in the Grand Rapids fac-

tories or in the hour of labor in the furniture industry? They had no interest whatever, and yet they were the head and front of the strike and everything that was done was done by their direction, and those who had real interests at stake had nothing to say. It was the professional leadership that incited the sluggers to activity, that caused the mobbing of old men returning from work, that started the riots and pursued the campaign of frightening the wives and mothers of men who wanted to work. The experience this city had last summer was mild in comparison with what other cities have had with big strikes to deal with, but it illustrates the methods of the professional in the use of violence and intimidation to bring employers to time. The use of the slugger as a part of the labor movement was illustrated in Chicago last summer when to settle a dispute as to the jurisdiction between the unions in the building trades both sides set their plug uglies to work, not against the employers, but one union against the other, and scarcely a day in Chicago during that period of strife but had its knock-out or its killing.

Honest labor with real grievances will always have public sympathy, whether the labor be organized or unorganized, but intimidation and violence as arguments will be brought into disrepute by reason of the McNamara exposures, and this will mean the elimination, to a large degree, of the professional leaders, and especially of that type of leadership which hesitates at nothing to gain its ends.

LIABLE FOR FULL VALUE.

The Illinois Supreme Court has decided that although an express company gives a shipper a receipt limiting its liability to \$50, in event of loss, the consignee can recover the full value of the shipment. The decision was given in the case of Henry Plaff, of El Paso, Texas, against the Pacific Express Company. Plaff purchased a bill of goods from Spaulding & Co., jewelers, Chicago, amounting to about \$600. The goods were lost in transit and the Pacific Express Company offered Spaulding & Co. \$50, which was refused. Suit was brought by Plaff. It was carried through the lower courts and the contention of the attorneys for Plaff was upheld all along the line. Judge Julian W. Mack, now a member of the Commerce Court, wrote the opinion of the Supreme Court in the matter.

A Governmental clerk in Washington has requested that his annual salary be cut \$40, and that a subordinate position be given him. The reason is that on Wednesday he will have completed a service of sixty-three years in a governmental department and he wants work with less responsibility. In 1848, at the age of 20, he began as a clerk in the naval observatory and now holds the post of chief clerk. His request and the circumstances connected with it are so unusual that they have attracted considerable attention.

THE DOG NUISANCE.

You have realized it many times, especially if a dealer in edible goods. It is not to your own taste or to that of your customer to see a great mastiff meandering among your cracker boxes or a poodle playing hide and seek in the vicinity of your orange exhibit. There is the constant fear that a chance movement will wreak ruin among your goods and injure the reputation of those unmolested. A playful pup may tear delicate goods into shreds before you realize that harm is coming. And the widely spread rabies prejudice many against the canine, no matter how well behaved it may be.

Yet what are you to do? The pet poodle is as precious in the sight of its fair owner as would be the sweetest child. "Shep" has always followed the team to town and is one of the best behaved of dogs, his owner will affirm. The favorite bird dog of the sportsman—he would deem it the height of insult if a segregation were hinted upon. Truly the tradesman can only make the best of an annoying subject—quite as annoying to him as to his customers.

In some instances the city fathers are taking matters into their own hands and adopting a measure by which they compel all merchants to post over their own establishment the notice, No Dogs Allowed. This relieves the pressure from the merchants and at the same time allows them to act promptly and completely. The posting of the notice is but a requirement by the municipal au-

thorities. Its effect is purifying, but its aim is, of course, not toward your own pet. That falls a victim to the universality of the law.

Of course, Mr. Storekeeper professes to have no personal thought in the case of Miss Prim's lap dog; and yet he inwardly rejoices that he is required to put a ban upon the entrance of any dog. It saves him work and care. The dog has its proper place; but it is scarcely just to enforce upon the merchant the duty of acting as sponsor for it in the midst of temptations. Let it remain at home and save trouble and risk.

WHERE REWARD LIES.

Some years ago a lady entered a store on Broadway and enquired for a certain weave of linen. The clerk, with perfect indifference, told her they no longer kept it. Finding hope of awakening any interest in her behalf behind the counter useless, she applied to the floor walker, who, although she was an entire stranger, promised to order the goods from across the sea. She was so pleased with the attention given that she spoke of the matter to her husband; and he, in turn, deemed such a man a good business partner. Thus it was that Peacock, now a multi-millionaire but then a poor man, became a member of the Carnegie Steel Company—thanks to Mrs. Carnegie and her linen purchase.

There are those who seem actually to prefer losing a sale rather than to give up a warm seat by the fire

long enough to look up details. Others deem it no trouble to order the goods, even although an ocean must be crossed in the transit. The life of the tradesman should be consecrated to the service of his fellow-men. If he is not willing to take an individual interest in patrons he can not hope to make a complete success of the business. If his work is only that of an automaton, shoving of goods to and from the shelves, there can be no live results. Mere machinery will do a wonderful amount of work, but at some stage of it there must be the man power to direct, the thought power, the good will.

Completeness we can not hope to attain in this world—we can only approximate it at best. The enquiry for the peculiar line of goods does not necessarily brand the stock on hand as inadequate; neither does it prove the enquirer eccentric. But the supplying of a special want gives more than ordinary satisfaction; and it is the satisfied customer who returns. You may not find a million-dollar reward back of a special order; but there is the greater reward of having done you best; of having broadened your life work to its limit; of having made the most of your opportunity.

The Mayor of Hartford, Conn., thinks that about as bad a form of punishment as can be inflicted upon any modern son of civilization is to sentence a man to eat two or three ten-course dinners two or three nights in succession. He says the

"banquet habit has been fastened on the people of the United States so firmly that it now can almost be described as inveterate." Every celebration takes the form of a dinner and it involves the whole of the evening. The Mayor asks: "Why does not some organization in honor of its annual meeting decide to give a dinner that is plain and simple and substantial, by no means costly and much more in line with the everyday experience of busy men in this country?" He thinks this would shorten the dinners, help digestion and please the normal man better than the two-hour banquets which kill digestion and quench the fire of eloquence designed to burn on the toast list.

The State Board of Pharmacy of California is conducting a crusade against those who sell opium, morphine and cocaine to the unfortunates who have contracted the habit. An important arrest of a leading druggist has been made and the proprietors of stores illicitly dealing in such drugs are getting frightened. A harness shop was found to be a depot for dangerous habit-forming drugs and two harness dealers have been arrested for violating the state law. The crusade is expected to do much to stop the spread of the drug habit and the authorities propose to put fear into the hearts of every druggist.

The Steady, Increasing Demand

FOR POSTUM

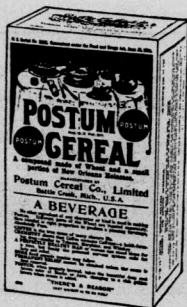
since it was put upon the market 16 years ago, is the natural result of the vast benefit it has done thousands, yes, millions of persons in all parts of the world.

Continuous, truthful advertising has pointed out the injury coffee does to many; and an easy, pleasant way to dismiss coffee ills.

People buy Postum and become steady users because they recognize its beneficial effects; and the grocer who supplies the demand enjoys the excellent profit—generally better than on coffee—and the sale of Postum is guaranteed.

"There's a Reason"

Attractive, easy-to-put-in Postum Window Displays increase sales—sent prepaid to any grocer upon request.



Postum Cereal Company, Limited, Battle Creek, Michigan



News and Gossip of Interest to Business Men.

Saginaw's Coal Commission.

After some weeks of deliberation the Saginaw Common Council Committee that was appointed to investigate the question of the local fuel supply has decided not to call a grand jury, although that course was suggested. It is rather determined that if further steps are taken they shall be through the medium of court proceedings, with a complaint laid against any companies which may be considered to be offending, as acting in restraint of trade. This, of course, would reduce the proceedings to a legal procedure, with a felony or felonies charged, and the power of the courts being asked to summon witnesses. If basis was found for the charges in the examination in the lower courts then the case would go over to the Circuit Court, in accordance with regular procedure. At the present time the entire procedure is in the air.

Automatic Compensation.

A topic of interest to the entire State was discussed at a meeting held here last Thursday evening, when R. L. Drake, Secretary of the Michigan Employers' Liability and Workmen's Compensation Commission, addressed a meeting of city bricklayers, mostly members of the local union. The Secretary suggested an automatic plan of compensation, following upon lines adopted in other states and countries, by means of which the workingman shall, if injured, be entitled to compensation under a fixed plan without the expense of going to law and putting both parties to suit under excessive charges resultant upon legal procedure. The Commission has a plan which is to be submitted to Governor Osborn within a short time and which covers the main idea. Members of the Commission are Hal H. Smith, Detroit, chairman; Charles H. Sligh, Grand Rapids, vice-chairman; Wm. P. Belden, Ishpeming; M. P. McCuen, Grand Rapids; Ora E. Reaves, Jackson. Locally the bricklayers appeared to be in favor of the plan.

M. & M. Officers Re-elected.

Following upon the annual meeting of the M. & M. Association, the directors held a meeting at the Board of Trade rooms and re-elected the following officers:

President—H. T. Wickes.

Vice-President—John L. Jackson.

Treasurer—A. C. Melze.

Affairs of the past year were clos-

ed up, the books audited and routine business transacted.

Business Notes.

Vincent Tissers, of Chicago, the Cinghalese tea merchant, has purchased a plat of land of about 240 acres in Gladwin county, upon which he proposes to raise apples. Tissera is the first man of his race to buy and own land in the United States. He was Commissioner from Ceylon to the Chicago World's Fair in 1893.

Market conditions are exceedingly satisfactory in Saginaw and in all lines business men report a brisk trade, with a good demand and operations more than ordinarily lively.

Joseph P. Tracy, Secretary of the Saginaw Board of Trade, spoke before a large audience at Bad Axe on Thursday evening upon "The Promotion of a Town."

Although weather conditions have been exceedingly adverse, the Carrollton sugar factory, one of the Michigan Sugar Company's plants, has received beets enough to keep working at full capacity. Rain and bad weather generally have held back the delivery of the crop.

A. H. C. Hardy has become manager of the Little Motor Car Co., of Flint, resigning as general manager of the Marquette Motor Co., of Saginaw.

Judge William Clover Gage has issued an injunction in the case of C. C. Brooks against Charles Duryea, George Gallup, et al. The injunction is temporary, and is the second issued, restraining the defendants from voting away capital stock, owned collectively or individually.

Max Heavenrich, merchant prince of Saginaw, is once more to the front with a philanthropical scheme, providing for the raising of a fund for purchasing necessities for poor children of the city and devotes an entire window of his extensive premises during the height of the holiday season to raising money for the specific purposes intended.

The Hammond-Standish Company is erecting a fine building at the corner of South Franklin and Millard streets, which in its way is doing more to solve the social evil question in Saginaw than many other schemes, the plant being located where formerly stood infamous haunts of vice.

The First Commercial & Savings Bank of Durand has been permitted to resume business.

The Michigan Sugar Company has taken an option upon 175 acres of land, one-half mile west of Pigeon. It is believed the company intends to

erect another factory upon the site, being the seventh owned in the State.

J. W. Brady.

Activities in Indiana Cities.

Written for the Tradesman.

The American Presto Vending Co., of St. Louis, will remove its manufacturing operations to Evansville.

Track elevation continues to be the absorbing theme at Ft. Wayne. The Retail Merchants' Association has appointed a committee to co-operate with the Commercial Club and other bodies in investigating the situation.

The State Association of Retail Merchants will hold its annual convention at Gary the third week in January.

The Civic Improvement Association of Ft. Wayne is seeking wider uses of the public school buildings of the city as civic and social centers.

Interest continues lively in the effort that is being put forth in Evansville to raise \$10,000 to boost the city.

Terre Haute is developing a fine system of parks and boulevards and possesses many natural advantages to aid in the work.

Evansville has plans for constructing a public comfort station at Fourth and Main streets.

Ft. Wayne has twenty-six miles of asphalt streets and seventeen miles of brick paving. Almond Griffen.

When a Man Is a Failure.

When he has no confidence in himself nor in his fellow men.

When he values success more than character and self-respect.

When he does not try to make his work a little better each day.

When he becomes so absorbed in his work that he can not see that life is greater than work.

When he lets a day go by without making some one happier and more comfortable.

When he tries to rule others by bullying instead of by example.

When he values wealth above

health, self-respect, and the good opinion of others.

When he is so burdened by his business that he finds no time for rest and recreation.

When he loves his own plans and interests more than humanity.

When his friends like him for what he has more than for what he is.

When he knows that he is in the wrong, but is afraid to admit it.

When he envies others because they have more ability, talent, or wealth than he has.

When he does not care what happens to his neighbor or to his friends so long as he is prosperous.

When he is so busy doing that he has no time for smiles and cheering words.

Circumstances Under Which "Life Is Hell."

"Life is hell" to the person who starts out with the deliberate intention of making all the trouble possible; to prejudice and misjudge every person who crosses one's path; to seek out a sinister motive for every action and discern a hidden meaning in every remark; to insinuate that every woman is an adventuress and every man is a libertine; to betray the confidence reposed by husband or wife in the other and to disclose family secrets to outsiders who have no interest in the matters except to stir up strife and dissention; to incur obligations without knowing how or when they are to be met; to deceive and cheat; to cherish malice and cultivate jealousy; to circulate false reports and make life as unpleasant as possible for all concerned.

"Life is hell" for such a person and for all who are so unfortunate as to be forced to live in the same atmosphere.

Symons Brothers & Company

Wholesale Grocers

Saginaw :: Michigan

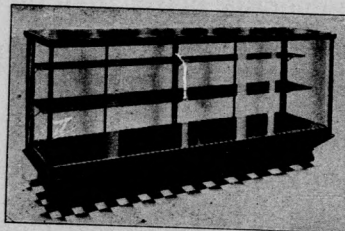
SAGINAW MILLING CO.

SAGINAW, MICHIGAN

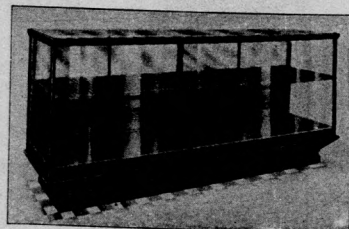
Samico, Uncle Sam, Upper Crust,
King K, Blue Bird Flours

Mill Feeds, Seeds and Grains

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



No. 81 Display Case



No. 84 Cigar Case

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

FORTY YEARS OLD.

Brief Review of a Most Useful Organization.*

The very successful fairs held by the Kent County Agricultural Society in the years 1868-9 created in the minds of many horticulturists and the leading business men of Grand Rapids the desire to have the State Agricultural Society hold a fair in Grand Rapids. A committee was appointed to present the matter to the State Agricultural Society at its annual meeting held in 1870. The railroad facilities and hotel accommodations of Grand Rapids had been greatly improved during the two years preceding and the city offered to pay a substantial bonus as well as to provide the buildings necessary to hold a fair. The offer was rather unceremoniously rejected. The offer was renewed in the year 1871, but the officials of the State Society refused to consider it. Thereafter the people of Kent county invited those of other counties in the State to appoint delegates to a convention to consider the advisability of organizing an association for the purpose of holding fairs in Grand Rapids that would rival, if not surpass, those of the State Agricultural Society. Prompt and favorable responses commending the plan were received and in due time a mass convention was held and the Western Michigan Agricultural and Industrial Society was organized. About the same time the fruit growers organized the State Pomological Society, with Jonathan P. Thompson as President. These societies held fairs jointly in Grand Rapids in the years 1871-2, which surpassed in merit and interest the most successful fairs of the State Agricultural Society. In the year 1873 the Western Michigan Agricultural and Industrial and the State Agricultural Societies consolidated and the fair of that year was also held in Grand Rapids. The State Pomological Society participated. Previous to 1874 the headquarters of the latter Society had been located in Grand Rapids, and with its departure there followed the desire among the farmers and fruit growers to organize a local or district society to promote the development of horticulture in Western Michigan. A meeting was called to consider the matter and, after the subject had been discussed by Edward Bradfield, C. J. Dietrich, Erastus U. Knapp, George W. Dickinson, William Holt, William Rowe, Perley W. Johnson, W. N. Cook, George S. Linderman and others, a resolution calling for a committee to prepare articles of association was adopted. At a meeting of those interested in the project, held a few days later, the Committee presented its report. A lengthy discussion followed, devoted mostly to the name of the proposed association. "Central Horticultural Society," and "Western Central Horticultural Society" were among the names suggested, but finally the name Grand River Valley

*Address by Hon. Arthur S. White before monthly meeting Grand River Valley Horticultural Society.

Horticultural Society was proposed, accepted and adopted. Edward Bradfield was elected President, Wm. Holt Vice-President, Samuel L. Fuller Treasurer and C. J. Dietrich Secretary. Meetings were held monthly in the banking offices of E. P. & S. L. Fuller. At these meetings displays of flowers and plants in season were made by John Suttle and Thomas R. Renwick, the only florists engaged in the business, commercially, residing in Kent county. At that period exhibits of apples, cherries, grapes, plums and other products of the orchard formed an interesting feature of the meetings. Committees were appointed to examine the samples and report to the Society as to the merits of the same. Members brought apples to be named by a committee appointed for that purpose. The papers read at the meetings discussed the qualities of fruits of various kinds, especially their value for commercial purposes. At one of the meetings Henry S. Clubb read a paper treating of strawberries. He emphasized their value as a food for restoring and preserving health. He advocated the cultivation of Wilson's Albany on account of its adaptability for long shipments. The Agriculturist, which attained almost the size of a hen's egg, would not keep ten hours. It was beautiful to the eye and luscious to the taste, but it would not keep well. At another meeting a young farmer named Buell, living in the township of Ada, presented a quantity of figs produced by a tree in his orchard. He explained that the tree had been planted on a mound and that the figs were grown on the roots of the tree. By digging away one side of the mound the figs were taken from the roots when ripe. The figs were eaten by those present and pronounced excellent. The codling moth, the circlio and kindred pests annoyed the farmers of forty years ago and reports were received from time to time of isolated cases of the yellows. The San Jose scale was at that period unknown in Michigan. Many experiments were made by farmers in the hope of finding the means by which the insect pests might be destroyed. At one of the meetings of the Society a paper was read by an expert in apple growing, in which the habits of the codling moth were described and suggesting the best means available for checking its ravages. The expert stated that the moth kept an open house under the loose bark of the trees or in the tufts of grass or dead leaves beneath them. When the apples began to develop the moth would ascend the tree and place an egg or two near the stem of an apple selected by itself for hatching purposes. In due time a moth would be hatched and at once commence cutting a tunnel leading to the core, in which the pest would establish a residence. Affected by the presence of the moth the apple would wither and in the course of time fall to the ground, when the moth would select an abiding place and remain until the time should come for it to ascend the tree and resume its depredations. The author of the paper

urged fruit growers to allow hogs to run at large under the trees that the apples containing the moth might be consumed; that the loose bark be scraped from the trees and the trunks cleaned with soft soap. Spraying was an unknown science in Michigan forty years ago. The Wagner apple had been planted in Michigan a short time before the Society was organized and much interest prevailed as to the future of the tree. The excellent quality of the fruit and the productiveness of the tree was recognized, but N. P. Husted, a nurseryman, declared that the tree would kill itself by overbearing in five years. Fortunately, the thinning process was tried by a sensible grower and the Wagner apple is still grown and holds place in the favor of consumers. The Ben Davis was discussed and "cussed" early in the history of the Society. Beauty was considered its only feature of commercial value. The Northern Spy, Maiden's Blush, King of Tompkins county and several other varieties received the approval of the Society, but the Baldwin was held up for further consideration. Time was required to determine whether the Canada Red, the Baldwin and Steel's Red were not identical, but the final decision of the Society recognized a difference between the Red Canada and the Baldwin, and each was entered upon the list of apples preferred for propagation in Michigan. Steel's Red seems to have been forgotten.

Of the men who were prominent

in the activities of the Society in its early years, I recall the following: John Ball, who was the first to pay \$10 for a life membership; Erastus U. Knapp, William Haldane, Geo. W. Dickinson, William Holt, Samuel L. Fuller, who owned a splendid farm adjoining the village of Ada; Elwood Graham, the father of Robert D. and Thomas Graham; Edward Bradfield, an expert grape grower and wine maker; W. N. Cook, Henry M. Pierce, S. M. and Charles W. Garfield, George S. Linderman, who set many hundreds of the many thousands of beautiful shade trees that adorn our city; Perley W. Johnson, O. K. Pearsall, Asa W. Slayton, W. K. Munson and his brother; Noah P. and J. D. Husted, A. T. Linderman and Thomas Wilde.

Orchardists experienced much difficulty in obtaining good stock of the nurserymen forty years ago. Very little complaint was heard against the Husted and Munson nurseries, however, and at least one foreign nursery, through its representative, Chas. W. Garfield, to my personal knowledge, supplied its customers with stock in which life had not been entirely extinguished.

Complete records of the meetings of the Society of forty years ago have been preserved and if you will permit a suggestion, it is that your secretary be instructed to deposit the same in the historical section of the Ryerson Library for safe keeping. The value of these records lies wholly in their historical interest.



**YOU HAVE
NO IDEA
what these
Racks will
mean to your
Fruit Sales**

They get your fruit up where your customers can see it.

It will keep fresh, clean and inviting—away from dirt, dust and dampness.

And besides, think of the room you will save. Six boxes in the place of one.

Convenient—Sanitary—Inexpensive

Send in your order and the Racks will be delivered right away. Try them ten days and if not satisfactory return them at our expense.

SEND NO MONEY—but name your jobber with whom you have an established credit and the bill will come through him.

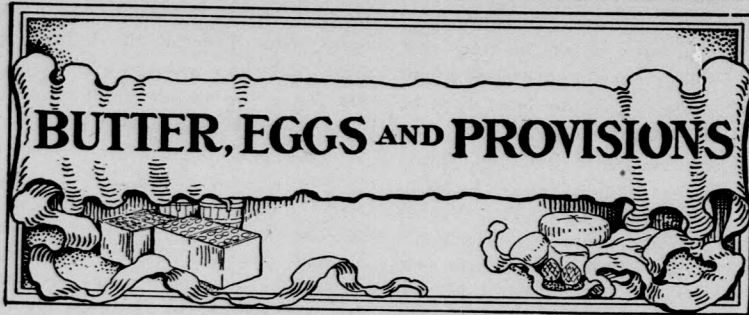
Six racks cost only \$3.60. Your extra business will pay for them time and time again. You ought to have your extra money by the time the bill arrives from your jobber.

No store complete without them. Why not order—NOW?

Ideal Fruit Display Co.

448 CASS STREET

LA CROSSE, WIS.



Believes in Fruit and Vegetable Products of Michigan.

Written for the Tradesman.

In the prosecution of his business Henry J. Vinkemulder, of the Vinkemulder Company, has become an extensive traveler. He has investigated very much of the territory lying between the Atlantic and the Pacific oceans and between Winnipeg and the city of Mexico and is familiar with the natural advantages of many states, especially those engaged in the production of field and orchard crops. With the knowledge thus acquired in hand, Mr. Vinkemulder does not hesitate to declare that no part of the United States offers such advantages for the horticulturist as does Western Michigan. In proof of this, Mr. Vinkemulder presents the following facts: The Vinkemulder Company handles many thousands of bushels of onions annually. It has now 30,000 bushels in storage. Michigan onions keep better than onions grown in other states and are a very reliable crop. Failure of this crop does not occur more often than once in ten years. Growers realize more than \$200 per acre and there is a ready market for all that can be produced. The careful and prudent horticulturist can realize from \$500 to \$600 per acre from apples, and there is no limit, except geographically, to the soil suitable for growing fruits in Western Michigan. No region produces celery of a better quality than is grown within twenty miles of Grand Rapids. One would be surprised if he could know the wide extent and the commercial importance of this industry. The soil in the neighborhood of Zeeland and Hudsonville, especially, produces celery of a very superior quality. The farmers of Michigan lead as producers of common and lima beans and potatoes, also peaches of a better quality than can be grown in New Jersey, Delaware, Georgia or California. In wheat, corn, oats and other grains the yield is very large and it will be much greater when the unoccupied lands of Western Michigan shall be put under cultivation. Mr. Vinkemulder has visited the Bermuda onion fields in Southwestern Texas, and says the industry is important and rapidly growing. During the past year, 5,000 carloads were shipped out of the state. The Texas-Bermuda is superior in quality to the native of Bermuda Islands, but the seed for the same can not be grown in this country. The seed comes from an island off the west coast of

South Africa. Mr. Vinkemulder handles a considerable quantity of Texas and Bermuda Island onions, also grapes imported from Spain, in season. Malagas bought in Almeria in barrels containing sixty pounds for one dollar per barrel sell at auction in New York for from \$2 to \$10 per barrel, the quality of the fruit regulating the price. These grapes are sold in competition with those of California.

Mr. Vinkemulder is a director of the Western Michigan Development Bureau and is greatly pleased with the success of the Apple Show held in Grand Rapids last month. The exhibit proved, beyond question, the superiority of Western Michigan apples over those grown west of the Missouri River. With thirty millions of people residing within a few hours' travel of Grand Rapids, the horticulturist of Western Michigan has ready markets easy of access for the products of his fields and orchards. The apple growers of the Northwest sell but 40 per cent. of their crops. It is not profitable to ship culls and pay the heavy rates of freight levied upon the same to the markets of the East. On the other hand, the fruit growers of Western Michigan sell every apple that grows in their orchards, to be eaten or made into cider.

Arthur S. White.

Gigantic Earthworms.

Some time ago, Sir Harry Johnston, the English sportsman-naturalist, whose discovery of a new species of animal in the Uganda Protectorate excited much interest among naturalists, brought back to London and exhibited there a specimen of a gigantic earthworm which, when alive, was about three feet long and as thick as two fingers.

Even larger species of earthworms than this exist. Ceylon has some giants, of a blue color, that attain as great a size. In Cape Colony and Natal there is a species, particolor-ed, green above the yellowish beneath, which it is claimed, sometimes attains a length of six feet. Giant earthworms are also found in Australia.

Suggestions.

Successful business men are and ever have been willing to ask and to receive suggestions. One of the largest manufacturing industries of the day is the result of suggestions. The President of the company, who started as office boy, when asked to tell his secret of success, replied that he made it a rule, from the beginning, to encourage suggestions from

his workmen rather than from his general manager, because the workmen were interested in, and knew more about, the particular subject they wished to talk about than the general manager did.

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

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

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.

All Kinds of
Feeds in Carlots
Mixed Cars a Specialty

Wykes & Co., Grand Rapids Mich.
State Agents Hammond Dairy Feed

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.

Both Phones 1217

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

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.

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.

TEN TALKS

To Bank Clerks By a Practical Banker.

Tenth—Religion and Business.

This may strike you as an unusual topic to discuss in this series of conferences, and I have left it until the last because it seemed to me as if it was a natural sequence of the discussions which have been already given.

The kind of religion that I have in mind as attached to our everyday business is not a church going religion. It is not a religion of formality which comes to the surface at stated periods. It is not that kind of religion which is based upon the Golden Rule, although we can not go far astray if we take that for our guide. It may be exceedingly heterodox to say it, but I never have thought the Golden Rule had much real religion in it. It is an exceedingly selfish statement and never received the commendation of the Master, which he gave to those who sought after righteousness. The bare statement of the Golden Rule seems to me like the saying of the pigs: "I will keep my feet out of your trough because I don't want you to put your feet in my trough."

Then there is another way which often times is given religious taste and made applicable to business, "Honesty is the best policy," and I can not help but feel the addition might go with it if the interpretation were literal, that the man who follows it is not a strictly honest man. The kind of religion which makes its application to every business transaction is that kind which the Master recommended when he said: "Blessed are they who seek after righteousness, for they shall be filled."

The attribute of brotherly feeling must attend, as the highest moral thought, a transaction to make it fit this ideal. So I say in connection with business we may have stubborn fasts and stated prayers and still if in our dealings we make our money regardless of the fact that it may be at another's expense we are entirely neglectful of the responsibility to our fellow men.

The man who gambles, if he makes, does it at the expense of somebody else. It is not a legitimate transaction. You may enquire if there is not legitimate speculation and I say, yes, but the investment to be legitimate from my standpoint must always have in mind the other fellow. If we gain at his expense we better have never entered the deal. In other words, the process that is known in Wall street as "shearing the lamb" is one we can not afford to entertain, even in the smallest degree, and maintain our integrity of character. We have no right to succeed upon the basis of another's ignorance. We should always stand for a square deal.

If we make an investment in real estate depending upon the development of the property about us for the profit on our investment and refuse to do our part in the development of those things which make a better

neighborhood or business locality we put ourselves in the category of parasites who live at the expense of others.

It is said that the Astor millions are the result of transactions with the Indians which were reprehensible in the extreme. Trinkets and baubles which attracted the savage mind were exchanged for valuable possessions which were invested in a place with great possibilities.

It is a very common transaction that is considered legitimate to cheat a corporation. If a man can use a toll road without paying at the gate; if he can by some trick get slipped by when the fares are taken up on the cars or the trains, he considers it a sharp trick and in no sense reprehensible because he is dealing with a corporation, and it is the corporation's business to get this remuneration if it can. The same thought finds itself expressed in dealing with the state or the General Government. It exhibits itself in small transactions as graphically as in large ones. The using of stationery or stamps or office appliances that belong to the Government in the interests of the individual, without paying for them, is theft, and still it is a habit that has grown up among employes and has dulled the sense of righteousness.

We are told in divine writ not to be slothful in business, but in the same connection we are told to serve the Lord, and I interpret this to mean that we must be thrifty but religious. We can not recognize Sunday as the Lord's day and try in every possible way to carry out his will, and then on the six days following be sharp and keen and unscrupulous in our business transactions and develop within ourselves a religious character. Every day is the Lord's day; and every transaction, whether it be on Sunday or a week day, should accord itself with our highest interpretation of responsibility to God and our fellow men. Many people interpret the activities of the church and the work going on under the supervision of a minister and deacons as peculiarly God's work; I do not interpret religion in this way. I believe that God's work is all the work we are called upon to do in this world and we should do it in his fear. We can not shirk an obligation without the loss of moral power. We can not compensate for some delinquency in one transaction by giving liberally in another. The gift that does not have in it something of self sacrifice is no gift at all. We can not develop character with our religious services that is worth anything unless it guides our processes in every business relationship. After all, in everything that we do or think we are forming character and this is the greatest thing in the world. We can not be mean without putting a mean streak into our character. We can not come it over the other fellow without lowering our grade of responsibility and putting a blemish upon our character. Sometimes men are caught do-

ing flagrant things very suddenly and we wonder at this outburst of delinquency when, apparently, the lives have been well lived up to the time of the outbreak. But you can depend upon it that no sudden expression of a lack of obligation comes without having as its precursor a good many small transactions in which the same lack of responsibility was in evidence.

The highest recognition of our obligation to God finds its expression in our dealings with our fellow men, and it seems to me that we can not put the problem to ourselves more graphically than in saying: "I will, in whatever business I enter or transaction I perform, always think of the other fellow."

We are told in the Scriptures to let our light shine. I have never interpreted this to mean that we should try to be conspicuous ourselves, but

that we should by our lives radiate an effulgence which should exhibit to others a better way to travel. Those who are righteous are promised a crown. I can think of no more attractive crown of life than the feeling that in all our relationships with men we have tried to be guided by that brotherly love which recognizes as our highest obligation a constant consideration of our fellow men. Charles W. Garfield.

Man can't change the weather, but he can do a lot of growling about it.

Most people can have a lot of nice things said about them—by dying.

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.

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

WORDEN GROCER COMPANY**The Prompt Shippers**

Grand Rapids, Mich.

Don't Pay a Fancy Price for Vinegar

SEND US AN ORDER TO-DAY FOR

Robertson's
COMPOUND**GRAIN, SUGAR AND GRAPE VINEGAR**

The price is 13½ cts. per gallon with one barrel free with each fifth barrel shipped this season

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

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar
Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

::

Kalamazoo, Mich.



Prevailing Conditions in Dry Goods Trade.

While the call for holiday goods has been demanding the lion's share of attention, there has been considerable request for extra supplies of dress goods. Storm serges continued to be in active demand, as these materials went into the hands of distributors as fast as they came from the mills. Broadcloths, too, were taken in fair quantities. Red in dark and medium shades was in good demand.

As predicted, the call upon retailers for plaids and bright colors has been large, these fabrics always claiming attention in November and December, and their popularity is sure of continuance for some time yet. It is a great plaid season, and jobbers are finding orders and re-orders very brisk.

Manufacturers comment upon the enormous demand for cream goods which has developed, and which continues to grow. In both cheap and dear varieties the production is limited and there is a rush to cover on the part of buyers. Several of the old established makers of cream dress goods who have not yet secured orders sufficient to take care of their output for the season are declining to open new accounts on the ground that the interests of their old customers must be cared for.

It is generally acknowledged in the primary dress goods market that the demand for cream goods, which started in with a rush, will be strongly maintained throughout the season. With the leading producers sold up for months to come, the consensus of opinion is that the enquiry will be even more marked during January, February and March and that the market will not be able to furnish the quantities that will be required by the jobbers, the retailers and the cutting-up trade.

Holdings of light tan materials, such as serges, sackings and cheap broadcloths are trying to devise some scheme whereby these fabrics can be converted into creams. So far no one seems to have hit upon a process by which these goods can be bleached to resemble cream or white. It is admitted that, even if the goods will stand a strong bleaching, the results are not likely to prove perfect. The goods are not expected to come out anywhere near so clear and clean as a good cream should be, but it is thought quite possible that buyers of cheap dress goods will take a converted cloth when they find the real thing is not

obtainable. In any event experiments along these lines will be tried.

Knit Goods.

The wave of cold weather that swept over the country has caused a flurry in the demand for knit goods of all kinds for prompt deliveries. In underwear the demand for fleeces is unprecedented. Buyers who are unable to obtain immediate shipments are contented with datings two and three weeks hence.

An improvement is reported in the demand for coarse gauge cotton hosiery. Manufacturers also report a fair inflow of duplicates for wool and worsted hosiery.

The call for sweaters for immediate delivery is reported to be very good. Manufacturers say that they are unable to keep up with deliveries. Toques, shawls, cardigan jackets, etc., are also in good demand.

Neckwear.

Jobbers have had their troubles in handling neckwear on account of the demand that each piece be separately boxed for the holidays, causing a bulky appearance of all orders filled. However, Christmas requires this concession, and it makes good business for the retailer, who is able to make attractive displays with the boxed goods. Side effect frills or jabots are still doing well, although the demand has given way partly in favor of fringed windsors, which, along with fringed scarfs, are receiving marked attention. But boutonnières of messaline silk, to which attention has been called, have caught on like wildfire for the holidays, and it is impossible for distributors to secure them fast enough to care for the demand. They are all hand made, and come from only three producing firms, which makes delayed shipments unavoidable in the face of the enormous request.

Ribbons.

Never before has there been a greater variety of uses for the ribbon discovered and put into practice. They are wanted for the attire from the hat down to the shoe, many slippers now having the ribbon adornment, dainty colors setting off the footwear. At Christmastime ribbons are always in demand for holiday fancy articles and accessories, and the narrow widths in endless quantity for tying up a multitude of packages and for the arrangement of house decorations, but new ideas for ribbon use are continually being forced to the front.

An English report on knitted coats with ribbons as a finish, is given by a fashion writer in the Drapers' Record. It shows that the movement to

restore ribbons to favor is far-reaching and may offer a hint or two to American producers of knitted lines.

A development of the jersey coat that is worth study brings these coats in coarse wool and speckled colors that together make a garment look like the overcoat more than it has done hitherto. The notion is elaborated, too, by more coatlike buttons and by such trimmings as ribbon ties at the opening of a big sailor collar. Other ribbon ornaments are used on knitted coats as though to emphasize the ribbon revival, but I must doubt whether their adoption in that section will receive general approval, especially in "flying" positions. Their use for making mere color effect in bands has more to commend it, and I have seen two or three very pleasing examples of this treatment.

Learn to ask questions that will cause the most profitable information to be given.

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

Those Michigan Merchants

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

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

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

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

and other moderate priced lines made by

BECKER, MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
BEST MADE CLASSY CLOTHING

The Man Who Knows Wears "Miller-Made" Clothes

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

Miller, Watt & Company
Fine Clothes for Men Chicago

We are manufacturers of
Trimmed and Untrimmed Hats
For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

Mail or Telephone Your Orders

to us for prompt and careful attention

Handkerchiefs Suspenders

Mufflers Men's Neckwear

Ladies' Neckwear

Umbrellas Hand Bags Furs

Perfumes Dolls

Jewel Boxes Toys, Etc.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.

Look over our line of items packed in fancy boxes for holiday trade such as Boston Garters, Arm Bands, Handkerchiefs, suspenders, Neckwear, Etc. No extra charge for the special packing.

Grand Rapids Dry Goods Co.
Exclusively Wholesale :: Grand Rapids, Mich.

Detroit Department

Mutual Benefit League's Plan Can Not Be Permanent.

Detroit, Dec. 12—Detroit produce commission men and retail dealers in market supplies generally ridicule the proposal of the Mutual Benefit League, recently organized, to bring poultry, eggs and other farm products from the producer direct to the consumer in this city. Inasmuch as the League officials have made an appeal to consumers to purchase, as a starter, their Christmas dinner supplies from the League and thus eliminate the middlemen's and retailers' profits, wholesale and retail dealers are evincing unusual interest in the plan, and are speculating as to its success.

According to some of the largest provision dealers in the city, the plans of the League are doomed to failure. They hold that as a permanent proposition, the plan of selling farm products direct to consumers can not be operated successfully, and give their reasons. It is contended that in order to sell goods, a suitable place or salesroom must be had and that rent must be paid for the purpose also that a force of salesmen or clerks must be hired and these must be paid salaries unless some persons are found who have plenty of time on their hands and who are willing to give their services gratuitously, which is not considered at all probable.

"When you figure out the cost of rent, clerk hire and perhaps delivery service, added to the expense of transporting the supplies from the farm, you will find that the products will cost the consumer practically as much as if they were purchased in the average retail establishment," said a prominent retailer. "Of course the retailer's profit is cut out, and because of that prices may be somewhat lower. But there must be overseers and others in charge of the buying and account keeping, and how many will be found willing to devote their time and energy to purely philanthropic work of this character?"

Information as to the method of buying and selling some of the staple market supplies, gleaned from a visit yesterday to the establishments of Detroit commission merchants and retail dealers, tends to the conviction that several profits may be saved those who do business with the League. This is especially true of poultry and eggs, which every family in Detroit uses the year around.

One of the largest commission merchants, whose business is confined exclusively to these two prod-

ucts, declared that in some instances four selling agents made profits on eggs before they reached the consumer's table.

"The farmer often takes his eggs to the general store of the nearest village and swaps them for other eatables or clothing or dry goods," he said. "The general storekeeper then sells them to regular dealers who drive about the country making calls for this purpose. The dealer sends them to the commission merchant, who in turn sells them to the retailer. Most commission dealers operate on a regular basis of 5 per cent. commission."

The commission dealer said that, conservatively speaking, 80 per cent. of the eggs consumed in Detroit at this time of the year were laid by obliging hens last April and May.

"This is true of other cities also," he said. "In the spring the traveling egg dealers send the eggs into cold storage. If they did not do this, eggs at that time of the year would have no market and bring no price. It is then that the hens are most prolific and the farmer has more eggs than he knows what to do with.

"I believe that the cold storage egg is greatly superior to the alleged freshly laid variety which is sold in the stores. Cold storage does not injure an egg. If anything, the refrigeration improves it. Eggs will keep in cold storage for eleven to twelve months and they have been known to emerge from storage in splendid condition after even longer periods of refrigeration. In well-conducted storage plants the eggs are kept at a temperature of about thirty degrees—a point or two below the freezing mark. Curiously enough, an egg will not freeze until the thermometer registers near the zero mark."

Ten cent chicken is not at all impossible, according to one of the prominent wholesale poultry dealers. "But this does not mean the dressed variety," he said. "We sometimes buy chickens at 6 cents, but the cost of transportation averages 3 or 4 cents and the retailer who sells the fowl at 14 and 15 cents dressed does not make a great profit. The chickens which we buy at 7 cents are sold to the retailers at 10 and 11 cents, and you must bear in mind that he has to dress them, which is estimated to cost from 1 to 2 cents a pound.

"There is shrinkage all along the line in handling chickens and eggs. Eggs are broken and some of them are found unfit for good society. Chickens lose weight by being pen-

ned in coops and tight quarters in freight cars, and often they are suffocated or die from other causes. So you will see that the profits in handling either of these articles are not monumental, either for the wholesaler or retailer.

"The commission man operates on a regular percentage. His province is to bring the producer in touch with the retailer and thus expedite the sale of the farm products. All things considered, I do not believe that the prices asked in Detroit today for poultry and eggs are at all exorbitant."

How To Make Slipcote Cheese.

One of the simplest of soft cheeses to make is the old-fashioned Slipcote cheese, which is produced in Rutlandshire and occasionally also in the surrounding districts. It has only quite local importance. The method of its manufacture is briefly as follows: A small quantity of milk is coagulated by adding a little rennet, the curd then being drained either in a strainer or cheese-cloth until sufficiently dry to be molded. The molding may be done in a dessert-plate, or alternately in a small square wooden form, about 4 in. by 6 in., and 2 in. deep. Here the rest of the whey drains off. When of firm con-

sistency, the cheeses are taken out and removed to a cool place, being placed on a shelf and left to ripen for from three days to a week—according to the weather. The warmer it is, the more quickly do they ripen and become ready for consumption. Formerly it was customary to put them between cabbage leaves while put by until fit to eat, but this can not be approved of in up-to-date dairy practice, the leaves being apt to taint the cheese. It should be placed between pieces of butter-muslin or sheets of parchment paper.

Milk men generally, as well as physicians, should do all in their power to educate the people as to the great value of clean, pure milk as a beverage. Milk does not in any way injure the stomach or nerves. A hard-working business man who will take a glass of milk two or three times a day will feel a great deal better for it.

Would you try to read a book in a dark room? Of course not. Light, then, is the essential thing. So with the man who has determined to succeed; he finds himself constantly in need of more light on his work—and he keeps everlastingly at it until he gets it.



12-Inch
FINEST and BEST

AMERICAN

Bullet Proof Duck Overs
with Leather Tops
8, 10, 12, 16 and 18 inch

All styles for Men, Boys' and Youths'
in
AMERICAN and PARA brands

Detroit Rubber Co.
Detroit, Mich.

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

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)

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.



An Old Shoe Manufacturer To His Nephew.

Written for the Tradesman.

My Dear Harry—There is no need of my telling you that I was pleased to hear the news. I am glad old Parker has shown enough confidence in you to put the shoe department in your hands. Your letter took me back four years to the time when I took you in and introduced you to him. He told me frankly at the time that he was not sure you were the boy he wanted—said he wanted a boy he could train right into his own policies and he was afraid it could not be done with you.

I have not seen him but four or five times since, but I guess from what he tells me that it was you who instilled some new policies into him rather than allowing him to bring you up after his style. And right here I want to pay you a little compliment on a certain characteristic of yours, but don't let it flatter you too much.

Plain Spoken and Sincere.

There's one thing about you that's not only likeable but it will always win the confidence of the people with whom you do business; it will help you out of many seemingly tight places and help you in everything you undertake. That is the fact that you are very outspoken and sincere in your convictions.

You'll tell a man the truth, no matter how hard it's going to hurt. You are free in your manner and always insist on your convictions. You are not afraid to call a spade a spade, yet you have the good grace of doing it and as the boys say, "getting away with it."

That's a fine policy, for your friends, customers and business associates always know where to find you. They know there's no beating around the bush with you and you have their confidence.

I am sure that this is one thing that made Parker like you, although it must have been rather hard for him at first for he is one of those fellows that has long since been set in his ways.

So now you say a little advice will be appreciated more than ever. You know I'm pretty old in the service and perhaps some of my ideas will be considered old foggy ones, but just remember that I've been over the same ground and that I came through fairly well.

In the first place, I'd suggest that you forget that you've had a boost—that is, from a personal standpoint. Of course, I want you to feel that you have more to think about and

more to be responsible for, but don't let it swell your pride a bit. Just plug away as though that shoe department was your last chance and that you had to make good now or never at all.

You tell me there are two other clerks in the department, one an older man than you and that he's wearing a frown at you because you got the place rather than himself. You want to know how best to get along with this fellow? Just remember this; you were the one that deserved to get the place or you wouldn't have had it given you. Remember that, but at the same time do not show the thought in your every action.

My advice would be to treat the fellow so nicely that he'll naturally get ashamed of himself and either come down out of the skies or look for another job. Of course, you could go and complain about him, but that would not hardly be the right thing to do until after you have found out that he is impossible. Then register your kick if you like, but not until then, for it would show signs of weakness. You're studying human nature every day—at least I want you to for you'll need the lesson later on when you tackle bigger propositions. And there is no better place in the world to study human nature than behind the counters of a retail store. First figure the fellow out, and handle him as though you knew nothing was wrong.

I know the old buyer there well enough to guess that you are half-

way right when you complain of his leaving the stock in a bad condition. I can just see those fourteen or fifteen lines of shoes—shoes from as many different makers as you have fingers.

If there is anything that will put a shoe department on the rocks, it is that disposition on the part of the buyer to experiment with new lines all the time. This is a fault which is acquired in more ways than one.

Sometimes it is a case of trying to be a good fellow to the road men. Some fellows, you know, can't turn down a good salesman, and very few can do it gracefully. It's very often one extreme or the other.

And here I'd like to say a word for the boys on the road: Just remember that some day you may be carrying the grips and gunning for business. That's why I want you to treat the boys all alike. For the most part, they're mighty decent fellows and you never can tell when you might want to ask a favor of one of them.

When a salesman convinces you that he has a line that you should see, see it. Then if it isn't all he has led you to expect, tell him so frankly. If you have to turn him down, do it in a fair, frank way and you'll probably have just as good a friend in this salesman as though you bought.

Most boys at your age are susceptible to jolly and flattery; I don't think you are, for I believe you've seen too much of the world. But let me give you a word of caution—look out for it. You'll hear a lot of it, but don't let it influence you. On the other hand, don't do too much of it yourself—don't form the habit. It's all right sometimes, but I've known cases where it has queer-ed many a good deal.

I once knew a splendid salesman—a man used to handling very large accounts. He formed the jolly habit and carried it to excess. He wasn't the least bit diplomatic about it. It grew on him until it finally

worked him injury. A lot of his customers grew tired of it, and some of the very largest ones began dropping off.

His business dropped away to such an extent that his firm got uneasy and brought him on the carpet. He had no explanation to offer—in fact, he could not make himself see what was wrong.

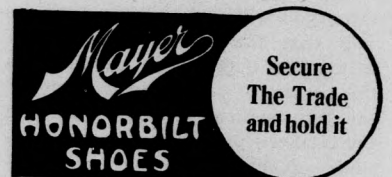
Finally a new man was sent out over the territory and the real cause was brought to light. He was transferred to another territory with the hope that the lesson would be sufficient for a permanent cure. He made a success in the new field for about two years, but the old fault again came to light, and his career began to take a turn downward.

I think I have given you almost too much advice to absorb for this one time, but there are so many things that I want to tell you that I feel that I should do a little "crowding." I am going to make a short trip South, and you can depend upon another bit of advice, for you know my evenings are always spent at the hotel writing letters. Let me hear from you and don't be afraid to put your problems before me. I like to hear them and help you with advice.

Charles C. Curtiss.

The point with me is to get people talking about the store and its personnel. In doing this I build for ourselves and for the community. The success of the one means the growth of the other.—L. A. Paddock.

The chain store systems thrive on no special plan. Their policies are kaleidoscopic. Their latest is that their system of "co-operative buying" assures the great advantages for the public.





LET US SEND THEM FOR YOUR INSPECTION

No Shoe
More Comfortable
to the buyer who wears
it nor to the merchant who sells it.

The Princess Comfort Shoe

gives foot-comfort to the one and customer-comfort to the other. Handle our "Comfortable Lines" for women and your customers will advertise your store.

Write today for "Comfortable Shoes for Women."

MADE BY

V. SCHOENECKER BOOT & SHOE CO.
MILWAUKEE, WIS.

CHRISTMAS GIFTS.

They Do Not Always Give Satisfaction.

Written for the Tradesman.

Mrs. Mills enjoyed shopping, especially Christmas shopping. She had been in the seventh heaven of satisfaction for several days past over the fact that she had secured just the very things she wanted, not that they wanted, for Christmas presents for her friends. There was that lovely shopping bag for her very dear friend, Miss Oldstyle. Such a bargain it was, too, and what a time Mrs. Mills had going from store to store pricing just such bags to make sure that it really was a bargain. It had taken her only one whole day to buy that bag, but it was well worth the trouble, because she had saved 25 cents on it. She had, of course, been obliged to buy a lunch downtown at 60 cents; but, then, she had saved 25 cents on Miss Oldstyle's Christmas present. That was worth saving these hard times. Then there was the toilet set for her dear, dear friend, Mrs. Lee Leslie. It was such a beauty. Mrs. Mills narrowly escaped dying in a spasm of satisfaction every time she thought of that toilet set. It was so lovely and pure ivory, so the salesman had said, and only \$1.49! Oh, yes, and there were a dozen and one other things which she had bought, each one just what she wanted and all of them so cheap. Really, she had never felt better satisfied with anything than with her Christmas shopping.

There was one present yet to buy. Mrs. Mills had left that until the last purposely. However much she had economized in buying the others she would not do so with this one. It was for her dear husband, John, and she had made up her mind that he should have a real nice Christmas gift. A pair of military brushes at \$9 seemed to meet Mrs. Mills ideas of "real nice." She took a double pleasure in buying those brushes for she remembered that her dear John swore every time he found any of her hair in the brush or comb. She gave a contented sigh as she handed the clerk the \$9. "I'm sure John will be more than pleased," she murmured, as she left the store.

When Christmas morning came and dear John opened his Christmas package, his first thought upon seeing the brushes was, good thing. Being a quiet man he kept his thoughts to himself. While examining them he noticed a little price ticket tucked away among the bristles of one of them. The ticket looked innocent enough; but somehow dear John seemed to think otherwise. What he said deponent saith not; but it was impossible to misunderstand him. The next day Mrs. Mills took those brushes back to the store, where she was driven to tears and almost to distraction by having to take only \$7 for them. The clerk told her that they did not exchange Christmas goods except at a discount.

If the military brushes caused Mrs. Mills to shed tears, so likewise did the shopping bag for Miss Oldstyle.

When this very dear friend of Mrs. Mills opened her package and saw that bag her eyes filled with tears and then she broke down and had a real good old-fashioned cry. That was only the fourth shopping bag she had received from her dear friends that morning. If she could only have known that Mrs. Mills had spent a whole day chasing from place to place in order to find where she could get it the cheapest; but what we don't know does us no harm.

The dear, dear friend, who received the toilet case, looked at it critically for a moment, then, with a sniff remarked, "Celluloid! Oh, well, what else could one expect? I will give it to Bridget. It'll do very well for her." MacAllen.

Men Who Hope To Succeed

Mind their own business, and in time they have a business of their own to mind.

Do not lie, because it is a waste of valuable time, and the men who lie are sure to be caught in the end—the wrong end.

Watch their work, and not the clock. For a long day's work makes a long day short, and a short day's work makes the boss' face long and the pay envelope short.

Give more than their employer expects; therefore he can pay them more than they expect—the fellow who increases the profits of the business increases his own pay.

Do not kick because they are corrected from time to time; men worth correcting are worth keeping.

Do not dissipate, because of the effect the next day. Men who dissipate can only do half as much as they should. Men who dissipate last only half as long as they should.

Refuse to do anything that will hurt their self-respect. The fellow who will steal for his employer will just as surely steal from him.

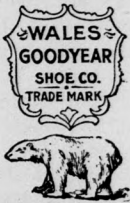
Do not forget; for forgetfulness may be productive of great harm.

Work every minute with a loyal and earnest endeavor.

The man with brains holds a very large and lucrative place in our commercial world to-day. Not necessarily the technical man, but the man who is familiar with the past, knows the present and is able to analyze, diagnose and compare conditions as they arise; to meet them, to dispose of them dexterously and with dispatch, with profit to himself and for those to whom he may be responsible.

Follow up advantages with determination. Keep pushing on and on. Do not jump to conclusions, or act in the heat of emotion. Think, and think hard. Feel quite sure in your heart that you are right, that you have reason for the conviction; then go ahead with a will—and repeat to yourself often, I will.

Confidence must be mutual; it should be both given and inspired. Show the same confidence in your customer that you hope to inspire in yourself. Give him credit for being



You'll Need a Lot of Bear Brand Rubbers

That stock in the basement is dwindling and the sizes are broken, when the next storm comes there will be something doing, you are going to find a lot more people after the Bear Brand quality than you expected. The

Wales Goodyear Bear Brand Rubbers

always a leader, are better this year.

Some mighty bright retailers have caught on and are pushing Bear Brand Rubbers hard—some of them have increased the rubber business a third or more. The sales you lose by running short of sizes will pay the freight a good many times over.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of

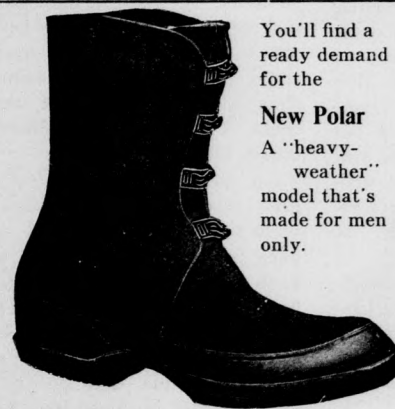
Wales Goodyear Rubbers

Makers of the famous

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

IT'S due to our complete stock of styles and size that we're able to give you the advantage of "same-day shipments" on

Wales-Goodyear and Connecticut Boots and Shoes



Get stocked up on this style in time: it's sure to move briskly.

You'll find a ready demand for the

New Polar

A "heavy-weather" model that's made for men only.

And that means that you're not only sure of getting the best rubber footwear that you can sell your customers, but you can get what you want when you want it.

If you haven't our complete catalog, please ask for it; you'll find it useful for ready reference.

The Maumee Rubber Co.

224 226 SUPERIOR ST
TOLEDO, OHIO.

Headquarters for Wales-Goodyear and Connecticut Boots and Shoes

PRACTICAL STOREKEEPING.

Matters of Vital Concern To the Merchant.

Paper Six—Marking the Goods.

Written for the Tradesman.

Wise buying must be supplemented by good marking before you have a successful merchandising scheme.

Right here is where many an otherwise promising storekeeper breaks down; he isn't a good marker.

It takes nerve to be a good marker—and yet I am inclined to think that a good many dealers are poor markers mainly because they really do not know what it costs them to do business.

What is the profit on an article of merchandise costing \$1 that sells for \$1.25? Some merchants still seem to allow themselves to think that they are making 25 per cent. by such a transaction! And yet if they stop to consider what it costs them to do business, they will readily understand that there is a vast discrepancy between gross profits and net profits.

The merchant who hasn't some fairly accurate system of cost accounting is going at the matter more or less blindly when he comes to marking his goods. He knows, of course, just what his goods cost him at the house or factory; and if he discounts his bills (as he ought by all means to do), he can very easily determine the actual initial cost of a commodity. But he must not forget to add in the freight. On the item retailing at \$1.25 it may not be very large, but it is something. Estimate the approximate freight and add this to the cost.

And then add the cost of doing business. This is pretty apt to lie somewhere between 15 and 20 per cent. As a fair average we will say 17 per cent. Suppose now the cash discount and the freight counter-balance each other, so that the factory cost remains \$1; now add 17 per cent., the cost of doing business and you have \$1.17. Now if the article retails for \$1.25, what have you made on the transaction? Obviously 8 cents instead of 25 cents. Is that enough? That depends. On some commodities a net profit of 8 per cent. is all, or even more than, one can hope to make; on other articles of merchandise it is considerably less than the dealer ought to have.

Apropos of nerve, without which, as I have intimated, no merchant can be a good marker, I was interested to read, in a recent number of the Boot and Shoe Recorder, the following confession:

"When certain dealers started in on a campaign of price reduction a few years ago I decided that I should have to get in the game, too. Some of them started selling shoes at \$3.25. I looked over my lines and found some selling at \$3.50 which I 'reduced' to \$3.75. I found some \$4 shoes which I 'reduced' to \$4.25. I got these prices just as easily as the other fellow got his \$3.25, and I had

the best month's business in all my career as a shoe dealer."

Now I am not discussing the ethics of this shoe dealer's price-marking episode. I cite it merely as an instance of nerve—a grim determination on his part to demand (and secure) a legitimate profit on his merchandise at a time when his competitors were swept off their feet by a local price-slashing craze.

It is a rather curious fact how certain prices come to be associated in the popular mind with exceptional values in given lines. Take the illustration above. Here are shoes selling at \$3.25, \$3.75, \$4.25, etc., instead of \$3, \$3.50, \$4, etc. Now for some reason—doubtless due to local newspaper announcements gotten out by certain shoe dealers in that community—the idea got abroad that a \$3.50 shoe could be bought for \$3.25, a \$4 shoe for \$3.75, etc. Now it may have been that in broken lines of footwear or in shoes the dealers did not want to carry over to another season they were actually offering some bona fide values. Anyhow these prices came to have a kind of vogue. They were unusual, and that very circumstance helped them to usurp a kind of tyranny over the popular mind. For that reason it might have been actually easier to sell a \$4 shoe for \$4.25 than it would have been to sell the same shoe for \$3.50. That may sound absurd; and yet if you have ever made any studies in what has been called mob psychology, you will readily understand the workings of the law.

Many stores in the larger cities are working the odd-price principle extensively. Commodities are priced at 87 cents, 98 cents, \$1.43, \$1.98, etc. Why? Because it is found that a woman will buy a commodity priced at 98 cents more readily than she would if the commodity were priced at 95 cents. Ninety-eight cents looks like a bona fide reduction of two cents. It may not purport to be such—often does not. The price is 98 cents. If she infers that the original price was \$1, that's her affair, not the marker's. Of course, if it could be retailed at 95 cents and show a fairly good profit, the three cents additional will appreciably increase the profit-margin.

On the other hand, there are figures that, for no apparent reason, seem to be unpopular. A clothier once told me that he could not sell \$2.50 hats in his community. Said he could sell hundreds of \$2 hats during the season, and hundreds of \$3 hats; but somehow the men of his town didn't take to the \$2.50 grades either in straw hats for summer or derby or felt hats for fall and winter wear. This was a local peculiarity undoubtedly, for I have known many clothiers and haberdashers elsewhere who have built extensive business in the \$2.50 grades of hats.

When it comes to merely local peculiarities no general rules can be laid down with respect to marking. Yet it may be said (and I think with-

in the bounds of general truth) that some figures are much more attractive than others. And I mean they are more attractive as figures, without any reference whatever to the actual values of the merchandise represented by the prices. Of course the reason, as I have above indicated, is just because certain figures look to be reductions or price-concessions. The marker does not have to say that they are—doesn't necessarily need to hint or suggest it. The popular mind just assumes it. Where such is the case, by all means mark in terms of the popular prices.

When it is said that some articles require a much higher percentage of profits than other commodities, the casual reader is apt to make a mental note that he has known that ever since he was a tyro in business. Yet, I dare say, there are lots of merchants throughout the country—men no longer young in the business world—who do not "mark up" to the measure of their knowledge.

Is your profit on perishable goods as large as it ought to be? On those novelties of yours—some of which, I fear, are dangerously near the freak line—those ultra smart and chic effects—are you actually getting the percentage of profit that you ought to have? When the present season is over some of those things will be as dead as a mackerel. No matter how much honest perspiration you exude next season in an effort to make them sell, they won't go. And you know it. Now it stands to human

reason that you can't clean up on them during the present season. As the season advances you will have to cut the asking price to part company with them. You may have to cut the asking price not once but twice—and maybe yet again. Suppose you buy \$100 worth of merchandise of this nature—articles of a precarious sort. Suppose you sell three-fourths of it (\$75 worth) at 40 per cent. gross profit; and the rest at cost. In that case you have made 40 per cent. gross profit on \$75 worth of merchandise, or \$30. But, inasmuch as you sold the remainder (\$20 at cost) your profit on \$100 worth of merchandise was only \$30, or 30 per cent. gross. Now let us say it costs you 17 per cent. to do business, what have you actually made? \$30 less \$17, or \$13. Is that enough? Well, hardly.

Should merchandise be marked in plain figures? Personally I favor this plan. It somehow creates an impression, frankness—openness and above-board methods—that is highly conducive to effective selling. I believe there is a growing tendency towards one price to all, and that price plainly marked.

Charles L. Garrison.

The world holds unlimited opportunities for the man who knows and can prove it. The industries of the world all employ a man who knows. When intricate questions of business, of progress, of conditions arise, the man who knows is sent for, and he must know and prove what he knows.

Style and Strength



This is one of a number of our damp proof welts that by the test of actual severe wear has proved itself to give the utmost shoe-satisfaction under hard usage in wet places.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

THE CHRISTMAS TRADE.

Lessons To Be Learned From Mail Order Houses.

Written for the Tradesman.

"What shall I buy for Christmas presents?"

You hear the question in October, and November, and December. Men, women and children want to remember their relatives and friends, but they don't know what to buy for them. They are willing to give up the money for the gifts, but the time, the worry of selection! Quite another matter.

Now, if you are a merchant, and have all sorts of things to sell, and you know folks who have money to spend, but do not know how to spend it, or where, or what for, it is up to you to show them how, isn't it? Do the merchants do this during the holiday time? Very few of them do. I know, for I have been in many a Christmas crush myself. Hold up a minute! There was Jones! He helped buyers to decide the question which stands at the top of this history, and I'll tell you how he did it.

One day Jones, who operates a novelty store down on the corner, sat in the dining room at home wishing the knives and forks and spoons were not always at the other end of the table when he sat down to eat, when Mrs. Smith came in and sat down by the window facing west, on the red cushion usually occupied by Betsey Bobbet, the cat. To the room occupied by the three—did I say that Mrs. Jones was there?—came Bluffem, solicitor for a grocery house doing business in another state and shipping a car a month of groceries into Jones' town.

"Anything in our line to-day?" asked Bluffem.

"I wouldn't buy of you on a bet," laughed Jones. The salesman thought he was joking with him.

"No," said Mrs. Jones, "I don't want to order to-day."

She would have given a large order, all right, if Jones hadn't been there, for women like to sit in their own rooms and order things, especially when the salesman tells them that his goods are cheaper and better than those sold by home merchants. Bluffem looked at Mrs. Smith. It was evident that he knew her, had done business with her before.

"No," said Mrs. Smith, looking critically at Jones, "I don't think I'll give an order to-day. Don't think there's anything I need."

Bluffem took out a long bill book and passed a printed slip to the lady.

"Look it over," he said, "and perhaps you'll see something you would like to have."

At the same time he passed a slip to Jones, and one to Mrs. Jones.

"There are so many things in the world which people want," Bluffem said, "that no one can keep a memory of them in his head. There are a thousand things on the store shelves in this city which no one except the merchant knows about. Buyers don't ask for them because they do not know that they exist. If they do know about them they don't remem-

ber that they do. Now, we don't do business in that way. We give you a list to look over, and in this list you'll see things which you need in the house, and which your home merchant would never think of calling to your attention."

Jones looked over the list and turned to the salesman.

"This list," he said, "ought to sell goods."

"It does," replied Bluffem. "It shows people things which they had never thought of buying. It is like a mail order book. Do you know why the freight and express offices are crowded with goods from the mail order houses on Christmas?" he added, looking at Jones, as the key to the situation.

"No," was the reply. "I wish I knew their trick of getting orders."

"I'll tell you what the trick is," laughed Bluffem, "and I won't charge you a cent for it, either. They send out catalogues. You've seen 'em in the houses you visit?"

"Too many of them," replied Jones. "They take thousands of dollars out of this city every month."

"Yes. Well, they send out catalogues containing lists of the things they sell, together with prices. The lists show everything on the face of the earth and in the depths of the seven seas. You see conveniences and odd little articles which you never heard of before, but which your home merchant may have had rotting in his store for months."

Jones thought of the many goods held over from last year and began to sit up and take notice.

"The book gets into the house and in the evening, before Christmas, the family gathers about it. That is easier than going down town into crowded stores to look over goods, isn't it? Thousands of descriptions and pictures are spread before the readers. They see things they never thought of buying. Why a mail order catalogue is like taking all the articles in a store into a man's house and giving him all the evenings in the year to look them over and select purchases. Did you ever think of that?"

"I begin to feel something creeping into my head!" laughed Jones.

"If the mail order house was right down here on the corner, and all the things in the catalogue were there, but not in a book, and you could go into the store and look things over and pick out what you wanted, you never would find the same things you buy from the book, sitting by your table at night. Now, would you?"

"Of course I wouldn't," said Mrs. Smith. "Here, I want some of this celery salt, and some onion salt, and some harness oil for the shoes, and some toothpicks."

"You can buy all those things in town," said Jones, with a wink at the salesman.

"You never would know it, from the advertisements and the way they show goods," replied Mrs. Smith.

"There you are," said Bluffem. "Of course merchants can't haul down everything on the shelves to show every buyer who comes in. There

is a fatal error in the mind of the average merchant. He thinks that people know what they want when they go into a store, whereas they do not, especially at Christmas time."

Jones was thinking, and his wife was looking over the list. She found things that she wanted, and which she did not know about before. By the time she had finished, her order amounted to several dollars.

"It is all right this time," said Jones, after the salesman had gone away, "but don't you ever buy another dollar's worth of goods of a foreign house. It is only fair that we trade with the people of our own town. I let it go this time because that salesman put an idea into my head which is going to revolutionize my business. You'll see!"

Jones went to work on the theory that people did not know what they wanted. He sent a couple of clerks through the store to catalogue everything in it. He made departments for everybody in the catalogue he got out. There was one for the lover, one for the bachelor, the old maid, the father, the mother, the son, the daughter, the brother, the sister, the husband, the intimate friend. Jones has a sense of humor, and his catalogue, besides being instructive, was amusing. The catalogue wasn't as large as the mail order catalogue, but it showed what goods he had on hand and showed more things than any one ever supposed he had in the store.

When a customer entered the store a catalogue was handed out, and the

visitor shown a pleasant corner to sit down in and look it over. People came from miles away to get catalogues because they did not know what to buy for presents, and the list told them. Jones had the trade of his life that year. He had his entire stock before buyers.

It cost money, of course, to get the books printed, but Jones figured that he was ahead on the deal just on the old dead stock sold. He had goods he did not know were in the store, and these went with the rest. A good many people in the city sat down at night over his catalogue and ordered stuff to be paid for the next day, with a list handed in and no waiting.

Jones answered the question: "What shall I buy for Christmas?"

Merchants in large cities are crowding the mail order houses by giving long lists and prices in their newspaper advertising, but the country merchants rarely do this—more the pity! And the mail order money comes from the country towns.

In getting up catalogues showing what one can buy for Christmas presents the list should be complete, and should show novelties. Get these lists into the homes and you'll see how quickly you will begin to receive orders from them. You can not show all your goods to every customer, but you can let every person in town know what you have and what it costs. Felix Fortune.

Study human nature. It pays.

SMART GOODS

For The

SEASON

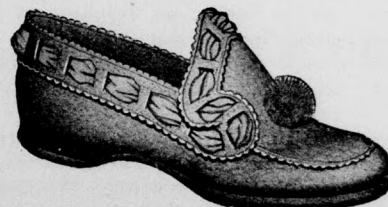
A full line of Holiday Slippers in all the popular styles and colors.



A stock of these during the next two weeks will quickly turn into money at good profits to the dealer.



Order today while you can get the sizes wanted.



Hirth-Krause Co.

Shoe Manufacturers and Jobbers

Grand Rapids, Mich.



Publications for Women—Power for Good.

Written for the Tradesman.

There are before me one of the famous periodicals devoted to the interests of women. The cover page is so artistically beautiful that one can but reflect that not so very many years ago this exquisitely colored reproduction of a drawing by a famous hand would have been considered well worthy of a frame and an honored place on parlor walls.

The advancement in illustrative art during the last three or four decades has been little short of marvelous. The pictures in this periodical are a joy. The cuts in its advertising columns are better than were the illustrations of the best magazines forty years ago.

When I turn the pages of this Christmas number and note the highly calendared paper on which it is printed, the typographical perfection of its pages and its wealth of reading matter treating of a great variety of subjects—all of it of interest to the average woman and much of it practically helpful to her in her daily work—my mind harks back to the women's publications of my girlhood. Godey's Lady's Book and Arthur's Home Magazine were the two with which I was most familiar, both leaders in their class, and both, I believe, no longer published. They were "some" magazines in their time and served well their day and generation; yet it is no disrespect to them to say that they, or any other women's publications of that period, would make a sorry showing beside this holiday number before me.

This periodical of whose perfections I have been speaking, without in the least exaggerating them, is not the particular one among publications for women that all the men so much love to poke fun at. It is one of the half dozen or more great journals devoted to feminine interests, which number includes, of course, the particular one just now referred to. These all resemble one another in general scope and get-up, but they can not justly be classed as imitators one of another or one of any other, since each has character of its own and special features of excellence in which it surpasses all the rest. Each has its clientele of devotees adherents who stoutly maintain that it and no other is the very best; and each has attained to enviable success.

Taking the group as a whole, they form one of the brightest constellations in the whole journalistic sky; or, to change the figure, they have

made, perhaps, the most phenomenal hit of present day journalism.

The number of actual readers of each is several times as great as its circulation; for of all publications extant, these papers for women are the ones most "bought, read, lent, borrowed and believed in."

A year or so ago a facetious editor recommended the L. H. J. as an excellent coat-hanger. "Just roll up a copy, tie a stout cord around the center and make a loop, place the garment on and slip the loop over hook or nail." On further reflection he advised tying on the cord and devoting the L. H. J. to this useful purpose before ever taking off the original wrapper!

As a joke this certainly was good; but in reality the great daily in which it appeared—sometimes called the greatest newspaper in the world—would be far more likely to remain in its wrapper, and while thus lying unread be devoted to some more extraneous purpose than the celebrated periodicals at which the keen little gibe was aimed.

A volume of the jokes and gibes which have been thrust at this one publication easily might be collected—thrust at this one in particular, but equally applicable, in the main, to its companions. What is there about this journal or this class of journals which tends to excite the perennial mirth of editorial pens all over the country? We all enjoy these harmless pleasantries, but why are they?

The fact that these periodicals rarely advance a new or startling idea may furnish an explanation for some of the jokes. We look to them for moderation and conservatism—not for intellectual stimulus. Their tenets are pre-eminently safe. And safety, when it comes to be given precedence over everything else, takes on humorous aspects; which aspects, audacious souls scattered over the country here and there are bound to see and make a note of.

Then a person or a thing that is absolutely and unequivocally correct is sure to excite the risibles of on-lookers who realize their own imperfections and failings when in the presence of utter impeccability.

But the best explanation of all is, perhaps, that the journals in question are so perfect an exponent of the eternal nature that they can but furnish to the fun-loving masculine mind a natural target for gentle ridicule.

Hjalmar Hjorth Boyesen, the great Norwegian author, was asked why it was that in his writings he always was giving sly little digs at women.

He could not deny the accusation, although he assured his enquirers that he fully recognized the noble traits of womankind and cited one of his books as positive proof that the attitude of his mind toward the sex was that of esteem and reverence. "But," he went on to explain, "there are some things about women that appeal to me as so irresistibly funny that I simply find myself unable to refrain from giving them now and then a sharp little thrust."

Whatever may be the precise psychological origin of the jokes, they certainly have served to bring into prominence and to fix attention not only upon the one publication in particular, but upon all the others of its class, and so have tended to increase rather than diminish their influence. And what a power they exert! It is simply inexcusable nowadays for any woman to be untidy in dress or appearance, to be a poor cook or a slovenly housekeeper, or to be wasteful or extravagant in the spending of money.

The best manner of doing every portion of her work is made clear and plain by the writing of experts. Just how to prepare an unending variety of palatable dishes, how to garnish a table so that the food may please the eye as well as tickle the

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

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.



Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE
TELEPHONE CO.

Just as Sure as the Sun Rises

VOIGT'S CRESCENT FLOUR

Makes the best Bread and Pastry

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

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

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

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



Voigt Milling Co.

Grand Rapids Mich.

Buckwheat

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

Highest price paid at all times.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

palate, how to purchase supplies, how to plan her house and how to decorate her rooms, what furniture to select and how to arrange it, how to train and educate her children, how to maintain health and how to care for the sick, how to tend her flowers and how to entertain her friends—these and all subjects of a like nature are treated of fully and explicitly. From these journals a woman may learn how to fashion neatly and tastefully every garment she wears—even how to make the hat for her head.

By means of these widely read teachings of expert authorities, there have been established definite high standards of doing the work of the household—standards which were sorely needed. The work of women had gone on for ages without these—mother taught daughter, who in turn, taught her daughters. Methods were matters of family tradition. Some women were slack—others "pizen neat," and very few applied their labor to the best advantage to produce results.

Even more important than the very ample and able technical aid in the different kinds of domestic labor furnished by this group of periodicals, are certain great influences which they wield.

Chief among these I will place the dignifying of the work of women in the home. Their work as wives and mothers has been made to seem worth while to countless women. Ordinary household tasks have become interesting. The average woman has come to feel that, although she may not be able to spellbind an audience nor write a best selling novel, still there is a great and indispensable work for her to do in making a real home for her husband and children. The alchemists of old sought to transform baser metals into gold. To the genuine homemaker it is given to work a subtler alchemy, that of transforming gold or silver or other lucre into comfort and happiness and refreshment of spirit. There has been created an ideal for the home woman—a goal has been set which she earnestly strives to attain. A path has been marked out which her feet tread swiftly and willingly.

These journals stand for good morals, for clean and healthful living, for true refinement, for courtesy and good manners, for a gentle chivalry on the part of men—for they have a great influence over men as well as women—for sympathy and consideration and fair-mindedness on the part of women.

They contain invaluable plans and suggestions for those who may be constructing costly and elaborate houses; yet the building of the small and inexpensive yet tasteful and comfortable home receives an equal or even greater share of attention.

The woman who has thousands to spend on her yearly wardrobe studies their fashion designs and all their hints on beauty and physical culture and declares she could not get along without them. The working girl or woman who must make a hundred dollars or less clothe her for a year,

scans these same pages with equal interest and finds nothing in their columns to lessen her self-respect because she has at her command the small sum instead of the large one. Instead, she is encouraged and helped and shown how with a little money she may manage to dress with freshness, daintiness and good taste.

Aiming as they have to meet the wants of women in all circumstances, these journals have done much to break down class distinctions and promote a genuine democracy among the members of the sex in which class distinctions and even snobbishness have been wont to flourish immoderately.

The woman of to-day does well if she lives up to the great periodicals that are published for her benefit. So excellent are they that the very men who make the jokes at their expense would not for the world have their influence lessened an iota. Even the editor who launched the brilliant coat-hanger idea would not seriously desire that the wrapper should remain on a single number. Quillo.

Dolls.

What would Christmas be without dolls? What would a store handling holiday goods look like lacking dolls? It would be like Christmas without Santa Claus. It is time, therefore, for the merchant, if he has not yet done so, to see that his preparations in this line are complete. Jobbers offer dolls of their own importation at prices ranging all the way from considerably less than a dollar a dozen up to as high figures as anyone cares to purchase. There are dressed dolls, boys, girls, Swiss girls, soldiers, nurse-maids, in clothing and hats of all materials and shapes. There are character dolls with faces that look like real babies, with ex-

pressions of all kinds, grave and gay, serious and comic. There are novelty dolls, Mexican, Swiss, Spanish, Austrian, Arctic, African Lord Fauntleroy and sailor. Then there are mohair dolls with celluloid faces. There are kid dolls, dressed and undressed. Jointed dolls, with moving eyes. Unbreakable Nankeen dolls, with metal heads. All kinds of dolls, all colors of eyes and hair and all sorts of beauty. A bewildering, dazzling display of delight for thousands of little girls. And they will be sold. Not a family but will make a sacrifice to see that there is a new doll from Santa Claus.

One of the Best of Trade Journals.

Cleveland, Ohio, Dec. 11—I was just looking over your paper. It is one of the best trade journals from an editorial point of view that has come to my notice and for this reason: You have a way of working in general interest matter with trade matter. Men of any trade are human beings and want to be interested. No doubt both the readers and advertisers are getting a lot of good out of it.

More people will read your paper than one confined to strictly trade matter. Take my own case as an illustration: I picked it up this morning off a table here in the office, read the front cover poems, turned to the inside, read a lot more stuff before I noticed it was your paper. I don't remember of doing this to any of the printing and publishing journals, which I should do and of which trade I am a member. You see it isn't so much as to what people should do, but rather what they really do, and in our appeal to people we must accept their tendency.

David Gibson.

\$100.00 REWARD

Above reward to merchants monthly, by the use of our new and desirable PREMIUM PLAN. Costs less than 2%. Would you pay \$2.00 for \$100.00 in new cash trade? Our coupon plan will do it for you. No investment required. If interested in stimulating sales, our 16 page illustrated booklet can be had by a request for same on your letterhead.

CHURCHILL CABINET COMPANY
2120 Churchill Street, Chicago

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy. Printed, Reproduced and Bound, 5,000 Original Bills, 5,000 Duplicate Orders, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it. Orders for books in full section cheap as usual. For descriptive Circular, samples and prices on large quantities, send The ORDER THROUGHTLESSLY, 1922 Michigan Ave., Chicago. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of price tag desired. It takes from 10 days to 2 weeks to execute orders.

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

Increase Your Sales of

**BAKER'S
Cocoa and
Chocolate**



Registered,
U. S. Pat. Off.

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

Ask our salesman
or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

You have had calls for

HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



The Autobiography of a Mail Order Stove.

I was born in a small manufacturing town six years ago. You would never have guessed me so young, would you? I look as tired and worn out as a stove of thirty. Neither do people suspect that I was once a handsome stove, all blacked and polished and slick looking, but I was. When it came to looks I was as good as the rest of them.

When my first owner looked me over he looked puzzled, then said, "I'll have to sell that one to some catalogue house, no hardware dealer would give real money for it." Later on, I am told, although I was a "misfit," he got to making stoves just like me, because it was just such chaps as me that the catalogue houses were clamoring for. I was never very strong or healthy.

Well, one day they put me on the train and the next thing I knew I was in Chicago. I was put in a big warehouse with a lot of other stoves. I guess there were a million of them.

But I didn't stay there long and the only interesting thing that I saw or heard in Chicago was one day when a fellow got out a big catalogue that showed my picture. The picture was really more handsome than I, and when I heard my "pedigree" read, I was sure there must be a mistake and that some other stove was referred to, instead of me. But I found out afterward that it was my own "pedigree" (considerably doctored. Anybody could have me to try free for a month and could keep me forever if they would pay just half as much as their home merchant asked for no better stoves.

As I said, I didn't stay long. One day I was put on the cars and started for a town in Kansas. They put me in a dark box car. I should have reached my new home in a few days, but I didn't. I got lost. It was weeks and weeks before I arrived at my destination, and, believe me, I was in a sorry plight when I did arrive. Two legs broken and my back all bent out of shape.

My new owner put me in a wagon and took me to his home, not knowing that I should have been sent to a stove hospital. When he uncrated me and saw how bunged up I was, he swore terribly. But his wife came out and he had to quit. I tried my best to look happy and well, but I couldn't.

They put me in a shed then for two weeks, although it was cold and I should have had fuel. They were waiting for my new parts to come

and when they came they did not fit very well, but I did the best I could. They set me up and I tried to show my appreciation by making their house warm. As long as I was fed coal real often I did pretty well. I was so anxious to keep the children warm, and I used to beam upon them with a glow of genuine pleasure.

But soon the boss got sore at me. He said I was a hog for fuel and he would not keep me for a holy minute. He wrote and told my former owner in Chicago that I was "No good," and he wanted his money back. I guess my old Chicago owner did not want me.

For the next six months it was the regular thing every day for my owner to insult me, although I was doing the best I could. He would call me a "fake" and he called my old Chicago owners some bad names that can't be put into print. One day he fed me a big catalogue with my own picture in it and I believe he enjoyed the operation immensely.

I worked hard that year to please my boss but he sold me the next season to a second-hand dealer. I blush when I think of the small price I brought. It was almost nothing.

The second-hand dealer cleaned me up and made me look fairly respectable and one day he sold me to a poor old colored man. I lived with this old Negro for nearly five years and consumed just as little fuel as possible because I knew he was poor. But even he got disgusted with me and sold me to a junk dealer one day for 35 cents.

Now I am down and out—and only 6 years old—right when a good stove should be in its prime. I was never made right in the first place. I was skimmed all over. If I had been the fine, healthy stove I was said to be in that catalogue, I would be in fine fettle to-day. But I wasn't. I was a make-believe and I have disappointed every one who ever had anything to do with me. It is a shame that stoves such as I ever have to be born. I was doomed to be a failure from the start.—American Artisan.

Difficulty of Serving Two Masters.

The question frequently arises, Are there any circumstances under which a manufacturer who caters to the retail trade is justified in selling to either the consumer or the catalogue house? This is a question that has been discussed many times, the answers differing in character according to the viewpoints of those expressing their opinions.

From the viewpoint of the manufacturer there are infrequent occa-

sions where he feels justified in making a sale direct to the consumer. We, of course, refer only to such manufacturers as claim to sell exclusively through the jobbing or retail trade; those who advertise and make a business of selling direct are not being considered at this time.

The occasions referred to as, in his own opinion, warranting a manufacturer in putting his goods into the hands of the consumer or user without the aid of the middleman are usually based on the claim that no trade distributions can be found to whom to refer the order, and that it would be an injustice to the consumer to decline to supply him with such



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

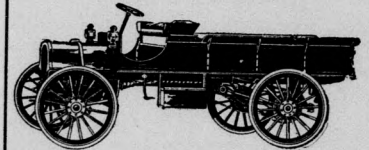
Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

Chase Motor Wagons



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

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

CLARK-WEAVER CO.

WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

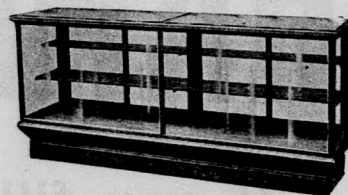
We ALWAYS Ship Goods Same Day Order is Received

Foster, Stevens & Co.

Wholesale Hardware

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

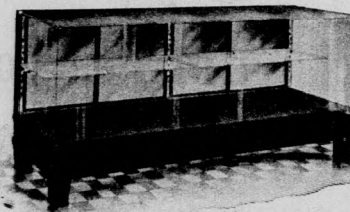
Grand Rapids, Mich.



Paragon Case No. 58

Lowest in Price

Made in large enough quantities to meet competitors prices



American Beauty Case No. 412

A Case of Quality

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

Our 84 page catalog is free

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

The Largest Manufacturers of Store Fixtures in the World

article or articles as he needs and desires to purchase.

Retail dealers, as a rule, have acquiesced in the justice of the stand thus taken by the producer or manufacturer, especially where it has been shown that no dealer could be found within a reasonable distance of the would-be purchaser who would undertake the sale and delivery of the goods wanted.

But what of the manufacturers who ostentatiously claim to do business through the retail trade exclusively, while they at the same time are repeatedly, but with all the secrecy possible, filling large orders from mail order catalogue houses? Has any one of these manufacturers—and there are a number of them—at any time advanced an argument to the effect that he was justified in his double dealing? Not that we have heard of.

There is a publication, having a good circulation among the business men throughout the country, whose mission it has been, and is, to gather information from every reliable source respecting such manufacturing concerns as sell to both catalogue houses and retailers, the mail order house sales being of course scrupulously kept from the knowledge of dealers. The information thus gathered respecting those manufacturers who are trying to "carry water on both shoulders" has been carefully verified, after which it has been submitted to the delinquent ones with a request to either admit or deny the truth of the charge. In many cases the manufacturers, finding themselves "cornered," have owned to the practice they have been following, and have agreed to discontinue their catalogue house business. In other cases they have ignored the request, considering either that their method of doing business was their own affair exclusively, or that they could continue indefinitely to fill orders from catalogue houses with impunity while seeking retailers' patronage.

It is a matter of regret that there are in the implement and vehicle trade some manufacturers who are guilty of the practice referred to. A few years ago there were many such, but since the retail trade has become so strongly organized, and implement trade papers have combated the evil, and waged a continuous war against the mail order houses, and the double dealing manufacturers who have supplied them, their ranks have been thinned. To-day there are very few manufacturers who have the audacity to cater to both catalogue house and retailer, and sooner or later they will be unmasked.

The rank injustice of the practice needs no comment further than to say that the manufacturer who supplies goods to mail order houses which sell to consumers direct at a price with which the retailer can not possibly compete, deserves to be cut off summarily from the retailer's list.—Implement Age.

The attentive ear and the silent tongue helps a man wonderfully in business.

Items of Interest in the Buckeye State.

Written for the Tradesman.

Ashtabula county went dry at the recent local option election.

Delegates representing the agricultural interests of the State met recently in Columbus to consider plans for introducing measures that will aid farmers in the drafting of the new State constitution. Sentiment was unanimous in favor of better highways.

The National Kraut Packers' Association met in Toledo last week and reports showed a short cabbage crop.

E. E. Williamson, head of the Receivers' and Shippers' Association of Cincinnati, will remove to Washington, D. C., and the work of the R. & C. Association will be handled by the Cincinnati Chamber of Commerce.

Liberal prizes in cash and merchandise have been awarded boys and girls having the best flower gardens during the past year by the Newark Board of Trade.

Dayton retail grocers will try to bring the 1912 meeting of the National Association to the Gem City. Almond Griffen.

Successful Men

Possess the invaluable qualities of

Talking directly to the point;
Deciding quickly in emergencies;
Infusing loyalty among employes;
Wasting no time on non-essentials;

Insisting on quality of service rendered;

Finding and stopping the leaks that sap the profits of a business;

Holding heads of departments to strict account;

Planning ahead, anticipating both needs and dangers;

Getting rid of inconsequential callers quickly yet courteously;

Understanding details, but leaving their execution to subordinates;

Detecting and correcting promptly any jar or friction in the business machinery.

Knowing the proper ratio between expense and income.

Help Yourself.

Fight your own battles. Hoe your own row. Ask no favors of any one and you'll succeed a thousand times better than anyone who is always beseeching some one's influence and patronage. No one will ever help you as you can help yourself, because no one will be so heartily interested in your affairs. The first step will be a long one, perhaps, but carving your own way up the mountain you make each one lead to another, and stand firm while you chop still another out. Men who have made fortunes are not those who had \$5,000 given to them to start with, but boys who have started fair with a well earned dollar or two.

In giving orders to subordinates, it is profitable, and therefore wise, to give reasons, thus teaching them to think and act judiciously for themselves.

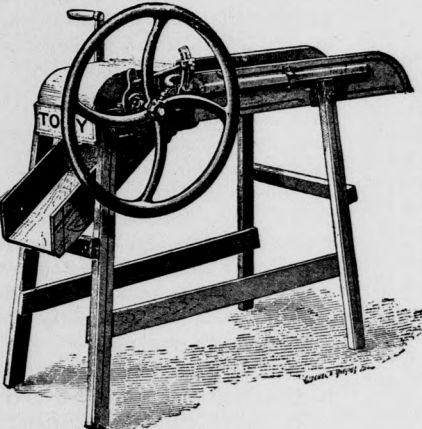
ROBIN HOOD
AMMUNITION (Not Made by a Trust)
Ask for special co-operative selling plan. Big Profits
Robin Hood Ammunition Co.
Bee St., Swanton, Vt.

Wilmarth Show Case Co.
Show Cases
And Store Fixtures
Take Division St. Car Grand Rapids, Mich.

NACHTEGALL MFG. CO.
429-441 South Front St., Grand Rapids, Mich.
Manufacturers of High Grade
BANK, STORE AND OFFICE FIXTURES
Order Work Our Specialty
Get our price before placing order for your new work or alterations

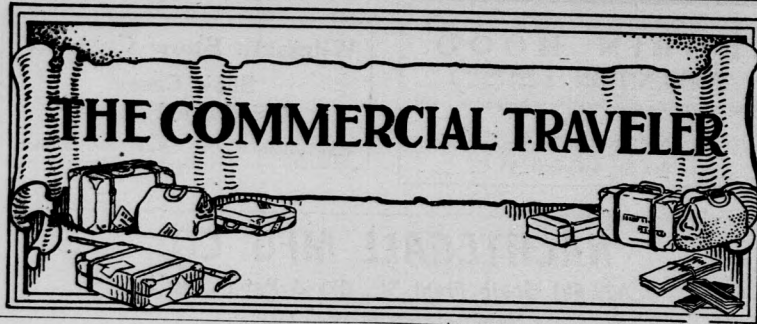
LANSING DUSTLESS ASH SIFTER
Screens and removes the ashes at one operation. Cleans out the furnace as quickly as a shovel and saves 15% of the coal. Exclusive agency to one dealer in a town. Write at once for our plan that enables you to place this sifter with every furnace user in your county.

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

The Tony Feed Cutter

has proven a wonderful seller because of its construction and adaptability to different cuts. Furnished with one or two knives and can be regulated to cut in lengths from one and one-fourth to one and one-half inches. Made for hand or power use. When used as a power cutter a clamp pulley is furnished. Frame is hard maple, knives of oil tempered steel. Your customers will like the "Tony" and you should see that they are supplied. If you have not full particulars, send at once for our special Implement Catalog which feature many good things for your trade.
Brown & Sehler Co.
Grand Rapids, Mich.
"Sunbeam Goods are Made to Wear."

We Manufacture
Public Seating
Exclusively


Churches We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.
Schools The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.
Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.
Write Dept. Y.
American Seating Company
215 Wabash Ave.  CHICAGO, ILL.
GRAND RAPIDS NEW YORK BOSTON PHILADELPHIA



Michigan Knights of the Grip.
 President—J. C. Wittliff, Detroit.
 Secretary—F. M. Ackerman, Lansing.
 Treasurer—Lou J. Burch, Detroit.
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 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. Ham-mell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Annual Banquet of Coldwater Council a Success.

Coldwater, Dec. 12—The annual banquet of Coldwater Council was a grand success in every way and was a high compliment to the Committee in charge. The event opened with an overture by the Appolo Orchestra, followed by an address of welcome by Mayor Conover, at the conclusion of which the members and guests were invited to a sumptuous feast in the banquet hall, where 100 plates were laid and where a very pleasant hour was spent in a social way, at the conclusion of which the members and guests, of which there was a good sprinkling of the fair sex, again returned to the lodge room. At this point former Mayor Kleindienst took charge of affairs as toastmaster and kept the assemblage in good humor during the entire evening.

The programme, consisting of selections by the orchestra, solos by Charles Daniels and Mrs. Claxton and recitations by Mrs. Kleindienst, intermingled by speeches, lasted well into the hour of midnight. Among the guests from out of town were Brother F. S. Ganiard, of Jackson, our Supreme Sentinel, whose remarks were well received and who made an impression on several prospective members and their wives. Brother J. Quincy Adams, of Battle Creek, Grand Junior Counselor, gave us a good talk on the work of the order and its benefits and made an impression on his audience that will always give him a hearty welcome to Coldwater. Past Grand Counselor Lincoln, of Hillsdale, was on hand with his blue prints and prospectus of a Greater Hillsdale and after his remarks had been condensed by the toastmaster, he was informed that while he thought Hillsdale had something on Coldwater it

was after all the result of the efforts of a product of Branch county of which Brother Lincoln was formerly a resident being born within twelve miles of Coldwater.

Brother McEachron was a favorite among the ladies and during his stay in the city had an option on the time of the gentler sex to the exclusion of the remainder of the boys, among whom were many far more handsome and much younger than Mc., but he had the dope and soon had the boys on the run.

A few remarks from Brother Geo. O. Gallup brought applause from the assemblage and his reference to the duties of the members and those not yet affiliated with our order will, no doubt, prove of value to the Council in the future. Brother Hach, the last speaker of the evening, was called upon by the toastmaster, after his reference to Brother Hach's candidacy for the office of Grand Sentinel, in response to which he impressed it upon the minds of his friends and supporters that his candidacy is not as a reward for his efforts in the past, but due to a desire for a larger field to conquer. The affair was voted the most successful of any ever pulled off by Coldwater Council and means that the eyes of the Grand Jurisdiction may well be focused on 452 and watch results, as a preliminary to which we will initiate four candidates on the 15th.

Brother Ward left his old haunts in Cleveland and journeyed over 200 miles to Coldwater to attend our function. Quite commendable in J. V., which illustrates the material we have.

Brother J. W. Hueston, at this writing, is reported to be in a serious condition, being threatened with appendicitis. The Sick Committee is keeping close watch of his case and hopes for the best.

It was good for poor eyesight to see Brothers Curts, Lobdell and Payne turn out and bring their wives, who seemed to be pleased for the opportunity of seeing the boys who espouse their cause.

The members of the Coldwater Council have concluded to place U. C. T. 452 after their signatures at hotels in the future. Good stunt! Everybody fall in line!

A telegram of regret was received from Grand Counselor Craw, announcing his inability to attend. We know Brother Craw was with us, even if we did not see him, and wish him better luck next time.

Get the best. It's a trade winner.

Wafted Down From Grand Traverse Bay.

Traverse City, Dec. 12—E. L. Hughes has disposed of his furniture store at Kingsley and will devote his entire time hereafter to applying hair restorer and undertaking in Traverse City.

Wm. E. Bennett, formerly with the Grinnell Bros., of Petoskey, has severed his connections with them and taken an interest in a Boyne City publication. The Traverse boys all wish you success.

We understand that Kent Buttars has engaged in the fish business on Fourteenth street, Traverse City. Be careful, Kent, for it is unlawful to catch fish under size.

Jack Gilchrist, Musselman's salesman, is anxiously waiting for a long distance call when out of town. Here's hoping you do not cut your order short or substitute.

The roller towel has really been discarded in Kansas. The order of the Board of Health went into effect Sept. 1, abolishing this style of towel in hotels, schools, railway trains and stations. Let us get busy.

Sign noticed in Geo. Struther's widow the other day: "Girl wanted for the next U. C. T. party." We understand that the reason he did not attend the other night was because he did not get his sign up soon enough. He has fifty-seven varieties.

Yes, we did name our recent arrival Sayles Richter, for we desired that our 1911 "Sayles" should be satisfactory.

Traveling Man—I wonder if the landlord doesn't know that it is against the law to use roller towels now?

Regular Boarder—Oh, yes, he knows it, but the law wasn't passed when this towel was put up.

Archie Williams, Straub Bros & Amiotte's salesman, has frequented our Northern woods in search of rabbits, but without success. We would suggest that if he procure a baseball mitt he would meet with better results.

Mrs. James Flaggert wishes to announce through these columns that some one helped themselves to her parasol at our last party. Hope it has not gone with our baseball mitt. Ask Williams.

Frank W. Wilson was taken with a severe attack of rheumatism while at Petoskey this week and is confined to his home. Frank, the boys all hope for a speedy recovery.

Ira Gordon, 25 Woodlawn avenue, Grand Rapids, established two new records while at Ludington the other evening. Owing to the P. M. being late he covered the distance from the Stearns Hotel to Mr. Seeba's place in two minutes and ate seven sandwiches in ninety seconds. He's O. K. now.

Thanks to the Briny Inn Hotel, at Manistee, for equipping each room with a fire escape rope. Let others follow.

Our boys all feel grateful towards our Board of Trade and to our Postmaster, Frank Friedrich, for obtain-

ing the morning mail service south for us and our city. Now, how about our morning train north?

Geo. Struthers is not deserving of lady company. On a recent trip to Manistee with his girl, Geo. fell asleep on the train and his lady friend strictly abandoned him, for Geo. was not aware of the fact that he made the trip from Kaleva to our city alone. George really intended to spend the evening with his lady friend at Kaleva. Traverse City girls are more attentive.

After twelve years of conscientious work on the road Ray Thacker has attained the position we are all looking for, "A job inside and to be at home," and hereafter he will take full charge of the John T. Beadle Harness Co.'s business, Mr. Beadle retiring. A great deal of credit must be given Mr. Thacker for the success of the business, which to-day covers a greater portion of the State, by his everlasting efforts. He has made a great number of friends among his customers and especially so with his fellow travelers. We are sorry to lose you, Ray, and we wish you all the success there is due you in the future. E. L. Packard, formerly with another local harness concern, will succeed Ray on the road, and success is certainly due him also.

Fred C. Richter.

Have confidence in yourself and in your goods.

G. J. Johnson Cigar Co.

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

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

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. 12—E. R. Smith, representing the Heineman Hat Manufacturing Co., of Milwaukee, is preparing his sample line of hats, caps and "Badger" gloves for spring. Smith starts out immediately after the holidays.

L. A. Prout & Son, of Levering, have opened up a livery. The boys should be pleased to hear this, as the only livery there has been handing out some hold-up prices.

Believe in the reincarnation? We do now. Hub Baker has a new mustache stuck under his nose and it looks like the one that disappeared from Pete Fox's face.

Bert Woodley, representing Edson, Moore & Co., Detroit, was in Grand Rapids Monday and Tuesday. Conduct 3. (R. G. Dunn & Co.)

Mike Nassar, representative for the Ellis & Bashara Fruit Co., took the train at Cedar Springs last week, intending to get off at Rockford. When Mike came to the train was pulling into Mill Creek and the conductor was gruffly demanding his fare from Rockford to Grand Rapids. Hey, Michael!

Don't forget next Saturday night. The series of U. C. T. dances will be continued. All traveling men, whether members of the U. C. T. or not, are invited.

Dave Clapp, Mayor of Howard City, also grocery merchant, is the kind of man the boys like to call on. If Dave can't give all the boys an order, he can hand them all a pleasant word and, as the boys are wont to say, "He uses us all right."

Messrs. Bealow, Jourdan, Holmes, Warrigan, Gingrich, McLain and Bill Koller all landed in Frankfort at the same time one day last week. Look over this bunch of names, then stop and think what must have happened at the Truesdell, where they all bunked—or rather were supposed to bunk.

Dick Warner, Sr., mentioned to his old-time friend, Manley Jones, that he was short of money. Manley immediately offered to loan Dick \$40,000 if he needed it. Dick only gasped and said he guessed he had all the money he needed.

Speaking of the Clendee, at Pentwater, the service is good, the meals good, but some of the boys report they have found sheets and pillow cases that they thought had been used more than once. We believe Mr. Herr will remedy this if his attention is called to the matter.

L. W. Hover, representing the Bay State Milling Co., of Winona, Minn., has moved from Detroit to Grand Rapids and will cover the territory adjacent to Grand Rapids. Hover says his concern is building the largest flour mill in the United States. He will do special work with "young" Hub Baker this week. We presume they will be safe, as they travel in dry territory all week.

Surely someone besides John Vanderbeyden must be selling dry goods in Muskegon. Couldn't tell it if you watched John hiking down the street with a big scope in either hand.

John is one of P. Steketee & Sons' star salesmen.

Percy Palmer, representing Burnham, Stoepel & Co., of Detroit, has moved his family to Grand Rapids from Big Rapids.

The pleasure comes to but few of the members of the United Commercial Travelers of helping do the work of initiation of their own son, but that pleasure came to John D. Martin, of Grand Rapids Council, No. 131, at the meeting Saturday evening, Dec. 2, when his son, Jess L. Martin, was one of the large class initiated. John is a Past Senior Counselor of Grand Rapids Council, a member of the Executive Committee of the, Grand Council of Michigan and qualified to occupy any chair of a subordinate council, and at the meeting Saturday was appointed to fill the chaplain's station and deliver the lecture on the "Ray of Hope," which he did in a masterful manner.

Charlie Reynolds, who has been laid up for the past three weeks, is able to be out and around again. Charlie is calling on his regular trade again and is doing so in a very careful manner. Charlie's many friends will be pleased to hear of his recovery.

Don't forget that U. C. T. Council dues are due Jan. 1.

Alen C. Fuller, member of Grand Rapids Council, is laid up at his home with a broken leg. U. C. T. members are requested to call on him.

R. M. Richards called on H. B. Wilcox last Sunday only to find him sick in bed. Couldn't expect much else when eating an ordinary family meal himself, half of which is enough, when Rufus Boer does the cooking.

Do you know the State law specifically says that all railway stations must be equipped with bulletin boards and all trains that are late must be marked up on same? Don't be afraid to tell the agent if he neglects this.

Muskegon Council, No. 404, U. C. T., held a regular meeting last Saturday night. Among other out-of-town speakers was our own Grand Sentinel Walter D. Lawton.

Dedicated to our old friend Will Reed, of Luther.

A few more days and Xmas morn, Watching the happy kiddies then A noisy day, a great big meal And off to the road again.

Only one more U. C. T. dance before Christmas.

No one has sued the "News and Gossip of the Traveling Boys" column for \$100,000 yet.

J. M. Goldstein.

Joseph P. Visner, who has represented Edwin J. Gillies & Co. in this city for the past twenty years, is in room 9, U. B. A. Hospital, where he is being treated for a dropsical trouble. He has been there about ten days and expects to remain about two weeks longer. His trade is being covered in the meantime by his son, Lynn.

Spend your spare time wisely; consider every hour golden, every moment an opportunity; do not waste a moment of time, whether your own or your employer's.

J. Q. Adams For Member of the Board.

Battle Creek, Dec. 12—For some time there has been a growing demand on the part of the membership in the southwestern part of the State for representation in the governing body of that magnificent organization—the Michigan Knights of the Grip—impelled through sectional pride as much as by any other motive. The members in Southwestern Michigan desire a representation on the Board of Directors.

In casting about for a member who is capable and who is also centrally located a number of members have requested John Quincy Adams, of Battle Creek, to accept the nomination for the office of one of the directors and, after several requests by members, Mr. Adams has consented to allow his name to be used as a candidate for one of the directors for the ensuing term.

Mr. Adams was born in Battle



Creek April 12, 1867, and has always made this city his home. He was educated in the public schools and the inception of his business career was in retail grocery stores. For the past twelve years Mr. Adams has represented prominent wholesale grocery houses in the State, calling on the trade. For the past nine years he has represented the Jackson Grocery Co. in that capacity and, through his genial manner and accurate business methods, has acquired the respect and friendship of a large coterie of customers and acquaintances he has met in the discharge of his duties.

Mr. Adams' education and training have eminently fitted him to capably discharge the duties as a member of the Board, both with credit to himself and the entire membership.

K. of G.

Good Report From the Auto City Council.

Lansing, Dec. 12—Brother Kleets, of Jackson Council, No. 57, recently became so bewildered while in Eaton Rapids that he boarded a northbound Lake Shore train, believing it would carry him to Albion. We supposed Eaton Rapids was a dry town.

Several dining room artists in Michigan hotels are now missing tips, just because Brother John Flanagan has accepted a position as

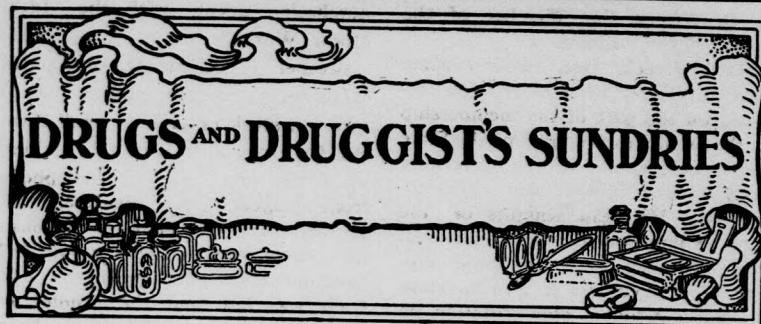
purchasing agent with the Ideal Motor Works.

Brother P. G. Frantz, our genial candy man, recently endeavored to secure a stock order in a small town not far from Port Huron by calling upon the merchant by telephone from Lapeer. "No sir-r-e-e," said the merchant, "if you want my business, come over, and let my wife and daughter taste your samples." The train was late and the peddler of sweets arrived after the supper hour was past, but, being keen on the scent for business and seeing a good order in prospect, that didn't matter, and he proceeded at once to do business. He secured the order at 11:45 p. m. and then found that the hotel, where commercial men usually stop, was entertaining a country folk dance and was otherwise full. After much groping around on dark streets, he found the other tavern and began making a noise like some one wanting to get in. The landlord, although hearing his knocks for admission, supposed him to be one of the intoxicated dancers, wanting only the violation of the Warner-Crampton law, refused to open the door until time to kindle the morning fire and was much surprised to find on his doorstep a real live, hungry and sleepy, but successful, U. C. T. man, with a trifle more than half his usual amount of samples still on hand.

More than usual interest was centered in our last Council meeting, Dec. 2. At 6:30 p. m. our Ladies' Auxiliary served an excellent game supper at the Council parlors, the game being furnished and prepared by our Senior Counselor and his wife. The probability of this feast was announced in our correspondence of three weeks ago and it proved more than equal to our expectations. Much credit for this enjoyable feature was due to the splendid marksmanship and generosity of Brother Sherwood. One new member was initiated into the mysteries of the order and business matters of unusual importance were transacted. As soon as the Council was closed, the ladies had all in readiness for progressive 500, which lasted until past half 10. It is noticeable that our regular attendance has increased wonderfully since our Ladies' Auxiliary has been assisting in these social functions. Watch us grow!

H. D. B.

Traveling men generally will be glad to learn that S. H. Peck has taken hold of the Hotel Cody, especially as A. B. Gardner is to be retained as steward. Both gentlemen have hosts of friends among the traveling public, which has always regarded the Cody with favor on account of its large rooms, central location and excellent housekeeping. Mr. Peck will attract a large patronage from the class of people who have been his guests at the Arlington, at Petoskey, for several years, and it goes without saying that the Cody will soon take rank among the leading hotels of the country.



Michigan Board of Pharmacy.
 President—Ed. J. Rodgers, Port Huron.
 Secretary—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso;
 W. A. Dohaney, Detroit and Edwin
 T. Boden, Bay City.

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gillo,
 Pompell.
 Second Vice-President—G. C. Layerer,
 Bay City.

Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—W. C. Kirsch-
 gessner, 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 Associa-
 tion.**

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, Union-
 ville.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley,
 Chairman; Henry Riechel, Theron Forbes.

Movement To Better Retail Prices.

There is a general movement among the drug trade to a gradual and reasonable raise of prices of such goods as have been heretofore sold at unreasonably low prices. It is conceded by the best observers that it is in many localities difficult, if not impossible, to increase the price of a number of advertised patent medicines which have been made leaders by department stores and others. It is also evident that any attempt to take a radical stand in regard to notoriously cut priced patent medicines would excite active measures on the part of certain parties who prefer cut prices.

There are many goods, however, in the line of drugs, medicines, surgical appliances, household goods and remedies of many sorts and kinds which have been sold at unnecessarily low prices. The prices of these articles can be raised with little difficulty. One druggist who has gone into the matter very thoroughly reports the successful working out of a scheme somewhat as follows:

He went over his stock and scheduled all his goods which were being sold at prices too low to offer a living profit. These he classified into groups, patent medicines, prescriptions, specialties, sick room appliances, household remedies, rubber goods, various plasters, surgical dressings, etc. Opposite each item he placed the new price—one which was a reasonable raise. He was astonished to find that certain goods had been sold for some time at less than cost. He

found others had been sold at low prices without any regard for demand, probably from force of habit or else by reason of an epidemic of cutting in his vicinity. He found that there were many goods on which the price could be advanced without encountering opposition. Among these goods were certain items which had a moderate sale, which were used for particular purposes by people who would not haggle about the price. These he advanced at once, then week by week, sometimes daily, he went over his list and systematically raised the prices. He went about the work cautiously, instructing his clerks to give particular attention to any opposition on the part of buyers, and when such opposition had occurred to attempt to meet them with arguments as to quality, higher cost, good service, increased cost of raw material, living and doing business. In some instances the customers were frankly told that the goods had previously been sold at less than cost, thus taking them into his confidence. He also talked the matter over with a few of his friendly competitors and immediately two of them followed his example, using his list. To his surprise he found the loss of sales were very few. He forestalled opposition by using his newspaper space, and other advertising adjuncts. He interested his trade by talking about quality, high service, accommodations, experience and by hinting in an unobtrusive way that low priced drugs and medicines were dangerous—that everything he sold was guaranteed under the pure food and drug law. In fact, he found himself gaining new trade, customers came simply because he had the reputation of having everything of the highest grade. Now this druggist firmly believes that it is a good thing to acquire a reputation for high prices on the retail price of goods.

The whole scheme was carried out systematically, carefully and gradually. In less than a year the figures showed that he had been able to make an advance of from 10 to 50 per cent. on each line of goods. The movement gradually spread among his competitors. While here and there some fellows would find out that he had raised his prices and made a noise by advertising something at a cut rate, it soon blew over. He says that he is convinced that in good salesmanship, good goods and good business policy there is no need of being afraid of anyone.

Better price movements are reaching out into all lines of retail work, hardware stores, grocery stores, dry

goods stores and even department stores are tending that way. While many still offer bargains to attract the trade, more and more they keep an eye on the profits and will eliminate the general wholesale slaughter so long in use.—Red Cross Messenger.

Drug Clerks as Members of Boards of Pharmacy.

There has been quite a lot of foolish discussion recently of the question whether drug clerks should be board members. There is no reason why clerks should not occupy such positions, if they are capable. The whole nub of the matter is in that word capable, and it applies to every board member, whether clerk, proprietor or political appointee. Too often and too generally are board appointments made to satisfy personal and selfish ambitions, as a sop to some influence or organization, as a reward for some real or imaginary service rendered. If made for any one of these reasons the appointment is bad. Board members should be chosen for their special qualifications and fitness as examiners; they should be those who, while conserving the interests and welfare of the public, will at the same time deal justly and fairly with the candidates for examination.

Boards of pharmacy and pharmacy laws are not created to make pharmacists a privileged class; they are for the protection of the people against the incompetence of pharmacists. It is mighty hard to make some druggists see this distinction. Many drug clerks are possessed of the experience, knowledge and temperament which make the right sort of examiner, and it would be a mighty good thing to substitute them for some of the figure-head and bone-head type of pharmacist-proprietors who now ornament(?) some boards. The mere accident of ownership or service in a drug store is not the test of fitness for board membership. If the clerk is the right kind, put him on the board if you want to, there is no objection. But, for goodness' sake, whomsoever is appointed or elected, clerk, proprietor or pharmaceutical politician, try to get the variety who possess some natural and acquired fitness for the job.

There are clerks in some boards now, and they seem to be doing satisfactory work.

The Drug Market.

Opium, Powd. and Gran.—Has advanced.

Menthol—Is higher.

Oil Spearmint—Has advanced.

Oil Wormseed—Is higher.

Manna—Has declined.

Oil Lemongrass—Has declined.

Celery Seed—Is lower.

The successful man is a strong man—a man with the moral strength to "stick to facts;" strength which puts him in a position to demand strength of others.

Good, reliable, progressive and loyal men and women are as scarce as hens' teeth.

Civic and Business Affairs.

Written for the Tradesman.

Grand Rapids and other cities without a convention hall might well look to Peoria, Ill., for a lesson on the value of such a building. In ten years Peoria has grown to rank next only to Chicago as a convention city in that State and the municipal coliseum is the reason. The building was erected ten years ago at a cost of \$60,000 and it will seat 5,000. It was built by a corporation controlling rapid transit facilities over the streets and presented to the city in return for an extension of franchise rights for twenty years.

Kansas City now has a purchasing agent, an appointee of the Mayor and responsible to him, who buys the supplies, and the system seems to work well. Instead of paying \$1.65 per barrel for cement under yearly contract the city is able to buy for \$1 or less. The agent can advertise and make a contract or he can go into the open market to fill the city's needs. Purchases are made upon requisitions from the department wanting the goods. The orders are made and copies of them go to the interested persons, so that there is a check both upon the agent and the department getting the supplies. Before any requisition is honored it must be countersigned by the Comptroller to certify there is a fund to meet the expense.

Solution of the problem of how to dispose of sewage has been attempted at several places in Holland by distributing it over the fields and gardens as a fertilizer instead of running it into canals and other waterways. Experts say that the sewage of Amsterdam, a city of 578,000 people, would be sufficient to fertilize about 5,000 acres of land devoted to crops of the most soil-exhausting nature.

A school endowed by Mrs. E. H. Harriman will be started in New York for training men in civics and the administration of public business.

Men out of work at Kansas City this winter will be provided with jobs at the stone quarries and on the streets. Single men will be paid in meal tickets in lodging house checks, while men of families will be supplied with clothing, groceries and fuel.

W. T. Wells, President of the Columbus Pharmacal Company, who died recently, left an example to the business world that is worthy of emulation. Although his death was sudden the business will go on without a hitch. For the past thirteen years Mr. Wells has been training a successor, who could step into his place with full knowledge of all details of the business, having seen the trouble that has come to many companies through the sudden loss of its directing head. J. W. Haynie, a young man, is now the company's general manager. Mr. Wells had also insured his life at his own expense for \$20,000 for the benefit of the corporation to compensate the company in part for the loss of his services in case anything should happen to him at any time.

Almond Griffen.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Aceticum, Ammonia, Aniline, Sacciae, Balsamum, Cortex, Extractum, Flora, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, and others.



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.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.



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.

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.



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.

Table with 2 columns: ADVANCED and DECLINED. Lists items like Wheat, Winter Wheat Flour, Dairy Feeds, Cheese, and Spring Wheat Flour.

Index to Markets

By Columns

Index to Markets table listing various categories (A-W) and their corresponding page numbers.

1 2

Main price list table for items 1 and 2, including Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Brooms, Brushes, Butter Color, Canned Goods, Carbon Oils, Cider, Sweet, Clothes Lines, Cocoa, Cookies, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Fruit Jars, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Maple, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soda, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Main price list table for items 3, 4, and 5, including Cheewing Gum, Confections, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Cocoa, Cookies, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Fruit Jars, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Maple, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soda, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

6

Table of goods including Soda Crackers, Uneeda Biscuit, and various oils and flours.

7

Table of goods including Jaxon Terp. Lemon, Terpeness Extract, and various oils.

8

Table of goods including O P Laxo-Cake-Meal, Cottonseed Meal, and various meats.

9

Table of goods including 5 lb. pails, Smoked Meats, and various oils.

10

Table of goods including Hemp, Russian, Mixed Bird, and various oils.

11

Table of goods including Sweet Mist, Am. Navy, and various oils.

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
 - Palls
 - 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 35
 - 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 60
 - 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

- 13**
- CIGARS**
Johnson Cigar Co.'s Brand
- SOAP**
Beaver Soap Co.'s Brand
- COCONUT**
Baker's Brazil Shredded
- COFFEE**
Roasted
Dwinell-Wright Co.'s B'ds
- Washboards**
- Bronze Globe 2 50
 - Dewey 1 75
 - Double Acme 3 75
 - Single Acme 3 15
 - Double Peerless 3 75
 - Single Peerless 3 25
 - Northern Queen 3 25
 - Double Duplex 3 00
 - Good Luck 2 75
 - Universal 2 00
- Window Cleaners**
- 12 in. 1 65
 - 14 in. 1 85
 - 16 in. 2 20
- Wood Bowls**
- 13 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 1/2
 - Wax Butter, short c't 13
 - Wax Butter, full count 20
 - Wax Butter, rolls 19
- YEAST CAKE**
- Magic, 3 doz. 1 15
 - Sunlight, 3 doz. 1 00
 - Sunlight, 1 1/2 doz. 50
 - Yeast Foam, 3 doz. ... 1 15
 - Yeast Cream, 3 doz. ... 1 00
 - Yeast Foam, 1 1/2 doz. ... 58

14

SOAP
Beaver Soap Co.'s Brand

WONDER SOAP

100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 85
50 cakes, small size. 1 95

Gowans & Sons Brand.

OAK LEAF SOAP

Single boxes 3 00
Five box lots 2 95
Ten box lots 2 90
Twenty-five box lots .. 2 85

J. S. Kirk & Co.

- American Family 4 00
- Dusky Diamond 50 8 oz 2 80
- Dusky D'nd 100 6 oz 3 80
- Jap Rose, 50 bars ... 3 60
- Savon Imperial 3 00
- White Russian 3 60
- Dome, oval bars 3 00
- Satinet, oval 2 70
- Snowberry, 100 cakes 4 00

Lautz Bros. & Co.

- Acme, 30 bars, 75 lbs. 4 00
- Acme, 25 bars, 75 lbs. 4 00
- Acme, 25 bars, 70 lbs. 3 80
- Acme, 100 cakes 3 25
- Big Master, 72 blocks 2 85
- German Mottled 3 50
- German Mottled, b oxs 3 45
- German Mottled, 10 bx 3 40
- German Mottled, 25 bx 3 35
- Marseilles, 100 cakes .. 6 00
- Marseilles, 100 cks 5c 4 00
- Marseilles, 100 ck toll 4 00
- Marseilles, 1/2 bx toilet 2 10

Proctor & Gamble Co.

- Lenox 3 00
- Ivory, 6 oz. 4 00
- Ivory, 10 oz. 6 75
- Star 3 85

Tradesman Co.'s Brand

Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

A. B. Wrisley

- Good Cheer 4 00
- Old Country 3 40

Soap Powders

- Snow Boy, 24s family size 3 75
- Snow Boy, 60 5c 2 40
- Snow Boy, 30 10c 2 40
- Gold Dust, 24 large ... 4 50
- Gold Dust, 100-5c 4 00
- Kirkoline, 24 4lb. 3 80
- Pearline 3 75
- Soapine 4 10
- Babbitt's 1776 3 75
- Roseine 3 50
- Armour's 2 70
- Wisdom 3 80

Soap Compounds

- Johnson's Fine 5 10
- Johnson's XXX 4 25
- Nine O'clock 3 30
- Rub-No-More 3 85

Scouring
Enoch Morgan's Sons

- Sapallo, gross lots ... 9 50
- Sapallo, half gro. lots 4 85
- Sapallo, single boxes 2 40
- Sapallo, hand 2 40
- Scourine Manufacturing Co
- Scourine, 50 cakes 1 80
- Scourine, 100 cakes ... 3 50



10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Small size, doz. 40
Large size, doz. 75



SAFES

Full line of fire and burglar proof safes kept in

AXLE GREASE

MICA 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

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago
St. Louis Minneapolis
Dallas

TRACE

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

The Clover Leaf Sells

Office 424 Houseman Bldg.
If you wish to locate in Grand Rapids write us before you come.
We can sell you property of all kinds.
Write for an investment blank.

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
Grand Rapids, Mich.

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.

For Sale and Exchange By Frank P. Cleveland

MILLINERY STORES. One St. Joseph. Mo., \$2,000. One in Woodford Co., Ills., \$1,300. One in Bartholomew Co., Ind., \$2,000.

MEDICAL PRACTICE AND BUSINESS AND RESIDENCE PROPERTY in Jackson Co., Ia., \$4,500.

SAW MILL, 5-room house, barns, sheds and out buildings in Washington Co., Ind. A fully equipped plant: price \$4,000.

RETAIL FLORIST BUSINESS AND GREEN HOUSES in Perry Co., Ills., \$12,000.

FRAME BUSINESS BUILDING, RESIDENCE AND TWO LOTS in Fairbury, Ills., \$3,100.

BLACKSMITH SHOP AND RESIDENCE in Winneshiek Co., Ia., \$8,500.

HARDWARE, PLUMBING AND HEATING BUSINESS; also store building and residence in Butler Co., Ia., a well established business: about \$21,700 required.

WALL PAPER, INTERIOR DECORATING AND PICTURE FRAME STORE in Lee Co., Ia., \$2,800.

FARM IMPLEMENT BUSINESS AND RESIDENCE in Palo Alto Co., Ia., \$4,200.

Write for detailed descriptions.

I bring buyers and sellers together. Let me know your requirements.

Established 1881.

Frank P. Cleveland

1261 Adams Express Building
Chicago, Illinois

For Sale—A clean stock of shoes and rubbers in a country town, good place for a Holland shoe repairer. Address No. 831, care Michigan Tradesman, 831

For Rent—Modern stores. Fine opening for dry goods or clothing. Address O. O. Cheney, Charles City, Iowa. 829

For Sale—A general stock of merchandise, invoicing about \$9,000. Doing a business of \$40,000 annually. Located in the best cotton town of 5,500 in Eastern Oklahoma. Reason for selling, health of children. Would consider farm at \$2,500, balance cash. Write O. E., care Tradesman, 828

For Sale—My store building, 24x60, cellar, living rooms above. Good established trade, \$14,000 per year. Centrally located. Will sell very cheap. Not necessary to buy any stock. N. D. Gover, Shepherd, Mich. 827

5-10-25 cent store for sale in Kansas; town of 8,000 population; stock \$1,750; fixtures \$450. This is a new stock and will sell for cash at invoice price. Dissolution of partnership reason for selling. Roswell & Hambricht, Chanute, Kansas. 826

Wanted—Merchandise, shoe, undertaking and furniture stocks for cash. Address No. 823, care Tradesman, 823

Elevator for sale, fine business. Old age, reason for selling. Address No. 824, care Tradesman, 824

Cash grocery, Grand Rapids, at invoice price \$1,000. No delivering. Address No. 825, care Tradesman, 825

For Sale—Half interest in a first-class mercantile business, requiring investment of \$5,000; paying a large income on the investment; safe and sure. D. D. Ford, Battle Creek, Mich. 821

Day Clipper Egg Beater and mixer No. 3; with or without motor attached. Good condition. Model Home Bakery, Portsmouth, O. 822

For Sale—One Buffalo Silent Meat Chopper, with 3 horsepower electric motor and switch stand attached; sausage stuffer, and Herz & Son lard press, also large caldron kettle. Complete outfit will be sold at a bargain. Bundy Lumber Co., Bundy, Wis. 832

For Sale—\$9,000 general merchandise. Great chance for right man. Big discount for cash. Address M. W., care Tradesman, 772

A good chance to start a meat market. Good location. Cheap rent. Expenses cut in half. Why is it? Write for further information to No. 833, care Tradesman, 833

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.

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

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 22x95 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

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

NOW IS THE TIME

to figure on your 1912 Business.

Let The Western Sales Co. help you get a Flying Start by giving you a rousing Sale in January or February.

Address 54 W. Randolph St., Room 10, Chicago

Michigan Hotel For Sale—Leading commercial house in city of 3,500. Rates \$2 up. Favorite resort, beautiful spot, overlooking lake. Excellent all year trade. \$12,500 cash required. Address No. 806, care Tradesman, 806

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

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman, 221

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 \$5,000. Rated at \$10,000. Will stand close investigation. J. W. Hoffman, 318 Northern Ave., Pueblo, Colo. 807

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. Tradesman, Box 1261, Cherry Valley, Illinois. 780

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

A1 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

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; 4 1/2 to 3 1/4 x 5 1/4, 4c. J. M. Manning, 1062 Third Ave., New York City. 761

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 849

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—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

Wanted—An experienced clerk for general store. One who speaks German preferred. Burns & Kibler, Persia, Iowa. 816

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

SITUATIONS WANTED.

Window trimmer and card writer wishes to make a change. One who can put up "business getting," "trade pulling" displays as well as artistic ones for special occasions. Address J. B., care Michigan Tradesman, 830

Want ads. continued on next page.



What Is the Good

OF GOOD printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter if it is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has just the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing, you will be satisfied.

The Tradesman Company

GRAND RAPIDS, :: MICHIGAN

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Dec. 6. In the matter of Charles E. Sleeman, bankrupt, of Grand Rapids, an order was made closing the estate. There were no assets in this matter above exemptions, which claim for exemptions was confirmed. The referee made a certificate recommending that the bankrupt be granted his discharge.

In the matter of Merritt L. Colburn, bankrupt, a farmer living near Fruitport, an order was made calling the first meeting of creditors to be held at the office of the referee on December 22, for the purposes of proving claims and electing a trustee to take charge of the bankrupt's estate.

In the matter of Laverne F. Jones, bankrupt, who conducted the Jones Seed Store, Grand Rapids, an offer has been made for all the assets, exclusive of exemptions and cash on hand, of \$3,250.00, by William Hofis. The inventory and report of appraisers on file show the following assets:

Garden seeds \$1,987.39
Flower seeds 105.29
Fish supplies and gold fish 19.77
Fertilizer 9.69
Baskets 150.00
Insecticide 181.43
Implements 220.82
Poultry supplies 1,064.57
Field seeds 15.74
Fixtures 579.73
Bills receivable 2,150.57
Cuts 100.00
Cash 21.52

\$6,586.52
Creditors have been directed to show cause, if any, why such offer should not be accepted and the sale confirmed, or such offer or offers as may in the meantime be received, at the time of the first meeting of creditors in this matter, to be held on December 19.

Dec. 7. In the matter of William H. Selkirk, bankrupt, merchant of Cadillac, the trustee's report of sale of the assets for \$3,050.00, to J. R. Sutherland & Co., of Minneapolis, heretofore filed, was confirmed and the trustee directed to turn over the property. The trustee has been directed to file his first report and account, upon receipt of which a special meeting of creditors will be called and a first dividend ordered paid to creditors.

In the matter of Frank S. Ewing, bankrupt, of Grand Ledge, an order was made closing the estate and discharging the trustee, Byron D. Niles, of that city and cancelling his bond. The assets in this matter were covered by a mortgage, which was held to be valid. After this mortgage was paid there was nothing for general creditors. A certificate was made by the referee recommending to the court that the bankrupt receive his discharge.

Dec. 8. In the matter of Henry Mot-car Co., bankrupt, of Muskegon, the receiver, John H. Moore, filed a petition asking for authority to sell four finished cars, for which he had received offers in excess of the prices received by the bankrupt company before the petition in bankruptcy was filed. The referee made an order directing the receiver to accept such offers and dispose of the cars.

In the matter of Eva A. Kingsbury, bankrupt, a merchant of Summit City, the trustee, Arthur W. Penny, of Cadillac, filed a supplement to his final report and account, showing he had received an offer of \$100 for the bankrupt's interest in some real estate, which, if accepted, would make a total on hand for distribution to creditors, of \$748.94, after payment of all administration expenses. The sale was ordered made and an order entered for final distribution and a final dividend of 15 1/4 per cent. declared to general creditors. A first dividend of 10 per cent. was declared in this matter on June 23, making a total paid to ordinary creditors of 25 1/4 per cent.

In the matter of Jorgensen & Son, bankrupt, merchants of Grant, the trustee, Jos. R. Gillard, of Grand Rapids, filed his final report and account showing a net balance on hand for distribution of \$805.69, and an order was made by the referee calling a final meeting of creditors in this matter to be held December 27, at the office of the referee for the purpose of declaring a final dividend to creditors and closing the estate.

Dec. 9. In the matter of the Manistee Watch Co., bankrupt, of Manistee, the bankrupt's schedules were received and an order made calling the first meeting of creditors to be held on January 3, at the office of the referee, for the purpose of proving claims, electing a trustee and examining the officers of the bankrupt company.

The schedules show liabilities as follows:
Taxes, labor claims and other claims to whom priority is secured by law \$ 7,111.57
Mortgage held by city of Manistee on real estate 25,000.00
Creditors whose claims are unsecured 64,997.64
Accommodation paper 10,500.00

\$111,609.21

The schedules show assets as follows:
Real estate \$ 25,000.00
Cash on hand 14.23
Bills, notes, and other personal property 21,976.96
Stock on hand 355.00
Debts due on open account 7.03

\$47,353.22

Dec. 11. In the matter of George Poulos, bankrupt, confectioner of Grand Ledge, the first meeting of creditors was held and William J. Meyers, of Grand Ledge, elected as trustee by creditors and his bond fixed at \$200. It developed from the examination of the bankrupt that here are practically no assets not covered by mortgage or claimed as exempt (which exemptions are also mortgaged), and it is doubtful whether sufficient will be realized to pay the administration expenses in full.

Albert J. Schepers, who conducted a general store at Vogel Center, filed a voluntary petition and was adjudged bankrupt by Judge Sessions, and an order made referring the matter to Referee Wicks and appointing him receiver to take charge of the business. The bankrupt gave a trust mortgage on his stock of merchandise and fixtures on November 10, to the Judson Grocer Co., Grand Rapids, Lry Goods Co., and Herold-Bertsch Shoe Co., P. A. Reed has been in charge of the store as trustee under the trust mortgage. W. A. Wymann, of McBain, has been appointed custodian to take charge of the matter until the election of a trustee by creditors. An order was made calling a meeting for this purpose and for proving claims and examining the bankrupt, to be held at the office of the referee on December 27. The bankrupt's schedules show assets of the estimated value of about \$4,420, and the following liabilities:

John VanderHeld, Marion \$264.95
Secured by mortgage on stock of merchandise given November 18, 1906, and renewed yearly.

Judson Grocer Co. 757.51
G. R. Dry Goods Co. 635.00
Herold-Bertsch Shoe Co. 366.00

The three preceding accounts secured by trust mortgage on stock of merchandise and fixtures given on November 10.

The following are all unsecured creditors:
Martin Tebos, Vogel Center .. \$ 26.00
B. Dobbins, Vogel Center 107.00
Jacob Lems, Vogel Center 50.00
Cornelius Wondergen, Vogel Center 50.00
Thomas Lutke, Vogel Center 50.00
Romke Vander Heide, Vogel Center 54.00
Hughston Company, McBain .. 18.00
Joseph Nederhoed, Marion ... 6.50
J. W. Modders, Moddersville ... 10.00
Ardis Brothers, McBain 2.03
Mrs. Albert Nederhoed, McBain 43.00
McBain Bank, McBain 35.00
Mrs. A. J. Schepers, Vogel Center 1,200.00

Jacob Herweyer and John A. Hoekwater, McBain 1,000.00

John L. Fead & Sons, Port Huron, Mich. 99.38
Burler Brothers, Chicago 56.45
Bush Hat Company, Chicago 36.35
L. Ferrigo & Co., Allegan 11.25
U. S. Rusk Co., Grand Rapids .. 15.50
D. Trevengo, Mt. Pleasant 12.00
August Stephen, Owosso 20.30
Deboer & Dick, Chicago 20.45
H. G. Harter Co., Toledo, Ohio 8.75
Foley & Company, Chicago 4.00
Fred Brundage, Muskegon 20.66
A. J. Brown Seed Co., Grand Rapids 2.32
J. Huiner, Chicago 27.47
Vinkemulder Company, Grand Rapids 16.00
Rednor & Courtwright, Battle Creek 11.85
Ballou Manufacturing Co., Belding 8.30
Globe Tobacco Co., Detroit 16.20
Albert Hunt, Lake City 80.00

Dec. 12. In the matter of North American Boiler Co., bankrupt, of Muskegon, the first meeting of creditors was held and John H. Moore, of Muskegon, elected trustee by creditors and his bond fixed at \$1,000. An order was made appointing appraisers and the trustee directed to have the inventory prepared and the assets appraised.

Special Features of the Grocery and Produce Trade.
Special Correspondence.
New York, Dec. 11.—Spot coffees remain dull and sales, when made, are simply of a character to keep business going. Nor is any further activity looked for as long as the prevailing doubt remains as to the future. While the option market is so demoralized, the spot business can be only of a hand-to-mouth character. In store and afloat there are 2,381,224 bags, against 2,987,594 bags at the same time last year. At the close Rio No. 7 is quoted at 14 5/8c in an invoice way. Milds are very

quiet and when quotations are made they are nominal. Good Cucuta, 16 1/2c.

Sugar is quiet with the rate of 7.75c less 2 per cent. prevailing with the entire lot of refineries. This makes it a little more than 1 1/2c lower than the high-water mark a few weeks ago, and about 1c above the usual quotation at this season of the year. The demand is very moderate and supplies are showing a steady accumulation.

The tea trade for a few days has been less active, and, while there is, of course, a little doing all the time, most attention is still given to holiday business, and (unless teas are tied up with Christmas ribbons) the call is for small lots. Another thing that makes for quietude is the fact that the time is near for inventorying. Still, prices are firm and holders look for an improving trade right along.

Rice is firm, but the volume of business is limited and the supply here is more than sufficient to meet all requirements. Quotations remain without change. Prime to choice domestic, 5 3/4@5c.

Spices have had a pretty good week. Orders have been quite satisfactory and rates are firm, although quotations show no change from the last report.

The better grades of New Orleans molasses are firm and with moderate receipts the outlook seems rather to favor the seller. The same range of values prevails—25@32c for good to prime domestic.

Canned goods retain all the strength gathered during the past few weeks and seem to add thereto daily. The supply of really desirable tomatoes at \$1.05 for standard 3s is not large, as the buying of the past fortnight has cleaned up the market pretty well. Other goods remain well held, but at the moment the general attention is directed to other lines.

The butter market could not stand any further advance and broke 1 3/4c, although still remaining at 37 1/2c for creamery specials; extras, 36@36 3/4c; held stock, 33@35c; process, 25@27c; factory, 22 1/2@23c.

Cheese is steady, with, however, less activity than at last report. Whole milk specials, 16c.

The mild weather has caused a larger supply in the egg market and some decline has taken place in the top quotations as fresh gathered are now 40@43c, with some at 45c. Refrigerators, 24 1/2@25c; firsts, fresh gathered, 34@35c, and "along about" here is perhaps an average figure.

Governor Osborn is often referred to as a brilliant statesman of wonderful abilities, varied learning and splendid attainments. It is not the purpose of the Tradesman to argue this proposition but it may be in order to recall that a few months ago Governor Osborn was seriously thinking of summoning a special session of the Legislature to enact a law for the initiative, referendum and recall; that a few months later he was enthusiastically endorsing the work of his special Tax Commission in its plan for the corporation excess plan of taxation; that just now he is a warm supporter of woman suffrage. To have a Governor of brilliant talent and splendid attainments is, of course, a credit to the State, but for practical, every day purposes, would it not be as desirable to have a Governor who has common sense?

The Supreme Court of Wisconsin has solemnly decided that false teeth are a necessity and not a luxury, and any husband in that state who refuses to buy his wife store teeth when she wants them can be made to provide the funds for the purchase. The Journal of the American Medical Association, in commenting on this decision, says it is doubtful if there is any other state which has thus safeguarded the rights of its feminine citizens.

The great majority of errors in business are made through carelessness. Making a mistake in business is like falling down in a foot race—it is a setback. Learn to care; be exact; strive to be and to do absolutely right in all things.

BUSINESS CHANCES.

Business For Sale—A1 confectionery and soft drink business; the only one in a city of 5,000 people. Doing an annual business of \$20,000. The only reason for selling, health and other business. Will sell all or an equity in same. Address R. G. P., care The Busy Bee Co., Newport, Ark. 834

For Sale—Tea and coffee business in one of the best cities in Southern Michigan. Running two wagons and doing a good business. Burns roaster and a full equipment. Other business interests, reason for selling. Will make right price to the party that talks business. Address No. 835, care Tradesman. 835

For Sale—Best inland general mercantile business in Southern Michigan. No competition. Wagon routes established. Stock about \$3,000. Other business interests reason for selling. Address No. 836, care Tradesman. 836

FOR SALE—Sauer Kraut

In fifty gallon casks already for use. Make bids by barrel in quantities or by single barrel.
Island City Kraut Co., Grand Ledge, Mich.

FOR SALE
Valley City Milling Co.
Stock at 90c

For particulars address 210 Murray Bldg.

Experience has taught thousands that there is no economy in cheap, inferior Y E A S T. 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.

The Judgment and Verdict

Remember, the consumer passes final judgment on all the goods you sell. If you want the verdict to be satisfactory, you must know the goods you buy.

If there is one wafer under-the-sun that outclasses all others just as wheat outclasses all other grain, it is—



IMPORTED FROM HOLLAND

Sells for no more than the ordinary kind and nets you a greater profit

BISCUIT FABRIEK "DE LINDEBOOM" American Branch—Grand Rapids, Mich.



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

15,000,000 packages sold annually

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

BLUE VALLEY CREAMERY CO. :: Grand Rapids, Mich.



There is No Stronger Proof of Merit than Continued Popularity



HOLLAND RUSK has grown in popularity from year to year. The sales are constantly increasing. This can be due to but one thing: The sale of one package means a steady customer. The merits and all-round usefulness make it a seller—a quick repeater. Are you getting your share of the sales? If not, order a can from your jobber today.



Holland Rusk Co. :: Holland, Mich.

Avoid Imitations

Look for the Windmill on the Package



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:

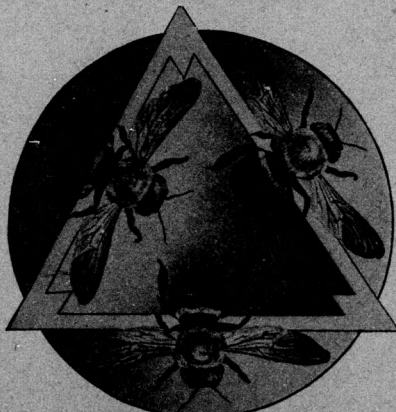
"HIGHLAND" Brand Cider and White Pickling

"OAKLAND" Brand Cider and White Pickling

"STATE SEAL" Brand Sugar

Oakland Vinegar & Pickle Co. Saginaw, Mich.

3 B COFFEE



BOSTON BREAKFAST BLENDED
A Delightful Drink

Popular in Price and a Trade Getter
Roasted Daily

Judson Grocer Co. Grand Rapids, Mich.

WISE
GROCERS
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“QUAKER”
BRAND
COFFEE

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GRAND RAPIDS

Gas Mantles

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Gas Fixtures

Electric Supplies

Wires and Cables

Conduit

Electric Fixtures

Bells, Batteries
and Porcelain



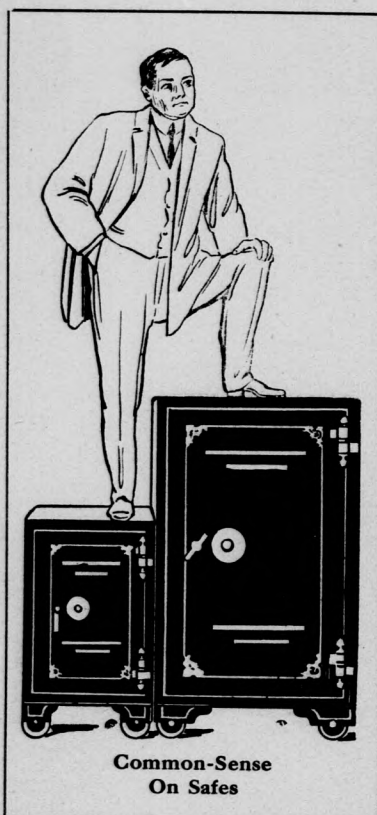
**A. T. KNOWLSON
COMPANY**

Wholesale Gas and
Electric Supplies

99-103 Congress St. East, Detroit

Telephones, Main 2228-2229

Catalog or quotations on request



We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on our safes, but that is our way of doing business and it wins oftener than it loses, simply because it embodies a correct business principle.

In the first place our prices are lower because we practically have no selling expense, and in the second and last place we count one man's money as good as another's for anything we have to dispose of

If You Want a Good Safe—

and want to pay just what it is worth and no more

—Ask Us for Prices

Grand Rapids Safe Co. Tradesman Building
Grand Rapids, Mich.