

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

\$1 PER YEAR

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 10, 1912

Number 1477

COLUMBUS

Behind him lay the gray Azores,
Behind the Gates of Hercules;
Before him not the ghost of shores,
Before him only shoreless seas.
The good mate said: "Now must we pray,
For lo! the very stars are gone,
Brave Admiral, speak, what shall I say?"
"Why, say, 'Sail on! and on!'"

"My men grow mutinous day by day;
My men grow ghastly wan and weak."
The stout mate thought of home; a spray
Of salt wave washed his swarthy cheek.
"What shall I say, brave Admiral, say,
If we sight naught but seas at dawn?"
"Why, you shall say at break of day,
'Sail on! sail on! sail on! and on!'"

They sailed and sailed, as winds might blow,
Until at last the blanched mate said:
"Why, now not even God would know
Should I and all my men fall dead.
These very winds forget their way,
For God from these dread seas is gone.
Now speak, brave Admiral, speak and say—"
He said: "Sail on! sail on! and on!"

They sailed. They sailed. Then spake the mate:
"This mad sea shows his teeth to-night.
He curls his lip, he lies in wait
With lifted teeth as if to bite.
Brave Admiral, say but one good word:
What shall we do when hope is gone?"
The words leapt like a leaping sword:
"Sail on! sail on! sail on! and on!"

Then, pale and worn, he kept his deck,
And peered through darkness. Ah, that night
Of all dark nights! And then a speck—
A light! a light! a light! a light!
It grew, a starlit flag unfurled!
It grew to be Time's burst of dawn.
He gained a world; he gave that world
Its grandest lesson: "On! sail on!"

Joaquin Miller.

W. C. Rea

Rea & Witzig

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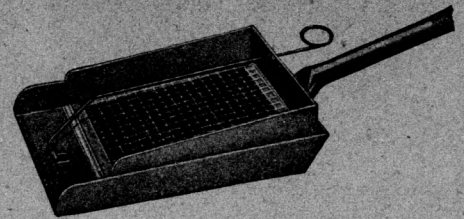
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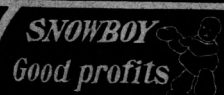
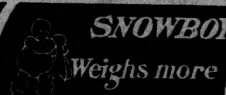
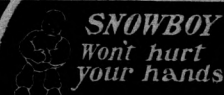


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SPECIAL FEATURES.

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Goings and Comings of Eastern Michigan Travelers.

Saginaw, Jan. 9—It looked for a while Sunday morning, Jan. 7, as though Saginaw Council, No. 43, would have to look for new quarters, as the Ideal Theater, which occupies the store below the hall, had what looked at first like a big blaze; but, as the fire company were on the job at once, they held it in check with very little damage to the theater and everything in the hall was found to be in good condition after the fire. The fire was supposed to have started from an over-heated furnace.

Harry Ardis, who has been for the past year with the Calumet Baking Powder Co., is in the city again and has accepted a position with the Sommer Bros. Match Co. No doubt he expects to set "the world afire" with his new line of Saginaw matches. We might say, Harry, don't forget the cigars that go with the match.

The writer had a few minutes' visit between trains at Hillsdale with Brother A. T. Lincoln, former Grand Counselor of Michigan, U. C. T., and at present Mayor of Hillsdale, and by the improvements being made there, our friend "Art" is making as good at his present job as he did on the former. The city has paved one of the main streets this summer and at present is building a very pretty city hall and postoffice, which will be a great credit to the city when completed. Brother Lincoln stated he would like to be remembered to the boys on this side of the State and said, if possible, he would be at the State convention at Bay City in June.

"Heres' one" for the knocker who says it takes so much red tape for the U. C. T.'s to make settlement of claims: C. S. Fuller, of Saginaw, gave his claim for four weeks and six days to the Secretary, H. E. Vassold, Saturday night, Dec. 16, and received his check in full Thursday, Dec. 21, which proves that the order of U. C. T.'s is not asleep in paying just claims.

Don't forget the meeting of Saginaw Council Saturday night, January 20, at which time the Grand officers will be with us; also Bay City and Flint Councils. All visiting U. C. T.'s

in the city that night are invited to attend the meeting.

A. MacLachlin, for a number of years representing the Alert Pipe & Supply Co., of Bay City, as salesman in the Thumb and Eastern Michigan, has taken charge of the Saginaw branch as manager. His company bought the United Supply Co. stock and will carry a complete line of mill supplies and build up a reputation at Saginaw, as it did at the Bay City plant. C. S. Fuller, for the past six years with Fairbanks, Morse & Co., will take Mr. MacLachlin's place on the road. Mac will be glad to have his old customers drop in and see him while in Saginaw at 126 North Washington avenue.

Please inform the writer what the "brand" of cigars is that J. D. M. smokes, or, rather, the one he was smoking at the Wenona in Bay City the day he had the dream and took the trip around the State in his auto which was published in the Griplet some time ago, as it is going to be impossible for me to have a vacation for some time and I would enjoy a similar trip.

The traveling men of Michigan should thank the Tradesman for the space given them in the paper for the past thirty years. The last few copies have been especially interesting to the members of the Michigan Knights of the Grip and U. C. T.'s who are interested in the above orders; and when it is taken into consideration that this space is given gratis and is keeping in touch with all the boys on the road, the writer is sure that if more of the boys read the Tradesman they would want it mailed to their home address every week and would miss it as they do the morning paper during baseball season, when the home team is tie for first place with the rival city.

By the way, the committees at Bay City in charge of the next Grand convention of U. C. T., to be held there in June, are working. It is assured that the Bay City boys are going to do everything in their power to eclipse all former conventions. The city dads have joined hands with the boys and are going to help make that week in June one to go down in history—and as most of the boys are going to take their wives with them, great plans are being made to entertain the ladies. We are informed that the Port Huron drill team is at work already and expects to "cop" the prize in this line. No doubt some of the other councils are doing the same thing, but keeping it quiet.

C. S. F.

When a man falls off the water wagon he can sympathize with the chap who falls out of a balloon.

Country Store Feature of Traverse City Convention.

Traverse City, Jan. 9—At the last meeting of the Traverse City Business Men's Association, Secretary Birdsall reported that he had written in all 235 letters to the manufacturers and wholesalers who are doing business in the State, and had received many satisfactory replies, and more are coming in every day. These firms have offered varying amounts of their stock for use in the country store which is contemplated at the time of the convention, and according to present indications this will prove to be a very interesting and profitable feature of the big gathering. All of the firms which have responded offered merchandise with the exception of the Diamond Match Co., which stated that it would not give any of its product to be used in this manner, but that when the committee in charge of the event were ready it would forward its check for \$15, which was a very liberal contribution.

This country store idea will be worked out in detail by the committee in charge and it is probable that it will be a very popular feature, owing to its novelty and the excellent chance that it will give the manufacturers and jobbers to advertise their products to the trade of the State.

The question of where the headquarters would be located during the convention was brought up, and the Committee reported that they had made very satisfactory arrangements with Manager Holden, of the Park Place, and that the headquarters would be located there during the State meeting.

Secretary Birdsall reported that he had received information to the effect that Fred Mason, Vice-President of the Shredded Wheat Co. and organizer of general business men's associations throughout the country, would be present at least one day during the convention and deliver an address upon some business topic. Mr. Mason is an excellent speaker and will prove a great drawing card.

News and Gossip From the Owosso Boys.

Owosso, Jan. 9—K. C. Ainsley, better known as "Casey" among the boys, formerly with the Jaques Manufacturing Co., Chicago, selling K. C. baking powder, has gone back to his first love and engaged with Henry Nurre, Cincinnati, covering Michigan. Mr. Ainsley formerly carried a similar line in the West.

J. H. Copas (Swift & Co.) was in Chicago the past week on business. Jim says he had a very nice time.

J. J. Brown (Iroquis Cigar Co.) was invited out to a stag party Christ-

mas Eve, but for some reason he did not show up. What was the trouble, Jim? Couldn't you think of a good one?

J. J. McDonald (Connors Ice Cream Co.), who has been West for the past three months, returned in time for the holidays.

Manager Bert Waldo, Hotel Wildermuth, says that everything is lovely with him and it must be so, for he still wears the smile that won't come off and a buttonhole bouquet.

Harry G. Parker says he had the time of his life during the holidays, but that it is all over now, as he had to go to work. Harry sells monuments.

It is reported on good authority that there is a certain gentleman traveling out of Grand Rapids who is such a crank on local option that he carries a "lid" around in his grip, hoping he can find a wet spot to clamp it on.

Roy J. Edinger, clerk at the Hotel Phelps, Greenville, better known as "Luke," who has been sick for the past three weeks, expects to be back on the job again next week. He is taking the baths at St. Louis.

Regular meeting U. C. T. Council, Saturday evening, Jan. 13. Two candidates. First-class vaudeville. "Nuf sed." Be sure and don't forget the date. Fred J. Hanifin.

News From Auto City Council.

Lansing, Jan. 9—It has been demonstrated beyond question that our Ladies' Auxiliary know how to increase our regular attendance.

Brother John Himilberger has accepted a position with Ryan Bros., of Detroit, and starts this week on an extended trip through the Northern part of the State. We unite in wishing him success in his new line.

The smallest and youngest U. C. T. man in Lansing arrived one day last week at the home of Brother and Mrs. M. L. Moody, via the Stork route. Brother Moody sells to the drug trade and is one of our most loyal and enthusiastic members. Congratulations. Perfectos?

Those present at our last Council meeting were not left in doubt as to the attitude of our Council concerning the proposed parcels post. Brother D. J. Riordan is chairman of the Committee on Agitation and Condemnation. H. D. B.

A. T. Raymond, of Lansing, who has traveled in Michigan more than fifteen years for W. S. & Dana Buxton, Springfield, Mass., commenced January 1 representing the R. W. K. Co., manufacturer and importer of belts, bags, jewelry and novelties, Chicago, covering the same territory as before.

RELIEVED FROM REFUNDING.

Judge Sessions Overrules Referee Weeks in Haring Case.

Judge Sessions handed down an opinion Monday overruling the recent order of Referee Wicks that Jay A. Haring return to his estate, now in the custody of the District Court for the Western District of Michigan, \$4,000 which he had failed to account for. The decision is of such general interest and is couched in such terse, vigorous English that the Tradesman takes pleasure in reproducing it practically verbatim, as follows:

The above named bankrupt commenced business as a merchant in the village of Grant on the 10th day of February, 1910, and continued such business until January, 1911, when he was adjudged an involuntary bankrupt. His schedules were filed on February 6, 1911, and on February 27, 1911, William B. Holden, the present petitioner, was elected trustee. On the same date and again on March 28, 1911, the bankrupt was examined at length and his testimony reduced to writing. On April 6, 1911, the trustee filed a petition alleging and charging that the bankrupt had "knowingly and fraudulently appropriated to his own use, and secreted and concealed from his creditors and from your petitioner as trustee in bankruptcy in this matter, a large amount of property or money, or both, belonging to his estate in bankruptcy, to-wit, at least the sum of \$6,676.21 in property or money, or both, and prayed for an order requiring him to account for such property or money. The bankrupt answered under oath denying the allegations of fraud and concealment of property contained in the petition and averring that he could not make any other or further accounting than he had already made. A hearing was had and proofs taken in behalf of the trustee. No proofs were taken on the part of the bankrupt, although he was present and was represented by counsel at the hearing. On October 14, 1911, the referee made and filed his finding based upon the testimony given by the bankrupt upon his former examination and upon the evidence produced in the matter of the accounting.

"I therefore find that the respondent bankrupt has failed to account for property, or money, or both, of the value of \$4,000 and that such amount belongs to this estate and is withheld from the trustee thereof."

The referee also made an order which concluded as follows:

"It is ordered, that the said respondent bankrupt account for and pay to the trustee of this estate said sum of \$4,000 within thirty days from the date that personal service of a copy of this order shall be made upon the said respondent bankrupt."

A copy of such order was duly served upon the bankrupt. He has not complied with the order, nor has he made any attempt to have the same reviewed. The trustee has now filed his petition in this court, asking that the bankrupt be committed for contempt because of his failure and alleged wilful refusal to comply with the order of the referee. The bankrupt has filed an answer under oath again denying that he has concealed any property belonging to his estate and that he has any such property in his possession and averring his desire to comply with the order and his inability so to do, and concluding with the statement: "Deponent further says that he is unable to give any other or different explanation of his business than was given before said referee. No additional proofs have been taken in this court."

Upon the threshold of this investigation there is presented the question of what effect shall be given to the finding and order of the referee in the proceedings before him. Upon the determination of that question will depend in a large measure the conclusion or result to be reached in this matter. No steps have been taken to have the referee's order reviewed and the bankrupt has offered no explanation of his failure to comply with and obey such order other than his bald re-assertion of his inability so to do. Under these circumstances is the finding and order of the referee conclusive upon both the bankrupt and this court and is the duty of this court in the premises merely formal and ministerial or is it the duty of this court to make an independent investigation of the facts disclosed by the evidence and to reach an independent conclusion based upon such investigation?

There are two distinct lines of decision upon this subject founded upon different and divergent theories and conceptions of the law. In one line are the courts which hold in substance that an order of the referee, made after a hearing and supported by evidences, adjudging the bankrupt to have in his possession and control a certain sum of money or

specific property belonging to his estate and requiring him to turn over to the trustee such money or property, which order he neither obeys nor seeks to have reviewed, creates a presumption of the ability of the bankrupt to comply with the order and casts upon him the burden of proving the contrary; and that such presumption becomes final and conclusive unless the bankrupt gives an adequate explanation of what has become of the money or property.

In the other line are the courts which hold, in substance, that in proceedings against a bankrupt for contempt for failure to obey an order of the referee requiring him to turn over money or property to the trustee, such order may be referred to and given the weight to which it is entitled under all the circumstances, but the court should make a new and independent investigation and should consider all material evidence relating to what preceded as well as what followed the referee's report and from such investigation and from such evidence, determine whether or not the order of the referee was justified, whether or not the bankrupt's disobedience thereof is wilful and contumacious and whether or not the bankrupt has the present ability to comply therewith.

The Court of Appeals of this circuit has not passed upon this question and, therefore, this court is at liberty, within proper limits, to adopt the view which seems to be the more consonant with reason. While the trend of the later decisions, particularly of those courts which are over-crowded with work, appear to be in the direction of the harsh and drastic rule followed in the cases first above cited, yet, after a careful and painstaking examination of the subject, I am unable to subscribe to the doctrine there enunciated. The tendency to impose the burden of proving his innocence upon one in fact charged with the commission of crime is a dangerous departure from those fundamental principles and constitutional guaranties which have been regarded as necessary for the adequate protection and sure safeguarding of the rights and liberty of every individual. Congress has not conferred upon referee in bankruptcy the power to imprison the bankrupt for contempt in failing or refusing to obey their orders. The court alone is authorized to exercise the power of commitment. The power of this court to imprison for an indirect contempt such as the one here alleged is undoubted; but it is also too well settled to admit of controversy that such power should be exercised with extreme care and caution and only upon the receipt of clear and convincing proof establishing the guilt of the accused. A discretionary act can not be done by proxy. To hold that the investigation by this court of respondent's guilt or innocence must begin where that of the referee terminates is to deprive this court of the discretion vested in it by law and to confer upon the referee the power to do indirectly that which he can not do directly. The Bankruptcy Act expressly makes the wilful and fraudulent concealment of his assets by the bankrupt a crime punishable by fine and imprisonment, after conviction by a jury. The constitution of this State expressly prohibits imprisonment for debt except in certain cases of fraud. It must be conceded that, under the law, courts are clothed with large powers in contempt proceedings, but any arbitrary and unreasonable use of that power will inevitably invite further and more merited criticism and add to the discontent and dissatisfaction which is already pronounced and widespread. While it is the duty of bankruptcy courts to enforce obedience to their lawful orders and to prevent wilful disobedience thereof, yet, they must in all cases be careful that their orders take neither the form of punishment for crime without a trial by jury nor the semblance of imprisonment for debt.

The danger of doing injustice which is always present in this class of proceedings is well illustrated in the Cummings case above cited. In that case an order was made by the referee requiring the bankrupt to pay to the trustee in bankruptcy a large sum of money. This order was affirmed upon review by the District Judge and later by the Circuit Court of Appeals. The bankrupt failed to comply with the order and upon petition of the trustee was cited for contempt. Acting upon the theory that the order requiring him to pay the money and his failure so to do made a prima facie case against him and created a presumption of his ability to pay the money, the District Court committed him, "To the jail of Philadelphia county, there to remain until he pays to his trustee \$69,317.14 with \$20.00 costs, or until the further order of the court." After the bankrupt had been in jail for nearly two months, a further hearing was had upon his application to be released and the same Judge who had ordered him committed in granting his discharge from custody used the following language:

"The evidence just heard leaves no doubt in my mind about the financial situation of the bankrupt. He has no money nor property, either in possession or under his control, and none is held for his benefit. He can not pay any part of the money that he has been ordered to pay, and, so far as appears, he is never likely to have such ability. To confine him longer would be not only

useless but unlawful. If he has offended against the criminal law, the criminal law must punish him."

If it be assumed that the order of the referee is final and conclusive as to fraudulent concealment or disposition of property by the bankrupt and as to the latter's obligation to repay the money or return the property to the estate, there still remains the vital question of his present ability to comply with such order. This question can not be determined intelligently without a careful review and examination of the entire evidence in the case including the order and findings of the referee. If the bankrupt owes an obligation to his estate, growing out of his fraudulent concealment of his property, he may be refused a discharge in bankruptcy and his creditors will still be at liberty to collect their claims in any lawful manner. If he has committed a crime, either by wilfully concealing his assets or by swearing falsely, he may be indicted and put upon trial before a jury and, after conviction, punished. Accounting proceedings before the referee are purely civil, while proceedings for contempt are criminal in both their nature and consequences. The decree or judgment of the referee based upon a fair preponderance of evidence will be sustained, but the proof which will justify a judgment depriving the bankrupt of his liberty must at least be clear and convincing as in cases of fraud and ought to be sufficient to convince beyond a reasonable doubt as in criminal actions. Therefore, the essential elements of wilful disobedience and present ability to obey must be established by clear and convincing proof before the court can find that the bankrupt is in contempt.

Adopting and proceeding upon the theory that it is the duty of this court to examine the whole record and reach an independent conclusion at least as to the ability or inability of the bankrupt to comply with the order of the referee the question to be determined is this: Is the evidence so convincing of his guilt as to require his commitment for contempt? His own testimony is evasive, indefinite and very unsatisfactory and creates a strong suspicion that he has not told the whole truth as to what has become of his property. He kept no books of account, his sales slips and memoranda have been destroyed, the invoices showing his purchases have disappeared and his canceled checks can not be found. Considerable quantities of goods were taken from his store to Sand Lake and there sold by an inexperienced clerk whose testimony is nearly as unsatisfactory as that of the bankrupt himself. From time to time he made sworn statements for the purpose of obtaining

court for its disposition or disappearance which he now admits were untrue. When he commenced business he had a stock of goods worth \$2,700. During the eleven months in which he was engaged in business he purchased additional goods to the value of \$13,263.56. There is no way of determining the amount of his sales with any degree of accuracy, but the goods turned over to the trustee amounted, at cost price, to the sum of \$6,129.76. It thus appears that goods of the cost value of \$9,833.80 were sold, sacrificed by sales at a loss, or appropriated by someone. After crediting him with the moneys paid to his creditors and others, shown by his check stubs to have been \$3,164.45, and making a very liberal allowance for his living and other expenses, the referee finds that there remains unaccounted for the sum of \$4,000 in money or property. This finding is fully sustained by the proofs. The bankrupt claims to be wholly unable to explain this apparent shortage. During a portion of the time he was in ill health and his store was conducted by clerks. There is no proof of any goods having been taken from the store except for the purpose of sale elsewhere. No moneys are traced directly into the possession of the bankrupt except such as were deposited in bank or received from the clerk at Sand Lake. The moneys deposited in bank are all accounted for and there is no way of ascertaining either how much was received as the net proceeds of the sales at Sand Lake or how much thereof was deposited in the bank. The testimony of the clerk upon this subject shows upon its face that it is the merest guess work and is so indefinite and unreliable as to be valueless.

Do these facts and the inferences and conclusions legitimately to be drawn therefrom sufficiently prove that the bankrupt now has in his possession the sum of \$4,000 in money belonging to his estate and thus establish his present ability to comply with the order of the referee? Clearly not, unless, as claimed by counsel for the trustee, the rule "That the property of a bankrupt estate traced to the recent control or possession of the bankrupt is presumed to remain there until he satisfactorily accounts to the

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ance," is applicable. It is to be noted that the rule above stated has not been universally adopted by the courts and that, generally speaking, the courts which have adopted it are those which hold that the burden is upon the bankrupt to prove his innocence of the charge made against him.

However, if it be conceded that the burden and duty of explaining the disposition and disappearance of property or money recently in his possession rest upon the bankrupt, yet the proofs in this case fall short of establishing respondent's guilt. Most of the cases relied upon by the trustee are readily distinguishable in their facts from the present one. Here no money which has not been accounted for has been directly and reliably traced to the possession of the bankrupt and the order of the referee required him to pay to the trustee the sum of \$4,000 in money. There is no positive testimony that he had in his possession at the time of his failure any part of the stock of goods except those located in the store and turned over to the trustee. Indeed, the theory of the trustee is not that the bankrupt has goods in his possession but rather that he has converted goods into cash and has the money in his possession. The proof is wholly circumstantial and rests upon a foundation of inference and presumption which may be very much at variance with the actual facts. At best the case made against this bankrupt is a doubtful one and, while in a clear case it is the plain duty of courts to enforce vigorously the provisions of the Bankrupt Act designed for the protection of creditors against the fraudulent acts of dishonest debtors, yet, in a doubtful case, it is the paramount duty of courts to safeguard the rights and liberties of debtors who may be honest in spite of appearance against them and whom the law presumes to be innocent until their guilt is clearly established.

In this case the evidence is sufficient to establish an indebtedness of the bankrupt to his estate in the sum of \$4,000 and thus to justify the order of the referee requiring him to pay that sum to the trustee, but it is not sufficient to establish conclusively his present ability to pay that sum of money. In a similar case reported in the last issue of the Federal Reporter, Judge Jones of the District Court of Alabama has tersely and correctly stated the rule of law in the following language:

"I can not find, however, after a careful examination of the evidence, that it justified the finding of the referee that the bankrupt has now in his possession, or at the time the order was made, either the goods or the money proceeds,

amounting to \$19,772.96, or any other sum. While the evidence leaves no shadow of a doubt that the bankrupt had goods of that value for which he has not accounted, or has converted into money, and that at one time he had them under his control, I do not think the proof sustains the referee in finding that at the time of the order, or at the time of his examination, the bankrupt still had in his possession or under his control either the goods or the money. After a very diligent investigation of his affairs, no proof is offered showing the disposition of any specific goods, or tracing to him the possession of any considerable sum of money, or other evidence offered of such conduct as indicates that he now has any of the goods, or money derived from their conversion, in his possession or under his control.

Under the decision in the case of *Samuel v. Dodd*, 142 Fed. Tr. 73 C. C. A. 254 rendered by our Circuit Court of Appeals, it is not within the power of the court, whatever view it may take of the bankrupt's version of affairs, to render a judgment for a surrender of goods or their alternative value, and attach the bankrupt for contempt for failing to turn over the goods or the money, although the proof may convince the court beyond all reasonable doubt that at one time the bankrupt had the goods or the money. The order must not be made, unless upon clear and convincing proof that the bankrupt has the goods or the property in his possession at the time of the making of the order and has the ability to comply with it. Under the influence of that decision the court is compelled to reverse the order, and must decline to commit the bankrupt for contempt in failing to obey the order."

The petition of the trustee will be denied.

Warns Against Cloth Signs.

Insurance Commissioner C. A. Palmer has issued a bulletin warning merchants against the use of cloth signs in front of their business places, as he claims that these signs greatly increase the fire hazards.

A man will stand for a few hard knocks if his neighbor is getting his with an ax.

There is seldom any money in the helping hand a man is willing to lend.

Activities in Indiana Cities.

Written for the Tradesman.

The city library of South Bend is flourishing, with branches being installed in schools and factories.

The Indiana Railroad Commission has ordered the four railroads entering the union station at Vincennes to submit plans by March 1 for improving the station facilities. It was shown in the enquiry that the railroads occupy a space of 30x60 feet for the station and that it is located in a corner of a hotel building.

Completion of the Big Four Railroad into Evansville during the past year gives direct connection with large Eastern cities and opens up rich territory in Illinois. Evansville now takes the place of Cairo, Ill., with the Big Four as a point for shipping freight consignments to the south and southeast.

Evansville expects to be a seaport some day, with the manufacturers loading their products on big steamers sailing for foreign ports. This spring work will begin on the Ohio River dam, below Henderson, the largest movable dam in the world, which is a part of the great plan of the Government to improve the Ohio and Mississippi rivers, giving Evansville and that part of the river valley a stage of nine feet of water the year round. There will be five dams in operation within forty miles of Evansville, and fifty-four dams in all. Twelve have already been completed at the headwaters, others are under construction and when the Henderson dam is completed half of the

Ohio River will have been canalized. Almond Griffen.

Federal Biscuit Co. in Bankrupt Court.

New York, Jan. 6—An involuntary petition in bankruptcy was filed today against the Federal Biscuit Co., which has branches in Philadelphia, New London, Conn.; South Bend, Ind.; Detroit, Providence, R. I.; Lawrence, Mass.; Bridgeport, Conn., and Montgomery, Ala.

Admission of insolvency is made by Charles R. Ford, President of the company. C. W. Wickersham has been appointed as receiver. The assets of the companies are stated to be worth \$250,000. There are 600 creditors in various parts of the country. The liabilities are not stated.

Full Instructions by Mail.

"Speaking of etiquette, did you send the dollar for those advertised instructions on 'What to do at table?'"

"Yes."

"And what did you get?"

"A slip with one word printed on it: 'Eat!'"

Up To the Times.

"In straitened circumstances, is he not?"

"Yes. He confesses that it is about all he can do to keep the wolf out of the garage."

The Eternal Question.

"My wife made me what I am!"

"Have you forgiven her yet?"

Tremendous Increase

During the past year in the sale of

POSTUM

shows the grocer the way to please customers who are dissatisfied with the high price of coffee

Some grocers feel better themselves when they drink Postum

"There's a Reason"

Remember: The Postum Co. guarantees the sale of every package of its products.

**PUSH POSTUM
IT PAYS**

POSTUM CEREAL COMPANY, LIMITED, BATTLE CREEK, MICHIGAN



Movements of Merchants.

Stanton—Beck & Coote have opened a bakery in the Pakes building.

Big Rapids—Albert C. Heimler has opened a feed store on East Maple street.

Eaton Rapids—Claude A. Holder, recently of Laingsburg, has engaged in the grocery business here.

Greenville—C. H. Potter has purchased the grocery stock of A. M. Frederic and taken possession.

Orleans—Edward Sutton has sold his general stock to Dewitt Wilbur, who will continue the business.

Ludington—Phillip Roehrig has sold his interest in the Goodsell Hardware Co. stock to B. Ackersville, Jr.

Benton Harbor—B. H. Babcock & Co. succeeds Rowe & Co., in the meat business at 127 West Main street.

Benton Harbor—The State Savings Bank of Benton Harbor has increased its capital stock from \$50,000 to \$100,000.

Elk Rapids—R. S. Bowman, who conducts the bakery and confectionery store, has closed the bakery owing to ill health.

Moore Park—L. Mendenhall, engaged in general trade, has sold his stock to J. Cromley, who will continue the business.

Bancroft—W. O. Calkins, recently of Perry, who has purchased the W. H. Payne & Son grain elevator, will take possession January 15.

Holland—John Kruizenga has sold his general stock to Fred Zalsman, who will continue the business at the same location under his own name.

Sturgis—H. C. Reed has sold his grocery stock to Ralph Roberts, formerly of Orland, Ind., who will continue the business at the same location.

Dimondale—Amos J. Mauchmar, who has been engaged in the shoe business at Wayland, has removed his stock here and will continue in the same line.

Adrian—C. F. Larzellers has sold a half interest in his bakery to Geo. E. Bennett and the business will be continued under the style of the Home Bakery.

Owosso—Gustave and Carl Frederick have formed a copartnership and purchased the Fillingier grocery stock and will continue the business at the same location.

Carson City—Fred A. Wright, hardware dealer, has admitted his brother, William, to partnership and the business will be continued under the style of F. A. Wright & Co.

St. Johns—Frank Hunt, of this place, and Floyd Tubbs, of Ovid,

have formed a copartnership under the style of Hunt & Tubbs and purchased the L. J. Calkins grocery stock.

Sault Ste. Marie—The La Reje Cigar Co. has sold its stock to John Yeack, who has removed it to 928 Ashmun street, where he will conduct a retail store in connection with his factory.

Mt. Clemens—F. J. Brehler has sold his stock of dry goods to Thomas Griffith, formerly connected with Burnham, Stoepel & Co., of Detroit, who has taken possession and will continue the business at the same location.

Ishpeming—F. P. Tillson, dealer in drugs, has merged his business into a stock company under the style of the F. P. Tillson Drug Co., with an authorized capital stock of \$9,000, all of which has been subscribed and paid in in property.

Gladwin—Hugh A. Wager has sold his grocery and crockery stock to Arthur Sweet, formerly of Johannesburg, who will continue the business at the same location. Mr. Wager will retain the drug and book stock under his own name.

Battle Creek—Spaulding & Bro., dealers in cigars, have merged their business into a stock company under the style of the Spaulding Cigar Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Marquette—Swanson & Gustafson, hardware dealers, have dissolved partnership, Mr. Gustafson selling his interest in the stock to Elmer E. Smeberg. The business will be continued at the same location under the style of the Swanson Hardware Co.

Detroit—Jacob Zerga, plumber, has merged his business into a stock company under the style of the Zerga Plumbing & Heating Co., with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,000 paid in in cash and \$1,350 in property.

Frankfort—John H. Woodward and E. Tracy Woodward, engaged in the clothing and shoe business under the style of J. H. Woodward & Co., have dissolved partnership and the business will be continued by J. H. Woodward, who has taken over the interest of his partner.

Hesperia—David Fisher, who has been engaged in the general mercantile business here for the past twenty years, has sold his stock to B. F. Hellem and Ernest Mills, recently of Fremont, who have formed a copartnership, and will continue the business at the same location.

Sault Ste. Marie—Charles Miner, druggist at Algonquin, has removed his stock here and consolidated it with the drug and jewelry stock of N. D. Morrish, on the corner of Spruce and Ashmun streets, where the business will be continued under the style of the Morrish Drug & Jewelry Co.

Charlotte—Sheriff Donovan has closed the doors of the dry goods store of David Satovsky to satisfy judgments secured by a Cleveland cloak firm. The stock will be invoiced and sold to pay the claim. This is the first failure here in a number of years. Satovsky engaged in business here several years ago and has suffered two severe losses by fire since the venture.

Ishpeming—W. P. Reed, who has been in the employ of F. P. Tillson for some three years past, has purchased an interest in the business, which will hereafter be conducted under the firm name of the F. P. Tillson Drug Co., the stock being held by Mr. Tillson, his wife and Mr. Reed. Mr. and Mrs. Tillson will leave the middle of the month for Maitland, Fla., where they will spend the remainder of the winter.

Traverse City—The R. J. Macdonald Co. has leased the warehouse building on the corner of Bay and Hall streets, opposite the Musselman Grocer Co.'s building. The company has made extensive arrangements to handle all kinds of farm products and to buy and sell everything produced from the farm and used by farmers. Charles P. Buck, who during the last year has been engaged in business in Illinois, has returned to Traverse City to take the position of Secretary and Treasurer of the corporation. Other additions to the organization are H. Gore, of Traverse City, and P. A. Tibbetts, of Acme. W. E. Southwood, recently of Spokane, Wash., is President of the corporation.

Manufacturing Matters.

January 8, with the exception of the shingle mill.

Gladstone—The Northwestern Co. started up all its mills Grand Haven—The Dake Engine Co. has increased its capital stock from \$20,000 to \$80,000.

Kalamazoo—The Witwer Baking Co. has decreased its capitalization from \$100,000 to \$95,000.

Detroit—The capital stock of the Krit Motor Car Co. has been increased from \$250,000 to \$500,000.

Detroit—The capital stock of the Detroit Pressed Steel Co. has been increased from \$60,000 to \$200,000.

Detroit—The Jacob F. Meier Co., manufacturer of trunks, has decreased its capitalization from \$150,000 to \$50,000.

Berrien Springs—The canning factory has been leased to C. H. Godfrey, of Benton Harbor, who will operate it under his own name.

Saranac—The Grand River Butter Co. has sold the building and business of the Saranac Creamery to Harley F. Pickens, who will continue it under the same style.

Milan—The Pearl Manufacturing

Co. has been incorporated with an authorized capital stock of \$50,000, of which \$25,200 has been subscribed and \$5,200 paid in in property.

Perrinton—The Perrinton Milling Co. has leased its grist mill to Fred and John Richards, formerly of Maple Rapids, who will conduct the business under their own name.

Zeeland—The Ted & Ed Clothing Co. has engaged in business with an authorized capital stock of \$15,000, of which \$9,200 has been subscribed, \$1,000 being paid in in cash and \$8,200 in property.

Allegan—The Allegan creamery has been taken over by Glenn Overton, who has changed its name to the Overton Creamery. Mr. Overton conducts a creamery at Byron Center and one at Dorr also.

Bangor—M. D. Trim has merged his business into a stock company under the style of the M. D. Trim Co., with an authorized capital stock of \$12,000, to conduct a general milling and exchange business.

Owosso—The Imperial Garment Co. has been organized with an authorized capital stock of \$15,000. The officers are: President, J. Edwin Ellis; Vice-President, A. L. Nichols; Secretary-Treasurer, George Valentine.

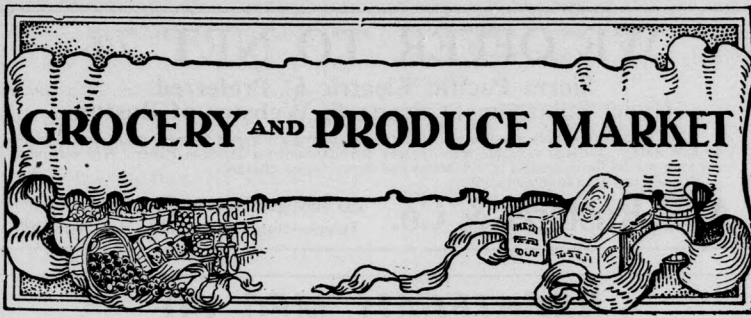
Detroit—The Naitonal Advance Manufacturing Co. has engaged in business to manufacture and sell automobile accessories of all kinds, with an authorized capital stock of \$10,000, of which \$7,450 has been subscribed and \$1,000 paid in in cash.

Bay City—Vasold Bros., engaged in the creamery business, have merged their business into a stock company under the style of Vasold Bros. & Co., with an authorized capital stock of \$50,000, of which \$27,000 has been subscribed, \$500 paid in in cash and \$10,900 in property.

Kalamazoo—The Kalamazoo Corset Co., unable to handle its extensive and rapidly increasing Western business from its Kalamazoo factory, is now engaged in the erection of a branch plant at Davenport, Ia., which will be completed and in operation some time during the coming spring. The branch will have an initial capacity for the employment of about 500 hands, making nearly 1,800 employes on the pay rolls of the two factories.

The Auto Axle Co. has engaged in business with an authorized capital stock of \$24,000, all of which has been subscribed and \$3,000 paid in in cash. The stockholders and the number of shares held by each are as follows: Palmer A. Jones, 175 shares; Addie Walthers, 60 shares and Louis M. Jones, 5 shares.

The Panwood Manufacturing Co. has been incorporated to manufacture and deal in automobile accessories of all kinds, with an authorized capitalization of \$60,000, of which \$36,000 has been subscribed and \$6,000 paid in in cash. The stockholders and the number of shares held by each are as follows: Fred S. Pantlind, 120 shares; Harold B. Woodcock, 120 shares and Robert G. Woodcock, 120 shares.



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—Receipts are showing a slight increase from the country, although the extremely cold weather is thought to have held them up to some extent. The demand has been of very good size for fancy grades, but with prices as high as at the present time there is an increase in the demand for oleomargarine, as it can be purchased at a little more than half the price at which the best grades of butter are selling. Local dealers hold factory creamery at 37c for tubs and 38@38½c for prints. They pay 22@26c for No. 1 dairy and 19c for packing stock.

Cabbage—85c per bu.

Carrots—60c per bu.

Celery—18c per bunch.

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

Cranberries—Late Howes, \$9.50 per bbl.

Cucumbers—\$1 per doz. for hot house.

Eggs—Receipts are showing some increase, but there has been an active consumptive demand, which absorbs about all the eggs that are coming forward. The market is healthy and seems likely to remain about where it is until there is an increase in the lay, which depends largely on the weather. Local dealers pay 26c per dozen 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. The demand is light, as not a great many lemons are used during the winter season.

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—Prices are the same as a week ago and, although the quality is improving, most of the supply is still a little sour and won't be at its best for at least a couple of weeks. Floridas, \$2.75@3 for 126s to 216s; Navels, \$3.

Potatoes—The general situation is accurately described by Mr. Kohnhorst in his weekly review of the market. Local dealers hold supplies at \$1 per bu.

Poultry—Local dealers pay 10c for springs and fowls; 6c for old roosters; 12c for ducks; 9c for geese; 16c for turkeys. These prices are for live weight. Dressed are 2c higher.

Radishes—35c per doz for hot house.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$6.25 for Jerseys.

Turnips—50c per bu.

Veal — 6@11c, according to the quality.

Potato Market Strong and Higher.

Very little doing in potatoes during the past week, owing to weather conditions. Most dealers have held any cars they have had loaded so that they could be fired.

The market is strong and prices are a trifle higher than last week. However, it is not safe to ship until the weather moderates and the railroads are in position to move shipments with reasonable dispatch. Present values are entirely due to existing conditions and it is nothing more or less than a weather market.

As soon as the weather moderates, permitting free shipments and also deliveries from growers, we look for considerably lower values.

A. G. Kohnhorst.

Glen E. De Nise has sold his stock of groceries at 46 West Bridge street to former County Clerk Connor H. Smith, who will continue the business under the name of Smith & Schoonfield, Mr. Smith's son-in-law, Ray Schoonfield, being the junior member of the firm. Mr. De Nise will continue the grocery business at his other store at 383 West Bridge street.

C. Sutter has purchased the interest of his partner, H. DePute, in the grocery stock of Sutter & DePute at 613 North Coit avenue and will continue the business under his own name.

James A. Massie died at his home, at 6 Wellington Place, last Wednesday, aged 60 years. Mr. Massie had a large circle of friends who will mourn his departure and cherish his memory.

The capital stock of the Grand Rapids Hardware Co. has been increased from \$100,000 to \$218,500.

Let a man talk of himself and he cares not if the whole world stops to listen.

The Grocery Market.

Sugar—The demand for refined sugar is fair. Some wholesalers are still looking for a lower market, but it is hard to tell from present conditions just what may happen. Cuban raws are arriving and it is thought the large refineries will do their best to keep the market down until they purchase their supplies.

Tea—The demand has been light, as is usual, and prices unchanged. The general situation, however, is steady to firm. There seems to be no surplus in any variety of tea, and an actual scarcity in some lines.

Coffee—Prices are firm and practically all grades of Rio and Santos are a shade firmer and higher in first hands. The demand for Maracaibo has been especially good, as it is being used to some extent as a substitute for Santos. The market is a fraction higher for the week. Other milds are steady to firm, and Java and Mocha are unchanged but steady.

Canned Fruits—The demand is gradually increasing, which is usual at this season, as fruits obtainable are really too high to be considered a competitor with canned fruits with the exception of one or two varieties. California goods are quiet and unchanged.

Canned Vegetables—There are still some standard tomatoes being sold at from \$1.20@1.25 per dozen, which is fully 10c per dozen less than they could be sold for at the present time if the jobber did not have a stock on hand and was compelled to go into the market and buy his supplies. Packers are taking orders for 1912 pack peas, but they will not guarantee delivery. Prices are also much higher than those of 1911, which is said to be caused by the extremely high price on seed peas. Corn is causing considerable attention on account of the low prices at which it is offered and the fact that there has not been an advance since the opening of the season.

Dried Fruits—Peaches and apricots are both dull at ruling prices. Raisins are dull at ruling prices and so are currants. Other dried fruits quiet and unchanged. Prunes are higher both in primary and secondary markets. Extreme scarcity is the reason. The demand is fairly active.

Starch—Muzzy bulk and Best bulk and package have declined 5c per 100.

Syrup and Molasses—Glucose has shown no change for the week. Compound syrup is in fair demand at ruling prices. Some of the wholesalers report that during the past month a real competitor to the Corn Products Company has appeared in the field and it is thought that the trade will welcome a new company and that they will meet with good success. Sugar syrup unchanged and dull. Good molasses is still scarce and firm.

Cheese—The market is firm at ¼c advance. Stocks are very light and the market is firm. If there is any change in the near future it may be a slight advance.

Provisions — Smoked meats are barely steady at quoted prices. Both pure and compound lard are steady

and unchanged, but with a limited consumptive demand. Barrel pork, canned meats and dried beef are all in light demand at unchanged prices.

Fish—Cod, hake and haddock show some scarcity and steady to firm prices; demand fair. Domestic and imported sardines both dull and about on an even keel as to prices. Salmon unchanged and very firm. Mackerel is still dull at unchanged but firm prices. The demand should awaken presently, possibly accompanied by even higher prices.

Can Win With Team Work and the Proper Support.

Washington, Jan. 8—The Senate Committee on Postoffices and on Roads has been holding hearings on parcels post since December 1.

So far the opposition has much the better of it, in so far as argument, strength and influence of its representatives are concerned.

Those who have attended are J. R. Moorehead, Secretary National Federation of Retail Merchants (about 250,000 members); E. B. Moon, Executive Secretary American League of Associations, headquarters Washington, D. C.; M. L. Corey, Secretary National Retail Hardware Dealers' Association; Douglas Dallam, Secretary Wholesale Dry Goods Association of New York City; S. Norvell, representing the St. Louis wholesale hardware dealers; R. O. Wells, Hartford, Connecticut, representing the Retail Merchants' Organization of Connecticut; A. L. Shapleigh, carrying credentials from the Wholesale Hardware Dealers' Association of Kansas City and St. Joseph, Missouri; J. Phillips, Baltimore, representing the Baltimore Credit Men's Association; Allen W. Clark, St. Louis, representing the wholesale paint dealers of the country; J. W. Pilkington, Merchants' Trade Journal, Des Moines, Iowa; P. T. Rathbun, Springfield, Ohio, representing the Tri-State Implement Dealers' Association and National Implement & Vehicle Dealers' Organization, and C. W. Burrows, of Cleveland, Ohio, representing the National Wholesale Shoe Dealers' Association.

While the chairman of the Committee is in favor of parcels post and has shown no sympathy with its opponents, yet the members of the Committee do not share in this attitude, and the situation is so far satisfactory to me, although I want you to know that we are facing the fight of our lives.

With good team work and proper support we can win; at least, this is the situation as it appears to me at this time.

The appointment of a commission to study the question at home and abroad is part of our campaign and each and every member should give this idea his support in a letter to his United States Senators and to his Congressman at once.

E. B. Moon, Sec'y
American League of Associations.

Give a small boy a piece of chalk and he will proceed to make his mark in the world.



Albion's Experience Can Not Be Repeated in Grand Rapids.

The interesting financial news this week comes, not from Grand Rapids, but from what is indefinitely called "Up State." The event of greatest importance has been the closing of the Albion National Bank. This bank had no Grand Rapids affiliations and, so far as heard from, nobody here is directly concerned in what has happened to it. The circumstances connected with the wreck, however, are so unusual that it is safe to say that every banker and every bank director in town has been studying the case and taking its warnings and lessons to heart. The conditions which made the wreck at Albion possible do not exist in the Grand Rapids banks, and after reading the sorry details of this financial disaster the determination must be stronger than ever not to let them exist. The Albion smash was caused by the rascality of a trusted official, but it must be evident the real reason was that the bank had directors who did not direct, or at best discharged their duty perfunctorily. The Albion National was one of the old and supposedly solid institutions of the town. It was organized about fifteen years ago with \$50,000 capital and had an accumulated surplus of about \$13,000, and deposits to the amount of \$205,000, which is a pretty good showing in a town of 5,000, with two other banks competing for the business. Its President was Dr. W. O. O'Donohue, an old resident, reputed to be wealthy, whom everybody knew and in whom everybody had confidence. H. M. Deering had been Cashier for many years and he was counted among Albion's most prominent citizens. The bank was closed when the discovery was made that Deering and his son, Palmer M. Deering, had loaded the bank with \$144,000 of forged paper, taking not only all the capital, but nearly half of the deposits as well. The son was interested in one of Albion's industrial institutions and father and son forged paper and drew out the cash to keep this concern going, in the vain hope that sometime it would make good. The fraud had been going on for four or five years, and it may well be asked where were the directors all this time and what were they doing? It is apparent they trusted Deering and left everything to him, but that their confidence was abused is or at least should be no excuse for what apparently was a clear case of neglected duty on their own part. The best and most conservatively conducted bank will at times get "stuck" on fraudulent paper, but

when the fraud is within the bank and has continued over a long period it is certainly up to the directors to do some explaining. The Deering paper represented more than half the loans and discounts in the bank, and no matter how cleverly the forgeries were executed and covered up it is inconceivable that such a condition could exist had the directors given any kind of attention to the business. To make an example of the Albion directors who did not direct might not be a bad idea.

In the Grand Rapids banks the executive, which here means the president, has reasonable latitude in making loans on his own judgment, but every transaction goes either before the entire board or before the executive or discount committee for review, and the meetings are held at least once a week for this purpose. As an additional precaution, semi-annually and sometimes oftener, a committee of the board makes a thorough examination of every detail of the business, personally inspecting and passing upon every piece of paper and security held. This examination is not perfunctory, but is as searching as it is possible to make it and sometimes experts are called in to help in verifying the book-keeping and accounts. This is the only safe mode of conducting a bank and it is the way prescribed by law. Had the directors of the Albion National observed any of the precautions such a total wreck would have been impossible. As it is, the stockholders will lose their entire investment and will be held liable to an amount equal to their holdings in addition. How much the depositors will realize has not yet been figured out. The prospects are not favorable to a cheerful winter in Albion.

Two of the notable deaths of the week were of bankers: Germ W. Mokma, Cashier of the First State Bank of Holland, died last Friday, following an operation for gall stones, and Saturday Michael W. O'Brien, Vice-President of the Peoples State Bank of Detroit, dropped dead of heart disease. Mr. Mokma was 65 years old, born in the Netherlands and came to this country in childhood. He had been for many years one of Holland's best known citizens and was one of the organizers of the First State and had been its Cashier from the beginning in 1889. He was well known in local banking circles and a delegation from this city attended his funeral. Mr. O'Brien had been a resident of Detroit since 1862,

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This company supplies, without competition, all larger cities of Nevada with gas, electricity and water. It owns valuable water power development on Truckee River. Net earnings over long period far in excess of dividends and depreciation charges. It will pay you to investigate.

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429-441 South Front St., Grand Rapids, Mich.

Manufacturers of High Grade

BANK, STORE AND OFFICE FIXTURES

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Get our price before placing order for your new work or alterations

Fourth National Bank

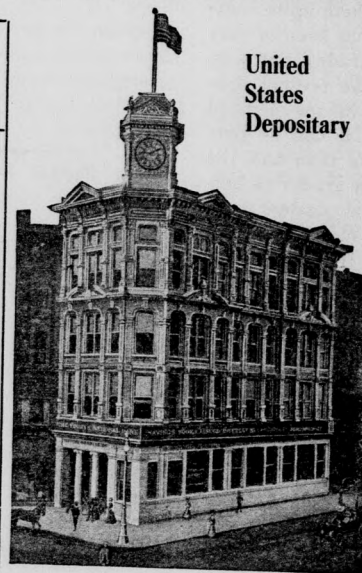
Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits
Compounded
Semi-Annually

Capital
Stock
\$300,000

United
States
Depository



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Surplus
and Undivided
Profits
\$250,000

Old National Bank

Grand Rapids, Michigan

SOLICITS The accounts of merchants.

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

ISSUES Savings Certificates of Deposit bearing interest at 3½% if left one year. 3% if left six months.

EXTENDS Courteous treatment to all.

Capital and Surplus

\$1,300,000

Resources

\$8,000,000

LET US SERVE YOU

when he came to this country from Ireland, and through his own abilities and efforts won a high position in business and financial circles. He was one of the organizers of the Peoples and had been its Vice-President from the beginning. He was active in many worthy charities and philanthropies and as a member of the State Bankers' Association was well known here.

The annual report of Edward H. Doyle, State Banking Commissioner, shows that twenty-four new State banks were organized during the year with a total capitalization of \$765,000 and that the twenty State banks and trust companies increased capitalizations to the amount of \$2,873,785. There has been an increase of \$21,517,863 in savings deposits during the year and an increase of \$25,694,272 in loans as compared with a year ago.

No important changes will follow the bank annuals in this city, such action having been anticipated. During the year the important changes have been the election of Frank S. Coleman as Vice-President of the Grand Rapids Savings to succeed O. A. Ball, deceased, at the same time retaining the cashiership; the retirement of William Alden Smith from the Vice-Presidency of the Peoples, the advancement of S. M. Lemon to First Vice-President, the election of E. D. Conger as Second Vice-President and the promotion of T. Wm. Hefferan to Cashier. At the Commercial H. M. Morrill resigned as Assistant Cashier and Clyde Ross, who held similar rank, was made Cashier. These changes entailed many promotions down the line, thus offering encouragement to the young men. Two of the bank presidents have been complimented by their directorates with leaves of absence for the cold weather months. President Thomas Hefferan, of the Peoples, can go when and where he pleases for the winter and Chas. W. Garfield, of the Grand Rapids Savings, has been acceded the same privilege. Mr. Garfield will avail himself of his vacation soon after the annuals are out of the way in a trip to Florida, but Mr. Hefferan has not yet decided what to do with his leave of absence.

Ray Schoonfield has resigned as Receiving Teller in the Grand Rapids Savings to engage in the grocery business with his father-in-law, Connor H. Smith, who has purchased the Glenn E. DeNise grocery, at 46 West Bridge street. Orving Ford has been advanced from book-keeper to Receiving Teller and Oren Davenport, late of the Continental and Commercial Bank, of Chicago, has been added to the staff in a similar capacity. Carl Burgess has been promoted from transit clerk to book-keeper.

The annual report of Secretary of State Martindale shows that during the year 2,699 new corporations filed articles of incorporation with a total capitalization of \$351,770,465, and that existing companies have increased

their capitalization to the amount of \$79,487,040. These figures do not sound much like a slow business year.

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.	43 3/4	44 3/4
Am. Light & Trac. Co., Com.	296	296 3/4
Am. Light & Trac. Co., Pfd.	107	108
Boyer City Lumber Co., Pfd.	150	180
Cities Service Co., Com.	82	83 1/2
Cities Service Co., Pfd.	81 1/2	82 1/2
Citizens Telephone Co.	95	96
Commercial Savings Bank	175	180
Com'wth Pr. Ry. & Lt. Com.	58 3/4	59 1/4
Com'wth Pr. Ry. & Lt., Pfd.	89 3/4	90 1/4
Dennis Salt & Lbr. Co.	100	
Fourth National Bank	185	193
Furniture City Brew. Co.		83 1/2
Globe Knitting Works, Com.	125	130
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		225
G. R. Nat'l City Bank	180	
G. R. Savings Bank	175	
Holland-St. Louis Sugar, Com.	12 1/4	12 3/4
Kent State Bank		251
Lincoln Gas & Elec. Co.	30 3/4	31 1/2
Macey Company, Pfd.	96	98
Michigan State Tele. Co., Pfd.	98 1/2	100
Michigan Sugar Co., Com.	95	102
National Grocer Co., Pfd.	81	84
Old National Bank	198	201
Pacific Gas & Elec. Co., Com.	53 1/4	53 3/4
Pacific Gas & Elec. Co., Pfd.	89 1/2	90 1/2
Peoples Savings Bank	235	
United Light & Railway, Com.	58	60
United Lt. & Rail'ys, 1st, Pfd.	80	81 1/2
United Lt. & Rail'ys 2nd, Pfd.	69	71

Bonds.

Chattanooga Gas Co.	1927	95	97
Denver Gas & Elec. Co.	1949	94	96
Flint Gas Co.	1924	96	97 1/2
G. R. Edison Co.	1916	97	99
G. R. Gas Light Co.	1915	100 1/2	100 1/2
G. R. Railway Co.	1916	100	101
Kalamazoo Gas Co.	1920	95	100
Sag. City Gas Co.	1916		99

January 9, 1912.

With the heavy interest and dividend disbursements of January 1, there is considerable money seeking investment and the conservative security yielding a liberal return and marketable is attracting particular attention. There seems to be no inclination toward the speculative security. Particularly during the winter months Public Service Corporation securities show marked increases in net earnings and this week's prices show gains in several of the issues of this class.

The usual dividend on American Light and Traction common has been declared and is "off" on January 16. The stock is showing considerable strength as this approaches and sales have been as high as 297.

Another block of Dennis Salt and Lumber stock changed hands at 95 and Macey Company preferred is in good demand around 96@97. There were a number of sales on Commonwealth preferred at 90 and a few scattering lots at 90 1/4. The common varied from 58 3/4 to 59 3/4.

United Light and Railway showed considerable strength with sales on the preferred at 81@81 1/2 and the common at 60. This company is making a very nice showing and we believe this security to be a good buy at present quotations.

There are a number of orders in the market for Grand Rapids National City Bank stock, with almost no offerings.

Sugar stocks have been rather inactive due to reports of beets rotting on account of the recent unfavorable weather but we are informed that in spite of this the sugar companies will have a very favorable campaign and show large increases in both earnings and output over last year's figures. This year's acreage was larger than usual and prices on sugar considerably higher.

Looking Ahead.

Contractor—I wish to get a permit to dig up the pavement on Main street.

"Why, we can't give you that. There isn't any pavement in Main street."

"I know; but I want the permit so that we can dig up the pavement as soon as there is one."

Scientific Management.

Trust Magnate—Is the morning mail in?

Secretary—Yes.

Trust Magnate—Very well. Credit up the checks, throw the appeals for help into the waste-basket and turn the indictments over to our lawyers to be quashed.

There is nothing more convenient than occasional absent mindedness.

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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THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

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Investment Securities

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You Can Add to Your Income

If all your time is not taken

Selling Life Insurance for

The Preferred Life Insurance Co. of America
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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.

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Published Weekly by
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Grand Rapids, Mich.

Subscription Price,
One dollar per year, payable strictly in
advance.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

January 10, 1912

NEAR THE DANGER LINE.

The thoroughly characteristic manner in which the Detroit Evening News is waging war against the proposed street railway franchise negotiated by Mayor Thompson—a campaign never before equalled in this country for mendacity and infamy—plainly shows how near Grand Rapids came to being plunged into a vortex of chaos and anarchy by the same influence during the furniture strike here last summer.

The man who directs the policies of the Detroit News owns nearly all the capital stock of the Grand Rapids Evening Press. His theory of newspaper publishing is to secure a large circulation among the lower and criminal elements of a community and cater to their whims and caprices so as to be able to sway them like dumb driven cattle. He does not care for the subscription patronage of the intelligent and thinking classes. His only aim is to make himself strong with those who do not think for themselves and who are willing to accept the leadership of an unscrupulous newspaper and act blindly on its advice, no matter how mean may be its motives or how much havoc it may work to its followers and to the community.

It was probably in pursuance of this policy that the Evening Press fomented the strike of furniture workers here last spring and went to the limit of misrepresentation and falsehood in undertaking to maintain the strike for an indefinite period. Fortunately for the city and for the great industry whose well-being was temporarily in jeopardy, the Grand Rapids Evening Press did not have the same grasp on the cohorts of unionism and anarchy which the Detroit News has on the lower strata of Detroit's cosmopolitan population. As a result, the strike resulted in utter failure, and the Evening Press was compelled to eat the bread of bitterness by reason of the prominent part it played in the most infamous conspiracy ever concocted in this community. The Press emerged from its campaign of disloyalty to the city and its best interests with the cordial contempt of every good citizen—a contempt that will require years of repentance and atonement to eradicate. There is good reason for believing that the local manager of the Press—who was evidently cast in a more heroic mould than his brother and whose education and environment have been along more generous lines—was not in sympathy with the crusade which was forced upon him

by his crafty brother in Detroit and that he has profited by the unfortunate experience of last summer to that extent that he will sever his relations with the Press rather than again be forced into a position of antagonism to good order, good morals and good citizenship.

WILL BE A WINNER.

The furniture season has opened with every indication that it will be a winner. The first week arrivals made a new record, reaching a total of 179. A notable feature was the large number to come from the Pacific coast and from Canadian points. These buyers usually come the second or third week, but this season they were among the first to appear on the scene. The trade reports are very uniformly that retail stocks are low, but the buying is inclined to conservatism. This is a campaign year and, out of respect to its traditions, wise business men are keeping close to shore as a safe guard against the pernicious activities of the politician. The sentiment among the buyers, however, is strongly optimistic and, while they are placing orders moderately and carefully and for little more than present needs, they are looking forward to a good spring trade and will be heard from later through the travelers and by mail.

More than the usual number of new patterns are shown this season, and this applies to the outside exhibits as well as to the Grand Rapids product. The new patterns are developments, modifications or refinements of the old along the recognized "period" lines. More of the English periods are shown than ever; in fact, there is more English than anything else. In mahogany Sheraton is easily the leader in diningroom and bedroom furniture, while Chippendale, which was in the ascendancy three or four years ago, is subordinate. Adam designs are also much in evidence and considerable Hepplewhite is shown. Of the French periods Louis XV. and XVI. are the most popular, but the French fancies are under temporary eclipse, not yet recovered from the big run they had a few seasons ago. The Colonial designs are as strong as ever and of all the periods show least the ravages of time and popularity. In parlor goods the tone is distinctly English and this applies as well to the wood frames as to upholstered goods. The fanciest, frailest and most costly creations for the parlor are in Sheraton, Adam or Hepplewhite, while a few years ago nothing but French would have been thought suitable.

Much oak is being used this season in straight line and the so-called early English periods. The straight line goods are the Mission, and Arts and Crafts goods and it is surprising what a quantity of such furniture is being produced. Chas. P. Limbert says that ten times as much furniture of this character is being made now as five years ago and, judging from the exhibits in the exposition buildings, this is not an exaggerated estimate. This class of furniture is serviceable, durable and comfortable, suitable for any room in the house except, perhaps,

the parlor and will harmonize with almost anything. Even in the Arts and Crafts, however, there is a noticeable tendency to develop. German ideas are being worked in and one line shows a tendency toward the Gothic. The Early English periods are also in oak and their vogue began with the Flanders line brought out by Berkey & Gay four or five years ago. The Flanders line was merely a refinement of good old American Mission, with turned table and chair legs instead of straight line, and the turned parts were more or less strongly "bulbed" for purposes of ornamentation, but the surface was unadorned. This style has developed from the plain surface to the artistically carved, and in some instances the carving is elaborate, although it is still true to early English types, with tendency toward the Flemish schools of design.

The season is notable for the number of summer lines shown—lines intended for porch, lawn, summer cottage and country home use. This is the season when the summer lines sell best and there are more than a dozen of them in evidence. In the different buildings, and they are in all sorts of styles, including prairie grass, sea grass, willow, cane, paper fiber and good American hickory and maple. The number of these lines and their size is an indication of the growing tendency in this country to outdoor summer life. A further indication that such goods are in demand is the fact that several of the chair manufacturers who have never shown anything but standard styles for diningroom, parlor or livingroom have this season brought out summer patterns and are pushing their sale. One of the new ideas in summer goods is the English porch and lawn furniture, chairs, rockers and settees. These are of quaint design, finished in water proof paint and with waterproof fabrics for cushions. This furniture has been accepted as good at the Eastern resorts and summer homes and it is expected the Western trade will take kindly to it. This season is the first time such goods have been shown here. The manufacturers of the summer goods agree that they are getting to be all the year around folks, instead of seasonable, and this is especially true of those who make the grass, willow and cane furniture. These goods are gaining in popularity for bedroom and livingroom use, and then in modern house building the sun parlor is becoming a recognized institution and for the sun parlor the summer goods are in demand.

BAD BANKRUPT.

While the decision of Judge Sessions in the Jay Haring case, published verbatim on another page of this week's issue, will be a serious disappointment to business men generally, they are compelled to concede that Judge Sessions has good grounds for extending leniency, even although he has gone a little further than his predecessors on the bench of the District Court have gone in such cases. As to the untrustworthiness of the bankrupt, there appears

to be no question. Judge Sessions speaks plainly of his evident dishonesty, as follows:

"His own testimony is evasive, indefinite and very unsatisfactory and creates a strong suspicion that he has not told the whole truth as to what has become of his property. He kept no books of account, his sales slips and memoranda have been destroyed, the invoices showing his purchases have disappeared and his cancelled checks can not be found. Considerable quantities of goods were taken from his store to Sand Lake and there sold by an inexperienced clerk whose testimony is nearly as unsatisfactory as that of the bankrupt himself. From time to time he made sworn statements for the purpose of obtaining credit which he now admits were untrue."

The whole question hinged on the ability of Haring to repay \$4,000 into the court to reinforce his estate. Judge Sessions was evidently convinced that he did not have the funds on hand to make this refund and held accordingly. Haring thus goes scott free, so far as legal liability is concerned, but with the taint of fraud and the allegation of falsehood hanging over him as long as he lives. Under the circumstances the creditors surely ought to unite to prevent his receiving a discharge. He has shown, by his own testimony, that he is dishonest in his methods, careless in his business duties and obligations, incapable of keeping books of accounts and does not possess a single sterling mercantile attribute. Such men should not be permitted to re-engage in a profession they disgrace by their presence and use as a shield for fraud, falsehood and dishonor.

GET-TOGETHER FEELING.

The interesting event in this furniture season will be the banquet Thursday evening at the Coliseum by the Grand Rapids Advertisers' Club to the Grand Rapids Exhibitors' Association, the Grand Rapids Furniture Manufacturers' Association and to the sellers and buyers who may be in market. Arrangements are being made for the entertainment of 1,000 guests, and instead of being seated at long tables extending the length of the hall 171 small tables with capacity of from four to fourteen each will be spread. This will make it possible to make up parties and there will be a much greater degree of sociability. Wm. H. Gay will be toastmaster of the evening and the speakers will be Dr. Emil G. Hirsch, the eminent Jewish divine of Chicago; W. L. Harris, of the New England Furniture and Carpet Co., of Minneapolis; O. H. L. Wernicke, of this city; E. V. Hawkins, of the Connersville Furniture Co., President of the Exhibitors' Association; President Roy S. Barnhart, of the Grand Rapids Association, and President Paul F. Stekete, of the Advertisers' Club. The influence of the addresses will be to inspire the get-together feeling, to make the Grand Rapids and outside manufacturers see the importance of acting together and co-operating to make Grand Rapids a greater and better furniture market.

A SENSIBLE TEST.

It is said that not long since a company doing a large manufacturing business in Connecticut and employing about 4,000 men, thought it wise to change the location of that industry. The managers looked around a little and were very much attracted toward a city in the Middle West, so much so that they went there to inspect it personally. They were met by the officers of the local Chamber of Commerce and shown around the city, which is said to have fine parks and a handsome residence section, and altogether they were very favorably impressed. Then they did a very wise thing, for they sent a committee of their workingmen, who arrived in the city unannounced and who made an inspection of the sections of the city where rents were within their reach. They found that rents were high and the accommodations poor and that the residences within their reach were not attractive in any respect. Accordingly they reported to the proprietors what they had found, saying that they did not care to go to that city, and their report was adopted by the proprietors.

It was a very sensible move when the owners of this particular plant sent a committee of workmen there to inspect the proposed new site from their point of view. If there were 4,000 men to be employed, they would represent nearly half that number of families, which must have houses and the unmarried men would have to find boarding places within the size of their pocketbooks. There are a good many things to be taken into consideration in locating an industry. Railroad accommodations are one of the first and most important. Along with other things considered are taxes, cost of fuel, lights, electrical power, if it is to be used, healthfulness and general character of the city government and other facilities, necessities and conveniences. Grand Rapids would be particularly fortunate in these respects. The sections of the city available for workingmen's homes are among the pleasantest in the city and are all within reach of good street car accommodations. There are many accessible, attractive and reasonably cheap places for those who wish to build their own homes, and those who wish can go out into the suburbs, where there is still more room, going and coming for a five cent fare. The test which proved the undoing of the city referred to in the Middle West would have no terrors for Grand Rapids.

MORE STOCKHOLDERS.

An interesting style of statistics is that which the Journal of Commerce annually compiles and publishes concerning the number of stockholders and the amount of stock in the leading municipal corporations. Last year and this the figures were obtained from 234 corporations. Last year they had a capitalization of over \$10,552,000,000, while this year the capitalization is a very little over \$10,700,000,000. The railroad corporations have increased in capitalization

2 per cent. and the industrials 1 per cent., while the increase of shareholders in railroads is 8 per cent. and in industrials 6 per cent. The total number of shareholders in these 234 corporations is 980,339. In other words, there were 64,596 more individuals holding stock in these companies in 1911 than there were in 1910.

These figures are both interesting and suggestive. They indicate an increase of confidence in corporations and more particularly an increase of ability to buy stock, meaning that more people have money. That argues for increased general prosperity. The first of this month the dividends to be distributed among the shareholders will amount in round numbers to \$233,000,000. This is scattered all over the country and the distribution includes every state in the Union. It is evident that the number of small stockholders is increasing, and that is gratifying. A still further increase would serve to detract from the force of the criticism sometimes advanced that the corporations are in the hands of a precious few who grow immensely wealthy without giving other people a like opportunity. It appears from these figures that there are nearly a million stockholders in 234 corporations, and everybody knows that this is but a very small percentage of all the corporations in existence. Hence it appears that a goodly proportion of the American population are interested in corporations and profit by them.

IT IS FINISHED.

As the last chimes of the old year die away the words of Christ on Calvary come to mind, "It is finished." Yes, finished but how? Are there gaps to be filled? Rough places to be smoothed down? Chasms of neglect to be bridged over? All of these and many more defects will come to mind.

Yet as we look upon the record of the life which went out with the utterance of the memorable words—as we realize that his work was only just begun—there is reason to hope and to aspire. The Christianity, as it appealed to human vision, was nineteen hundred years ago but a slight glimmer—as the tallow candle in comparison with the electric light. The principles of the faith were all there, but it has remained for the centuries to develop them in a way that shall appeal to all classes. The Sermon on the Mount has never been improved upon, although its efficiency has been many times manifolded through the years. The harvest field of Judea was a small one, yet it has sufficed to furnish the seed for the millions of acres then undiscovered.

In our own individual year we can no more say "it is finished" than was Christ's work finished when his earthly life went out. The year which the calendar marks as closed is but the commencement of a better year. All the years which have gone should be foundation stones for a more glorious superstructure. We profit both through failure and success.

The sands of past failures may be molded into the concrete of future victory. The mistakes may be crystallized into a marble fashioned in faultless shape. Our markers may be of the rough granite or smoothed and polished with the artistic touch. Each successive year has the power to shape more fully than its predecessor. If our work is properly commenced it will have the enduring power to shed a refulgent light through the ages. We can not be like Christ, but we can be Christlike.

FEMININE LIMITATIONS.

If reports be true, Queen Mary has given the deadly hat pin a hard blow in banishing it from her India trip and ordering all of her hats fastened with the old-fashioned elastic band or cord. Thus, through royal favor or disfavor, may a fad or fashion which is akin to barbarism be banished by the twentieth century woman.

Now when she is clamoring for deserved rights we are tempted to recall the words of an educational lecturer of national reputation. He said, "I have seventeen pockets and I have a use for every one of them." What if fashion should say that those pockets must all be dispensed with or the stylish fit of the suit would be ruined. If Prof. Blank wished to carry a handkerchief he must be content to keep it in his hand or tuck it under his belt; on his trips to and from the office he must carry his coin purse in his hand or provide himself with a handbag. This latter would be an essential if he wished to carry an extra cigar or a few matches. But—how long would any man submit to such limitations, fashion or no fashion!

Yet we see women every day exposing watch and purse needlessly to pickpockets, tempting the poverty stricken through this exposure. Or they may follow the advice of the police when in crowded places and resort to the place pronounced the safest, the stocking, to their own inconvenience and embarrassment if an unexpected demand is made upon the purse. The mesh bags are beautiful, yet they do not answer all the demands of the pocket. The muff may give the concealment necessary, yet the pocket there has its inconveniences. Woman is gaining power in many ways. Her rights are coming surely if slowly. Meantime, while handicapped politically there is nothing to prevent her asserting rights which no man would deny either to her or to himself—providing herself with a reasonable number of pockets.

If you were a millionaire and could have anything to eat you liked, what would be your favorite dish? James A. Patten, millionaire wheat king and philanthropist, says his favorite dish is fried mush without syrup. The mush must be boiled and fried on both sides, but no syrup must be added. A church in Evanston, Ill., published a cook book in which several people told what their favorite dish was and how it should be prepared. One gave the

recipe for a beerless Welsh rarebit which would be commended by all the members of the W. C. T. U. A professor of pedagogy prefers doughnuts, plain and sugar coated. Bishop McDowell thinks a cheese custard is the greatest delicacy he ever ate, and one man, who must be from New England, said he couldn't decide between Boston baked beans or steamed brown bread. Lamb hash appealed to one physician, while another's favorite dish is waffles. None of these eatables are expensive, which shows that Evanston believes in plain living and high thinking.

The slogans which some cities have adopted are clever and to the point but sometimes they make trouble. Some time since Buffalo's Chamber of Commerce selected "Buffalo Means Business" as a warcry, and had this motto emblazoned on its letter paper and enlisted the merchants in the attempt to build up the city and boom its attractions. This week some wag caused to be printed a large number of cards, upon one side of which was the Buffalo slogan. Every Buffalo business man who received the card bearing the words, "Buffalo Means Business," swelled with pride, until he looked on the other side, on which was printed, "And Cleveland, Sixth City, Gets It." Whoever perpetrated this cruel joke on Buffalonians will do well to keep quiet, for there is indignation, not to say anger, throughout New York State's Western city.

Kansas has a law which prevents promoters from using fiat certificates of property. It was passed by the Legislature a year ago and requires that before any stock or bond certificate can be sold in that State the seller must obtain a permit and certificate from the Banking Department. Before the permit is granted the department ascertains the financial standing, plans and operations of the company which is to offer the stock or bonds. In the ten months during which the law has been operative over 500 requests were made and only forty-four were granted. One mining promoter is serving a jail sentence for selling stock without a permit from the State Banking Department. It is estimated that already from four to eight million dollars have been saved to the people by this law, which prevents the unwary from being cheated by dishonest promoters. The Kansas law would be a good one for every state to have and is attracting attention.

Experiments have been made with frogs which tend to show that those animals rapidly absorb water through the pores of the skin. Emphasis is laid by certain authorities upon the fact that frogs never take water by the mouth. On being exposed for several hours to dry air, some frogs experimented with lost 14 per cent. of their weight, but this was nearly all regained within twenty-four hours when they were placed in a dish containing water.

Detroit Department

Suit To Recover Cash Paid for Stock.

Detroit, Jan. 9—Suit to recover \$25,000 in cash to be paid into the Hugh Wallace Co. has been commenced by Lewis Ward in Judge Mandell's court. Ward says Hugh Wallace, head of the company, engaged in the manufacture of robes and fur coats and induced him to buy stock in the concern by misrepresentations as to the conditions of the company. According to his statement, he purchased 2,000 shares in the company, Aug. 6, 1906. Representations were made to him, he avers, that the company was capitalized at \$400,000, every cent of which was paid in. He was led to believe, he declares, that the assets were \$548,000 and the liabilities but \$84,000, that the earnings had grown from \$28,000 in 1899 to \$77,000 in 1904. George Reed, local manager of Bredstreet's, was placed on the stand by Ward to show that the company had made a statement at that time, declaring their assets were \$365,000 in cash with \$84,000 liabilities. According to the statement of George F. Monaghan, attorney for Ward, they will show that at this time but \$5,000 had been paid in cash and the rest was "good will." They will also try to prove that the company was in an unstable condition. The claim of the defense will be that Wallace became a member of the firm and that business dropped off because of this. They will show, according to their statements, that they did not make the alleged representations, that every statement they did make was true. They declare some of the figures in the statements were incorrect because of a mistake in placing them in the wrong columns. They will also try to prove that Ward was perfectly satisfied with his bargain for four years after the purchase of the stock, was one of the directors of the company and received several dividends on his stock.

Gray & Worcester have leased from Henry and Conrad Smith the three-story brick building at 18-22 Gratiot avenue, adjoining the building occupied by Peter Smith & Sons, Gratiot avenue and Farmer street, which has recently been leased from David Stott by Gray & Worcester for twenty-one years. The building is owned by McKinstry Burt and occupied by the Opera cafe, Adolph Enggass Jewelry Co., the Delmont restaurant and C. F. Adams. It has a frontage of 60 feet and a depth of about 115 feet. The corner building has a frontage of 26 feet on Gratiot avenue and 86 feet on Farmer. The acquisition of the new building will give the

lessees a frontage of 86 feet on both streets. The lessees will add two stories to the building to correspond with the five-story Peter Smith structure and will throw both together, remodeling with new front of white tile, a 12 foot entrance on Gratiot to a lobby giving access by elevator to the upper floors. There will also be an entrance as at present on Farmer street. The drug company expects to take possession March 1 and when the remodeling is complete will occupy the 60 feet of the frontage on the ground floor on Farmer street and about the same frontage on Gratiot avenue.

There were 125 diners at the banquet given at the Tuller Hotel by the members of the Detroit Butter and Egg Board. Charles McNeil, of the National Egg and Poultry Association, delivered the principal address. He pleaded for a square deal for the storage men. The diners feasted on storage products. Frank L. Johnson acted as toastmaster. The following officers were elected: Walter R. Throop, President; A. R. Langridge, Vice-President; Henry P. McDonnell, Second Vice-President; Fred J. Schaffer, Secretary; B. L. Howes, Treasurer, and Frank L. Johnson, Carl Sackewitz, F. A. Tibedeau, A. Padelet and Frank Pressel, Directors.

Detroit is listed as one of the important and growing meat supply centers of the country, according to "Uncle Sam." The Federal Government reports for meat inspection, for the year ending June 30, 1911, state that inspection in this city required the services of twenty-nine employes, at a total cost of \$37,000.

Not a Mail Order Fiend.

We are accustomed, perhaps, to hearing too much condemnation of the farmers in connection with mail order purchasing, and not enough criticism with mail order purchasing, and not enough criticism of the retail merchant for not doing his part in the right way. One authority, in championing the farmers' cause, says that the latter is not a natural mail order buyer. The farmer is simply a sane, normal human being, and no sane and normal human being is a natural mail order buyer. The natural way is to see things before you buy them, and while it is probably true that farmers have heretofore bought more by mail than any other class, they have done so simply because their local dealers did not keep in stock the things they wanted, tried to hold

them up in price or did not have sufficient business energy to get the business that was theirs for a little effort.

You can recognize a lot of country dealers in this class. The average farmer knows his own dealer is interested in his own town, hates to take the trouble to order things by mail, hates to pay local freight rates, and does like to see what he buys before he buys it. This authority argues that the manufac-

turers and the country dealers who are losing sleep on account of mail order competition can greatly benefit themselves by taking a trip through the country and seeing that the things said are true. The country merchant needs to keep the farmer's requirements in stock, and then give publicity to the fact that he has the goods. Let him use some of the ammunition of the mail order houses and note the result. Winnipeg Commercial.



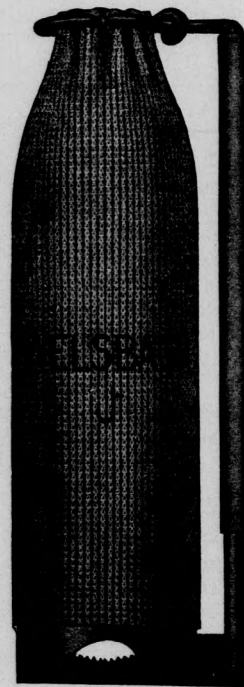
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FINEST and BEST

AMERICAN

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

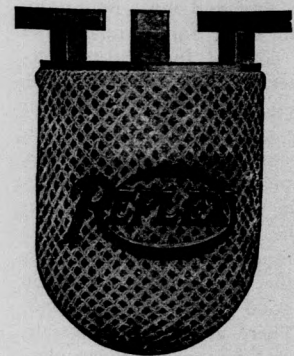
All styles for Men, Boys' and Youths'
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No. 197
J BRAND
(ORIGINAL MANTLE)

For the Convenience of the
Michigan Dealers
and
Gas Companies



A Complete Stock of

Welsbach Mantles
Burners and Lights

is carried in Detroit by the

A. T. Knowlson Company
Wholesale Distributors

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 $\frac{1}{2}$ c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Jackson is enjoying prosperity and the directory people engaged in taking the census are estimating the population at 35,000, or 4,000 in excess of the Government figures in 1910.

The Kalamazoo Commercial Club has voted that a convention hall is necessary in order to take care of the big conventions.

The State Corn Show, held under the auspices of the Michigan Corn Improvement Association, is scheduled for Jan. 29 to Feb. 3 at the Western State Normal School, Kalamazoo.

Assurances have been given Ionia by the Grand Trunk Railway officials that the station grounds will be cleaned up and improved in the spring.

The Grand Rapids-Muskegon Power Co. has plans for investing \$200,000 in street and commercial lighting equipment in Muskegon and the building of a transmission line forty-four miles long from Croton dam to Muskegon.

Bay City aldermen have extended the time in which taxes may be paid without additional interest or collection fee to Jan. 15, although the City Attorney declares that there is no legal authority for such action.

Bellevue merchants who were burned out in the recent fire are preparing to rebuild in the spring.

Three interurban lines are now planned out of Battle Creek, running to Grand Rapids, Coldwater and Indiana points, and the city has encouraging prospects of becoming a railroad hub.

The Saginaw Board of Trade has secured a through freight car service from Cleveland to Saginaw daily.

Bay City is facing an active year along industrial lines. The building improvements already in sight aggregate a million dollars in value.

Bank deposits at Pontiac show a five-fold increase in the past fifteen years. The factories give employment to 4,500 men and several of the companies are working night shifts.

The selling of liquors and gambling in social clubs and lodges at Pontiac have been suppressed by city officials.

The Northwestern Road is expending \$100,000 in rebuilding docks and making other improvements at Escanaba this winter.

Otsego's gas manufacturing plant will be completed within a few weeks. Allegan will first be supplied, then Otsego and Plainwell.

Manistee has reasonable assurance now that the Government will spend well towards a million dollars in improving that busy harbor.

Small boys have been playing the slot machines at Dowagiac and, as a result, the city has ordered the machines out of commission.

Mendon village has sold its electric light plant to a private concern of Burr Oak, municipal ownership not having proven very successful. The private concern will furnish lights at Burr Oak, Colon and Mendon.

City Health Officer Rockwell, of Kalamazoo, is ambitious towards making Kalamazoo the most health-

ful city in the United States and, in order to bring this about, he makes the following recommendations: Extension of the sewage and water systems to all parts of the city; municipal collection and disposal of garbage; sprinkling of streets; no dusty cleaning of streets, but sprinkling in every instance before cleaning; proper ventilation of stores, offices, factories, public places, homes and tenement houses; abolition of the smoke nuisance; paving of all alleys, which should then be kept clean as the cleanest street; the building of retaining walls along the banks of the river where it overflows at high water in the spring; an isolation hospital.

Traverse City has passed an ordinance for the regulation of amusements. License fees are as follows: Shooting galleries, \$10 per year or \$1 per month; open air dances and merry-go-rounds, \$5 per day; refreshment and soft drink stands, \$1 per day; cane rack, ball and kindred games, \$2 per day; roller skating rinks, \$3 per day or \$60 per month. The high license will "regulate" many of these amusements out of existence at Traverse City.

A municipal gas plant is being talked of at Marquette. It is claimed that the private plant there has been operating without a franchise for the past seventeen years.

Over \$300,000 was expended in building operations at Houghton during the past year.

The Saginaw Board of Trade is renewing its efforts to secure a city market, as a means of promoting the agricultural interests of Saginaw county.

Strict regulation of pool rooms and the suppression of dice and poker games is the New Year's resolution of the police department of Sault Ste. Marie.

The holiday gift of the Warren manufacturing, banking, mercantile and farming interests at Three Oaks to its employes was \$1 for each year spent in the employ of the company. Some of the employes have been with the company over twenty-five years.

The Common Council of Jackson has appointed three tree inspectors, with a view to fighting the San Jose scale.

The co-operative city delivery plan is being tried out by the grocers of Mt. Pleasant.

Work on the new home of the Detroit Board of Commerce will be started early in March. The building and furnishings will cost \$200,000. Almond Griffen.

Uncle Sam's Cold Storage Cats.

Isn't it a little odd that Dr. Wiley has never exposed the fact that the United States Government keeps a large number of cats in cold storage? Hist! do you see the possibilities of muckraking? Keeping cats in cold storage is not only not forbidden by the Federal authorities, but even practiced and perpetuated as a Government institution. And live cats at that. The horror grows and the mystery deepens. Live cats in cold storage and on the Government pay roll. In the Philippine Islands is kept a

small army of "cold storage" cats. At the immense cold storage depot at Manila, where great quantities of provisions are kept, cats are most necessary, and at the establishment of the post there was sent some of the famous cold storage breed. This breed originated in the great warehouses of a cold storage company, and has developed special qualifications for enduring extreme cold. These cold storage cats are short tailed, chubby, with long and heavy fur, and their eyebrows and whiskers are extraordinarily long and strong.

The army has its regular corps of them, kept at the commissary depots of the great cities. It is customary for the officer in charge of each depot to submit to the war department a request for an allowance for so many cats, and the regulations provide that meat shall be purchased for them at a price not greater than 5 cents a pound. To these rations is added a quantity of canned milk for variety.

In view of the fact that the Government maintains these cats for the purpose of killing rats and mice, it would seem that the great amount expended yearly for cat food could be saved by allowing the felines nothing but their prey as food. This, however, can not be done, for the reason that it has been proved by experiment that, no matter how good the cats are as hunters, nor how abundant the pests, no cat thrives properly on a diet of unmitigated rat; nor does it neglect its duties when fed other food.

Better Next Time.

Pedestrian—Hey! You just missed me by an inch.

Chauffeur—Be patient. I'm coming back directly.

Carbon Coated Sales Books

Every Size and Style

Prices ranging from .02 $\frac{1}{2}$ to .05 per book

Send us your sample and get our priced on your book

CONNARD-HOCKING CO.

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DON'T FAIL.
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

The Clover Leaf Sells



Office 424 Houseman Blk.

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.

Peacock Brand Leaf Lard is the Best Lard



WHEN your Best Trade asks you for your "Best Goods" you like to be sure of

the quality of what you offer them. If you sell Cudahy's Milwaukee Peacock Leaf Lard, you can tell your customers with perfect assurance, "There is positively no better Lard on the market." It pays to sell good goods.

Order Today

Address: Cudahy, Milwaukee



Story of the Egg Business.

If the true history of the system of handling eggs could be written it would read like a fairy tale. Forsooth, a story replete with elves and grottoes and with moonbeams playing hide and seek over a placid lake, with Cinderella frolicking with the fairies, could be no more entrancing to one who has followed closely the ins and outs and the ups and downs of a season's record of the egg deal during any given year, at least, in the past decade.

It is not exaggerating to say that no less imagination is required to enter into a full understanding of the stories in a juvenile fairy book than is necessary to grasp the variable fortunes of the prosaic commodity under consideration.

However, I hope no staid egg man will be so unkind as to accuse me of trying to belittle his honored calling by suggesting the comparison cited above, although if some one is disposed to find fault with me for so doing I have but to declare that not a few times have I mused over the striking similarity between a downright fairy tale and the unsubstantial shadow of prospective profits in a heavy load of high-priced eggs that hang trembling in the balance so delicately poised that even an excited breath sends the whole load down with a crash that makes strong men shudder and all but weep as the simple child when he suffers the first rude awakening from his illusion about the capers of Santa Claus or Mother Goose.

But why open this chapter on eggs with a dissertation on the seamy side? Wherefore this talk about fairies? Shall I make the bold confession that I candidly believe eggs are the most speculative commodity in the whole realm of produce? If so, I shall spare further suspense and will take you into my confidence so as to make a short cut to the meat of our subject by saying I believe they are.

Obviously, the gist of my argument on this matter must be reserved until our story progresses further. Perhaps I should say that the arguments assert themselves as the story unfolds, for it is my purpose to write a plain, unvarnished tale that will be so blunt as not only to call a spade by its right name, but also to call an egg an egg, and also to call a fool a fool.

However, for fear my motives may be misconstrued I must say a word or two about the men who handle eggs, and who may unjustly accuse me of making faces at the whole fra-

ternity unless some sort of explanation is presently forthcoming.

And right here we strike a snag when we try even to take a bird's-eye view of the complex aggregation of humanity that gathers, buys, ships, stores, sells or gambles in these ovoids of food that are produced in nearly every nook and corner of this broad country, and which enter so largely into the daily food of the nation as to be considered a necessity in the hovel and palace alike.

Behold this concourse if you can sweep a continent at a glance with your mind's eye! Noble spectacle this. It embraces the housewives on a thousand thousand farms, the country storekeepers at as many cross-roads or villages, and a legion of people who make a business of concentrating lots of five and ten to four hundred cases for shipment to the larger market centers. It embraces, if you please, a throng of good business men who know little else and study practically nothing but eggs, and who usually turn their special information and experience to good account, for, be it understood, some men have made and are still making money buying and selling eggs in a sane business way.

Then, too, in your concourse would be a horde of speculators who look like ordinary egg dealers, who would be found on closer inspection to be more like lunatics in a plunging match than plain business men operating on good money in handling a legitimate business.

As subsidiary factors you would have to get a line on the bankers who finance the deals, the storage men who take care of the enormous amount of eggs kept for six or eight months under refrigeration with the expectation of a profit, and also the railroad men who look after the shipping of carlots or less from one point to another from the time the eggs are first collected at initial points until they reach the market where they are consumed.

A close observer would perhaps find some others who could establish their right to stand up and be counted with the big egg trade, for it easily includes all colors, creeds and conditions of humanity. Any enumeration of the egg people in toto would probably include the polling list in many a bailiwick without the slightest change, and would also permit the neighborhood sewing circle in some sections to be thrown in for good measure.

Is it any wonder that in such a concourse we find radical differences of opinion for one another's welfare,

and an absolute disregard for the broken bones and cracked heads of the unfortunate players who fall by the wayside, victims, commercially speaking, of the ruthless mass on tackle plays or the revolving wedges as in the old style of football?

Is it not to be expected, may I ask, if this bunch, out for the coin and intoxicated with the passion for a "big killing," would not occasionally run riot and bring up with a crash that sends the whole load down in a jiffy?

Yes, I frankly acknowledge that in opening this chapter I have so far taken the reader along a pathway over the ragged mountain sides of eggdom in order to secure attention, as we seem invariably to feel a keener interest in the scenery if we first behold the vast stretches of mountain peaks, and especially if we view the prospect at sunrise from some craggy point with the eagle soaring between us and the peaceful valley below.

Verily, there are counterparts of my crude word picture to be found in the handling of eggs. Some, of course, have observed the game only from the peaceful quiet of the valley where the sunshine and the birds are wont to come, and who follow the even tenor of their way like ants about the base of Mt. Everest, unconscious of the majestic peak towering above. Then, too, others see the alluring features of the business only from the elevated places and seemingly prefer a pair of wings or a balloon from which to handle their trade—apparently oblivious of the fact that eggs are no less subject to economical laws than balloons are to the law of gravitation.

At any rate, the egg business as we find it to-day is a well developed specialty in the produce field. That there is sufficient encouragement to make a specialty of a commodity that requires so many people of so many kinds to look after its various rami-

fications is proof enough that the volume and value of the business is at least worthy of more than passing attention.

He must be imaginative who can give even an appropriate idea about the value of the eggs produced in this country during the run of a year, yet it does not take a lively guesser to see that the amount easily runs into the millions, and very likely into hundreds of millions, for think of every other man, woman and child of a number something like 100,000,000 people in this country eating several dozen eggs during a twelve month.

And everybody eats eggs nowadays. Not only do we find them boiled, fried, scrambled, in omelets and in "ham and," but they enter largely into cakes, pies, cookies and buns of one kind or another. Besides, an enormous amount of under grade eggs is used for dressing leather and for various chemical purposes.

No one food product is so popular, if not always so cheap. But whether they are used soft boiled or poached for the dyspeptic or convalescent, or for egg-nog to placate the connoisseur, they must be had, and it sometimes occurs that the American people can hardly be supplied with enough eggs at any price. An occasional whim of the public in this respect has been responsible in no small measure for the insane speculation that often occurs in the trade, and which is so frequently the undoing of firms and individuals as we shall see later on. W. T. Seibels.

Kicking at a bill is an unsatisfactory way to foot it.

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.

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.

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.

Established 1876

We Want

Strictly Fresh Eggs
White Beans
Red Kidney Beans
Clover Seed

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

REAL LIFE AND LOVE.

They Are Possible Only in One's Own Home.

The home is the unit of government. There the husband is the maker and the administrator of law, and the wife is the balancing force that holds the administration in equipoise. The two originate authority and apply the rules to those to be governed. The children come under this regime and learn obedience and become subject to authority. The well regulated home makes good citizens and gives inspiration to the order and peace of society. No penal laws, no prisons follow in the wake of such a home.

But the home must be a home. The boarding house cannot be substituted for it; neither can the home of your wife's father or mother take its place. It must be your home, where you and your wife live and have full control. The boarding house is a curse to the home. The home of your parents on either side is subversive of your home if you continue to abide with them. You and your wife need to be alone in your own home. What if it is an humble place, minus the luxuries of which you have been a participant? Nevertheless it is your and her home, where you can cultivate one another, become adapted to each other's peculiarities, where you can learn to make due allowance for each other's weaknesses, and grow permanently into each other's love and affection. You cannot cultivate this sort of a home spirit in a boarding house or in a hotel, or by living with your closest of kin. The hotel brings promiscuous company and idle gossip; the boarding house dissipates and divides your attention, and it cultivates indolence; and the home of your nearest kin brings criticism, meddling and interference. Take your wife away from the hotel; take her away from the boarding house, and take her away from the home of her and your people. Put her in a home of her own and let her take charge of it. And then do your best to make it a happy home—a home of love and a place of mutual interest.

Otherwise you will know nothing of the sweets of your own home, the devoted affection of your wife, the daily cultivation of your own children, and the management of your own domestic matters. Any husband who pursues the opposite course is unwise, foolish, lacking in all the elements of his duty to his wife, and wrecks his best interests upon the altar of indifference, selfishness and gradual alienation. No wise husband will pursue such a course if he has the slightest regard for the domestic happiness of himself, his wife and his children.

Therefore, let the home be your own home, the place where you and your wife live, and where your children are properly governed, and where no one else interposes meddling advice and officious suggestion. It may be a simple place, its furniture scant, its supplies meager, and a place where you and yours have to practice self-denial and frugality; but it is

home, and that thought and feeling are sufficient to more than supplement whatever else may be lacking. Better comforts and luxuries will come later, as your plans mature and your business succeeds. In the meantime, the very education that such experiences of hardship bring will train you for the greater enjoyment of success when it comes. As you grow older, you grow more and more into that oneness of life and love that the wedded contract is intended to produce. Home alone can meet the ends of married life and make the family where peace, confidence and adaptation grow into perfect reality. "There is no place like home, be it ever so humble; there is no place like home." Hence, we say to all newly married young people, move into your own home and live in it.—Texas Christian Advocate.

Glucose As a Food.

Commercial glucose is not only a food, but a most excellent food. Two of its constituents, maltose and dextrose, are sugars and are of the greatest possible value in the animal economy. The third constituent, dextrine, is halfway between starch and sugar, and as soon as it comes in contact with the saliva and the secretions of the pancreas and intestines is converted into sugar. Even if an infinitesimal portion escaped conversion by the secretions of the mouth and pancreas, it by no means follows that it would not be assimilated and used as a food, for physiologists are now agreed that any remnants of dextrine not so acted on are absorbed by the cells which line the intestines, and are by them converted into maltose and dextrose, that is, into active constituents, before being turned into the blood stream. From this it follows that not only is glucose a good food, but that it is a powerful nutritious agent comprising all the best qualities of the carbohydrates.

The question whether commercial glucose is indigestible is readily disposed of. There is good reason for supposing that it is more readily assimilated than cane sugar, for the latter has to undergo a process of inversion, that is, it takes up water and is converted into dextrose and levulose, before it reaches its final stage. This may be said with certainty, that jams made with glucose and cane sugar are more readily assimilated than those made with sugar cane alone. A viscid substance is more readily absorbed than one which is in hard crystalline masses, and a jam which is candied can not be very readily acted on by the secretions of the stomach or of the intestines.

Quite apart from physiological consideration, we have good clinical proof that glucose is a good food. Dextrin is the active ingredient of some of the most popular children's and invalids' foods, which are constantly prescribed in all forms of acute illness when other forms of nourishment, with the exception perhaps of milk, are contra-indicated. Maltose and extrose are admittedly

good foods, and dextrine is the third important ingredient of commercial glucose.

Wm. Murrell.

Wanted Plaintiff Present.

Speaker Champ Clark enjoys telling of an incident that occurred in a Circuit Court of Missouri during a "horse case," in which a horseman well known throughout the State for his expert knowledge was called as a witness.

"You saw this horse?" asked counsel for the defendant.

"Yes, sir, I—"

"What did you do?"

"I opened his mouth in order to ascertain how old he was, and I said to him, I said, 'Old fellow, I guess you're a good horse yet.'"

At this juncture opposing counsel leaped to his feet. "Your honor," he cried, "I object to the statement of any conversation between the witness and the horse when the plaintiff was not present!"

A Case in Point.

"Creative genius never meets with its full reward," said the readymade philosopher.

"Quite true," replied Col. Stillwell. "And the rule holds all through nature. For instance, a hen never realizes how valuable her product is. In fact, she wouldn't drink eggnog if it was offered to her."

There are few shade trees in the average man's field of labor.

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

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.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

All Kinds of
Feeds in Carlots
Mixed Cars a Specialty
Wykes & Co., Grand Rapids Mich.
State Agents Hammond Dairy Feed

Symons Brothers & Company
Wholesale Grocers
Saginaw :: Michigan

Hart Brand Canned Goods
Packed by
W. R. Roach & Co., Hart, Mich.
Michigan People Want Michigan Products

G. J. Johnson Cigar Co.
S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders



Tanglefoot

The Original Fly Paper

For more than 25 years the Standard in Quality

All Others Are Imitations



Fifty Cents a Yard or Sixty Cents a Yard?

Written for the Tradesman.

A commercial traveler for a large wholesale dry goods house was showing an exceptionally good value in wool dress goods at 39 cents per yard net. It was a manufacturer's special and came in only one shade, a beautiful gray. In style, finish and the qualities which make for satisfactory service, it was far superior to the ordinary 50 cent seller.

"You couldn't put me in a piece of that at 37 or 38 cents," anxiously enquired Judkins, the proprietor of a large general store in the village of Rockville.

"I am strictly forbidden to cut the price a mill. Couldn't take an order for 35 pieces at 38 cents. But, man alive! You don't ever need to let go of a yard of it for less than 60 cents. You've sold lots of goods no better than this and not half so pretty for 75. Why not make something when you have a chance?"

"Perhaps it might bring 60 cents," said Judkins thoughtfully. "Trade is so dull we ought to make a profit on what we do sell."

The salesman saw his advantage and pressed it. "You usually pay 37½ cents a yard for goods to sell at 50 cents. But this piece at 39 will bring you 60 cents."

The drummer knew his man. Judkins' weak point, or one of his weak points, was a desire to make easy money.

"It's the little extra profit," the salesman went on, "something better than just your regular margins, that shows up on the balance sheet at the end of the year. You work hard. You earn all you get. Catch me ever retailing dry goods for less than a straight third profit, and more is better. I should keep a sharp lookout for just such extraordinary values as this, that will allow of making something worth while."

"You may put down one piece—"

"Yes, Mr. Judkins, thank you. I am sure you can sell it for 60 cents, easy."

The traveling man went on to the next town, where he called on Mr. Maxim. He had tried several times before to sell to him, but never had succeeded.

"It's of no use to ask permission to have my trunks sent up," he said to himself, "but I'll take in my sample of that gray suiting at 39 cents and make my little 'spiel' about selling it for 60. Perhaps I can get started with Maxim."

He found the merchant in and willing to give him a few moments.

He produced the sample and began a little talk which was almost identical with the one he had used successfully with Judkins.

Mr. Maxim listened attentively.

"You may send me four pieces. Put in three bolts of unbleached L L to help make up a shipment."

"Sha'n't I have my trunks sent up so you can look over my whole line?"

"Really, I can't give you the time to-day, and I'm not needing anything unless I see some extra good value like this sample of gray suiting."

"You'll make some money on it sure. Over in Rockville I figured it out and the clear profit on forty yards of this gray goods sold at 60 cents is \$8.40. On four pieces you will make—let's see—\$33.60. Not so bad for an investment of only a little over \$60."

Some two months later the commercial traveler was again making his rounds and, of course, called on Judkins. He found that worthy blue as a whetstone and complaining bitterly about the dull times. He wanted nothing, could be persuaded to take nothing but a few fill-ins. As the salesman was passing out of the door he noticed the piece of gray goods he had sold on his previous visit with its price ticket of 60 cents. From the size of the bolt he judged that only one dress had been sold from it.

Sick at heart he went on to the next town. He dreaded to meet Maxim. His surprise may be imagined when that gentleman greeted him cordially and in response to a rather timid inquiry as to whether he could spare time to look over the line, replied:

"If you've got something that's as great a value as that gray suiting you had last trip, I shouldn't mind seeing it. We sold the last yard of the last piece of that ten days ago."

"Did you get 60 cents for all of it?" asked the astonished traveling man.

"Sixty nothing!" answered Mr. Maxim.

"Fifty-five then?"

"No. I started that gray at fifty. That was all I expected to ask when I bought. I saw it was an extra good value and would pay a very decent profit and at the same time have great possibilities as an advertiser. I'm on the lookout for just such items."

"Those pieces of suiting hadn't been unpacked two hours before we sold eight yards to an old customer who lives ten miles out in the country. The next day a neighbor of hers who never before had been in this store came for a dress pattern of the same, and spent twenty-odd dollars with us."

One sale of that goods made another, and so on and on.

"To have tried to sell that at sixty cents, I should have been hopelessly hung up on four pieces. Fifty-five cents wouldn't have been much better. I listened to your argument in favor of trying to make a very high profit, and I thought to myself: 'If it does you fellows that are on the road any good to speak little pieces of that kind, I don't know that it does me any harm to listen to them. I don't have to act upon your suggestions.'

"But why not make a little talk like this to your customers: 'You buy most fifty-cent sellers at 37½ cents a yard, clearing five dollars on each piece of forty yards, and maybe a little discount. Now here is an extraordinary value at 39 cents net. Your profit is only \$4.40 on one piece, but if you can sell two, three, or four pieces of this while you would be selling one of ordinary value, you will make far more money and at the same time get a lot of the most valuable kind of advertising.'

The traveling man saw the point. He also began to see why it was that Judkins' store always was so quiet and Judkins himself so gloomy, while Mr. Maxim's was all the time busy and its proprietor cheerful. Fabrix.

Towel Can Be Used by Only One Person.

New York, Jan. 5—The common towel is positively forbidden in a

bulletin of the Board of Health to-day, announcing the amendment of the sanitary code to that effect. The common towel must go the way of the common drinking cup. The new order applies to hotels, schools, stores, cafes and railroad stations—in fact, to all public washrooms and regards the use of a towel by more than one person a violation of the code.

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.

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
Chicago

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

Bachelors' Friends

TRADE MARK

HOSIERY

These hose have sprung
by sheer worth into their high place in favor

They are *perfected* hose with new features that afford maximum wear and comfort. A fine, silky "feel" with durability.

Latest improvements
increase comfort and wear value

Long, staple, combed Sea Island Cotton—French welt, the best welt ever put on a seamless stocking. Two-thread looping machines give double strength to the toe.

Leg above the heel reinforced to the proper height. The shoe cannot come in contact with the thin part of the stocking. All reinforcing is by special yarn, so that it *does not show*—like a patch—as on other stockings.

To be free from sock annoyance—look for the name Bachelors' Friend on the box. It means the best value that you can get for your money.

Made in 3 grades: 6 pairs \$1.50; 6 pairs \$2.00; 6 pairs \$2.50.
Colors: Black, Tan, Navy, Slate, Bordeaux, Purple, etc.

You'll find the guarantee in every box. Should any pair of hose show holes inside of six months, send to us with one coupon and we'll make good.

JOSEPH BLACK & SONS CO., Manufacturers, York, Pa.



No need
to do this
since he
wears
Bachelors'
Friend.



EDSON, MOORE & CO., Detroit, Mich., Wholesale Distributors

The Beneficent Nine Hour Law Has Its Limitations.

Written for the Tradesman.

The law now on the statute books of this State which limits to fifty-four hours in one week the time that a store or factory can employ women workers is, unquestionably, a move in the right direction. It protects, in a measure at least, against the rapacity and greed of employers a large army of women and girls who would not be able to protect themselves. It enables humane employers who can in no wise be accused of either rapacity or greed to work their women employes only reasonable hours and still compete in manufacture and business with those who are less scrupulous.

That the law hinders, to some extent, the freedom of contract is undeniable. But girls and women who have their own living to make, and who possess no great skill or earning capacity and are without influential friends, are obliged to take whatever work they can get, and accept whatever pay is offered them. With all such—and there are many such—that intangible asset that is known as freedom of contract can not be considered of great value.

The law may work as a hardship to now and then an individual woman. For instance, here is a position of light work but long hours, which a woman of good strength might fill without injury to herself. The employer will hire a man rather than shorten the time to fifty-four hours per week. Some man gets the job. But looking the whole field over, there really are not many such positions, nor many women who ought to fill them, and no law can be devised that will benefit and protect the many that will not sometimes seem to bear harshly upon the few.

In so far as the law has been found unjust, defective, or inadequate, it should be amended, strengthened and improved. But its repeal would be a deplorable step backward and would mark this State as retrograde and not progressive in legislation.

So much for the nine hour law.

But the nine hour law can not do everything. The great majority of women do not come under its provisions at all. To those for whose special benefit it is designed it can in the very nature of things furnish only limited protection.

Let me explain.

The law may see to it that the factory in which the girl is employed is light and well ventilated, that the sanitary conditions are what they should be, and especially that the hours she works shall not exceed the stipulated number. But when the gong sounds, or the whistle blows, and the long lines of workers leave the buildings, the law, however beneficent it may be, must stop. If the girl is bent on a good time, and stays out night after night until a late hour; if she sleeps in a stuffy apartment; if she munches candy and indulges in ice cream soda and fails to supply herself with proper food—it is only a question of time, and probably a short time, when her health will be undermined.

Take the case of the woman teach-

er. Custom and local regulations limit the time of actual school-keeping to so short hours that no industrial law is considered necessary for the teacher. But teaching is no longer the simple process it was in our grandmother's day. The oral lessons and the written exercises all must be carefully planned out beforehand. Each day brings its stacks of papers to be looked over and marked. Monthly examinations and reports are an added burden. The teacher must "average this and average that of all that her class are doing." So it often happens that, herself over-zealous in her profession and spurred on by an ambitious superintendent, an energetic teacher is working, not five or six hours a day as the school curriculum would indicate, but twelve or thirteen or fourteen hours. If, owing to the peculiar nervous strain under which she works, the teacher fails to get good sleep after her days of toil, then neurasthenia, the sad fate of so many earnest instructors, is her inevitable portion.

The nine hour law protects, in great measure, the girl saleswoman from overwork in the occupation at which she earns her livelihood; but how about the woman proprietor who works as hard as any of her clerks until closing time, and then makes out orders or writes up her account books until midnight.

The nine hour law can do nothing for the over-nice and over-particular housewife who wears her fingers to the bone in order to maintain a standard of neatness uncomfortable to all concerned, and impracticable in a world that is founded primarily on dirt.

The nine hour law does not keep within safe and reasonable limits the labors of the very large class of women who try to put in a full day's work in some industrial capacity, and keep house, do a part of their own sewing, hold a place in society and carry on various feminine odds and ends of activity besides.

Years ago, when women first entered fields of work which up to that period had not been open to them, the prophets of evil were not lacking who painted in direful colors the condition that would prevail when women, having deserted their home duties, should take up professional and industrial careers. But no Jeremiah of them all predicted what has actually come to pass—that many women would attempt the outside occupation and carry a heavy burden of home duties besides.

Man, with all his failings, is an admirable creature industrially considered. He has brought to a fine art the elimination of all that is unnecessary and superfluous. For instance, his system of dressing himself is so simple that, when in haste, he can make a complete toilet in about the time it takes a fastidious young lady to put in her hat pins.

When a man comes home from his work at night, what does he do? The evening meal over, he tends the furnace, and, if especially well broken to domestic service, he may do a few

other little chores about the house. Then newspaper or magazine or some favorite game. Then to bed, snores and oblivion soon following.

When a woman comes home from her day's work, what does she do? Or, rather, what doesn't she do? I append, with apologies for its incompleteness, a brief list of things some or all of which she is likely to do: Stir up and bake a cake, sweep and dust her room or any other room in the house, wash dishes, mend her stockings, wash out some handkerchiefs, iron a shirt waist, put a new braid on a skirt, write four long letters, shampoo and dry her hair, embroider a while on a doily, iron a few collars.

When do snores and oblivion come for her? Sometimes, I fear, not until the dawn of early morning, or possibly, on some nights not at all.

Nothing human can stand up to this kind of a labor programme right along. Fortunate is the working woman who finds this out before she is completely broken down.

Could some law be devised so far-reaching in its application as to cover such cases as I have mentioned? Hardly. Laws which attempt to regulate the affairs of private life always are irksome, if not intolerable,

and soon come to be disregarded. Industrial legislation, I take it, can be wisely effective only in the treatment of matters which can be handled largely in the mass, so to speak, without much differentiation to the individual. The remedy for such cases as those I have described lies not in more law but in more sense on the part of the women themselves.

Qillo.

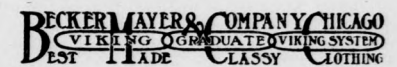
Many a day dreamer has attracted attention—by snoring.

For Dealings in
Show Cases and Store Fixtures
Write to
Wilmarth Show Case Co.
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





Just a look is all we ask this time

Our salesmen are out with spring samples and hosiery is one of our good items. See what we have to offer before placing that next order.

GRAND RAPIDS DRY GOODS CO.

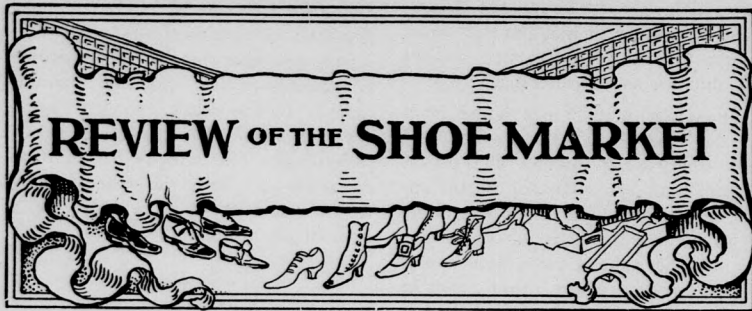
Exclusively Wholesale Grand Rapids, Mich.

FOR SPRING

Our salesmen will call on you in the near future with complete sample lines of Spring Merchandise—Wash Goods, Gingham, Dress Goods, Hosiery, Underwear, Overshirts, Overalls, Pants, etc., and a better and more complete line of notions than ever before. 🌸 🌸 🌸 🌸 🌸 🌸 🌸

PAUL STEKETEE & SONS

Wholesale Dry Goods Grand Rapids, Mich.



Why Shoes Do Not Last Longer.

Written for the Tradesman.

People in this country are spending probably 100 per cent per capita more of shoes to-day than they did thirty years ago. When you consider the very perceptible increase in our population during this period, this means an enormous increase in the shoe industry of our country. The story of the development of the American shoe industry, during the last three decades, reads like romance.

"But why," inquires your intensely practical man, "why are we spending so much per capita for shoes now-a-days? Doesn't that prove that, with all your boasted progress and development in the manufacture and selling of shoes, the latter-day product is inferior to the shoes we used to wear thirty years ago?" and there are lots of people to-day who are laboring under the mistaken idea that shoes of the present are actually inferior in point of wear to the shoes of a quarter of a century ago.

The person who argues in that way is overlooking several very important considerations that must not be lost sight of in accounting for the astonishing development of the boot and shoe industry of our country. In the first place the prevailing mode in American shoes has undergone an evolution during this time. Now this word "mode" is much more comprehensive than the words "style" and "fashion." With a given "mode" you can have a thousand and one variations for the sake of style or fashion. Compared with the shoe of thirty years ago, the average shoe of to-day is much lighter, much more elastic and much more comfortable.

But consider what that means. It means that lighter, and therefore less substantial and durable materials, must be put into the shoe. "Exactly," interrupts our friend who is harking back to the ancient order of things, "precisely what I was thinking myself. The materials are lighter, and flimsier and less durable. Therefore our shoes of to-day wear out quicker. It's graft, that's what it is!" And our stickler for the halcyon days and the shoemaking thereof, very often gets all excited; and under the influence of temporary passion, speaks out of the fullness of his misapprehension; and therefore delivereth himself of unwise words.

The average shoe used to be heavier than it is to-day. Plow-boys used to wear heavy, coarse cowhide boots in winter. In summer they wore coarse, unwieldy grain calf shoes. Even the footwear for dress purposes

was built more or less along the same lines of heftiness. Fine calf boots were worn on Sundays and special occasions. The stock which entered into most all of the footwear in those days was very much heavier than that now used in shoes. What were the inevitable results? First of all the shoe was, as I have intimated, heavier. The upper stock was heavier; and the soles were thicker and heavier. The shoe also had less elasticity. The heavier the sole of the shoe the less bend there is to it. The heavier the upper leather the less flexibility and comfort.

Why This Change of Mode?

Now it stands to reason that a shoe made out of heavy oil grain leather, with a heavy sole, will last longer than a shoe of medium or light weight sole with very much lighter upper stock, say of kid, colt or calf. The average shoe of thirty years ago must have weighed approximately twice as much as the average shoe of to-day. The thicker the stock from which the shoe is made (other things being equal) the longer the shoe will last. Double the thickness of the sole and you prolong the length of the sole's service.

But, as I said, the mode has changed. And who's to blame? Or is there any blame about it? Shoe manufacturers didn't get together and conspire against the consumer and say: "Go to let's bunco these folks who wear shoes. Let's make 'em light, so they'll wear out quick." The idea of making shoes from lighter stock may, in the first instance, have occurred to the shoe manufacturer; but the producer's idea has got to square with the consumer's idea before you can make a go of it. People won't buy things they don't like and don't want. So, when the shoe manufacturer got out a few tentative pairs of lighter shoes, people tried them, liked them and demanded more of them. Thus the trend to lighter stock in shoes became a well-defined tendency in our American shoe industry.

People found that lighter shoes were more grateful to the feet. There was more elasticity in the sole; also the upper stock did not hurt the feet like the heavy oil grain leathers to which they had hitherto been accustomed. Moreover, the lighter shoes looked neater. The foot did not appear so large. If one had to walk long distances he could walk with more comfort in the lighter shoes. It is wonderful what the difference of just a couple of ounces will make in the weight of a shoe at

the end of a long day's tramping. Not long ago the United States Government discontinued buying a certain oil grain Russia calf marching shoe with which it had been providing the soldiers for long hikes. Why? The shoe was found a trifle too heavy for comfort. The boys complained. Yet that shoe is really a light weight compared with some of the plow-boy shoes of thirty years ago.

So, you see, the mode shifted from the heavier shoe to the lighter shoe. Since people became used to lighter shoes for wear during spring, summer and early fall, they found it persecuted their feet to wear the old-fashioned heavy winter boots and shoes for rough weather purposes. Thus the winter shoes were gradually made lighter along with other sorts of footwear. The average winter shoe of to-day is lighter than the average summer shoe, perhaps, of thirty years ago.

Can you blame the shoe manufacturer for this change from the old-fashioned, heavy type of shoe to the modern light weight shoe? The shoe manufacturer is perfectly willing to make the sort of shoes people want. He spends a great deal of time and thought trying to discover precisely what the people want; and trying to anticipate what they will be apt to want next spring or next fall. The prevailing mode in shoes, and in all other things that men manufacture for wear purposes and sell to consumers is a bi-polar product; it is made jointly by those who produce

and those who consume. And it is abundantly evident that the American people want lighter shoes. And they want them because, first of all, they are more comfortable. Second, because they look neater and are more susceptible to the introduction of style-features to which, more and more, the consumer is looking when it comes to buying his shoes.

Shoe-Wants More Numerous.

Those of you who can recall the days when boots were quite generally worn in certain localities both for rough usage and for dress purposes, will remember that all boots looked pretty much alike. The style-feature wasn't particularly pronounced in such commodities. And the same was true, to a greater or less extent, with shoes. Consequently when one bought a pair of boots or shoes he retained them until they were worn out. When the first pair of soles were worn through, he had them supplied with new soles. If there happened to be a break along the crease in the forepart of the shoe or a puncture under the instep, the cobbler put on a neat patch. If the shoes or the boots were used for everyday wear, he sewed on the patch. If they were for Sunday wear,



NO matter how much you aim to keep up your stock of rubbers, you're likely to run short of certain styles and sizes; we want you to know we can fill your order for

Wales-Goodyear and Connecticut Rubber Boots and Shoes

on day of receipt; we want you to make use of this prompt service

Wales-Goodyear Climax Sandal



Heavy weight, garnet-lined. Complete line for Men, Young Men, Women, Misses and Children; a great seller.

All sizes and styles always in stock; the best rubber footwear made; if you haven't our catalogue, ask for it.

The Maumee Rubber Co.

224 226 SUPERIOR ST
TOLEDO, OHIO.

Headquarters for Wales-Goodyear and Connecticut Rubber Boots and Shoes

he glued it on. And the boots or the shoes were then ready for further service. And, believe me, they got it. They were worn until there was literally no more wear in them. And when we got through with them we bought new ones practically identical in appearance to the old ones. The style-feature, as I said, was not perceptible.

But when the shift was made from the hefty to the lighter mode in American footwear, style-features became more and more pronounced. Result? People came to buying more shoes per year than they had previously bought, for one thing. And for another thing, shoes were not as completely worn out by the average consumer as they used to be. How many men in moderate circumstances to-day actually wear a shoe out? I mean, wear it until there is positively no more wear in it? To-day when a shoe breaks along the crease the owner does not often have it patched. If the upper stock is sound and good and all the stitching intact when the soles wear through he will often go as far as having the shoes half-soled. He will often have the heels built up, but the average consumer does not wear his shoes as long as he might if he wanted to. And why doesn't he? Simply because he is more particular about the appearances of his footwear than he used to be. He doesn't like shabby shoes. When the shoes are quashed somewhat out of shape and the uppers begin to get skuffed up or dingy, he discards them. Good tan shoes are thrown away, given away or sold, because, forsooth, the shoes are discolored, not because they are worn out. Good patent colt bluchers are worn for everyday purposes just because they aren't quite nice enough for dress wear. The patent has broken slightly in places or become a trifle dingy. Therefore the grocery clerk uses them during the week days. I have seen farmer boys tramping around in the mud and slosh of the barnyard with five and six dollars patent leather shoes on their feet—shoes, mind you, that were not half worn out. Why? These farmer boys of to-day want their dress shoes to be right up to the scratch when it comes to appearances.

Now combine all these causes and you will begin to understand why the American people are consuming more shoes to-day than ever before; and why the percapita consumption of shoes is continually on the increase. We are demanding lighter shoes—shoes made from materials which necessarily have less durability and strength in them than used to inhere in the old oil grain stock. We are demanding these lighter shoes because they are more comfortable, and because they give more latitude and scope for the introduction of style-features. Take, for example, the new styles in women's footwear, which demand that the upper stock shall be cut from velvet, satin, canvas, cravenette and corduroy. Can you expect shoes of this kind to have the same strength as all-leather shoes? Certainly not. These textiles may be

as strong and durable as the manufacturers know how to make them, but they are not in it when it comes to a comparison with Nature's product. The manufacturers know that. They are frank to admit that textile shoes aren't as practical as shoes made from leather. But the modern woman likes these new creations; and, just because she is a woman, she is going to have them. Patent leather isn't as durable as oil grain calf. But the young men—and plenty of older men, too, for that matter—like the patent leather shoe, consequently they are going to have them. The modern man figures that the time spent in polishing (we used to call it blacking) a pair of calfskin boots or shoes of the olden type is worth the price of an extra pair of shoes or two. Moreover, he doesn't hanker after this polishing job anyhow. So he will buy the sort that does not require so much attention even if they do not last half as long.

Doesn't Argue Poor Shoemaking.

Now the whole point of my contention is that present day shoemaking must not be judged solely upon the question of wear-attributes. The average shoe of to-day does not, it is frankly admitted, wear as long as the average shoe of thirty years ago. But our shoemaking of to-day is very much better than that of thirty years ago. Contradictory statements? Not at all. Shoemakers to-day can build shoes that would outlast the old type of shoes, if they wanted to. But they don't want to—simply because people wouldn't buy them if they were on the market. The modern man has become accustomed to lighter shoes—shoes with flexible soles and soft upper stock. He wouldn't accept the hefty old type of shoe (and agree to wear it) as a gift. Only in those sorts of work which positively demand this style of footwear for everyday usage do you find it to-day.

In dealing with this question of modern shoemaking let's be absolutely frank and honest and consider all the facts in the case. If there is

any blame at all—a fact by no means clear—we are as much to blame for it as the shoe manufacturer.

Cid McKay.

The "Bargain" in Business.

Marshall Field's store in Chicago is well known as one of the world's greatest stores, in methods as well as totals of business transaction. Here is part of an advertisement which that store recently published, that relates to the bargain idea:

"The old Bargain Idea is still deeply ingrained in American merchandising. It dominates nine retail concerns in every ten, and is a subtle commercial fallacy, difficult to keep out even where a business is rigidly held to principles of Service. Ideals may be clear, yet doubts arise. Some rival, appealing to the public on cheapness alone, may seem to be gaining an advance. In a given case there may be a feeling that the public can not be trusted to distinguish value.

"But the Bargain Idea in its general acceptations is certainly passing away. If an article said to be worth a dollar is offered at seventy cents, there is exactly thirty cents in value missing somewhere.

"Haphazard bargain-hunting is steadily giving way to intelligent,

constructive, economical buying for the needs of the home.

"As understood by Marshall Field & Co., that only is service which affects genuine economies for the customer and facilitates the work of shopping."

The Margin Is the Main Issue.

High or low prices do not make much difference to the retailer. What really effects him is the margin between the purchasing and selling prices. At present the margin on shoes is none too big and the average retailer is kept busy figuring how to make ends meet. The success of a retailer depends largely on the number of times he can turn his stock in the course of a year. We do not think any shoe man could make good who does not turn his stock at least three times.

You need expect no quarter from the footpad until you give up your last cent.

Every man knows what he will do in an emergency—until the time comes.

A man with a well balanced mind doesn't have to part his hair in the middle.

For Mail Carriers, Policemen, Truckmen, Railroad Men



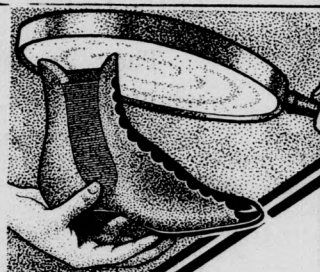
The Gold Seal

Agol
Is a Great
Rubber

IS PURE GUM, GIVES DOUBLE WEAR

Manufactured only by

Goodyear Rubber Company W. W. WALLIS, Manager
Milwaukee



LET US SEND THEM FOR YOUR INSPECTION

Let Our "Princess" Advertise You

There's such high quality and rich appearance in

The Princess Comfort Shoe

and there's much more: there's such constant comfort to its wearer that impels the frequent remark:

"How very comfortable."

Write today for "Comfortable Shoes for Women."

MADE BY

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

THAT HOODOO STORE.

After All, It Is the Man That Counts.

Written for the Tradesman.

"There's the Old Hoodoo."

"The old what?"

"Hoodoo! The Old Hoodoo store."

The two young men passed the place of business indicated by the pointing finger of the young man who lived in the city and halted on a corner.

"Why do you call it the Hoodoo store?" asked the guest.

"Because the Old Nick is in it," was the reply. "That place of business—pardon me, that place of no business—has ruined every man who rented it."

The guest, Harry Ravelle, laughed, and, taking the arm of his friend, walked back to the Hoodoo store, only on the other side of the street.

"Let us take a look at it," he said. "I've heard of hoodoo ships, and hoodoo locomotives, and hoodoo automobiles, but never before of a hoodoo store. What is supposed to be the matter with it?"

"Just hoodooed."

"It seems to be on a good corner?"

"The best in town."

"Yes; it looks that way to me. More people pass it in a day than any other store. Why don't they go in and buy?"

"Because it is hoodooed, I tell you," said the other. "Why, the man who is running it now has hard work to get clerks, and the ones he does get won't stay. They are a cheap lot, as a rule, anyway—men and women who can't get jobs anywhere else."

"I see!" mused Harry.

He was thinking that the character of the clerks might have something to do with the alleged hoodoo, but did not put his thoughts into words.

"Now," the host continued, "you observe the crowds on this street? You see how they are passing out and in the other stores? Well, see if you can discern any rush at the Old Hoodoo!"

"Nothing doing there!" Harry admitted.

"If you don't mind," the host went on, "we'll go inside and see what's doing there. You'll find more clerks than customers."

That is just what they did find. The clerks were gathered in little groups at the counters farthest from the entrance. The manager sat on a counter talking with a man who was pointed out as the proprietor.

No one advanced to meet the two young men until the manager arose and stepped toward them. Harry asked for ties, was shown half a dozen in a perfunctory manner, and the two went out.

"Why didn't the manager snatch the wool off those lazy clerks?" asked Harry.

"Because he doesn't pay salaries promptly," was the reply. "That is one reason, and another is that he has hard work to get clerks."

"Doesn't pay salaries, eh?"

"Not regularly."

"There must be a lot of talk in the city about that being a Hoodoo store?"

"There certainly is."

"Don't you think that affects the trade?"

"Of course it does."

"What does the store rent for?"

"Just about one-third what it would rent for if it hadn't such a bad reputation. Almost nothing a year."

"Would the owner fix it up? Paint it, and all that?"

"No; he won't spend a cent on it. It looks like the dickens, doesn't it?"

Harry nodded. He was thinking of another reason why the stocks placed in the store did not find buyers. Further talk brought out the facts that the present proprietor did not keep up his lines, that he rarely advertised, and that he had no credit in the town. The young man no longer wondered about the hoodoo.

"I'm going over there to buy him out," he said. "I'm looking for a Hoodoo store to do business in! Me for that corner!"

Harry's friend explained to him, elaborately and in plain words, just how many kinds of a fool he was, but he went over and bought out the store. Then he set painters at work making it white outside, with red, red trimmings where they would show best. He was not satisfied with one coat of white and red. He kept the men busy until the front looked like a wall of snow, with scarlet firelines cutting through. From one end of the street to the other, that was the most conspicuous thing to be seen.

Then he ripped out some display windows that did not suit him and put in modern ones, after which he put a mighty sign across the front:

"THE HOODOO STORE!"

"That's foolish!" said his friends.

"The store is known by that name all over the city," was the reply, "and always will be. I'm going to take advantage of that."

When Harry really began work on the inside he found what a mess of useless stuff he had drawn in the way of clerks. His friend had told him the truth. They were people who could not get jobs in the other stores—supercilious young things who tried to make the customers feel inferior, who tried to give out the impression that they were doing the buyers favors if they waited on them at all.

The first afternoon he fired two clerks bodily out of the store for impudence to customers, and was arrested twice for assault and battery and placed under bonds to appear for trial in the Police Court. That made a sensation in the street, and those who did not see it or hear about it from those who did see it read it in the evening newspapers.

Harry gave out his photograph for publication and announced to the reporters that customers had the right of way in his store, and that any clerk who did not treat them with respect and courteous attention would be pitched out into the cold, cold world. He got in something, too, about his big new stock, and his low prices. It was against the rules

Our Shoes Are Profit Bringers, Business Builders and Trade Holders



They satisfy your customers because they are the best wearing, most comfortable and handsomest shoes you can get for the money.

Our line ranges from men's workshoes to fine Goodyear welts. Our trade mark on each and every pair is a guarantee of sure shoe satisfaction.

We go everywhere for business.

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

Rouge Rex Shoes Are Made for Men and Boys

They are made primarily for service, but over lasts that please the eye and fit the feet.

They are business builders; for men who want good, comfortable, serviceable shoes remember that Rouge Rex Shoes satisfy.

Rouge Rex Shoes mean profits and repeated profits to the dealer.

Our salesman is ready to call on you with samples. Drop us a card.

Hirth-Krause Company

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

of the newspapers to run such matter in the city news, but the advertising men saw great possibilities in Harry and coaxed the city editor to let it go.

And do you know what Harry did? He advertised that store as the Hoodoo store. He advertised that high prices and perfunctory attendance had been hoodooed there. He made the store look like a Christmas present to the city.

It is no wonder that the corner came back to its own. It was said by the people of the city that the hoodoo had worn itself out, but Harry knew all about that.

"Location counts for nothing," he said to his friend, "if the opportunities supplied by location are not taken advantage of. You may get the best location in any town and make it a hoodoo by careless and inefficient methods."

"But some of the men who operated at that store really knew how," said the other. "They did their best, too."

"Well, they didn't win because they didn't make enough of a slam and bang when they started in. When the condemnation of a place of business is universal, you've got to teach the lesson of rejuvenation in big type. You've got to let the people know all at once that there has been a change."

"Well, you did that—in Police Court!" laughed the other.

"That was my best advertisement. I showed the buyers that I was fighting for them—for courteous treatment for them. Say, but that must have made a noise in the old town!"

"It did."

"All for advertising! You may get the best location in the world, and stock your store to the limit, and if ladies go away angry at the clerks you will lose out. You may have everything else in perfect shape, but if there is a little, mean, two-cent spirit about the place it kills trade. There are too many stores in the city where people are used right for buyers to patronize a dump where the salespeople are on the grouch list.

"Now, every corporation like railroads, express companies, amusement combinations, would like to have the public so pleased with the service given that they will speak well of them—that is, the big men would like this, the directors, say. But what do they get? The men they hire to serve the public seem to take pleasure in snubbing and making trouble for the ones who are paying their salaries.

"The merchant or clerk who thinks of the next meeting, and arranges to make it a pleasant one, is the one who will bring the customers back. As I said before, there are too many stores in a city for a customer to go the second time to a place where he has been snubbed or neglected. Everywhere in the world it is THE MAN. Always the MAN. Nothing else counts.

"First let the public know what you have, what you ask for it, and then make them at home in your place of business. Oh, I know that

clerks are often abused, insulted, that they get tired of answering foolish questions, but they are there to bring that customer back, if they can. There can be only one hoodoo in a business, and that is a HOODOO BOSS! All other hoodoos may be cast out, but not this one. Always and forever it is THE MAN!"

Alfred B. Tozer.

Items of Interest in the Buckeye State.

Written for the Tradesman.

Grocers are in the lead in the new City Council of Toledo. There are four of them.

A class in poultry raising in the back yard and another class in horticulture and gardening as applied to the city lot or small farm are included in the winter course offered at the Columbus Y. M. C. A. night schools.

The Home Products Committee of the Cincinnati Commercial Association is planning an active publicity campaign to make Queen City goods known everywhere.

Secretary Moore, of the Ohio Manufacturers' Association, has submitted the following rule for adoption by the 400 industrial companies composing that body: "The use of intoxicants by employes while on duty is prohibited. Their habitual use or the frequenting of places where they are sold is sufficient cause for dismissal."

Akron is growing fast, the permits for dwellings during the past year numbering 1,250. The total cost of building improvements was over \$3,500,000.

Cincinnati's new department of charities and correction will have control of the social, medical and charitable work in the city institutions, and will also co-operate with the charitable associations of the city and with the Police Court. Special attention will be given to the medical side and salaried physicians have been appointed to serve at the city hospital, the refuge home, the workhouse and the municipal lodging house, with a staff of consulting physicians to serve without pay. The relief work of the city will be dispensed through the office of the Associated Charities.

The opening of the \$275,000 inter-urban terminal station at Rich and Third streets, Columbus, Jan. 6 was celebrated with music, speeches and a general jollification. The Retail Merchants' Association co-operated with the railway company in the celebration.

Toledo is to have a taste of three cent fares on its street car lines for ninety days. The rate is effective from 5:30 to 7:30 in the morning and from 4:30 to 6:30 in the afternoon, with six tickets for a quarter and universal transfers during the remainder of the day. Persons handing the conductor a nickel will receive no change back. You must have a ticket or three pennies.

The Columbus Humane Society has purchased two autos for its work, which covers all of Franklin county.

Marion has been made a terminal of the Erie Railroad, in place of Gallion, the change taking effect Jan. 10.

Ohio has 141,000 acres of abandoned farm lands and the State Board of Agriculture is considering the plan of turning this into a national forest reserve, to be replanted and handled in a scientific manner.

About 200 salesmen, representing the potteries at Crooksville, started on the road after New Year's, after a lay-off since Thanksgiving.

Almond Griffen.

Clerks Make Their Own Rules.

At a recent sales counsel the clerks were asked to give the merits which they thought valuable to the conduct of the store's business, and the following is a summary of their impressions:

"Be punctual in arriving at the store each morning and in returning after the noon hour.

"Be neat about your personal appearance. Customers like to be waited upon by clean-shaven clerks.

"Clean linen," clean finger nails and well blacked shoes are points about his appearance that a clerk should watch carefully.

"Be prompt to meet customers as they enter the store."

"Courteous treatment of customers is a great asset to anyone who sells goods.

"A discourteous clerk not only harms the man who employs him but he hurts himself as well.

"Be sincere and truthful in your selling talk. Make your reason carry conviction.

"Don't be affected by an irritable customer. Use tact and judgment in your endeavor to please him.

"Learn to wrap goods properly. No customer likes to carry a parcel which is not neatly wrapped.

"Take time to hand customers their change or packages, instead of putting them on the counter for the customer to pick up."

The actions of the man behind a big bass drum speak louder than his words.

There's one thing about politics—you can get out.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

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

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.

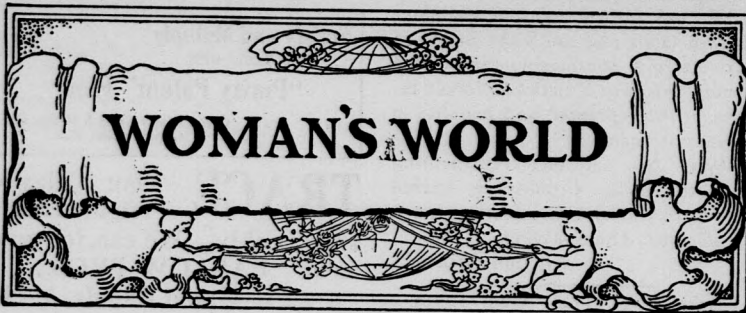
Buckwheat

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.



The Very First Rule of the First Game.

Written for the Tradesman.

In a magazine of a few months ago was a clever story containing a paragraph which may be briefly paraphrased as follows: The young man, a very honest manly fellow, had declared himself, and the girl in answer to his earnest and entreating, "Do you love me?" had frankly confessed to him that she did. The author comments that the girl's mother, shrewder and more experienced, would have followed "the first rule of the first game" and "kep' him guessin'."

The young couple married and there the story ended; whether or not they lived happily ever afterward the reader can only conjecture. This much is certain, that their chances of happiness would have been greater had the bride possessed her mother's knowledge of a man's nature.

Some women are gifted of Heaven with this knowledge or intuition as perhaps, it may better be called. They don't have to acquire it. As babies they have a coquettish look in the eyes, and as they grow up they increase in wisdom. They may never be handsome nor rich nor accomplished, but they are predestined to social and matrimonial success.

A woman may know a whole lot about other things—she may be perfectly capable of writing a cyclopedia or being president of a university—but if she lacks this little intuitive wisdom just spoken of, she is almost sure to fail woefully where the other kind of woman will win out deftly and with seemingly effortless ease. And what does it profit a woman if she has gained all manner of profound attainments and can not hold her husband's affection?

The woman who does not understand men is very apt to make the mistake of supposing that a man's nature is just like her own. In reality it is vastly different and should be treated accordingly.

Take uncertainty, for instance. It is a horror to a woman, while to a man it is as the very breath of his nostrils. He is by nature a born speculator and gambler. He delights in hazardous undertakings. She, on the other hand, likes a dead sure thing. An investment with large possible profits, even if very insecure, appeals to him. Her conservative mind prefers something that is absolutely safe, if it doesn't yield more than 2 per cent. She doesn't want to run any risks.

When a woman loves, it is agony

to her not to be quite sure that her affection is fully returned. With a man, on the contrary, a lack of response does not so much distress him as it adds zest to his ardor. Good sisters, make a note of this.

Also mark well that man is still a fighting animal. Shaving off his whiskers and wearing collars for a few generations have made little real change in his essentially savage nature. He is the same creature that erstwhile gained his food by the chase and perchance won his bride by feats of physical strength, to the discomfiture of many envious rivals.

He loves a contest. He wants to get ahead of the other fellow. It doesn't so much matter what he is contesting for—it may be some little fool thing that intrinsically is not worth a picayune to anybody—if he thinks other men want it, it takes on fictitious and even fabulous value. In the famous Olympic games of the ancient Greeks the only prize was a crown of wild olive and the name of coming out ahead.

A man likes to win a girl who has plenty of admirers, and he fails to so much as notice the worthiest kind of wallflower. He scorns a woman's affection when it comes to him unsought, and prizes it the more the harder it is to obtain. Sisters, make a note of this also.

The sum and substance of it is that man enjoys getting things; the "rapture of pursuing" forever lures him on. He has and can have no conception of the purely feminine delight in just having things and enjoying them. When Alexander the Great had conquered the whole world that was charted in the geographies of those days, instead of sensibly getting himself some really good clothes, furnishing his home and giving swell receptions and pink teas to the first families of Macedonia, and thus having some good of it all as a woman would have done—he must sit down and howl because there were 100 more worlds to conquer. That was the man of it.

When a man is sure of a thing it loses its fascination for him. The shrewd woman plays skillfully upon this trait of his nature. She does not let him become quite certain of her, but manages to keep him always in pursuit of her approbation and regard.

"There is only one trouble with Jack and Mary," remarked a wise old aunt who had been visiting the newly married pair, "she is more in love with him than he is with her. It ought to be a little—just a little—the other way."

This expresses it. Now, sisters, don't read into these lines a meaning that I do not intend. Don't think that one of you ever should do so unwarrantable and vulgar a thing as to give your husband the slightest reason to suspect that any other man has supplanted or ever rivals him in your esteem. Such conduct or your part would be not only reprehensible—it wouldn't be smart. Nothing can be more foolish than to set idle tongues to wagging over even slight and thoughtless indiscretions on your part. But I just want to give you a friendly hint to the effect that neither is it best to let him think that your affection is of the undying kind that will stand everything, that it is something that may be likened to an unbreakable doll that will take any amount of abuse and still be just as good as ever. Rather let him believe that your love is a frail and fragile thing that is liable to break all to pieces if not handled with greatest care; that it is a delicate flower that will perish quickly from cold and neglect; that it is of so evanescent and fleeting a nature that if he doesn't keep a very sharp lookout it may vanish from his sight altogether.

A clever woman, although she may have no looks nor accomplishments worth mentioning, will so manage that her husband will for ever be on his good behavior trying to obtain her smile of approval; while the other kind of woman—the kind that lays her wealth of affection at her husband's feet to be trodden on roughly—although she be a veritable beauty, may work her fingers to the bone to please her tyrannical lord and receive only an occasional surly nod or grunt as recompense.

Are there then no husbands to whom it is safe to entrust the secret of their wives' fully won affection, none who will be no less devoted if they know they have measureless devotion in return?

In Aurora Leigh, Aurora declares to Romney that if he would take her love and use it "without stint or spare, as men use common things with more behind * * * the joy would set her like a star in heaven."

But before any bride-to-be makes a like declaration it will be well for her to remember that poor Romney was stone blind and "too good for this world."

There are men and men. If it should fall to your lot, dear sister, to be mated to some saint whose nature has been purified from all



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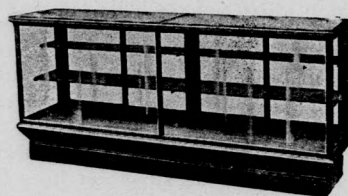
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ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

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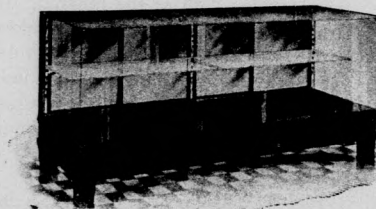
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GRAND RAPIDS SHOW CASE CO.

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The Largest Manufacturers of Store Fixtures in the World

earthly dross, who, when he passes over into the Hereafter will need merely to spread his pinions (which already have attained nearly full size while he was here upon earth) and fly up to take his proper place among the archangels—if your husband is one of these rare, rare souls, then it may not be necessary to exercise upon him the psychological discipline of uncertainty.

But inasmuch as the imagination of an affectionate woman can invest with all the angelic attributes any common, vain, erring, sinful man, the sagacious bride, before she lets her husband become too certain of her devotion, will allow herself ample time to be sure that she has gotten the angel she thinks she has, and not the sinner he more probably is.

If in process of time she finds, as in ninety-nine cases out of a hundred she will find, that she has not married the acme of faultlessness that she supposed, but instead a creature possessed of all the ordinary failings of his kind—then she may well give heed to the cleverly worded injunction that "the way to keep a man's affection is to keep him hustling all the time to keep yours," which is merely an emphatic endorsement of "the first rule of the first game," which is to "keep him guessin'."

Quillo.

Grocers Blame Lax Housewives.

Our retail grocers are to-day looked upon as a piratical crew leagued against the housewife's allowance with the determination to drag from its moorings by fair means or foul the last cent of the pittance.

Among the foul means are included short weights and measures, unreasonable prices, the palming off of shelf-worn articles, vegetables plucked from their country beds days before they reach the consumer's table. Any careful housewife, who, with scales and measures in her kitchen stands guardian over her resources, checking her weights and measures as they come to her, will find shortages.

Sometimes this is because of the dishonesty of the grocer, sometimes from careless clerks' handling. If these tradespeople find they are being checked; that when bills are paid and mistakes found they realize that the housewife saves each purchase slip and at the end of the month or whatever period is decided upon regularly for payment these slips are carefully checked with the grocer's statement, mistakes on the part of the grocer are less likely to occur. The dealer will handle this woman's trade with the utmost care. She is the woman who finally gets on comfortably and has few complaints to make.

Housekeeping a Business.

The home expenditures are of as vital importance as the earning of the income by the husband. Housekeeping is a business and a woman should carry it on just as seriously and intelligently as the man does at his desk. If women as a whole would awaken to this truth, many of the

causes for the high cost of living would be overcome.

But what is the actual condition?

Bridge, pink teas, charity balls, and like diversions are so alluring and absorbing. These are the things many women talk and think about instead of the management of the home. The planning of meals and the marketing are often left to the incompetent servants. Trades people soon learn which households are carried on in this manner. The servant sends in several orders from time to time during the day, necessitating many needless trips by the grocer to her door. The planning of the day's menu early in the morning and the giving of one intelligent order would end this carelessness. These deliveries calling for extra clerks and horses are paid for by the housewife.

The grocer is in business to make money and to each article that is sold a certain per cent. is added to cover any extra expense. The grocer's prices must be uniform, so the careful housewife suffers the same increase; the careless one is probably playing bridge, and does not know or care about conditions. Her grocery bills run from month to month with no regularity of payment, so the grocer adds his per cent. to cover interest.

Most Women Unbusinesslike.

The grocer knows he is not dealing with business men, but with unbusinesslike women. He dares not tell these women that with their cooperation he could save them many dollars yearly and simplify his establishment. Their trade would be lost, as their indignation would carry them on to the next grocer.

Husbands have no idea of household buying and are helpless to instruct. They wonder why the money leakages occur; believe the wife's story that the pirate grocer is entirely to blame and the stories of the high cost of living continue to fill the newspaper columns.

High prices will continue until the housewife gives her best efforts and intelligent thought to the management of the home. Until this condition does come about, the grocer in self defense will be compelled to add these per cents to the already high prices.

The following story shows the unreasonableness of some women:

A woman living in an aristocratic suburb a mile and a half from her grocer, goes to the phone:

"This you, Central? 454, please.

"This you Mr. "B"?"

"Please charge and send ten cents' worth of animal crackers and pick out the elephants, as the baby is afraid of them." Grocer.

Her Fine Sense.

"Mrs. Meddle makes so much trouble in this neighborhood."

"Yes, she has such a fine sense of rumor!"

The woman who knows how to make toothsome pie never has to advertise for a husband.

There's many a slip 'twixt his and her lip.

Some Dislikes Held in Common.

Written for the Tradesman.

I dislike to be called up by the ringing of the phone bell at 2 a. m. to answer the loud, imperious call of the individual on the other end of the wire who desires to know "who's this?" Usually I hang up the receiver without replying and retire to my bed, muttering sounds more loud than pious. Sometimes I speak words to the disturber of my rest that I would not utter unless greatly provoked.

I dislike to see the signboard carried on the front end of the street cars occasionally bearing these words: "Passengers not allowed." Why not say, "Not for passengers" or "Passengers not carried on this car?" Mr. Hanchett.

I dislike to see the show windows of drug stores filled with rubber goods. No one need be told that every druggist keeps water bottles, syringes and like things in stock with long stretches of hose and tubes. Then why should the windows be filled with articles that offend individuals of refined sensibilities? The average druggist has so many attractive goods at hand suitable for use in decorating his windows that there is no excuse for his displaying goods that properly should be kept out of sight.

I dislike to see the narrow vestibules of the street railway cars crowded with smokers who fill the atmosphere with the fumes of "Kill Irish," "Colorado Desperado" and "You Can Murder Me" tobacco, greatly to the discomfort and annoyance of people who would never offend a lady or a child by blowing foul odors into their faces. If smokers can not forego the pleasures of the cheroot or the malodorous pipe during the few minutes that pass while they are traveling from their homes to their places of business, the Railway Company should be compelled to construct roof gardens on their cars, reached by a flight of stairs, for the especial occupancy of smokers. I used the weed seventeen years and never knew what a nuisance the habit was to the public until I quit smoking and "chawing." When a man has thrown off the habit and comprehends its vileness, especially as it affects others, he wonders why society ever allowed him to practice it in public. But this is a free country. If a man were not allowed to commit a nuisance, it

would not be free, would it? A small boy rejoiced over the advent of Independence Day because he assumed he would be allowed to scratch his head without fear of parental reproof. It is so with the man who smokes in public, with this difference: He claims the right to offend non-smokers whenever and wherever he pleases. Is he selfish, inconsiderate, ill-bred, ungentlemanly? In nine cases out of ten, he does not know better. Will he learn anything from this paragraph? Probably not.

Arthur S. White.




There's Merit in the Flavoring
MAPLEINE
 It's Dainty
 It's Popular
 It Sells

The demand is growing and you can procure a stock from your jobber, or The Louis Hilfer Co., 4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wn.

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

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 25,00 Chase Motor Wagons in use. Write for catalog.

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

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, Michigan



Michigan Retail Hardware Association.
 President—E. S. Roe, Buchanan.
 Vice-President—Chas. H. Miller, Flint.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—Wm. Moore, Detroit.

Women in the Implement Trade.

Cases are rare where women have engaged in the implement and vehicle business, and it will be found on enquiry that those who have been, or are thus engaged in the capacity of proprietor, have been forced through circumstances, such as the death of a husband, or other near relative, to carry on the business until such time as it could or can be disposed of profitably.

The ordinary man's conceit does not permit him to think of a woman as capable of successfully conducting an implement, vehicle and hardware store; moving around briskly, showing goods, "joshing" farmers, demonstrating the particular merits of this, that or the other implement, tractor or engine, and "hustling" the help. In a dry goods store, yes; in a millinery store, by all means; in a book or stationery store, certainly; in a fancy goods or "racket" store, quite the proper thing. But in a hardware and implement store—nonsense.

And pray why not in the implement business? Is a woman so very much out of her "sphere" surrounded by plows, cultivators, corn shredders, gasoline engines, buggies, wagons and other products of the farm machinery factory? Is it not possible for a woman to "make good" in this particular line? Is there any reason why a strong, healthy, quick-witted woman with a grasp on business affairs should not be a successful implement dealer?

The ready-made answer to these questions will, in nine cases out of ten, be, No! A woman is not adapted physically, temperamentally or as a possessor of business acumen to conduct an implement and vehicle store successfully. She is bound to make a failure of it.

Let us see. There is an old adage to the effect that what one man can do, another can, and if this applies to creation's lord, man, why should it not apply to woman, his superior in many ways, physical strength and stamina being an exception.

A case in point. In the little town of Cooksville, Illinois, a young woman some time ago was attracted by the possibilities of making money in the implement business. Just why she should have formed the impression that it was a money-making business is not stated, but she did. A man named Pitzer was at the time carrying on a business of this character in Cooksville. Mr. Pitzer desired a

partner with money. Miss Mary A. Guerings—we didn't intend to mention the lady's name, but let it stand, she has nothing to be ashamed of—had the money. The result, a partnership, with Miss Guerings owning a half interest. Later, Mr. Pitzer decided to retire from the firm and his partner purchased his interest, thus becoming the sole owner. Did she fail? Not so that you could notice it. Instead, the business prospered as never before, the young woman is today a very prominent and successful factor in the implement business in her section, and the town wiseacres and prophets have nothing to say.

Good for the young woman! We venture to remark that if she is a member of an implement dealers' association she is a "live wire," that what she says in conventions is pertinent, to the point and well worth listening to. If she is not a member of the State Association, she ought to be, and its organizer will do well to gather her into the fold without unnecessary delay. She would prove a credit to the membership.—Implement Age.

When a Woman Buys Hardware.

It may seem strange to a hardware man but a woman has much the same feeling in a hardware store that a man has in a millinery shop.

After being criticised by the male members of my family because I purchased articles of hardware from department and five and ten cent stores. I resolved to go to a hardware store the next time I needed anything in that line. I kept that resolve faithfully and this was my experience:

It was about 11 a. m. when I went into the store. All the clerks and customers looked at me with a what-do-you-suppose-she-wants-here look. It was the look generally reserved for the book agent or the insurance solicitor.

After standing at a counter until it began to be embarrassing for me, I asked one of the clerks where I could find the required article. The reply was: "I'm a wholesale man; go down in the center of the store and you will find a retail man." I went, found the man and he waited upon me as if he thought women were a nuisance, while I mentally vowed to stick to the department stores.

In my city are two very large department stores having hardware departments. Anyone visiting these departments will find them the busiest ones in the stores. The clerks are rushed continually; in fact, any other department would have to have a bargain sale to attract so many people.

This seems to be especially so in the spring and fall.

I wonder if the hardware men ever think that in these large cities the men are employed during the day and all the buying for the home is done by the woman? If there is anything a woman hates upon showing her purchases to her liege lord it is to have him say the one word, "Seconds."

I had the privilege to be shown through the display room of one of the largest manufacturers of builders' hardware. It was a revelation to see the beautiful hardware as displayed on wood best qualified for that particular escutcheon, door knob or hinge. I have wanted to build a home ever since so I could select the hardware.

I hope the time will come when the hardware that is most commonly used in our homes will be gathered together under the head of "Household Hardware" in our best hardware stores, and that it will be advertised in such a way that women can go to headquarters and make intelligent purchases of first-class articles.

As it is at present it seems to be about as easy for the average woman to find anything in a city hardware store without a guide as it is for her to understand a railroad time table.—Iron Age-Hardware.

Sale of a Mountain.

So seldom does the sale of a mountain occur that when such is even contemplated it is worthy of record.

The Communal Council of Veytaux, in Switzerland, has had under consideration for some time a proposal for the purchase of a mountain in the neighborhood.

This mountain is valued at about 275,000 francs (\$55,000). It is difficult of access, so it has been proposed to construct one of those wonderful railways to be seen at Pilatus or the Rigi and to establish hotels

at the top. Inasmuch as the commune is not wealthy, it is thought that the money received for the mountain would be a veritable wind-fall.

Instead of talking about a man behind his back, be considerate and register a kick.

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.

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.

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

If free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.
 Grand Rapids, Mich.

Michigan Retail Hardware Convention

February 21 to 23

Make our office your headquarters
 We are just across the street from the Union Depot

CLARK-WEAVER COMPANY, 32-38 S. Ionia St.

The only EXCLUSIVE WHOLESALE HARDWARE in Western Michigan

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

PRACTICAL SHOPKEEPING.**Matters of Vital Concern To a Merchant.**

Paper Ten—Controlling Clerks.
Written for the Tradesman.

A friend of mine who is in the retail furniture trade, and owns a half interest in the premier furniture store of his city, told me an interesting experience he had some years ago as a clerk in a furniture store.

The man for whom he worked was one of those small-headed, self-opinionated persons who like to call up a clerk and give him a severe drubbing in the presence of the customer. You know the type.

My friend—we will call him Tomlins because that is just about as far from his real name as anything I can think of—had often observed these performances, and he had made up his mind what he should do if he were ever a party to one of them. But as he always tried to be frank and above-board in all of his dealings he hoped to be spared such an experience.

But one day his boss had a complaint from a woman who had bought a cheap range from Tomlins. It wasn't a good cheap range—and the oven had been giving more or less dissatisfaction. As a matter of fact the house was trying to make the best of a bad bargain by cleaning them up at a somewhat lower price than the boss had counted on asking. And the orders to the clerks were to clean 'em up and get 'em out as quickly as possible.

Tomlins knew a range, and he knew this was not a good range by a jugful. He said it actually made him cringe to sell one of them. And with that sort of a feeling inside of him you may be very sure he did not over-state the merits of this particular commodity. Indeed, he was rather more than ordinarily guarded in his talk.

But price often covers a multitude of shortcomings—so this woman bought one of the cheap ranges. When she had her troubles she came back to tell them. And then Tomlin was called up to face his disappointed customer; and the boss threw back his shoulders with an air of injured innocence and began to open up in an abusive manner upon Tomlins.

"Now, look here," said Tomlins to the boss, "you hush this minute or I'll smash your face right here in the presence of this lady. That sort of talk don't go with me. I didn't misrepresent this range. I merely quoted the price, and the price sold it. If there's anybody to blame it's yourself, for you bought it. Now instead of trying to shift the responsibility on me, put it where it belongs; for I want to tell you right now—" and Tomlins walked right up to the boss and looked him squarely in the eyes—"I'll not stand for any abusive talk. You can talk to the other fellows that way, but not to me. D' you understand?" And the boss understood. He never tried it again.

This is a good illustration of a

wrong method of controlling salespeople. With some types of the genus homo a little authority is a dangerous thing. Not knowing how to use it, they naturally abuse it. Now salespeople are not to be controlled simply for the fun of the thing; and the man who goes about lording it over his clerks simply because he is boss and they occupy subordinate positions, has a mistaken idea of his function. It's one thing to control salesmen; it is quite another thing to browbeat and intimidate them. Anybody doubtless can keep his clerks on the ragged edge by yelping at them, humiliating them and making them feel that the tenure of their positions is as precarious and fragile as a spider's gossamer. But that isn't the way to develop loyalty.

Some men have a way of controlling their salesmen that serves to drive off the people who are really worth having, thus retaining the unaspiring and the spiritless—the fellows who will stand for anything.

Now discipline in the store is highly important. And there must be authority else there can be no discipline. And somebody about the establishment must exert a controlling influence. But the aim to be kept constantly in mind in controlling salespeople is to increase their loyalty and efficiency, not by crushing out individuality, but by developing it. Results are what the merchant wants—not the cultivation of a kind of pride that delights in making a show of authority.

Salesmen—more especially those who are in the formative stage—will, of course, require suggestions from time to time. It is not to be expected that they are above making occasional mistakes. Such mistakes, when observed by their superiors, will be pointed out. All this goes without saying. This is legitimate guidance. But there is a right and wrong way of correcting mistakes and making suggestions. The merchant must be patient and tactful and reasonable; and above all there must be that sympathetic touch without which there can be no successful method of controlling salesmen.

If individuality means anything at all, it means that we differ, in certain respects, one from another. Every salesman, if he has an opportunity to do so, is going to develop this individuality of his. He has his own way of approach, his own method—conscious or unconscious—of talking up the goods and consummating the sale. Now it is more than likely that a clerk can be developed into a better salesman if he is allowed to develop along natural lines than if he is forced into a different groove. If the storekeeper has patience enough for the job, and really sets his head to do it, he could doubtless prune off, eliminate and suppress all individual traits in his salespeople, and have them move about like so many automata. But why do it? Wouldn't it be better to let each man work out the manner of his salesmanship in harmony with his own bent?

The biggest asset of anybody who sells is his ability to sell. The very minute he begins to weaken in confidence his value as a salesman begins to decline. Experienced salesmen know what it is to lose one's punch. When the traveling salesman meets with a series of failures, he must be a very seasoned salesman indeed if he doesn't feel some vitality oozing out. And the same thing is true on a smaller scale with the retail salesman. Now this confidence that one has in his selling ability is a thing of growth, and it fluctuates more or less until it finally settles down to a substantial basis. But the point is it grows up from within. It can't be put in from the outside. And the conditions of its development must be congenial.

Let your clerks act upon their own initiative. By all means strive to cultivate in them this feeling of confidence in themselves. Within reasonable limits give them a free hand.

When the storekeeper looks over his salesroom and sees his clerks at their several stations, behind counters and cases and at tables spread with merchandise, his mind ought to thrill at the possibilities for splendid leadership that are his by virtue of his position. Here are these faithful allies and trusted associates—men and women with feelings, ambitions and capacities. They can be depressed and discouraged and reduced to a dead level of unaspiring mediocrity, or they can be stimulated and led to almost any degree of interested

productivity. Who is the logical leader? The man back of the business. In the end he is going to be held responsible for the kind of salesmanship that goes forward there in his store. If the clerks are bright, intelligent, enthusiastic and anxious to render the best service within their power, he will get the credit for having the right sort of salespeople. If his clerks are indifferent, inefficient and careless, going about their work in a dull, phlegmatic and slipshod way, nobody's to blame but himself.

He who would control his clerks in such a manner as to bring out the strong qualities of each individual; who would fill his establishment with bright, alert, self-respecting and respect-compelling producers; who would keep his selling force charged with optimism and aggressiveness—must show a sympathetic interest in his help. He must have tact and patience; and he must be willing to work long and hard for desired results; but above all he must be wide in his sympathies and strong on those affinities that win and clutch men.

If he is able to command the confidence and love of his salespeople, the matter of controlling them will almost work out automatically. And wherever that is the case one finds the clerks are working with all their might and main to make their store the very best establishment of its kind in the city.

Chas. L. Garrison.



BOSTON BREAKFAST BLENDED

A Delightful Drink

**Popular in Price and a
Trade Getter
Roasted Daily**

Judson Grocer Co., Grand Rapids, Mich.



Michigan Knights of the Grip.
 President—C. P. Caswell, Detroit.
 Secretary—Wm. J. Devereaux, Port Huron.
 Treasurer—John Hoffman, Kalamazoo.
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.
Grand Council of Michigan, U. C. T.
 Grand Counselor—George E. Craw, Petoskey.
 Junior Counselor—John Q. Adams, Battle Creek.
 Fast Grand Counselor—C. A. Wheeler, Detroit.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Witliff, Detroit.
 Grand Conductor—E. A. Welch, Kalamazoo.
 Grand Page—Mark S. Brown, Saginaw.
 Grand Sentinel—Walter S. Lawton, Grand Rapids.
 Grand Chaplain—Thos. M. Travis, Petoskey.
 Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Considered Grand Lodge Well Represented.

Petoskey, Jan. 6—I wish to take exceptions to the statement which appeared in the Michigan Tradesman of Jan. 3 regarding the following article: "Grand Counselor Craw was slated for a talk at the smoker given by Councils 9 and 143 in Detroit Dec. 29, but failed to appear. Grand Secretary Fred Richter had a severe cold and J. D. Martin had to be called from the audience to speak a few words in behalf of the Grand Lodge. Seems to us that at such a large gathering of traveling men the Grand Lodge should have been represented better than this."

On Dec. 13 I received a letter from J. W. Schram, of Detroit, extending me an invitation to be present at the smoker Dec. 29. I immediately wrote Mr. Schram I would be on hand, if possible, but later my personal business interests made it impossible for me to attend the Detroit smoker. On Dec. 25 I wrote Mr. Schram, informing him that it would be impossible for me to attend, but I had written Fred C. Richter, of Traverse City, John Q. Adams, of Battle Creek, and James F. Hammell, of Lansing, to be present on the above date to represent the Grand Lodge of Michigan. John Q. Adams, of Battle Creek, wired me he would not be able to attend. Fred C. Richter and James F. Hammell wrote me they would attend. In requesting our Grand Secretary to attend I knew he could talk from a financial standpoint. James F. Hammell needs no introduction as an after dinner speaker and it was not necessary to call on John D. Martin to represent the Grand Lodge for a few minutes' talk, although it was perfectly proper to call on him for a few remarks.

There has been quite a little differ-

ence of opinion regarding the visiting of councils by Grand Lodge officers. Some believe it is proper to allow all Grand Lodge officers to visit at Grand Lodge expense, but the present Grand Counselor of Michigan does not. I consider the Grand Lodge at Detroit was amply represented. When more than one or two Grand Lodge officers are sent to visit any council it is useless expense.

I am looking forward to good results from our present Legislative Committee. As they are working along lines for the betterment of the conditions of traveling men while on the road, we expect there will be something doing along these lines at the next session of the Legisla-

ture. Money spent along these lines is money well spent.

When a member wishes to criticize the representation of the Grand Lodge to any subordinate council, it would be well to first get information from headquarters, as it very often alters appearances when the real facts of the case are known.

Geo. B. Craw,

Grand Counselor of Michigan.

Explanation in Order From Mr. Martin.

Grand Rapids, Jan. 5—I have just been reading in the Tradesman the report of the convention of the Knights of the Grip and observe that a recommendation was adopted that the Board of Directors decide upon Kalamazoo for the next convention.

I also note that in the proceedings of the meeting no invitation was presented to hold the convention at Grand Rapids. If you have not read the proceedings carefully you will find the reference to this matter on page eleven, in the second column.

In this connection, I beg to enclose copy of a letter which I dictated at the request of John D. Martin, and which was delivered to him personally by my clerk. I am informed that a letter was also given to him by the Mayor inviting the

Knights of the Grip to come to Grand Rapids.

I believe, in justice to the city of Grand Rapids, the organization should know that we want their convention, and for that reason the invitation should have been delivered.

You will observe, by reading the minutes of the meeting, that it was Mr. Martin who moved that the convention go to Kalamazoo. I do not want to cause Mr. Martin any trouble, as he probably had his reasons for not presenting the invitations, but I do think we should in some way inform at least the local Post that Grand Rapids wanted them to come here, as it would be helpful in getting them here another year.

M. C. Huggett,

Sec'y Association of Commerce.

He Lost, After All.

The following little story will be appreciated by those traveling salesmen who make Kansas and Texas, both of which states have laws requiring all hotels to have sheets on the beds at least nine feet long. This law was laughed at, at first, as vociferously as was the Ohio law, requiring women to take off their hats in theaters; a law which, as soon as the fool paragraphs on daily newspapers got through with their usual

3. And they lamented with many lamentations, saying: The years of darkness have come and the sun hides his face from the children of men.

4. Then came others who were wise in that generation, and did beat upon the stones that were rolled before the caves wherein the calamity howlers howled, and cried unto them to come forth, saying: Behold the sun still shines, and the face of Nature is fair to see, and thy crops ripen fast unto the harvest, and thou shalt reap in thy fields where thou hath sown.

5. But the dwellers in darkness cried to get them hence, saying: Know ye not that darkness is upon the land and we can not see; nay, verily, even the hands before our eyes?

6. Here now will we hide, for we have a little provision, but enough only to suffice for our own needs during the dark days, and when we behold the sun again, then shall we come forth and till the fields, but not yet, nor soon.

7. And those who were without held council together, saying: None are so blind as those who will not see, and wherefore shall we not gather to ourselves the ripe grain of these sightless brethren which lies ready for our sickles? Then shall we have all our own and twofold more, and when these howlers of the caves are an hungered, lo, we will jar loose from them many shekels for that which was their own and they would not take. And it shall come to pass that we shall wax fat and our sons shall wax strong upon the land.

8. And it was even so.

SALESMANSHIP

THE true art of salesmanship is to sell something at a price that has a profit in it— a price that the quality and selling value of your article demands. Anyone can give goods away.

hee-haw, was approved everywhere, and is now a rule throughout the country.

The story we refer to is from the Kansas City Journal and runs as follows:

"A Kansas merchant, who had just paid a fine because his vegetable display box was not six inches higher than the side walk, ventured the assertion that a man can't go from morning until night without breaking some Kansas law, no matter how careful he is. A hotel man thought he could, and a wager was made, and the next day was set for the test.

"I'll win that bet, all right," said the hotel man. "I'll stay in bed all day to-morrow."

"And he did, until just before dark, when an inspector came along and arrested him for not having a nine-foot sheet on his bed!"

The Gospel of Good Times.

And, therefore, it came to pass, when the seven fat years had been fulfilled, that there arose those among the people who cried with one voice: Behold, the years of famine and darkness are upon us.

2. And straightway did they crawl into dark caves, and pulled the caves in after them, and did shut out the sunlight.

Hotel Cody

Grand Rapids, Mich.

S. H. PECK, Proprietor

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.

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

News and Gossip of the Traveling Boys.

Grand Rapids, Jan. 9.—George N. Fisher, who represented Nelson Baker & Co. for a number of years, died suddenly at his home on Jan. 2. The death of Mr. Fisher was a shock to his many friends, who could be counted by the score. He was an active member of Grand Rapids Council, U. C. T., which ordered its charter draped in mourning for thirty days out of respect to his memory. He was also a member of the Knights of the Grip. He leaves a brother, Frederick J., and a mother to mourn his loss. The remains were taken to the old home in Augusta for burial.

E. A. Wedimeir, G. John Maurits, Wm. B. Rayburn, C. F. Nason and E. F. Goebel were the candidates who climbed the slippery hills at the U. C. T. Council meeting last Saturday night.

On Dec. 16, at 3 o'clock in the afternoon, with a party of five Orla E. Jennings, poet(?) and former Grand Rapids boy, but now of Detroit, dropped a bowling ball on his foot. Toes blue, air blue—accident insurance.

We want every traveling man to make himself a committee of one to invite each and every traveling man he meets to attend the U. C. T. smoker on Jan. 20. Vaudeville entertainment and all round good time promised. The smoker is open to all traveling men, regardless of whether they are U. C. T. members or not.

The manager of the hotel at Saranac should show the traveling men more courtesy than he does. He has several boarders, hard working men who get to the hotel at 11 to 11:30 and use the towels. When the traveling men get in at 12 the towels are unfit for any one to use, and the manager doesn't seem to feel that a clean one is needed. At the rates charged the travelers are entitled to far more attention than he gives them. We hope you will take heed, John, before the different traveling organizations take the matter up. They now have several hotels on the list which will eventually feel the results of their combined wrath.

"Yankee girl" Pete Anderson is death on white "biled" shirts. Nothing else, only Mrs. Pete gave him one for Christmas.

We wish to thank Frank Rat-again for his beautiful remembrance, the package of Cream-rye.

And after all these weeks in which to consider the matter, and listen to the different traveling men, we can not see any reason why John Hach, Jr., of Coldwater, should not become a member of the Grand Council.

News reports say B. S. Hanchett wants to take off the 1 o'clock car and run the last car from down town at 12:50. If he does, how are the traveling men going to get home who arrive on the Pere Marquette trains which are "due" at 10:40 and 11 p. m.?

Geo. McConnell is going to Chicago next week. He said he was going after his spring samples. George represents the F. H. Hill Co., manufacturer of coffins and funeral acces-

sories. McConnell, who has traveled only four years, is one of the best known of the traveling fraternity.

Harry Tremayne, representative for the Myer Bros. Drug Co., of St. Louis, Mo., has gone on a six weeks' trip covering the Southern States.

Geo. B. Craw, Grand Counselor of Michigan, U. C. T., in another column takes exception to one of our little articles in last weeks' issue. If we were wrong, Brother Craw, we now make public apology. In other words, if we made a mistake, we are willing to Craw-fish.

Dick Warner, JUNIOR, made out some checks to pay up his obligations last week. By some mistake he mailed the check for groceries to the local brewery and the check for the brewery went to the grocer. This in itself is not so serious—but it showed Dick Junior's method of living (which we personally think is absolutely proper). The check for the groceries amounted to three dollars and the check made out to the brewery called for five dollars. Grant M. Hudson, kindly take notice.

In the meantime, don't forget to tell every one you meet about the U. C. T. smoker January 20.

We hope the different traveling organizations which are passing so many resolutions of condemnation won't forget the resolutions while they become covered with cobwebs.

Walter Lawton makes a trip through the Thumb next week. He has his grip packed with crackers, sardines, etc., preparatory to starting out. Oh, you beautiful snow.

L. V. Haigg, of Rockford, Ill., Council 119, and E. M. Smith, of Cadillac, 143, Detroit, were visitors at the last meeting of Council 131. Both made brief but neat speeches.

The last issue of the Tradesman gave a very pretty biographical sketch of Geo. Liesvold and among other things mentioned that he had no hobbies. Sure he has—chickens and green chicken coops.

To those of the traveling men who do not know, we wish to state that "Tommy" Driggs, veteran traveler and the most faithful member of U. C. T., 131, is in business for himself. He manufactures and retails bedding and mattresses. He has been off the road for some time past.

An innovation will be offered at the next U. C. T. meeting. The entire initiatory work will be taken charge of by past counselors. As usual, however, the degree team will take charge of the massacre. Walt. Ryder has been appointed chairman of the evening.

The traveling mens' wives who allow their husbands to kid them into believing what we say about them are jokes, can be induced to change their beliefs by calling us up and getting the data connected with each case.

The contemplated move of the local Council, U. C. T., to meet twice a month instead of once a month, as at present, should meet with the hearty approval of every member. A great many of the members who are out of the city on one meeting night might be able to attend the next

meeting and not have to wait thirty days before another meeting is held. The initiatory work could be put on once a month, thus enabling the Council to go through the regular routine in much less time on the other meeting night. It would then be a pleasure for the ladies to attend once a month and be able to join the men at an early hour and the Council could then have a regular programme to follow the lunch and still be able to go home at a reasonable hour.

G. R. Alexander says: "It is best not to write out an order until you get it."

If the different firms would accept promises, same as regular orders, we would all triple our business.

The smoker January 20. Bring along only 5 cents for car fare to return home with.

Walter Shellington, local representative for the Druke-Lynch Co., was out with a party of friends a short time ago, when he pulled out his watch to get the time. To his surprise it was much later than he had supposed and, as he had an engagement to fill and it was nearly time for him to appear, he hurried to a 'phone and called a carriage. When the carriage arrived he hustled inside and slammed the door, then he was lost in meditation. When the carriage stopped and the driver opened the door, Walter found himself in front of his own home and four miles from the original destination. Anyway this is the story Walter told his friend for arriving so late and it is the same story she repeated to us.

At the last meeting of the local Council, Senior Counselor Homer Bradfield appointed the committee to prepare for the annual banquet in March. The appointment of Cliff Herrick as chairman and his able assistants assure all that the banquet is bound to be a success.

J. M. Goldstein.

Wafted Down From Grand Traverse Bay.

Traverse City, Jan. 9 — Wm. E. Sheeler has been assigned to one of the best blocks in the State and will move his family to Jackson. We regret to lose you, Bill, but are glad to make mention of your promotion and can only say that our loss is Jackson's gain. You and your family are welcome to our city at all times. Sheeler has had charge of this block for the Osborne Division of the International Harvester Co.

Ned Lowing will cover the territory recently covered by Neil Livingstone for the Musselman Grocer Co. Mr. Lowing has been with this house for nineteen years and is considered a valuable man. We welcome you to our midst and wish you success.

During holiday week our local candy company tendered a lobster banquet to its salesmen at the Little Tavern. John G. Straub, A. F. Straub and George Amiotte, of the firm, were present and Messrs. White, Dunn, Allen, Williams and Cheeny, of the selling force. Talks from the managers and the salesmen made up a goodly portion of the programme and all left

feeling that all were well satisfied.

Hi. Garrett, of Grand Rapids, was making his usual New Year's calls in this section this week after enjoying turkey both Christmas and New Year's. Surely Hi is looking finely.

This is not for the attention of the International Harvester Co., but Mr. Sparling, who is their crack collector, had a surprise sprung on him this week. He called up a farmer seven miles out of Thompsonville and insisted that the farmer come in and settle his account, which Mr. Farmer agrees to do and drive into town about noon. Of course, Mr. Sparling invited him to take dinner with him. After dinner the collector settled down in one of the hotel easy chairs and fell into an after dinner nap and Mr. Farmer immediately drove out of town without settling his account. Moral: Sparling, leave a 1 o'clock call hereafter.

Frankfort's volunteer fire department at Trusdell Station consists as follows: Chief, E. C. Below; Assistant Chief, Bill Koller; Driver, Jack McLain; First Pipeman, Earl Narigan; Second Pipeman, Geo. S. Belsch; Captain hook and ladder company, Jack Gilchrist; Driver, Fred Cotter. Below was the hero at a recent fire by assisting Jack Gilchrist downstairs the next morning.

Geo. McNutt, once of Voigt Milling Co. fame, is now covering this territory for the Alma Milling Co. and we are glad to see you with us again.

Geo. Schreich has severed his connections with the John Fitch Co. here and intends to be out soon with another line.

Why should Jay Smith assist Kent Buttars in purchasing articles for the fishery? Really, Jay, Kent is willing to sell out, for fish never live after once out of the water.

It is rumored that Lee Messenger, of the Oliver Typewriter Co., holds all bowling records at Cadillac.

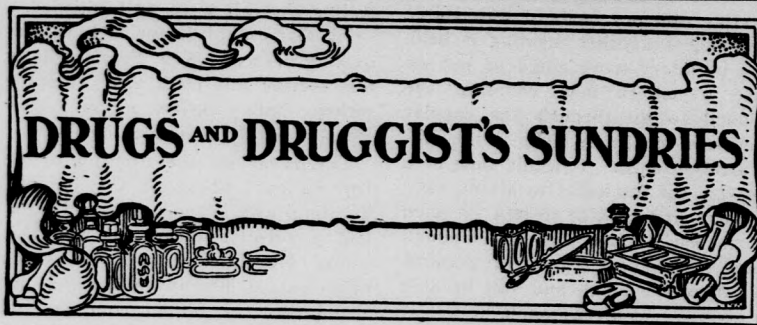
We knew the Gold Medal people believed in advertising, but when it comes to buying brass cuspidors for the Park Place, we think advertising must pay.

William Grey, the new Nelson Baker & Co. drug man, has arrived in his new territory and spent Sunday at the Park Place. We think from the outlook that he is a young hustler. Here's wishing him lots of good luck!

If the "eventually why not now" flour man and the "Uneeda Biscuit" man and the drug man from the Salt City come to the Park Place every week all winter, the management will either have to buy new cuspidors or chain the old ones to the floor, as one of their pastimes is going home about 2 a. m. and imagining they are at the Lion refreshment parlor or bowling alley and using the cuspidors for bowling balls. Of course, we haven't mentioned any names, but everybody knows the goods.

Fred C. Richter.

In dodging their obligations some men indulge in a continuous performance that would seem to indicate they had discovered perpetual motion.



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

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

Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—W. C. Kirchgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.
 Next Meeting—Muskegon.

Michigan State Pharmaceutical Association.

President—E. W. Austin, Midland.
 First Vice-President—E. P. Varnum, Jonesville.
 Second Vice-President—C. P. Baker, Battle Creek.
 Third Vice-President—L. P. Lipp, Blissfield.

Secretary—M. H. Goodale, Battle Creek.
 Treasurer—J. J. Wells, Athens.
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

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

Persistence in Advertising a Drug Store.

There are many druggists who think they are advertisers, but who in their self-classification use the wrong word. They are pikers, with about as much persistence in their efforts at publicity as a snowflake has endurance in a prairie fire. They fill the newspapers with heavy black face extolling the merits of their complete stocks and superb service. They buy road signs and load down the farm fences telling how dangerous it is to trust prescriptions to others. They bull the calendar and advertising novelty market for huge bales of seven-colored lithographs, aluminum pin tray, pocket mirrors and numberless other ingeniously contrived junk that is alleged by the salesmen to make the suffering populace come in and turn its trousers pockets wrong side out. All of this they do for a while, and if the business does not come with a rush they surrender the newspaper space and swear that advertising is a failure and advertising money is wasted.

In this I agree with them to the letter, if such idiotic procedure could be called advertising. But men who have been playing the game long enough to know an asset from a liability under a microscope, have another name for it. I have seen many a young specimen of our kind, armed with an honorable discharge from Alma Mater and a few hundred dollars, start a kind of a night school performance from which he expected to pull rolls of the bank lithographs

as well as to show the old heads how to get away with everything that was not fastened, who spent advertising money like a drunken Indian, and in six months got himself separated from enough good American coin to have paid the advertising bills for years. After this he quit and decided, because business did not jump, that advertising was a melancholy dream, a kind of a financial fairy story, and ever afterward was as dead as a frozen prairie dog to the fact that advertising is a task that is never finished, one that is always worthy of greater effort and harder work, whose greatest secret of success is in always being on the job.

On the other hand, I have seen a persistent fellow, with a pitiful little store and a stock that would bring your tears out of sheer sympathy for him, scrape enough money at the end of each month to pay for a three-inch double-column space in which he hammered the public into such a state of mind that they could not think of a thing carried in a drug store without thinking of him and his store. I have seen him battle with adversity and almost take the count, but he kept advising the drug buying public that he was at their service, and "To-day," as the platform warbler would say, he is directing department heads and hunting a concern which sells goods in larger quantities.

When we say advertising, we do not wish to have it confounded with a malady that has been erroneously diagnosed as advertising. Take for instance the patented nostrums that are guaranteed specifics for every ill, from lame back to disappointed affections, of which you buy a dray load and get a few six-inch insertions in your local papers, including a photograph of Hiram Hayricks, of Hog Town, who for thirty years suffered from prolapsus of intellectum and after taking twelve bottles of this valuable remedy is able to tell plug chewing tobacco from ice cream without his glasses. This is not advertising; it is merely a coarse joke on the drug man who stands for it.

The first thing to do in advertising is to try to identify the stunt you are tempted to start and see whether it is advertising or something that, after it is all over, you will not repeat, a few verses of scrambled English that would not go through the mails until the department puts on asbestos mail pouches. The brash salesman who wants to sell you ten gross of Dr. Fakerman's Panacea, and give you free a ton of dream books, a thousand parlor puzzles and enough highly colored lithographs to carpet the

Grand River valley, calls this advertising, but he, in the vernacular, is just a plain liar. He is giving you a gold brick and selling you a line of cheap guff at about a hundred dollars a minute, and after the alleged free advertising has gone to the trash can and your proposition to give a dollar bottle of the dope with each ten-cent purchase is considered the greatest joke of the year, you feel like going out and renting a mule or an automatic kicking machine and trying to square yourself with your conscience.

In persistent advertising it is well to remember that the gold brick plants are working overtime, and that each crop of badgers shows an increase over the previous one, and that there is something besides a sucker born every minute.

The proper procedure is to buy some newspaper space and say things. Try to talk to the populace as convincingly as a gun and a dark lantern in the hands of a hungry highwayman who has worn out a kit of burglars' tools breaking a clothes press that was filled with paper napkins, when he thought he was smashing a family safe containing a sock full of yellow boys and a handful of shiners. The trouble with many alleged advertisers is that they overdo the thing for a while and then quit entirely or fill their space with a half-hearted milk and water story that gives everybody that tired feeling. Commonplace, threadbare English has no more business in a modern drug store advertisement than an American beauty rose has on a Mexican skunk ranch. Put some ginger into your printed business interviews. Don't talk like a mental invalid on the way to the cemetery. Fix it so that when the dear reader gets the proper optical slant on your well arranged copy he is going to soak up all the information you have handed out. Do it in a telling style that will make him watch your space, and the chances are he will come to the store to take a look at the chap who has the ginger, and you may get to loan him the city directory or sell him some stamps, and in course of time his tooth paste will give out and he will need some razor blades, and when he gets typhoid you can get a chance to slide over on the professional side and get your advertising money back.

Persistent advertising marks a man and a store as progressive. A physician would scarcely drop in to ask for information from or consult with a druggist whose popularity and reputation consisted of the fact that a few people who pass his store because it is not convenient to get around it merely know that he runs a drug store at a certain number on a certain street. He has never told the public of his ability to do things, consequently if a physician or a customer wishes to ask about a new preparation or to get information of any

kind they will naturally seek the man who has hammered persistently at the task of acquainting the public with the fact that if it pertains to the drug business "I am the man to see."

I believe so strongly in persistence that not a single issue of the daily papers has appeared here that did not carry my regular advertising.

There is one advertising habit that should not be persisted in, and that is the habit of running the same copy until it wears out the type. An advertisement should be run until the people have had time to read it, then it should be changed. I do not believe there has ever been an advertisement written that was good enough to run over one week. You may get out a fine piece of copy and the printer does his very best, and when the paper comes out the advertisement is superb from every point of view, but if you let it run three weeks the reading public is ready to run you out of town and even the printer swears you are the stalest proposition ever. Your brilliant copy has outlived its usefulness, reacted and killed the good influence that it at first exerted.

To advertise otherwise than persistently is to waste your effort and your money. A great plan in retail drug store advertising is to figure out at the beginning of the year the amount of money you can afford to spend for publicity, and then spend it judiciously and make it last throughout the entire year. You will also be able to make it go much further on a given space or a year on a larger space if you will cut out the theater program, the menu card, the show curtain and a few other legalized holdups. If the lady selling these bricks is just simply so attractively fetching that you take mental Jim Jams and can't say no, I would advise that when the bill comes due charge it to charity instead of to the advertising account.

From experience, advertising has many important features, but the greatest of these is persistence.

W. H. Cousins.

Nail Polishing Sticks.

Putty powder 3 ozs.
 French chalk 1 oz.
 Carmine 10 grs.
 Camphor 2 dps.
 Rose-geranium oil 3 dps.
 Neroli oil 3 dps.
 Mix, form into a paste with thin mucilage of tragacanth, and roll into sticks on the bed of a pill-machine.

The Drug Market.

Opium—Remains firm and high.
 Morphine—Has advanced 50c per ounce.
 Santonine—Has advanced.
 Oil Lavender Flowers—Is higher.
 Ergot—Is slightly lower.
 Golden Seal—Has declined.

FOOTE & JENKS' COLEMAN'S (BRAND)
Terpeneless Lemon and High Class Vanilla
 Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, and Magnesia.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin Saac, P D Co., P D Co. doz, Pyrenthrum, Quassaia, Quina, Quina, S P & W, Rubia Tinctorum, Saccharum La's, Salacin, Sangulus Drac's, Sapo, Sapo, M, Sapo, W, Seidlitz Mixture, Sinapis, Sinapis, opt, Snuff, Maccaboy, De Voes, Soda, Soda, Boras, Soda, Boras, po, Soda et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Soda, Sulphas, Spts, Cologne, Spts, Ether Co, Spts, Myrcia, Spts, Vini Rect bbl, Spts, Vini Rect 1/2 b, Spts, Vini Rt 10 gl, Spts, Vini Rt 5 gl, Strychnia Crys'l, Sulphur, Roll, Sulphur Subl, Tamarinds, Terebenth Venice, Thebromia, Vanilla, Zinci Sulph, Oils, Lard, extra, Lard, No. 1, Linseed, pure r w 92, Linseed, boiled 93, Neat's-foot, w str, Turpentine, bbl, Turpentine, less, Whale, winter, Paints, Green, Paris, Green, Peninsular, Lead, red, Lead, white, Lead, yel Ber, Ochre, yel Mars, Ochre, com'l 2 1/2, Putty, str't pr 2 1/2, Shaker Prep'd, Vermillion, Eng, Vermillion Prime, American, Whiting, Gilders, Whiting's Paris Am'r, Whiting's Paris Eng, Whiting, white S'n, Varnishes, Extra Turp, No. 1 Turp Coach.



More and More the Demand is growing for reliable goods, for widely advertised goods which must be good or they could not be advertised year after year. "You can't fool the people all the time."

LOWNEY'S COCOA

and Premium Chocolate for baking and cooking are the kind that the public believes in. The Lowney name has been favorably known for twenty-five years. We are constantly telling them that we make superfine goods and they have had the best reasons to believe it. The grocer gives his customer satisfaction and makes a fair profit too in LOWNEY'S.



Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

To our many customers and friends: We thank you for your favors during 1911. We now have a larger stock and more conveniences and promise better service in all ways than ever before. Our business relations with you are thoroughly appreciated. Sincerely, Grand Rapids. HAZELTINE & PERKINS DRUG CO.

6

Table with 2 columns: Item Name and Price. Includes Soda Crackers, Uneeda Biscuit, and various flour and oil products.

7

Table with 2 columns: Item Name and Price. Includes Jaxon Terp. Lemon, Jennings (D. C. Brand) Terpeness Extract, and various oils and flours.

8

Table with 2 columns: Item Name and Price. Includes O P Laxo-Cake-Meal, Cottonseed Meal, and various meats and oils.

9

Table with 2 columns: Item Name and Price. Includes 5 lb. pails, Smoked Meats, Bologna Sausages, and various oils and flours.

10




Table with 2 columns: Item Name and Price. Includes Hemp, Russian, Mixed Bird, and various oils and flours.

11


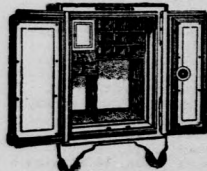
Table with 2 columns: Item Name and Price. Includes Sweet Mist, Sweet Burley, and various oils and flours.

Special Price Current

- 12**
- No. 1 complete 40
 - No. 2 complete 28
 - Case No. 2 fillers, 15 sets 1 35
 - Case, medium, 12 sets 1 15
 - Faucets**
 - Cork, lined, 8 in. 70
 - Cork, lined, 9 in. 80
 - Cork lined, 10 in. 90
 - Mop Sticks**
 - Trojan spring 90
 - Eclipse patent spring 85
 - No. 1 common 80
 - No. 2 pat. brush holder 85
 - Ideal No. 7 85
 - 12lb. cotton mop heads 1 45
 - Pails**
 - 2-hoop Standard 2 00
 - 3-hoop Standard 2 35
 - 2-wire Cable 2 10
 - Cedar all red brass 1 25
 - 2-wire Cable 2 25
 - Paper Eureka 2 25
 - Fibre 2 70
 - Toothpicks**
 - Birch, 100 packages .. 2 00
 - Ideal 85
 - Traps**
 - Mouse, wood, 2 holes 22
 - Mouse, wood, 4 holes 45
 - Mouse, wood, 6 holes 70
 - Mouse, tin, 5 holes 65
 - Rat, wood 80
 - Rat, spring 75
 - Tubs**
 - 20-in. Standard, No. 1 7 50
 - 18-in. Standard, No. 2 6 50
 - 16-in. Standard, No. 3 5 50
 - 20-in. Cable, No. 1 8 00
 - 18-in. Cable, No. 2 7 00
 - 16-in. Cable, No. 3 6 00
 - No. 1 Fibre 10 25
 - No. 2 Fibre 9 25
 - No. 3, Fibre 8 25
 - Washboards**
 - Bronze Globe 2 50
 - Dewey 1 75
 - Double Acme 3 75
 - Single Acme 3 15
 - Double Peerless 3 75
 - Single Peerless 2 25
 - Northern Queen 3 25
 - Double Duplex 3 00
 - Good Luck 2 75
 - Universal 3 00
 - Window Cleaners**
 - 12 in. 1 65
 - 14 in. 1 85
 - 16 in. 2 30
 - Wood Bowls**
 - 12 in. Butter 1 60
 - 15 in. Butter 2 25
 - 17 in. Butter 4 15
 - 19 in. Butter 6 10
 - Assorted, 12-15-17 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 2
 - Wax Butter, full count 20 2
 - Wax Butter, rolls 19
 - YEAST CAKE**
 - Magic, 3 doz. 1 15
 - Sunlight, 3 doz. 1 00
 - Sunlight, 1 1/2 doz. 50
 - Yeast Foam, 3 doz. 1 15
 - Yeast Cream, 3 doz. 1 00
 - Yeast Foam, 1 1/2 doz. ... 58
 - AXLE GREASE**
 - Mica, tin boxes .75 9 00
 - Paragon 55 6 00
 - BAKING POWDER**
 - Royal
 - 10c size 90
 - 1/4 lb. cans 1 35
 - 6oz. cans 1 90
 - 1/2 lb. cans 2 50
 - 3/4 lb. cans 3 75
 - 1 lb. cans 4 80
 - 3 lb. cans 13 00
 - 5 lb. cans 21 50

- 13**
- CIGARS**
- Johnson Cigar Co.'s Brand
- 
- S. C. W., 1,000 lots 31
- El Fortana 33
- Evening Press 32
- Exemplar 32
- Worden Grocer Co. Brand
- Ben Hur
- Perfection 35
- Perfection Extras 35
- Londres 35
- Londres Grand 35
- Standard 35
- Puritans 35
- Panatellas, Finas 35
- Panatellas, Bock 35
- Jockey Club 35
- COCOANUT**
- Baker's Brazil Shredded
- 
- 10 5c pkgs., per case 2 60
- 36 10c pkgs., per case 2 60
- 16 10c and 38 5c pkgs., per case 2 60
- COFFEE**
- Roasted
- Dwinell-Wright Co's B'ds
- 

- 14**
- stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.
- SOAP**
- Gowans & Sons Brand.
- 
- Single boxes 3 00
- Five box lots 2 95
- Ten box lots 2 90
- Twenty-five box lots .. 2 85
- J. S. Kirk & Co.
- American Family 4 00
- Dusky Diamond 50 8 oz 2 80
- Dusky D'nd 100 6 oz 3 80
- Jap Rose, 50 bars 3 60
- Savon Imperial 3 00
- White Russian 3 60
- Dome, oval bars 3 00
- Satinet, oval 2 70
- Snowberry, 100 cakes 4 00
- Lautz Bros. & Co.
- Acme, 30 bars, 75 lbs. 4 00
- Acme, 25 bars, 75 lbs. 4 00
- Acme, 25 bars, 70 lbs. 3 80
- Acme, 100 cakes 3 25
- Big Master, 72 blocks 2 85
- German Mottled 3 50
- German Mottled, 5 oxs 3 45
- German Mottled, 10 bx 3 40
- German Mottled, 25 bx 3 35
- Marseilles, 100 cakes . 6 00
- Marseilles, 150 cks 4 00
- Marseilles, 100 ck toil 4 00
- Marseilles, 1/2bx toilet 2 10
- Proctor & Gamble Co.
- Lenox 3 00
- Ivory, 6 oz. 4 00
- Ivory, 10 oz. 6 75
- Star 3 85
- Tradesman Co.'s Brand
- 
- White House, 1lb.
- White House, 2lb.
- Excelstor, Blend, 1lb.
- Excelstor, Blend, 2lb.
- Tip Top, Blend, 1lb.
- Royal Blend 2
- Royal High Grade 2
- Superior Blend 2
- Boston Combination 2
- 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.
- Black Hawk, one box 2 50
- Black Hawk, five bxs 2 40
- Black Hawk, ten bxs 2 25
- A. B. Wrisley
- Good Cheer 4 00
- Old Country 3 40
- Soap Powders**
- Snow Boy, 24s family size 3 75
- Snow Boy, 60 5c 2 40
- Snow Boy, 30 10c 2 40
- Gold Dust, 24 large 4 50
- Gold Dust, 100-5c 4 00
- Kirkoline, 24 4lb. 3 80
- Pearline 3 75
- Soapine 4 10
- Babbitt's 1776 3 75
- Roseline 3 50
- Armour's 3 70
- Wisdom 3 80
- Soap Compounds**
- Johnson's Fine 5 10
- Johnson's XXX 4 25
- Nine O'clock 3 30
- Rub-No-More 3 85
- Scouring**
- Enoch Morgan's Sons
- Sapallo, gross lots 3 50
- Sapallo, half gro. lots 4 85
- Sapallo, single boxes 2 40
- Sapallo, hand 3 40
- Scourine Manufacturing Co
- Scourine, 50 cakes 1 80
- Scourine, 100 cakes ... 3 50

- JENNINGS' CONDENSED PEARL BLUING**
- 
- Small size, doz. 40
- Large size, doz. 75
- SAFES**
- 
- Full line of fire and burglar proof safes kept in

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

This is Your Opportunity

Serve Your Trade With

Golden Glow Butter

This is our *SPECIAL OFFERING* for this time of the year when many people are calling for a *MEDIUM PRICED BUTTER*. It is made from pure, pasteurized cream. Sold only in one pound cartons, thirty pound cases. Every package guaranteed.

There are results in this for you—not only from profits, but because it induces the customer to come again.

Write for prices and information.

Blue Valley Creamery Company

Grand Rapids, Michigan

Mr. Grocer: Laying aside all the other attractive features of this Fruit Rack—doesn't the matter of saving one-sixth the floor space appeal to you? Isn't that alone worth \$3.60 for a whole year?



Surely, if there ever was anything absolutely practical—if there ever was anything that filled an actual need—it is these

Ideal Fruit Display Racks

They are made of Bessemer steel and beautifully finished in aluminum enamel. They are adjustable to any ordinary box and will last for years.

Ideal Racks are endorsed by leading grocers everywhere, and are handled and highly recommended by principal jobbers.

A Set of Six Racks will cost you but \$3.60, and if you are not perfectly satisfied, your money will be promptly returned. Start the New Year with these Racks. **ASK YOUR JOBBER.**

Ideal Fruit Display Co.

448 CASS STREET LA CROSSE, WIS.

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—General stock, good condition, \$2,500. Town 4,000; gas and oil region. Good room with six room dwelling above. Rent or sell real estate. Reasons, age, health and other business. F. McKinley, Weston, W. Va. 868

Soda Fountain Bargain—We must sell by February 1, American Soda Fountain Co.'s make modern sanitary fountain, 20 foot counter, marble skipboard, onyx columns, four draught arms, syrup bottles and cooler. Call and see it working. Clark Drug Store, 38 W. Bridge street, Grand Rapids, Mich. 876

Wanted—Merchants desiring to devote a short time each season to visit their adjacent towns and show a strong popular priced and advertised line of ladies' and misses' cloaks and suits. Can easily make extra money. Reply with full particulars. The R. & K. Brand, 129-131 West 22nd St., New York City. 873

For Sale—Confectionery, cigars, ice cream parlor and factory, good location; also good opening for restaurant; poor health only reason for selling. Address E. V. Terping, Burr Oak, Mich. 872

For Sale—Stock general merchandise, now about \$3,000, and fixtures. Located in one of the best towns in St. Clair county. Fine farming country. New modern store building, electric light, steam heat. Annual sales have reached \$28,000. One sale day reached \$1,200. Reason for selling, can't stand indoor work, must get out. Write quick or come and see me. G. A. Balden, Capac, Michigan. 871

Cash paid for part or entire retail stocks of general merchandise. Address Ries & Co., 216 Monroe St., Chicago Ill. 870

For Sale—The old established hardware business of Michael Young, Arlington, Ill. Mr. Young established this business fifty-three years ago and it is now for sale only because of his death and in order to settle with the heirs. Is located in a very rich farming country and good community. Must be cash deal. Buildings are also for sale. Address Margaret M. Young, Executrix. 869

For Sale—Stock of groceries. Doing fine business. Enquire of H. T. Stanton, 18 Market St., Grand Rapids, Mich. 867

Good chance for the right man to start meat market. Cheap rent. Good location. Expenses cut in half. Must give good references. Write for further information. Address No. 865, care Tradesman. 865

For Sale—Dry goods and shoe business, \$4,500. Good chance for a man who can carry a larger stock. Best location in town of 900. Speculators need not answer. Robert Adamson, Colon, Mich. 857

Oil Land—Will quit claim eight hundred acres oil land in Seven Lakes district, for three thousand seven hundred and fifty dollars. Four wells now drilled and each struck oil. Address Gus Mulholland, Gallup, New Mexico. 855

Wanted—To buy, for cash, stock clothing, shoes or dry goods. Address R. W. Johnson, Pana, Ill. 854

For Sale—One Royal coffee roaster. Roasts 15 lbs. one time. First-class condition. Chas. M. Cohee, Frankfort, Indiana. 853

Wanted To Exchange—\$1,000 equity in city residence for small stock merchandise or as part payment. Address 811 West Front St., Traverse City, Mich. 852

Muslin and paper signs, banners, show cards, price tickets, etc. Write to-day for catalogue. Voelz Show Card & Sign Service, Merrill Building, Milwaukee, Wis. 860

For Sale—Drug stock and fixtures in old established stand in best town in South Dakota. Best location in town. Fixtures \$5,600. Stock \$12,000. Will lump for \$16,500. Cash business averages \$28,000 a year. Eastman agency, Nyal's line. Reasonable terms to responsible parties. Best reasons for selling. Write H. P. H., care Tradesman. 859

I offer for sale at a very low price, The Slack Barrel Heading Mill of the Mesick Manufacturing Co., at Mesick, Mich. This mill is in first-class condition, nearly new. Will sell for 25% of its actual cost. Address John P. Wilcox, Trustee, Cadillac, Mich. 863

For Sale or Rent—New brick store, 26x74, deep shelving, \$2,100 or \$15 month. Also store 24x46, \$8.33 1/2 month. Living rooms above \$5.50 month. Good opening drug store. Charles Martin, Salem, Iowa. 850

For Sale—A new Business Men's Paper Press Co. paper baler. Has never been unpacked. Will sell at a bargain. Tradesman Company. 848

For Sale—Drug stock and fixtures in an old-established stand. One of the best locations in the city. Good reasons for selling. A bargain. Michigan Store & Office Fixtures Co., 519 N. Ottawa St., Grand Rapids, Mich. Both phones 1846. 847

Saw Mill—Bargain in saw mill, inexperienced; must sell or get partner with enough cash and knowledge to operate and manage. Finest proposition in Louisiana; plenty of standing timber; river and railroad transportation; modern dry kiln; living houses; natural lake. Snap for right man. E. E. Levy, 1407 W. Jackson Blvd., Chicago, Ill. 846

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

For Sale—A general stock of merchandise, involving about \$9,000. Doing a business of \$40,000 annually. Located in the best cotton town of 1,500 in Eastern Oklahoma. Reason for selling, health of children. Would consider farm at \$2,500, balance cash. Write O. B., care Tradesman. 828

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

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

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

At farm of 110 acres, 1/4 mile to best 2,000 city in Michigan, to exchange for general store. Address Exchange 428, care Michigan Tradesman. 774

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

For Sale—Stock well assorted general merchandise, will inventory five or six thousand. Will sell at bargain to close out retail business. Best location in town. Surrounded by fine farming country. Will sell, one-half down and balance on time. Well established business and moneymaker. Bishop Bros., Owners, Millington, Mich. 841

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

Wanted—To buy, for cash, stock of shoes, clothing or dry goods. Address R. W. Johnson, Pana, Ill. 659

For Sale—Clean stock of general merchandise, including buildings in country town in the Thumb of Michigan. Inventories \$3,000. Reason for selling, failing health. Can reduce stock. Address Lock Box 107, Colling, Michigan. 646

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

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 2 1/4 x 3 1/4 to 3 1/4 x 4 1/4, 3c; 4x5 to 3 1/4 x 5 1/2, 4c. J. M. Manning, 1062 Third Ave, New York City. 701

Safes Opened—W. L. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

HELP WANTED.

Wanted—Experienced furniture man with sufficient capital to operate furniture department in department store. First-class opportunity for right man. Address T. I. Stoner, Des Moines, Iowa. 845

Wanted—An experienced and capable shoe salesman, with an established trade, in lower Michigan. Give complete references. Bradley & Metcalf Company, Milwaukee, Wis. 849

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

SITUATIONS WANTED.

Situation Wanted—By lady of education and pleasing personality; can do anything from keeping books to keeping house, buying or selling, handling correspondence and advertising, or managing office. Possess brains, tact and initiative; will go any place. Write and see if you need my services. Address No. 875, care Michigan Tradesman. 875

Wanted—A position by a young man of three years' experience in groceries. Can furnish first-class references. Address 220 North Bostwick Ave., Charlotte, Mich. 874

Wanted—Position as shoe clerk by young man with experience. Willing to work. Can furnish reference. Address Ernest Vandercook, Greenville, Mich. 858

Want ads. continued on next page.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company

Grand Rapids, Michigan

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO. You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

While trade in the spot coffee market is still quiet, there are more signs of life, and dealers seem to be taking a new grip. Roasters are asking questions and apparently getting ready to "roast," but at the moment individual sales are of rather small lots, the principal reason being that prices are deemed too high—an excuse that has prevailed for a long time. At the close Rio No. 7 is quoted in an invoice way at 14 $\frac{3}{4}$ c. In store and afloat there are 2,636,996 bags, against 2,830,194 bags at the same time last year. Mild coffee move very slowly and quotations show little, if any, change. Good Cucuta 15 $\frac{3}{4}$ c.

The tea trade is taking a good deal of interest in the revolutionary situation in China. The next tea crop will be endangered if there is a big row, and every dispatch is watched with great eagerness. The market is quiet but something is doing all the time, and the outlook is not at all discouraging, and prices are steady.

The margin of profit between raw and refined sugar is said to be just now 111 points—a margin too broad to maintain a great while and a decline in the present granulated rate of 5.65c is confidently looked for within a few days. It is 78 points higher than a year ago, while raws are but 53. Trading is slow and would-be buyers are waiting for the expected drop.

Rice is taking a new lease, and with every day there seems to be added strength, although as yet we can not make any change in rates from those of last report. Quotations here are really below those of the Southern markets about $\frac{1}{4}$ c.

Pepper is firmer, but aside from this there is no observable change in the spice trade. Sales are of small quantities and both sides are apparently waiting for something to turn up.

There is a fair demand for grocery grades of molasses, and prices are firmly maintained, although unchanged. Good to prime centrifugal, 25@32c. Syrups are unchanged with the supply and demand about equalized. Fancy, 25@28c.

Canned goods show little variation. Standard 3's are being held at \$1.20 by the packers with 14c rate of freight added. This rate is not one that is calculated to create trade, and buyers are falling back on the 2 $\frac{1}{2}$ California article at 92 $\frac{1}{2}$ f. o. b. No business worthy of note has taken place in futures. Corn is moving slowly, but holders seem to think a better condition will soon exist. Peas are firm and supplies light. Other goods are about unchanged but the market is well sustained.

Top grades of butter are firm, but the 40c rate has not quite returned, although the indications are that it will be with us shortly. Creamery specials, 38c; extras, 37c; firsts, 33 $\frac{1}{2}$ @35c; held stock, 32@35c; imitation creamery, 23 $\frac{1}{2}$ @24c; factory, 21 $\frac{1}{2}$ @23c.

Cheese is steady, with top grade whole milk quoted at 16 $\frac{3}{4}$ c.

Eggs are firm with top grades of Western 35@37c. Probably a fair average would be 31@33c. The cold weather, of course, will soon reduce supplies and further advance may naturally be looked for.

Bankrupt Proceedings in Western District of Michigan.

Written for the Tradesman.

Jan. 3.—In the matter of the Manistee Watch Co., of Manistee, the first meeting of creditors was held, and John A. Meier, of Manistee, was elected trustee by creditors and his bond fixed at \$5,000. The first meeting was then adjourned to February 7, and the officers of the bankrupt company ordered to appear for examination.

Jan. 4.—In the matter of Henry Motor Co., bankrupt, of Muskegon, the first meeting of creditors was held, and John H. Moore, of Muskegon, was elected trustee by the creditors and his bond fixed at \$25,000. Benj. F. Tobin, Chas. L. Chamberlin and Paul R. Beardsley, of Muskegon, were appointed appraisers. The trustee immediately filed a petition asking authority to continue the business and finish the cars on hand nearly completed, and an order was made by the referee giving him such authority. The first meeting was then adjourned to February 2, and the officers of the bankrupt company ordered to appear for examination.

Jan. 5.—In the matter of James W. Murtaugh, bankrupt, formerly a merchant at Wyman, the first meeting of creditors was held, and Gerritt J. Wis-sink, of Grand Rapids, was elected trustee and his bond fixed at \$500. The bankrupt was sworn and examined and the first meeting was then adjourned, without day. The receiver filed a report of sale of the assets held January 3, 1911, at which sale the highest bid received was \$390 for all the assets, (which were appraised at about \$1,200), excepting the bankrupt's exemptions; but that since such sale he has received a number of other bids. The matter of the confirmation of such sale and consideration of further bids will be determined January 10.

Jan. 6.—In the matter of Charles G. Dipple, bankrupt, a laborer from Grand Rapids, the first meeting of creditors was held and it appearing from the bankrupt's schedules and his examination at this first meeting that there are no assets excepting exemptions, it was determined that no trustee be appointed and that the estate be closed at the expiration of twenty days, unless further proceedings are requested by creditors.

Jan. 8.—In the matter of Columbian Construction Co., bankrupt, of Muskegon, the first meeting of creditors was held, and Gilbert R. Chadock, of Muskegon, was elected trustee by creditors and his bond fixed at \$2,500. Robert Love, Phillip P. Schnorbasch and William Brinen, of Muskegon, were appointed appraisers. R. J. McDonald, Secretary and Treasurer of the bankrupt company, was sworn and examined and the first meeting was then adjourned to February 6, and the officers of the company ordered to appear for further examination.

An order was made by Judge Sessions adjudging Charles D. Hubbard, of Alledale, a bankrupt on his own petition, and the matter was referred to Referee Wicks for proceedings. The bankrupt's schedules show assets of about \$2,000 and debts due on open account of about \$350. Practically all of the assets, excepting accounts, are either claimed to be exempt or covered by mortgages or title note. The bankrupt's schedules show preferred labor claims to the amount of \$253.13, creditors holding security to the amount of \$574.82, and ordinary creditors amounting to \$1,500.

Jan. 9.—In the matter of Thomas W. Hoag, bankrupt, a laborer of Grand Rapids, the first meeting of creditors was held. It appearing from the bankrupt's schedules and his examination at this meeting that there are no assets above his exemptions, it was determined that no trustee be appointed and the estate closed at the expiration of twenty days, unless further proceedings are requested by creditors.

In the matter of Walter E. Tuttle, bankrupt, merchant of Petoskey, the first meeting of creditors was held and by unanimous vote of creditors present and represented E. E. Gilbert, of Petoskey, was elected as trustee and his bond fixed at \$4,000. Mr. Gilbert has been acting as custodian for the receiver and conducting a sale of this stock, and reported the total appraised valuation of such property (merchandise and fixtures) at \$4,247.81; cash received from sales, \$4,199.45; expenses, \$575.39, leaving a balance of cash on hand \$3,624.06. His report shows there is on hand merchandise and fixtures valued at about \$500 and from which it is expected about \$200 additional will be realized. The first meeting of creditors was then adjourned to February 9.

Another Swindle on the Face of It.

Manistee, Jan. 9.—A Chicago concern which styles itself "Complete Home Outfitters" has begun doing a kind of merchandising in Manistee which should be discountenanced by all sensible people. The scheme is to make up a club of women who pay each a small sum weekly or monthly, agreeing to pay for a period of more than a year.

Every month a drawing is had, exactly as in a lottery, and the person whose name is drawn acquires a paid up interest at once. That person immediately receives the piece of furniture, rug or whatever may be desired, and does not have to make any more payments. In other words, the persons lucky enough to win at early drawings are supposed to get a good deal more than they pay for.

Some will remain in for the full period. From what they pay the company must make profit enough to cover what it loses to those who drop out early.

The women are enlisted because they are made to believe that they will get full value, even if they have to pay to the end, and the payments are small enough to be alluring.

Doubtless there is a big source of profit to the concern from the fact that many will find it impossible to keep up their payments after they have paid a considerable portion. Many who go on the chance of winning early will be disappointed after a time, and some month when they are hard up they will get discouraged and forfeit all they have paid.

This sort of business is hostile to all legitimate forms of merchandising and would even appear to be unlawful as a form of gambling. It may be beyond the reach of the prosecuting attorney and still be barred from the use of the mails, as the postal authorities are strict in preventing the use of the mails for fraudulent purposes.

Put the Hotel Out of Business.

While this village is located in the richest of farming lands, of which all proudly speak, yet the following clipped from the Michigan Tradesman speaks in no glowing terms of the only hotel:

"The hotel management at Walkerville would improve matters very much by cleaning up certain parts of the hotel. The price per meal to the traveling man is 50 cents—it is worth it, too, if you hadn't had a meal for a week and this was the only place to go. The man with the pair of overalls and heavy appetite gets his meal for 25 cents. Oh! you traveling man!"

We are unable to deny any of the above. In fact, to the first part we agree, for we had the pleasure, in company with a State inspector, to visit this same place. The blame lays with the officials. Here is work for the Board of Trade.—Walkerville News.

Seeks a Larger Field.

Munising, Jan. 9.—For the past five years this city has been fortunate in having as a citizen a man who ac-

tively and unintermittingly has been engaged in rendering her inestimable service; at home by awakening a vital spirit of co-operative interest in her general welfare; abroad by creating favorable impressions that continue to redound much to her credit and profit.

Burdis Anderson has left Munising to accept the position of Manager of the Barrel & Box, the American Stone Trade, Rock Products and Secretary-Treasurer of the Hardwood Record. These, the leading trade journals of their kind in the country, are issued monthly and under one financial control. Their offices occupy the whole of the seventh floor of the Ellsworth building, Chicago.

Mr. Anderson was the first President of the Munising Business Men's Association and for two years served in that capacity with marked ability. He has been first and foremost in every movement for the public good.

Just Sham Fights.

"I don't know whether I ought to take you seriously or not," says the fair young thing to the gallant officer who had just proposed. "I've heard that you were engaged to ten girls last summer."

"My dear, those weren't real engagements. They were just—er—sham skirmishes."

Suit the Place.

"Sir, I have come to ask you for your daughter's hand."

"All right, my boy! I think you'll find it in the dishwasher."

Then the young man left, smiling, knowing that if such was the case he had won a prize.

A Lansing correspondent writes: W. B. Reynolds, a traveling salesman, whose home is at Eaton Rapids, died Sunday morning at 123 $\frac{1}{2}$ East Wash-taw street, aged 47 years. His body was taken to Eaton Rapids Sunday afternoon, a member of the Masonic order of which he was a member coming here for it.

Cedar Springs—Glenn H. Doyle, grocer, has formed a copartnership with Harold E. Andrus and purchased the Clinton H. Hopkins grocery stock, which he will consolidate with his own and the business will be continued under the style of Doyle & Andrus.

Coldwater—Louis Sloman, who has conducted a clothing store here for the past forty-six years, will retire from business Feb. 1.

Petoskey—The Bear River Paper & Bag Co. is making preparations to resume operations at its mill March 1.

BUSINESS CHANCES.

An exceptional opportunity to purchase a well stocked, good paying hardware and paint business, best location in Asbury Park, N. J.; owner retiring. Address Owner, P. O. Box 110, New York. 877

Make yourself conversationally attractive. Newest and easiest method of learning fashionable French, for use in society, at home or abroad. All drudgery eliminated. New text specially prepared. Simple and easy. One month's lessons will convince you. Particulars on request. Charretier French School, L. B. 1,325, Pittsburgh, Pa. 878



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 case from your jobber today.



Holland Rusk Co. ::: Holland, Mich.

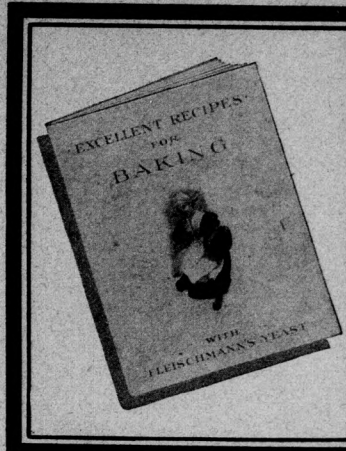
Avoid Imitations

Look for the Windmill on the Package

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.**



INCREASE your sales by requesting your customers to write for one of these books. They are absolutely free.

**THE FLEISCHMANN CO.
427 Plum Street,
CINCINNATI, OHIO.**

There is not only satisfaction but pleasure in selling goods that are as well known as FROU-FROU.

There are WAFERS and WAFERS but none quite as crisp, creamy, fascinating and appetizing as—



IMPORTED FROM HOLLAND

Write for Samples and Prices

BISCUIT FABRIEK "DE LINDEBOOM"
American Branch—Michigan Ave. and River St. (Old Fort Dearborn Bldg.) Chicago, Ill.

Condensed Pearl Bluing

"Will Not Freeze"

5 Cent Size 3 Dozen Box
10 Cent Size 2 Dozen Box

See Price Current

Sold by Jobbers
Or will Ship Direct

Supply your customers with Bluing that will give satisfaction and repeat orders.

**Jennings Flavoring
Extract Co.**

Manufacturers
Grand Rapids, Michigan



It Will Be the Same Story for 1912

If you happen to need a stock of Bang-up Coffee that'll make your customers "sit up and take notice" there's

"QUAKER" BRAND COFFEE

Always "on top"

Dwinell-Wright Co.
BOSTON—Principal Coffee Roasters—CHICAGO

New Premiums for Displays Without Photograph

We find that many grocers who are willing to make displays are unable to have them photographed.

To meet their wishes we have decided to offer the following premiums for displays which are made without photograph.

These displays must be made during the month of January. They must be made of Quaker and Mother's Oats only—of one or both of these brands. Regular or family size.

These displays must consist of not less than three cases, and must be made of goods purchased during the month of January.

Applications for the premiums must be accompanied by a jobber's invoice, showing the amount and date of purchase.

The invoice must reach as not later than the end of February.

This supplementary offer does not modify conditions named relative to State Association prizes.

For displays as above specified, made in windows or stores, we offer the following cash premiums:

Every grocer complying with these conditions and sending jobber's invoice for not less than three and up to nine cases will receive our check for 50c.

Every grocer complying with these

conditions and sending jobber's invoice for ten cases or more will receive our check for \$1.00.

(Each case must consist of 36 packages Regular Size or 20 packages Family Size.)

No grocer is entitled to more than one premium.

These premiums are less than for photographed displays, but they save you the cost and trouble of taking a photograph.

In applying for these latter premiums, the grocer must show a jobber's invoice showing the amount of purchase and must accompany same with a statement, made over his signature, on back of the jobber's invoice, that the store display has been made.

Please bear in mind that the purpose of these offers is to sell Quaker Oats and Mother's Oats *for you*. That's why we require a quantity purchase—to insure a good display and good sale. And that is why we require that the displays be made during the best selling month, which is January.

Here are liberal premiums, open to every grocer. And every grocer, *for his own sake*, should get one of these premiums. It will mean, in addition, a multiplied sale on Quaker and Mother's Oats. It will make your store look like headquarters for these favorite brands.

Make a big display and make it at once, and see how your trade on these brands increases.

Address Applications for Premiums to

The Quaker Oats Company

Store Display Dept., Chicago, Ill.