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Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 7, 1912

Number 1481



Lincoln's Creed

I AM not bound to win, but I am bound to be true. I am not bound to succeed, but I am bound to live up to what light I have. I must stand with anybody that stands right; stand with him while he is right, and part with him when he goes wrong.

ABRAHAM LINCOLN.

W. C. Rea

Rea & Witzig

A. J. Witzig

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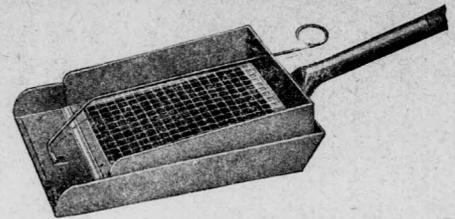
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Home of the Sun-beam Goods

Grand Rapids, Mich.

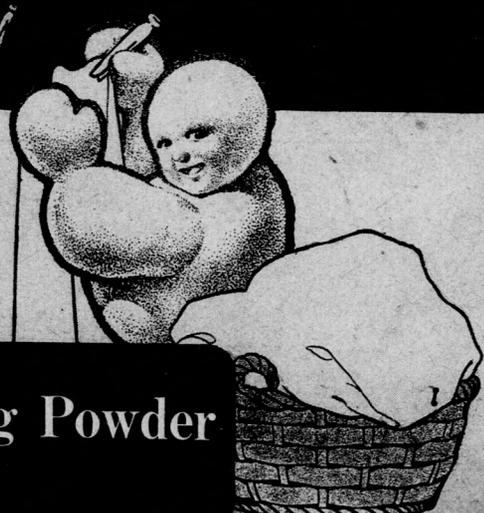


next time

Don't forget to include a box in your next order

Lautz Snow Boy Washing Powder

Lautz Bros. & Co. Buffalo, N. Y.



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BRIGHT PROSPECTS AHEAD.

The Grand Rapids Association of Commerce has auspiciously entered upon a new year with a new president, a new board of directors, a new constitution, with new aspirations, new enthusiasm and, what is newest of all with this civic organization, with ample funds in sight to carry on its work. Carroll F. Sweet is the new President. He is a young man, energetic, progressive and upon many occasions in the past has shown his willingness to serve and to do. He has the happy faculty of leadership and his leadership is that of action and accomplishment. He has perseverance, which is a valuable accomplishment in the position in which he has been placed. Under his leadership, with loyal and cordial support from those around and associated with him, the coming year ought to make a record for the achievement of those things which can be gained through united effort. In his inaugural address Mr. Sweet made some excellent suggestions. One was that the Association undertake one big thing each year and strive to the utmost for its accomplishment. He suggested the establishment of an industrial center, which implies the erection of industrial flats where small industries may make their start with moderate rental and such conveniences as any industry should have. He suggested the gathering of statistical information upon which to base intelligent campaigns for new industries. Another suggestion was that the directors hold afternoon sessions, to be followed by dinner meetings to which all members of the Association who wished may attend, thereby giving them a closer insight into the work being done. These are all good suggestions and should be acted upon.

The most encouraging factor in the future of the Association is the fact that it is assured an income of approximately \$30,000 with which to

carry on its work. The old Board of Trade was constantly and continually harassed by a lack of funds. No matter how worthy the object or how certain the returns in benefit to the city the old Board of Trade never had a dollar to spare without passing the hat. This lack of funds had a most depressing influence upon enterprise and ambition. The new Association has money for its needs, and nobody who has not been through the mill knows how much this will mean in the stimulating of enthusiasm and the obtaining of tangible results.

The plan of the reorganization seems well calculated to give those who are interested and active the recognition they should receive, and at the same time opportunities for usefulness. When a member loses interest almost automatically he drops out to make room for somebody who is willing to do what is required of him. There seems little room for deadheads or idlers. And this is as it should be.

The city is at just the point in its career when an organization of this character can be most useful and where well directed effort will prove most effective. There is much work the Association can do and the Tradesman sincerely hopes that the best success will attend its efforts.

Demurrage Rules Which Are Fair To All.

The Grand Rapids Association of Commerce, Transportation Department, through the Traffic Manager, E. L. Ewing, has arranged with Attorney Hal H. Smith, of the Michigan Manufacturers' Association, to bring the Commissioner appointed by the Wayne county Circuit Court to Grand Rapids for the purpose of taking the testimony which manufacturers and shippers of Grand Rapids and Western Michigan desire to offer in support of the demurrage rules of the Michigan Railroad Commission, which are more favorable to the shippers than are the so-called Uniform Demurrage Rules which the Michigan railroads have endeavored to make applicable to all Michigan traffic.

At the present time shippers in Michigan operate under two sets of demurrage rules: the Michigan rules applying only to shipments moving entirely within the State and the Uniform rules applying to all interstate business.

The Uniform rules allow no free time in excess of forty-eight hours on any car or commodity, and although including an average agreement, its application is so restricted that it has no practical value to the shipper.

The Michigan rules, which are practically the same as have been in effect since January 1, 1909, have proven

their reasonableness and their value. Three days' free time is allowed on certain commodities more difficult to handle than others and proper allowance is made for weather conditions unfavorable to the prompt loading or unloading of cars, and allowance is also made for the bunching of cars in transit.

The shippers will have no further opportunity of supporting the Michigan rules and, unless sufficient and proper testimony is introduced, it is reasonable to anticipate that the court will uphold the railroads and the Uniform rules will be made generally applicable, which will amount to an actual increase in the cost of transportation.

The hearing in Grand Rapids will commence Thursday morning, February 8, at the Board of Trade auditorium and continue until Friday afternoon. During that time E. L. Ewing, Traffic Manager, and Hal H. Smith, attorney, will examine before the Commissioner as many witnesses as may appear for the purpose of offering their testimony. The witnesses will be cross-examined by Attorney Taylor for the railroads.

Manufacturers and shippers should attend these proceedings and, if desirous of offering any testimony, should be prepared to briefly describe the nature and extent of their business, the principal commodities received and shipped, the extent of their unloading tracks and storage capacity, and such general information regarding their experience in connection with demurrage as may be possible.

The cross-examination by the attorney for the railroads will be intended to prove by the shippers' testimony that if the shippers would make sufficient and proper provision for the prompt handling of their goods, no free time allowance in excess of forty-eight hours would be necessary on any car or commodity.

Reclamation Exchange the Latest Co-operative Idea.

Kalamazoo, Feb. 6 — To demonstrate the truth or falsity of his ideas along the lines of commercial, political and social economy, William Shakespeare, Jr., is soon to open in this city a store to be known as the Co-operative Exchange or the Reclamation Store. It is the contention of Mr. Shakespeare that millions are lost every year by the discarding of articles by one family which are needed by the one next door, and to check this extravagance is his aim. He also declares that no authority has ever demonstrated the use of a retailer, or even his right to existence under the ideal business code.

"Within probably three or four weeks, possibly in a shorter time, we will open the most unique store in existence," said Mr. Shakespeare. "It is not a store, in reality, it is a place of exchange. In every home, office, factory and other building in this city there are hundreds of articles which are no longer used and which are in the way. The owner hesitates to discard them because he realizes that they represent a certain value, and he feels that some day he might meet a buyer.

"We collect all these articles and take them to our place of exchange. The owner says 'the article is worth a certain amount to me and I would decline to sell it for a smaller amount.' We place this article on sale. Some day another person will come along who is wanting just that article. He says the price is reasonable and buys it. We take out a commission for operating expenses. I figure that the percentage will be about ten cents on a dollar. I do not care to make money on the proposition. I simply want to demonstrate my theory that the plan is a winner. When a second hand man buys an article he pays the smallest possible price, and when he sells it he demands every cent the purchaser will pay. This I think has been found to be exorbitant at times.

"What will grow out of the adventure no one knows. I would not be surprised to see it develop into the greatest institution in existence. We will say that there are 5,000 clocks in Kalamazoo which are not in use. Many are broken. We will employ a repair man who will fix up the clock and sell it, adding the cost of repairs to the amount asked by the owner. The same will apply to furniture, etc. When every person in Kalamazoo appreciates that there is a value to everything he possesses he will hesitate to throw a single thing away. Likewise a man needing a desk, a stove or a plow would be induced to look over what others have for sale before purchasing.

"What will come out of the proposition I am not able to comprehend. I have decided to offer all space required for the demonstration. At first we will probably occupy the lower floor of the old Lawrence & Chapin building at Rose and Water streets. If we succeed, we will increase quarters until we occupy the entire building, and if that is not sufficient I will build another block adjoining. I am going to see my idea executed."

Many a man has built a castle in the air while his wife was nailing a board on the back fence.

Do your best—then try to make the best of it.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Written for the Tradesman.

Feb. 1—In the matter of Albertus Grit, bankrupt, formerly merchant on West Leonard street, Grand Rapids, the trustee, Henry T. Stanton, filed his supplemental final report and vouchers showing compliance with the final order of distribution and an order was made closing the estate and discharging the trustee. A certificate was made by the referee recommending that the bankrupt be granted his discharge. There were practically no assets in this estate above exemptions and these were sold by the trustee and the administration expense paid from the proceeds.

Arthur E. Remington, a salesman of Grand Rapids, was adjudged bankrupt by U. S. District Judge Sessions on his own petition, and the matter referred to Referee Wicks. The bankrupt's schedules show no assets excepting household goods valued at \$250 and claimed to be exempt and debts due the bankrupt on open account \$150, which are considered of very little value. This bankrupt was formerly in business at Petoskey, and conducted a furnishing goods store. E. S. Martin, of Petoskey, held a valid chattel mortgage for \$3,000 on his stock of general merchandise, which mortgage was foreclosed on January 18, 1910, the stock selling at foreclosure for \$1,800. The bankrupt's schedules show the following unsecured creditors:

Carter & Holmes, Chicago ...	43.00
Columbia Knitting Works, Milwaukee	37.00
Detroit Neckwear Co., Detroit	16.63
Able & Bach, Milwaukee	46.00
Ornstein & Rice, Cincinnati ..	32.00
Milbury Atlantic Supply Co., New York	42.15
Jacob F. Meier & Co., Detroit	126.94
Knox Hat Mfg. Co., Brooklyn	226.75
Cluett, Peabody & Co., Chicago	14.55
Bradley Knitting Co., Delevan, Wis.	76.54
Meyer, Hess & Co., Chicago ..	46.00
Geo. H. Heineman & Co., Milwaukee	27.00
J. H. Miller & Son, N. Y.	10.46
Magic Clasp Garter Co., Boston	10.00
Corliss, Coon & Co., Chicago	38.77
Lewis Knitting Co., Janesville, Wis.	114.08
D. R. Sillisky & Co., Lockport	128.50
H. C. Finestone, New York	70.50
W. O. Horn & Bros., New York	10.50
Earl & Wilson, Chicago	35.76
Springfield Knitting Co., Springfield	105.88
John S. Speigel & Co., Detroit	12.75
Portage Hosiery Mills, Portage, Wis.	12.90
United Shirt & Collar Co., Chi.	43.00
Standard Mills, Cohoes, N. Y.	5.00
M. M. Stanton & Co., Detroit	32.25
Levy & Co., Philadelphia	61.25
Three Rivers Knitting Co., Three Rivers	32.55
F. Lewald & Co., Chicago	17.70
Otto Weber & Co., Grand R'ds.	87.96
Lord & Taylor, New York ..	18.00
Wilson Brothers, Chicago	77.80
John C. Lowe & Co., Cleveland	8.60

Sweet, Orr & Co., Newburg, N. Y.	120.65
Gafford Mfg. Co., Chicago....	53.25
Fried & Wander, Chicago	6.00
B. Stearns & Son, New York	62.25
Brown & Sehler, Grand Rapids	9.00
C. F. Hankey, Petoskey	1,000.00
Pomelia Remington, Petoskey	1,500.00

Total

4,418.92
An order was made by the referee calling the first meeting of creditors to be held at his office on February 19, for the purpose of proving claims, election of trustee, examination of the bankrupt, etc.

Feb. 2—In the matter of Paul Bloch, bankrupt, formerly a merchant at Ludington, the final meeting of creditors was held. The final report and account of Robert J. Quail, trustee, was considered and allowed. It appearing from the records and proceedings in this matter that the bankrupt had failed to list in his schedules certain of his assets and that he secreted and withheld the same from the trustee and did not surrender the same until discovered by the trustee and an order to show cause why the property should not be surrendered

and account of P. O. Holthe, trustee, shows total receipts of \$536.32, including \$194.92 collected from trustee under a chattel mortgage for expenses, and disbursements for preferred tax claim, dower interest of wife of bankrupt in real estate sold, fees of appraisers, care of property, and administration expenses, of \$263.38, and a balance on hand for distribution of \$272.94.

In the matter of Henry Motor Car Co., bankrupt, of Muskegon, an order was made further adjourning the first meeting of creditors to February 21, 1912, at the office of the referee, at which time the officers of the bankrupt company were ordered to appear for examination.

Feb. 3—In the matter of Max Frazer, bankrupt, formerly merchant at East Jordan, the trustee, John Snitseler, filed his supplemental final report and vouchers showing compliance with the terms of the final order for distribution made by the referee on November 8, 1911, and an order was made closing the estate and discharging the trustee. Creditors having been directed to show cause, if any they had, why a favorable cer-

litigation, and an order having been entered directing the trustee to institute and prosecute such suit against the Stearns Salt & Lumber Co., provided said Standard Varnish Works should advance to the trustee sufficient funds to properly carry on such litigation and also satisfactorily indemnify him against any and all loss, damage, judgment or costs on account of or growing out of such litigation; and the Standard Varnish Works having paid over to Wm. L. Hammond, trustee, the sum of \$500 to carry on such litigation, and delivered to him a bond for \$1,000 to indemnify him against loss, damage, judgment or costs, such trustee was directed to institute and prosecute such suit for recovery of the alleged preference.

Feb. 5—In the matter of James W. Murtaugh, bankrupt, formerly a merchant at Wyman, the trustee, Gerrit J. Wissink, filed a petition alleging that the bankrupt had failed, refused and neglected to account to the petitioner for all the moneys and goods in his possession and that such trustee had reason to believe the bankrupt had secreted and converted to his own use and benefit sums of money aggregating \$1,000 and upwards and praying for an order requiring the bankrupt to account for all of the assets held and controlled by him at the date of his adjudication; and it appearing that a hearing should be had on such petition, an order was made by the referee directing the bankrupt to file his answer to such petition and show cause, if any he had, why the prayer thereof should not be granted, and a hearing be had before the referee at his office on February 27, 1912.

Feb. 6—In the matter of Walter E. Tuttle, bankrupt, formerly a merchant at Petoskey, the trustee, E. E. Gilbert, filed his first report and account showing total receipts of \$4,622.03, and total disbursements in conducting the sale of the assets in this matter as follows.

Rent	\$ 45.00
Clerk hire	310.38
Auctioneer	10.00
Paper	3.38
Lights and fuel	19.74
Insurance	18.90
Court fees	5.50
Exemptions paid	250.00
Cash	38.19
	<hr/>
	\$ 758.86

His report further shows a balance on hand for distribution of \$3,863.17. The first meeting of creditors in this matter has been adjourned to February 9, at which time it is expected that a first dividend will be declared and ordered paid to creditors.

In the matter of the Henry Motor Car Co., bankrupt, of Muskegon, the trustee, John H. Moore, filed a petition alleging that he has sold two manufactured cars for more than the appraised value and requesting an order confirming such sale and also an order authorizing him to sell at private sales all cars out of the manufactured product of the plant which he is able to sell for cash for more than the appraised value of such cars, without further order. Such petition

Through the Fire

It's hard to keep a smilin' when the world is goin' wrong;

It's hard to ask a heavy heart to favor with a song.

But oh, the satisfaction that a feller feels at last

To know he faced the music till the troubled days were past;

To know that them as watched him while he bore the fiery test,

They never guessed the coward fear that hid within his breast,

They only saw him smilin', with his head held up for more—

They saw him turn out manly, which is what we're put here for.

and transferred had been made, it was determined that a certificate recommending the bankrupt's discharge be not made by the referee. Informal objections were made to the allowance of a number of claims and they were referred to the trustee to investigate and report, and the final meeting was held open for consideration of such claims and for determination and declaration of the final dividend.

In the matter of Charles A. Bramble, Jr., bankrupt, formerly a merchant at Muskegon Heights, an order was made calling a final meeting of creditors to be held at the office of the referee on February 26, for consideration of the trustee's final report and account, petition of P. O. Holthe, trustee, for the allowance of \$50 for his statutory commissions and extraordinary services in this matter, petition of C. J. Chaddock and Alex Sutherland for the allowance of \$80, fees and expenses as attorneys for the bankrupt, for determination as to whether or not a certificate favorable to the bankrupt's discharge should be made by the referee, and such other business as may properly come before the meeting. The final report

and account of P. O. Holthe, trustee, should not be made by the referee and no cause being shown, such favorable recommendation was made.

In the matter of Stern-Goldman Clothing Co., bankrupt, formerly doing business at Holland, the trustee, A. B. Bosman, filed his supplemental final report and vouchers showing compliance with the terms of the final order for distribution heretofore made by the trustee, and an order was made closing the estate and discharging the trustee.

In the matter of the Handy Things Co., bankrupt, of Ludington, a petition having been filed by the Standard Varnish Works, of Chicago, requesting an order requiring the trustee to show cause why he should not institute suit against the Stearns Salt & Lumber Co., to recover an alleged preference of \$15,000, under Section 60-b of the Act of Congress relating to Bankrupts, and an order to show cause having been made and it having been determined that the petitioner is entitled to have the issue determined in a plenary suit, but that there are no funds in this estate which may properly be used to carry on such

was considered by the referee and it appearing that the order should be granted and there being no objection, such trustee was authorized to sell at private sale all cars on hand completed at a sum which will realize for the estate not less than the appraised value of such cars.

News and Gossip from Saginaw.

Saginaw, Feb. 6 — The Saginaw Travelers' Social Club gave a very delightful dancing party Saturday evening at the Auditorium banquet hall. About forty travelers and ladies were present and everybody had a very good time. No doubt another one will follow soon. This Club consists of traveling men of Saginaw, whether they are members of U. C. T. or not, and has a membership of about 100 members.

Will Kundinger, for the past several years representing the Schwarzschild & Sulzberger Co., has been appointed manager of the Saginaw branch. We wish Bill success in his new position and will miss him very much on the road, but he has promised the writer that the new man on his territory will have all the points at playing setback, and will hold up his reputation at the game. We are ready for him.

A delightful dancing party was given at the Auditorium banquet hall last Friday evening by the employes of the Saginaw Beef Co. About seventy couples were in attendance, including several from Bay City and a number of traveling representatives of the house. Music was furnished by Russo's orchestra and there were a

number of pleasing specialties. Refreshments were served and dancing enjoyed from 8:30 to 12 o'clock.

We understand the State Railroad Commissioners have ordered the M. C. R. R. to build a new depôt at Gladwin and that plans have been approved by the city. We wish the good people of Gaylord would get busy and have the same thing happen there, as the M. C. depot at that point is about the worst in the State and a change would add wonders to their beautiful little city.

Several of the Saginaw travelers expect to get together and go to Bay City in a special car next Friday evening to take in the U. C. T. dance given by Bay City Council.

M. V. Foley, of Saginaw, better known as Mike, has accepted a position as salesman with the Michigan Knitting Co., of Lansing, and will represent that house in Michigan.

A. MacLachlin, manager of the Saginaw branch of the Alert Pipe & Supply Co., was called to Canada Saturday on account of the illness of his mother.

Theo. Wills, formerly with the Saginaw Woodenware Co., opened a general store some time ago at Akron and reports everything as coming along finely and really better than he expected it would. Theo. was a good worker in the U. C. T. and we miss him very much. He has the best wishes of all the boys. C. S. Fuller.

Home-made things are often the best. Especially is this true of the home-made man.

Listened With Regret To the Closing Sentences.

The men of Grand Haven turned out in force last night and demonstrated in no uncertain manner that they were for Grand Haven first, last and always. The occasion was the second annual banquet of the Grand Haven Commercial Association and Grand Haven men, from every profession and every line of business, were present. Two hundred of them there were, and each of them a booster for the good old town. Never in its history has Grand Haven experienced such a gathering together of men, men who proved by their presence that they had the welfare and the interest of Grand Haven at heart.

B. P. Sherwood, President of the Grand Haven Commercial Association formally opened the evening's programme. His remarks were brief and he introduced Walter I. Lillie as toastmaster. Mr. Lillie's appearance was greeted with applause and he wasted no time in getting down to the business of the evening. In the first place he reserved his real opening speech, and introduced E. A. Stowe, editor of the Michigan Tradesman, who was on the programme for a talk on the subject, "Get Together." Mr. Stowe was compelled to take the car back to Grand Rapids last night, and it was therefore necessary for him to stick pretty closely to his text and hurry along, although he did find time for a couple of good stories. Most of those present had heard Mr.

Stowe talk before and were familiar with his vigorous style and his crisp diction of which every word means something. Stripped of any fine attempts at oratory or eloquence, Mr. Stowe suggested the way to patch up difficulties and get together. His speech was very brief, but it contained much. In short, it reflected the man himself, and the methods of the mar. Editor Stowe is fearless; Speaker Stowe is also fearless. Yet withal, he aims to point out the way to the right things as he sees them, rather than to hammer down those who oppose him. He gives the other fellow credit for his views and tries to seek a common ground with him, for the betterment of the community. But if there is no common ground; if all efforts fail—then he will fight. And there are many to-day who know how hard he can fight, when he gets stirred up. All of this of the man was reflected in Mr. Stowe's little talk last night. It was with regret that the hearers listened to the closing sentences.—Grand Haven Daily Tribune.

Paying Their Way.

Little Hazel accompanied her grandmother to church one morning, and when the contribution plate came around she dropped in a couple of pennies her father had given her. The old lady was about to contribute also, when Hazel said in an audible whisper: "Never mind, grandma, I paid for two."

When the wolf is at a man's door he has no need of a burglar alarm.

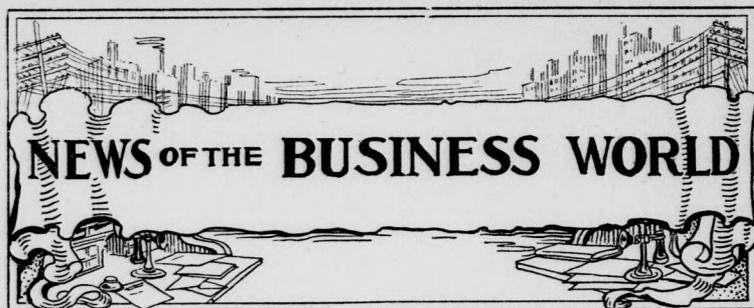
ROYAL

BAKING POWDER

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

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

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



Movements of Merchants.

Mancelona — Clyde Larson has opened a meat market here.

Grandville—F. Shaffer has engaged in the implement business here.

Dildine—J. A. Braman succeeds G. M. Reynolds in the grocery business.

Luther—Minzey & Co. will engage in the grocery business here Feb. 15.

Deckerville—Ira Tarzwell, recently of Alpena, has opened a bakery in the Hudson building.

Northport—L. A. Barnes has opened a grocery store in connection with his hardware business.

Detroit—The W. F. Hurd Co., sash and door dealer, has increased its capital stock from \$25,000 to \$50,000.

Rockford—Elhart & Miller, grocers, have dissolved partnership, Mr. Elhart taking over the interest of his partner.

Kalamazoo—J. A. Fancher has sold his grocery stock to J. Slater, who will continue the business at the same location.

Grand Ledge—Spencer Cribb and Ralph Smith have formed a copartnership and engaged in the cigar business here.

Carlton Center—Charles Hecht has sold his stock of general merchandise to Jay Carpenter, who will take possession Feb. 15.

Detroit—The Candler & Oehring Co., dealer in roofings and cornices, has increased its capital stock from \$5,000 to \$10,000.

Kalamazoo—George White, grocer at 539 East Main street, has sold his stock to B. Downs, who will continue the business.

Adrian—Joseph Simmonds and Asa Crane have formed a copartnership and will open a meat market at 125 North Main street.

Hopkins—Warner Satterlee has purchased the L. B. Mason stock of jewelry and will continue the business under his own name.

Owosso—Edwin Wixson has sold his jewelry stock to M. Lloyd Willoughby, formerly of Ithaca, who will continue the business.

Battle Creek—A. T. Kelsey and J. S. Studley have formed a copartnership and engaged in the drug business in the Bromberg block.

Grandville — P. J. Hoekzema has purchased the grocery stock of G. L. Plumton and will operate both stores under his own name.

Hillsdale—Fred D. Bell has sold his stock of bazaar goods to the Morris Co., who operate a chain of bazaar stores in Michigan and Indiana. The business will be continued here under the style of the Morris Co. Store, with Mr. Bell as manager.

Paw Paw—Neil Engel has purchased the interest of his father in the Home bakery and will continue the business under the same style.

DeWitt—G. Earl Scott has purchased the general merchandise stock of C. A. Cole and will continue the business at the same location.

Battle Creek—L. C. Snearly has sold his meat stock to F. E. Moon and Carrol Aldrich, who have formed a copartnership under the style of Moon & Aldrich.

Negaunee—W. H. Israel has sold a half interest in his photograph studio to Fred L. Louskee, recently of Big Rapids. The new firm will add a line of picture moldings.

Ishpeming—Dr. I. Lindgren has purchased the interest of his partner, August Sutinen, in the Finnea Pharmacy stock and will continue the business under the same style.

Cedar Springs—G. H. Doyle has purchased the interest of his partner, H. E. Andrus, in the grocery stock of Andrus & Doyle and will continue the business under his own name.

Marquette—Harry L. Kelly has sold his interest in the Kely Hardware Co.'s stock to his brother, Richard J. Kelly, who will continue the business under the same style.

Ainger—The Ainger Store Co., under the management of Mr. Phillips, has purchased a stock of goods and resumed business in a dwelling house until a new store can be built.

Pontiac—The store building erected by F. W. Gaukler is now completed and will be occupied by the owner with a stock of groceries under the style of the Park Place Grocery.

Flint—The People's Ice & Coal Co. has engaged in business with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$2,000 paid in in cash and property.

Owosso—A new company has been organized under the style of the Co-operative Coal Mining Co., with an authorized capital stock of \$10,000, of which \$2,500 has been paid in in cash.

Grand Ledge—Eli Taylor and Sheridan Simons have formed a copartnership and purchased the J. P. Haner grocery and meat stock and will continue the business at the same location.

Belding—Harry A. Lamb has purchased the interest of the late Edward Lamb, in the grocery stock of Lamb Bros. and will continue the business at the same location under his own name.

Orleans—J. M. York has sold a half interest in his implement stock to George Kohn, recently of Vickeryville, and the business will be con-

tinued under the style of York & Kohn.

Wyandotte—Charles Gartner has purchased the interest of his partners, Messrs. Yaeger & Loselle, in the Gartner Hardware Co.'s stock and will continue the business under the same style.

Belding—E. C. Lloyd and the C. S. Arnold Co. have consolidated their stocks of dry goods and carpets and merged their business into a stock company under the style of the Lloyd & Arnold Co.

Bay City—Howard Braden has sold his interest in the shoe stock of Richardson & Braden to Henry De-Frain and the business will be continued under the style of the Walk-over Boot Shop.

Battle Creek—C. C. Green, Inc., has engaged in the real estate business, with an authorized capital stock of \$20,000, which has been subscribed, \$382.54 being paid in in cash and \$19,617.46 in property.

Ishpeming — Swanson & Person, furniture dealers, have dissolved partnership, E. G. Person taking over the interest of his partner, Herbert Swanson, and continuing the business under his own name.

Central Lake—Gidley Bros., druggists at East Jordan, have purchased the drug stock of Vaughn & Co., which they will continue at the same location as a branch store under the management of Arthur Gidley.

Bear Lake—Ira S. Daines has engaged in the buying and selling of merchandise at wholesale and retail, with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and paid in in property.

Caro—John Palmer has sold his grocery stock to Albert R. Meredith and H. D. Schulte, who have formed a copartnership under the style of Meredith & Schulte and will continue the business at the same location.

Battle Creek — Robert Cormack, manager of a local food company, is one of the heirs to the \$130,000 estate of his father, George Cormack. He gets about \$30,000, the widow one-third, and the balance is divided among three children.

Sparta—The Sparta Grain Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash. The stockholders are as follows: Frank F. Watson, \$2,250; John A. Higgins, \$2,250; Lee H. Higgins, \$500.

Standish—A new banking institution, to be known as the Commercial State Savings Bank, has been organized by capitalists from the Thumb. It is capitalized at \$20,000 and its incorporators are D. McNair of Lexington, who will be the cashier, and Lincoln Avery of Port Huron and James McCall of Yale. They have leased offices in the Cassidy block and expect to be ready for business March 1.

Ontonagon—A burglar engaged in robbing the cash register of J. C. Donnelly's store here last Thursday used matches to light his way and set fire to the store, resulting in a total loss to the building and stock

of \$30,000. The burglar turned in a fire alarm and then escaped. Later, while boarding a train, William Holler, of Ashland, Wis., was arrested on a charge of beating a board bill. The sum of \$6 was found on his clothes, in small change. He confessed, it is said, he robbed the store and set it on fire, accidentally.

Owosso—Judge Howard Wiest, of Lansing, who sat for Judge Miner in the hearing on the petition of Fred W. Pearce for a receiver to wind up the affairs of the firm of Pearce & Ward, has granted the petition. The court rules that although Mr. Ward, when he came from Munising last spring to buy an interest in the furniture and hardware business of Pearce, made the latter sign a five-year partnership agreement. Pearce could not be compelled to remain in the partnership against his will after the firm's place of business and stock were destroyed by fire last November. The partners by stipulation will now submit their affairs to a board of arbitration, consisting of three Owosso business men, for adjustment, considering this more economical and expeditious than a receivership. Accounts amounting to over \$15,000 are still outstanding.

Sebewaing — The newly-organized Business Men's Association is meeting with gratifying success. The first move on the part of the organization will be the petitioning of the Township Board to bring to a vote the proposition of bonding the township for the purpose of building a complete system of stone roads. The question has been thoroughly discussed and it is the intention to have the proposition voted upon within thirty days. Sebewaing is also very badly in need of another railroad and the Association is already in communication with the Detroit Board of Commerce to gain its aid in the project. The route of the line under consideration lies between Sebewaing and Owendale and touches Kilmanagh. This would give Sebewaing an almost direct line to Detroit and would open a fine stretch of territory in the most productive part of the sugar bowl of Michigan. The farmers along the proposed route are enthusiastic over the project and it is the opinion that the right of way can be secured with very little, if any, expenditure, practically every farmer thus far sounded being willing to contribute his share toward the right of way.

Manufacturing Matters.

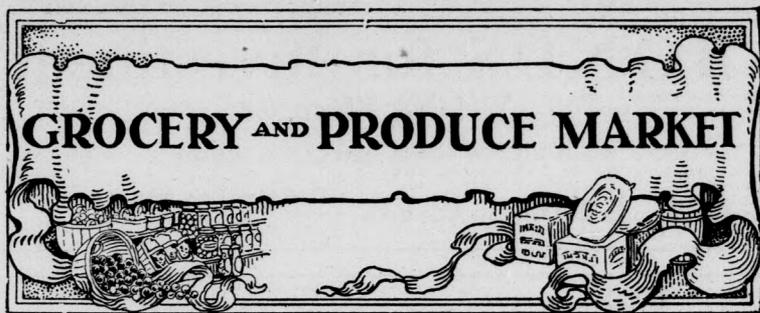
Cedar Springs—A. L. Duell succeeds S. VanderVeen as manager of the Kent Creamery.

Allegan — The Overton Creamery Co. succeeds the Allegan Creamery and Cold Storage Co.

Eaton Rapids—H. J. Christmas succeeds LaFever & Minnie in the picture framing business.

Pontiac—The American Steel Belt Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Monarch Brass Co. has engaged in business with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.



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.

Butter—The price of creamery has declined 4c and the market is weak at the decline, with still lower prices in prospect. Local dealers hold creamery at 31@32c for tubs and 33@33½c for prints. They pay 25c for choice dairy rolls and 18c for packing stock.

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

Beets—50c per bu.

Cabbage—3c per lb.

Carrots—60c per bu.

Celery—25c per small bunch and 40c per large.

Cranberries—Late Howes, \$9.50 per bbl.

Cucumbers—\$1 per doz. for hot house.

Eggs—The market is 2c higher than a week ago, due to the short supply. The weather has interfered both with the lay and with shipments, and as soon as these factors ease up prices will be lower. When this will occur can not be told, but it may come any time. The quality of the current receipts is good. Storage eggs are nearly gone. An idea of this year's market as compared with last can be gotten from the fact that on Feb. 1, 1911, the wholesale price of fresh eggs was 21c, while on the same date of 1912 it was 32c. The price last year, however, was below the normal basis for the season. Local dealers pay 32c for all offerings of fresh.

Grape Fruit—Florida, \$6 per box of 54s or 64s.

Grapes—Imported Malaga, \$4.50@5.50 per bbl., according to weight.

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

Lemons—California, \$5.50 for choice and \$6 for fancy.

Lettuce—Hot house, 15c per lb.; head, \$2.50 per bu.

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

Onions—\$1.75 per bu. for home grown; \$2 per crate for Spanish.

Oranges—Floridas, \$3.50 per box for all sizes. Navals, \$3.

Potatoes—\$1.10 per bu.

Poultry—Local dealers pay 9c for springs and fowls; 6c for old roosters; 10c for geese; 12c for ducks; 15@17c for turkeys. These prices are for live weight. Dressed are 2c higher.

Radishes—35c per dozen for hot house.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$6.25 for Jerseys.

Tomatoes—\$2 per crate of 4 baskets from Texas.

Turnips—50c per bu.

Veal—5@10c, according to the quality.

Annual Meeting Interchangeable Fixtures Co.

At the annual meeting of the Interchangeable Fixtures Co. the following directors were elected: James S. Fisher, L. L. King, David Wolf, J. W. Goodspeed and T. H. Goodspeed. Officers were subsequently elected as follows:

President—John W. Goodspeed.

Vice-President—David Wolf.

Secretary—James S. Fisher.

Treasurer—T. H. Goodspeed.

Superintendent—L. L. King.

The report of Secretary Fisher showed the company to be in a prosperous financial condition, with every indication of a large increase in volume during 1912.

Sweet Cider May Be Lawfully Sold.

Lansing, Feb. 6—In response to a request of Prosecuting Attorney W. Glenn Cowell, of Coldwater, Attorney General Kuhn has rendered an opinion that sweet or unfermented cider may be lawfully manufactured and sold in counties which have adopted the local option law.

Since the Supreme Court recently held in the case of People vs. Eberle that hard cider can not be sold or given away except as a part of a host's hospitality, throughout the State there have been many who have argued that the local option statute denied the right even to make cider vinegar. This the Attorney-General denies.

S. A. Sears, Director of the National Biscuit Co., left to-day for New York, where he will remain a week. He sails next Thursday afternoon on the Oceana for Bermuda, where he and Mrs. Sears will be guests at the Princess for two weeks. Mr. Sears has richly earned a few weeks' respite from business cares and responsibilities.

Perhaps a man has more temptations than a woman because he knows just where to look for them.

When a man is thirsty he is sure to admire another man who says the right thing at the right time.

Because you are satisfied with your own opinion it doesn't follow that it is better than the other fellow's.

Never judge by appearance. Sometimes a man's nose is naturally red.

What a man is when alone is what he is.

The Grocery Market.

Sugar—Raws are stronger and 5@8 points higher. Refined grades are firmer and in more demand. Granulated is strong at 5.40, New York basis.

Tea—The market remains firm but quiet. The demand from the retail trade generally is improving, as stocks have worked down to further supplies. All high grade Japans are active and not so many low grades as usual are asked for. A complaint has been filed with the Department against two prominent members of the Tea Board for continuing to import forbidden grades of China teas (thereby reaping large profits) after strenuously insisting upon the elimination of coloring or facing on all teas. It is probable that a complete change will be made in the personnel of the Tea Board in the near future. India and Ceylons are very firm and prices range high. All grades of Chinas rule firm. Formosas are growing in favor. The high prices of coffee are tending to an increased consumption of tea.

Coffee—The demand is increasing from both the retailer and consumer. Since the Valorization Committee has decided how the valorization coffee shall be sold, it would hardly seem possible that prices will be any lower. The valorization interests have sold all they intend to during 1912, and the American operators therefore know the whole truth. That in part is responsible for the advance, and the demand is also pretty good, and the general situation is firm. Milds are also a shade higher, mainly because they have been much depressed. Mocha is firm and Java is steady and unchanged. The demand for both is fair.

Canned Fruits—The demand from the consuming trade is also increasing as green fruit has not been very plentiful during the extremely cold weather and prices are higher in comparison than for canned fruits. Peaches are taken more freely than any other article in the line and prices are very reasonable, but stocks are small. Gallon apples are firm and are moving well. It is thought that the pack of Hawaiian pineapples, while good, will not last until another pack, as the consuming demand is growing rapidly.

Canned Vegetables—Reports from ports from the East are to the effect that future contracts are being made for tomatoes at higher prices than ever before. There is but little left in canned peas and prices are very high. It will not be a matter of price, however, next May, but to get the goods. It would seem that corn at the present time was a good buy, as prices are low and although the pack was the largest ever known it is hardly possible that prices will go any lower.

Dried Fruits—Raisins can still be bought in secondary markets somewhat below the parity of the coast, and the demand is small and the market is dull. Currants are in ordinary reasonable demand at ruling prices. Other dried fruits are quiet and unchanged. Prunes show no change in

price and moderate demand. Peaches and apricots are dull at ruling prices.

Fish—Cod, hake and haddock are all unchanged and steady to firm; demand is moderate. Salmon is unchanged. Domestic sardines advanced 10c per case on Feb. 1 and will advance again, according to the packers, on Feb. 10. Imported sardines are quiet and unchanged. Mackerel have continued strong on the formerly reported high basis during the week. The demand is fair.

Cheese—Prices are without change. The demand is about normal for the season and stocks are very light.

Rice—Prices are reported as firm from the Southern markets and millers are said to have refused all orders unless offers were based on present quotations.

Syrups and Molasses—Corn Syrup has been advanced 1c per gallon. There has been an advance of 4 scales in case goods. Sugar syrup is unchanged and quiet. Molasses very dull and prices show no change as to finer grades, but there is considerable frosted molasses on the market at easy prices.

Starch—10c per 100 higher.

Provisions—Stocks are about normal for the season and conditions are not likely to change very soon. Pure and compound lard are both steady and unchanged, with a fair consumptive demand. Barrel pork, dried beef and canned meats are unchanged, with quiet demand.

It is said that the dispositions of children may be molded for good or evil by their parents. "Train up a child in the way he should go and when he is old he will not depart from it." Those who have the lives of little folks in their keeping are responsible for the growth of their characters. To each one of us an infant year has come, and it is ours to make the most that can be made out of the material. If we are careless in its early training it will turn upon us when it is fully grown, and reproach us for its misdeeds. What are we going to do with nineteen twelve? As we start it going so will it largely be when it gets fully under way. No one can tell just what is going to happen, but it is a safe bet that the man who improves every day from the very beginning is going to get the most satisfactory returns. At all events, we will be in an enviable position if we can look back upon its months when they are past without regrets for neglected duties. If we do our best every day there is not much chance for failure and there is every reason to hope for success. Give the youngster fair play by proper education in his youth. Teach him the alphabet of business hustle in January, develop it in February, impress it upon him in March, keep him everlastingly at it in April, May and June, and see if the habits he has formed by that time will not keep him in the running during the remainder of the year.

The man who can talk without saying anything is the one who shines in society.



Advantage of Surplus in Case of New Banks.

The work and influence of bank authorities, both state and national, is constantly in the direction of making the banks safer and sounder, to keep banking methods within the lines of safety and to protect depositors and stockholders against carelessness and neglect. More than ever before bank directors are required to give personal attention to the business done, and if they fail to do so they are likely to hear from Washington or Lansing. Bank officers no longer are figure heads but must discharge the duties which fall to them or the reason why is asked for. Excessive loans always have been discouraged, whether made to favored customers or to members of the directorate, but the departments are much more particular in this respect than they used to be and the bank that willfully gives credit in too large amounts is pretty certain to receive a call. The national department has in recent months taken a firm stand against the overdraft evil, and in many of the states the state departments are co-operating to the easy practice of letting customers draw out money without giving security or paying interest. A recent recommendation for legislation suggests that when national banks are organized that they be required to have a surplus to start with instead of the capital alone. In behalf of this recommendation it is urged that when a new bank has purchased its furniture, books and equipments out of capital the capital has been just so much impaired, whereas had there been a surplus to start with these necessary expenses could have been met and still leave the capital intact. Without a surplus to start a small loss early in the bank's career will be a serious misfortune, and under a strict enforcement of the banking law the bank would be closed as with impaired capital.

State Bank Commissioner Doyle in his annual report just issued, makes several suggestions in the direction of safer banking, and some of them will no doubt meet with hearty approval in banking circles. Here is what he recommends:

"The principal weakness of the banking laws of the several states (and Michigan is no exception) is the absence of authority delegated to supervisors or commissioners to prevent the organization of banks by undesirable parties or those who are unfit alike from the standpoint of character, financial responsibility and experience.

"The law should be amended making it the imperative duty of the commissioner to determine the financial responsibility and standing of stockholders in a proposed bank and to investigate the character and experience of those who are to be in active charge and giving him the authority to refuse to approve application to organize where investigation proves conditions not satisfactory.

"The promiscuous chartering of banks in this respect does not tend toward conservative methods. A new bank in a community which has ample banking facilities tends to the making of unsafe loans, as such banks may be contemplated by irresponsible parties who, on account of their standing, have been able to procure credit from established banks in such communities and who are interested in the new organization with a view only of controlling and obtaining credit which their financial responsibility does not warrant.

"The attempt by a certain foreign corporation to establish a chain of banks in Michigan during the last year demands, in my opinion, the conferring of such authority on the Commissioner of Banking. It is true the department with much difficulty has frustrated such a plan during the last year, but the promotion of unsafe banks, or a syndicate of such banks, can be more easily prevented by statutory enactment.

"I am in favor of and heartily recommend a law which would make a director ineligible for a period of five years who inexcusably missed a directors' meeting for three consecutive months."

The first recommendation, that the state banking commissioner have authority to pass upon the character, financial responsibility and standing of stockholders in a new bank certainly seems pertinent. Local capitalists putting their own money in and choosing their own officers and directors would have no difficulty in meeting the requirements of such a provision in the law, and a check would be put upon the activities of promoters and speculators who only too often organize banks for their own purposes, and in the first financial flurry go to the wall, causing widespread distrust, to say nothing of the direct loss to the confiding local stockholders. Honest men would not shun the suggested scrutiny, and such scrutiny would be good for the other kind. During the past year a couple of promoters with a cash capital of some \$1,500, most of it borrowed money, organized a \$2,000,000 holding company under the laws

BONDS for Investment

Yielding 4% to 6%

Some of them are tax exempt

A. E. Kusterer & Co. 733 Michigan Trust Bldg., Grand Rapids
Both Phones: 2435.

2½% Every Six Months

Is what we pay at our office on the Bonds we sell.

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

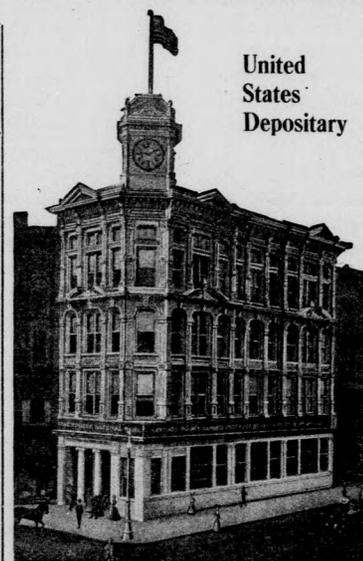
United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000



of another state and then proceeded to organize a chain of local banks in this State. The scheme had not progressed very far before a check was placed upon the game, but before the check was applied three Michigan towns had the unpleasant experience of having bank failures. Under a law giving the Commissioner wider authority such schemes would be impossible.

The recommendation making directors ineligible for a period of five years who without excuse failed to attend a meeting in three months is in the direction of making the directors realize their responsibilities and attend to them, and it is worth our serious consideration. At the root of nearly every bank failure is the director who does not direct and the director who neglected to attend the board meetings in this class.

The Michigan Trust Company ought to make a good showing of earnings for the current half year. The Company has just been allowed \$25,789.54 compensation and expenses for its services as receiver in the long-drawn-out litigation between Charles F. Ruggles, of Manistee, against Edward Buckley and others. This allowance is not all velvet, but after all deductions there will be a handsome amount to pass to the undivided profits account.

An occasional note from President Chas. W. Garfield, of the Grand Rapids Savings Bank, indicates that he is enjoying summer pleasures on the Gulf of Mexico at Biloxi. President Willard Barnhart, of the Old, is in California. President L. H. Withey, of the Trust Company, is in Egypt, or at least is headed in that direction. With these exceptions the Grand Rapids bank presidents are all on their jobs this winter, working like the rest of us.

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.	73	75
Am. Gas & Elec. Co., Pfd.	44 1/2	46
Am. Lt. & Trac. Co., War.	289	290
Am. Light & Trac. Co., Com.	289 1/2	290 1/2
Am. Light & Trac. Co., Pfd.	106	107
Boyer City Lumber Co., Pfd.	150	180
Can. Puget Sound Lbr.		3 1/4
Cities Service Co., Com.	90	92
Cities Service Co., Pfd.	83	83 1/2
Comw'th Pr. Ry. & Lt. Com.	63 1/2	64 1/2
Comw'th Pr. Ry. & Lt. Pfd.	89 1/2	90 1/4
Dennis Salt & Lbr. Co.		100
Fourth National Bank	185	193
Furniture City Brewing Co.		80
Globe Knitting Works, Com.		125
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		220
G. R. Nat'l City Bank	180	182
G. R. Savings Bank	175	
Holland-St. Louis Sugar, Com.	11 1/2	12 1/4
Kent State Bank	250	255
Lincoln Gas & Elec. Co.	30 1/2	31 1/2
Macey Company, Pfd.	97	98 1/2
Michigan State Tele. Co., Pfd.	99 1/2	101
Michigan Sugar Co., Com.	90	95
National Grocer Co., Pfd.	86	87
Pacific Gas & Elec. Co., Com.	56 1/2	57 1/2
Pacific Gas & Elec. Co., Pfd.	92 1/2	94
Peoples Savings Bank	235	
United Light & Railway Com.	67	
United Lt. & Railway 1st Pfd.	80 1/2	83
United Lt. & Railway 2nd Pfd.	70	72

Bonds.

Chattanooga Gas Co.	1927	95	97
Denver Gas & Elec Co.	1949	95	97
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

February 6, 1912.
The Public Service Corporation statements for the year 1911 were published this week and show net earnings on the common stock as follows:
American Light and Traction Co., 27.80%.

Cities Service Co., 7.47%.
Commonwealth Power Railway & Light Co., 6.02%.
United Light and Railways, 8.00%.
These securities cover every class of investment from a speculation in the common stock to the conservative investment in the preferred stocks or underlying bond issues.
United Light and Railway showed an earning during December at the rate of over 20 per cent. on the common. The second preferred, which is convertible one year from October 1, next, share for share, into either first preferred or common at the holder's option, is a very attractive purchase at present prices.
Cities Service common sold up as high as 90 1/2 and the demand for Commonwealth common shows a steady increase.
American Light and Traction common is being purchased quite freely at the prevailing low prices. Trading in the warrants is mostly in filling out complete shares. United Light common is bid at 66 and no stock offered.
Trading in Citizens Telephone continues active at 96 1/2 @ 97 1/2.
Other local securities are moving quite freely and there is a good enquiry in the local bond list.

Want To Know About Fruitvale.

Enquiries regarding the Fruitvale Land Co. are pouring into the office of the County Clerk from all parts of the West, and that official is in a quandary as to what sort of replies to send in return. Those forwarding the letters state that they purchased lots in Fruitvale, which is located in an oak grub tract, about ten miles from Whitehall, at the United States Land and Irrigation Exposition in Chicago last fall, for \$3 apiece.

In the page advertisements which the land company ran in the Chicago papers Fruitvale was declared to be one of the most beautiful summer resort locations in Western Michigan. The climate was declared to be ideal, the scenery magnificent, the soil most fertile and the location very accessible.

To induce people to establish themselves there the company stated that it would offer lots for \$3, with a warranty deed and abstract of title thrown in gratis. Many visitors at the Exposition, where the land boomers had an office in a booth, were prevailed upon to purchase.

Persons who bought lots are now asking County Clerk Barlow where they can locate the company, what kind of a country their newly acquired real estate is located in, and why they do not get their warranty deeds and abstracts.

"I can tell them that the land is an oak grub section, with good summer climate and a railroad about ten miles away," said the County Clerk yesterday. "It may have possibilities as a summer resort, but if it has, I am inclined to think that they were well hidden, and that the 75 cents to record the deed of a lot would be foolishly spent. The rest of the information which the enquiring investors are in quest of will have to be secured elsewhere."

Some of those who purchased lots threaten in their letters to appeal to the law should the company fail to live up to its agreement.—Muskegon Times.

First in One Thing.

"Are you first in anything at school, Earlie?"
"First out of the building when the bell rings."

The more money a man has the more his relatives are willing to do for him.

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.

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

We recommend the purchase of the Preferred Stock of the

Cities Service Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

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

WE WILL

BUY---SELL---QUOTE

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

C. H. Corrigan & Company

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

If all your time is not taken

You Can Add to Your Income

Selling Life Insurance for

The Preferred Life Insurance Co. of America

Grand Rapids, Mich.

ASK US HOW

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

Old National Bank

Grand Rapids, Michigan

SOLICITS The accounts of merchants.

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

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

EXTENDS Courteous treatment to all.

Capital and Surplus

\$1,300,000

Resources

\$8,000,000

LET US SERVE YOU

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Subscription Price.

One dollar per year, payable strictly in advance.

Five dollars for six years, payable in advance.

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Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 7, 1912

CALAMITY TO THE CITY.

The Tradesman has no desire nor does it intend to be drawn into any prolonged controversy in regard to the proposed city charter. The charter is fundamentally wrong in that it is based on the assumption that only good men will be elected to office. There are no safeguards nor checks against the unworthy man in office. If we could be guaranteed high grade officials—men who would be unselfish, patriotic, honest and single in their purpose to serve the people—this paper would heartily commend the proposed charter in many of its essential features. But who will give such a guarantee? Looking back upon the records of the last thirty or forty years, or, for that matter, clear back to the organization of Grand Rapids as a city sixty-two years ago, how many mayors have we had to whom we would entrust the unlimited power which this charter would bestow? If we have had unworthy mayors in the past, who is to save us from more of the same in the future? With an unworthy mayor, what protection does the charter afford? None whatever, except a civil service code which the veriest novice in politics could evade, and the recall which is far more likely to hit the mayor who honestly discharges an unpopular duty than the one who is using his office in the promotion of his own purposes.

Under this proposed charter the mayor appoints four general managers as heads of as many departments, and with this cabinet he has absolute control over municipal affairs, the making of all the contracts, the expenditure of all the money, the tenure in office of every city employe. The mayor can dismiss the general manager at any time when in his judgment a vacancy is desirable, and this insures their subserviency to his wishes. No qualifications are prescribed for these general managers; they may be residents of the city or foreigners, pot house politicians or good men—it all rests with the kind of mayor we may have. These general managers can dismiss any employe under them at any time and the only satisfaction the employe can get under the civil service code is to be informed why he is dismissed, and this does not reinstate him. Employes, presumably, are to be chosen under civil service rules, which may be well enough un-

der certain circumstances, but think of choosing a chief of police, a fire marshal, a superintendent of parks, a city librarian or a superintendent of the water works under any plan of competitive examination! Men competent to fill any of these places stand on the records they have made and would scorn to humiliate themselves to such an extent; only the incompetents would apply.

Under this charter the mayor and his cabinet make all contracts and the contracts may be of five years' duration, and the council has no authority over them except when the administrative board is not unanimous. The administrative board audits all the pay rolls and bills against the city and the only check upon them is their own honesty and that of the city comptroller, who may or may not be competent. The general managers, handling all the finances of the city, are not even required to give bond, except in the case of that general manager who acts as city treasurer. The city has only the flimsiest safeguards against the boodler and the grafter in office and none at all against the mayor who wishes to construct a political machine for his own benefit.

Under this charter the salaries of the mayor and aldermen are fixed, but in every other instance where salaries are named the wording is "not less than." In state and national legislation the maximum salaries are fixed and the minimum is left to take care of itself. In this charter it is proposed to reverse the universal rule by fixing the minimum and leaving the maximum to the log rolling tactics or the political pull of those in office. The salaries of the officials subordinate to the general managers are fixed by the administrative board, subject to the ratification of the council. The salaries of the general managers is fixed at "not less than \$3,000" a year and it is left entirely to themselves to say how much more they shall receive, the council having nothing to say on this point. Is this a desirable arrangement?

The proposed charter is supposed to abolish all boards, and yet it creates five distinct commissions or boards and over only one of these has the common council any jurisdiction, even to the extent of confirming their appointment. One of these commissions is called the "general welfare," and it is vested with the entire charge of the city poor department and public charities, spending probably about \$30,000 a year. This board is made accountable to nobody, not even to the mayor, except as he may have a voice in its deliberations as a member ex-officio. Another commission is created to have charge of social centers and the council is required to place a "reasonable sum" annually in the budget for it to spend, and this commission is equally irresponsible.

Under this charter the mayor and the administrative board are required to hold daily sessions at some appointed place, but whether this appointed place shall be in the city hall or in the back room of some saloon is not indicated. This, too, is left to the judgment of the mayor and upon

the kind of mayor we may have depends the kind of judgment that will be exercised.

The childlike faith of the charter framers that we are always to have great and good mayors is little short of sublime. But it is mighty unsafe for the tax payers.

When it comes to the public utilities, however, the charter framers went to the other extreme. It seems to have been their impression that the utility corporations were ravishing monsters against whom it was necessary to raise all sorts of safeguards. This city is not so big nor so powerful but that it needs the utilities fully as much as the capitalists who put their money into such investments need Grand Rapids, and perhaps more. The city needs more street car lines, more interurbans, better electric power service, extensions of the gas mains and improved telephone service. These things cost money and under this charter any capitalist who would put in a dollar would be foolish, for there is no assurance that he would ever get it back again. The corporations should by all means be regulated and kept under reasonable control, and there should be publicity in regard to their management, but to apply such rules and regulations as are contained in this proposed charter is folly, because it will mean that further development of the city by outside capital will cease. One provision of this charter is that the council may order extensions made where in the judgment of the aldermen such extensions may be needed, and if the corporation does not see the wisdom of making them the matter shall be settled by arbitration. If the aldermen were high minded patriots, this might be right, but in practical operation we would have twelve aldermen using the utility corporations for campaign purposes as their terms draw near to a close. Every ward would be gridironed with street car lines ordered as the aldermen might need the votes, and the welfare of the corporation or of the capitalist who put his money into it would have no consideration.

Under various conditions a franchise can be declared forfeited and in such event its physical properties and rights can be disposed of to others who may want to take them over. It seems never to have occurred to the charter framers what a good thing it would be to be a boodling alderman with rival syndicates bidding for the right to serve the public. Original franchises are subject to the vote of the people, and the people have a right to vote if the city takes over the property as a municipal enterprise, but the sale of forfeited franchises rests with the council exclusively.

The city may purchase a utility corporation upon certain contingencies, but an easier way under this charter will be to let the franchise expire and then offer such terms in a new franchise that the old company can not possibly accept it; in such circumstances the council takes entire control of the property, fixes rates and determines what share of the earn-

ings the city shall appropriate, and there is no time limit upon this performance. In other words, the city can confiscate the entire property and all it has cost and those who have put their money into it can whistle for their pay. What sane man would put money into Grand Rapids with such a deal in prospect?

The Tradesman holds no brief for any of the utility corporations. Its only interest is in the welfare of the city of Grand Rapids. Under this proposed charter the corporations will be subject to all sorts of blackmailing attacks from designing politicians and the opportunities for boodling are almost unlimited. The safeguards are all against the corporations, none of them against dishonest officials, and, instead of furnishing an incentive to capital to show enterprise in making extensions and improvements, it gives them warning to keep away. The stock watering evil, which the orators in behalf of the charter are making use of in this campaign, is amply guarded against by the State law which gives the State Railroad Commission jurisdiction over all utility corporation financing within the State, and this State safeguard is far more wise and efficient than can be provided in a city charter.

The proposed city charter is a wretched piece of work and should be overwhelmingly defeated at the polls. It contains some excellent features, but, as a whole, its defects are so many and so serious that its adoption will be a calamity to the city. The Tradesman apologizes to its readers for giving so much space to it, but the Tradesman is the only paper in Grand Rapids that is willing to point out the folly contained in this scheme of municipal government.

A Brooklyn Sunday school teacher once had occasion to catechize a new pupil whose ignorance of his Testament would have been amusing had it not been so appalling. One Sunday she asked the little fellow how many commandments there were. To her surprise the lad answered glibly enough, "Ten, ma'am." "And now, Sammy," asked the teacher, "what would be the result if you should break one of them?" "Then there'd be nine," triumphantly answered the youngster.

The Chicago women need no longer feel offended when remarks are made about big feet. A woman physician has discovered that a young woman attorney of Chicago has a perfect foot. It is a No. 6, but the ankle and instep measure up to Lorado Taft's ideal. Taft once declared that the perfect shape of a foot was becoming extinct, but the discovery has set all the other women in the Windy City to measuring their pedal extremities.

Many a man's idea of a good sermon is one that isn't strenuous enough to interfere with his nap.

It isn't difficult to generate patience equal to that of Job—when the boils are on your neighbor.

Many think they are going forward bravely because they fear to go back.

PLACE FOR WOMAN'S WORK.

In the good old days—if they were good in that respect—the girls were brought up to believe that their duties were mostly domestic. Sometimes they taught school and if in any other way they had to do something to earn a livelihood it was as a music teacher or as a seamstress, unless perchance they lived where they could "work in the mill." Nowadays the young women who are inclined that way go to college and take very much the same course as their brothers. There are many others who set out to earn their own living as soon as they reach the proper age, by resorting to an almost unlimited variety of employments. They are book-keepers and cashiers, stenographers and clerks. They are even lawyers and physicians. They are no longer restricted to being milliners or dressmakers, but go into business of every kind on their own account. The emancipation of women has worked out without any help from legislative enactment.

A line of work for which women properly educated would seem to be particularly adapted is architecture, or at least some department of it, yet there are comparatively few who follow it as a profession. Granted that a man can best design a department store or a big factory, it ought to be just as easily granted that a woman can better design the interior of a residence. Some one has said that there are too many man-made houses. The home is occupied by women more than by men and therefore to them its conveniences and its comforts mean more. They know the needs of the clothes closets, the pantries, the linen closets, the laundry and all the other interior arrangements of a dwelling house. These facilities, easily provided if you know how, are much appreciated and it would naturally seem that a woman would know how better than a man. Women can certainly master the technicalities of drawing, drafting and designing, while a male partner, employer or the employe, as the case may happen, can do the more strenuous outdoor work of actual supervision. There are a few women employed in architects' offices, but not nearly as many as one would naturally suppose, the opportunities taken into account.

THE ROOSEVELT TALK.

There is a great deal of talk indulged in by the supporters of Taft and La Follette that something ought to be done to smoke out Roosevelt, as the saying has it. They seek to induce or force him to say whether or no he wishes a presidential nomination in 1912. That is good politics from their standpoint, but probably it would be difficult to make the Colonel see it just that way. As it stands now, the Roosevelt sentiment is looked upon as spontaneous and not having been promoted at his instance, or even suggested. When there was talk of renominating him four years ago, he said as emphatically as anybody could that he was not a candidate, and even then there

was much of this same sort of talk every once in a while, demanding that he make further refusal. That this was reckoned necessary by his opponents was of course nothing more nor less than a compliment, by way of recognizing his very general personal popularity throughout the country. Those who are now in favor of his renomination place their preference wholly on the ground that they believe him the strongest man to head the ticket and the one most likely to be elected.

If Roosevelt would say yes or no, the friends of the other aspirants would know better what to do next. If he would say no, they would, of course, declare him wholly out of the race and go hot foot to secure support for a favorite among those thus obliged to go somewhere else. If he should acknowledge a candidacy, then they would go after him with all manner of arguments, charges and accusations in the endeavor to weaken him before the people, and if possible prevent him from securing any considerable number of delegates. As it is now, his opponents feel that they are at a great disadvantage in the fighting, for there is nothing absolutely definite. Roosevelt has never said he desired another nomination and can not really be blamed for what other people say. If it should come to a point where there was a very general demand on the part of the people, the conditions might be different. Even the Colonel's worst enemies will admit that he is a pretty good politician and they will also admit that whatever they think of him themselves, he is held in high esteem by a great many other people. The question which the Republican leaders have most to consider is, who under all the circumstances and the conditions at the present time is most liable to win, and on that point a good many arguments can be marshaled against any of those mentioned. As long as Mr. Roosevelt keeps still and says nothing, all the others will have to continue guessing, and if he were to say yes, it would still be a question and a serious one, if he should get a majority of the votes in the National convention.

WHAT THE SEPARATOR DOES.

The separator appeals especially to the farmer in that it secures more cream and, consequently, more butter. But to the dealer and to the consumer its mission is more directly that of quality. Of course, quantity counts to a certain extent, for the more of any commodity is produced the cheaper it will be. But the fact that it is bound to be better is a still greater factor in the question.

The separator is the one feature in the dairy business which is uniform. As the weather varies under the old way of gravity, the character of the cream varies likewise, as does the amount. But with the machine, all the butter fat which the milk contains is bound to come out and at once. The cream is neither thick nor thin, in accordance with the work

of the weather man, but uniformly alike in quality and texture.

Butter made from this cream shows the same uniformity at all seasons. It churns more easily because there is never milk mingled with it in the skimming. Even if the conditions for keeping the whole milk at the proper temperature through the period of raising the cream are not favorable, it is easy to make them favorable for the smaller cream can. If on account of a small quantity, as is often the case during the winter months, the cream acquires a bitter flavor while gathering enough for a churning, the greater amount by the separator process is enough to make up the deficit and it can be churned often enough to prevent this "off" flavor.

It insures uniformity in quality, and if the man who owns a separator is capable of furnishing good butter, you may be sure that it is uniformly good. The securing of cream is the first and the greatest requisite. This done, the ripening, churning and preparing for market rarely fail to give satisfaction.

WATCH THE THERMOMETER.

In this zero weather your goods and your reputation may easily suffer unless a sharp lookout is maintained over the pranks of mercury. It takes a very little chill to render the oranges and other fruit which charmingly fill your windows decidedly off in flavor and keeping qualities. You may be innocent of the fact when your sales are made, but the purchaser will eventually detect the accident and score one against you for being careless.

Potatoes may be frosted and still not rendered useless, but the degree of cold which gives them a sweet taste also injures their keeping qualities. You may not object to the newly acquired flavor; but there are those who do, and who will condemn the article—and you. Apples are not so readily affected by slight frost, but it does not improve them, to say the least; and there is always risk that they may be noticeably injured. Onions may not be seriously injured if not disturbed or exposed to the air until fully thawed out; but violate these rules and you have an ill-smelling mush.

There are numerous precautions which will save much loss, even although you have not the facilities for insuring everything against frost. Better bunk in the store a few nights and keep the stove hot than to let the cold weather get the best of you. If the cellar registers a temperature nearing the danger mark, keep two or three lanterns burning during the day. Even if there are rats, you can then keep such close watch that there will be no danger. Remember that paper will exclude wind and cold better than cloth. Slip thick paper between your windows and the goods at night and much protection will be afforded. If you once make the mistake of selling frosted fruit or vegetables your patrons will shun you during the rest of the season, fear-

ing to encounter the same trouble in a more advanced stage.

One of the things those who wish to defeat President Taft's nomination must take into account is that whoever is nominated must, to a very considerable extent, run on the record which this administration has made. Whoever the Republican nominee is, he and his friends must endorse practically all that Taft has done. They might skip a few points perhaps, but not very many. It is urged that Taft can run on his own record better than any one else. Failure to renominate him would be an indication that the Republicans have gone back on their own administration and that particularly they do not approve what Mr. Taft has done. The enemy would at once say that the reason for his defeat could be laid at the door of big business, whose trusts, monopolies, combinations, etc., had been summoned to court. A great deal would be made of that feature and it certainly would be a charge reiterated every day through the campaign. Taft would run on his record and somebody else would have to run on the Taft record and his own promises.

"Smoking and chewing tobacco is no discredit to a man. Abstinence from the use of tobacco, furthermore, is not to a person's credit." Thus Judge Landis expressed his views in court the other day when Rev. W. H. Taylor, pastor of a Baptist church, pleaded for leniency for an erring postal employe on the ground that the young man was a member of his church, was of good moral character and reputation. When Judge Landis asked what he meant by "good reputation and moral character," the minister said the young man did not smoke, chew or drink and stood well with the congregation. This remark brought out the sentences first quoted and the Judge added that the prisoner might much better have smoked than do what he did. A thief may not smoke, chew or drink, but he is still a thief, and abstinence from tobacco or intoxicating drinks does not make him any better or less liable to punishment.

The Massachusetts Legislature is asked to add three holidays to the list already in force in that state. They are New Year's, March 17 and June 17. That would make only eleven legal holidays and is not a large number, but some are protesting, saying there are quite enough at present. New Year's is a legal holiday in every state except Massachusetts and Kansas. March 17 is the anniversary, not of St. Patrick's birth to Massachusetts residents, but of the evacuation of Boston, while June 17 is the date on which the battle of Bunker Hill was fought.

A pessimist seldom hopes for the best for fear the unexpected will happen.

Figures on the prohibition vote come under the head of dry statistics.

PRISONER OF PROGRESS.

Fear Dwarfs Men and Destroys Business.

[This is not Christian Science; it is Business Science. And every man who reads it should take stock of himself in order to determine why and how much Fear is standing in his way.]

Fear is a poison.

Fear is an evil and the root of many evils.

Fear dwarfs men, cripples business, shuts the door in the face of opportunity.

Fear is the root of distrust and a distrust is the root of dishonesty.

Distrust makes an employer unjust to his employees. Distrust makes the employees unjust to their employer. Neither is loyal to the other because neither trusts the other. Fear of his employer's will, right or wrong, saps the employe of the exercise of the discretion that makes men strong and replaces it with a servility that makes men weak.

The great captains of industry are those who have been great enough to trust their employes, to develop the strength of their assistants and associates, and to let them share in the fruits of the work of their brains and hands.

The little captains of industry have remained little—will always remain little—because they are too small in soul to trust or to reward.

The great servants in the business world are they who have had no fear of their employers; who had the courage to oppose their employers when they knew that their employers were in the wrong.

Fear is cowardice.

Fear is an acknowledgment of inferiority.

Fear invites tyranny from the man or corporation feared—and usually gets it.

Fear on the part of a salesman that he may not land an order invites the condition feared.

If I am afraid of a dog, the dog knows it, and although the beast is small and I am large, my fear gives him the courage to attack me. Conversely, trainers of wild beasts subdue their lions and tigers because they are fearless of them, and against their courage the strength of the wild beasts is turned to water.

"Knocking" is a mean expression of fear. Men of courage do not "knock." That is the pastime of cowards.

"Knocking" is an acknowledgment of inferiority—a confession of jealousy—a public exhibition of a craven heart.

When brave men and women feel sure that a superior in authority is in the wrong, they tell him so to his face—eye to eye and in nine cases out of ten discover that they are mistaken. When cowardly men and women know, or think they know, that a superior in office is in the wrong, they shut their mouths about it in his presence and cackle about it like a lot of silly mens when behind his back.

When equals in station in an office or factory "knock" each other, it is because they are jealous of each other, distrust each other, fear each other. Every business is honeycombed to a greater or less extent with this mutual distrust among men who should co-operate shoulder to shoulder. And the businesses most afflicted with this disease are those that have the most fear and cowardice and distrust at the top.

Self-distrust is a swift-going cancer, and the law of self-preservation demands the instant use of the surgeon's knife, no matter how painful the operation to both employer and employe.

Fear stupefies.

Fear of loss, by the head of a business, saps that business of rightful gain:

Fear of hard time brings hard times.

Rogues reap fortunes by sowing



seeds of fear, and those fortunes come more quickly and more surely than by any other means they could use.

Say that money is too easy, interest too low, wages too high, people are enjoying luxuries instead of buying watered stocks. The remedy is so easy—laughably so. Just start a wail of "hard times" in a few subservient organs and the howl is echoed and re-echoed in every corner of the land—in the midst of a prosperous plenty.

Capital is a coward.

Manipulators know that.

Its cowardice can always be depended on.

Factory orders are cut in two, in the face of absolute demand.

Men are laid off.

Advertising campaigns are nipped in the bud.

"Retrenchment" is shrieked all along the line. Fear, sowed by a designing few, swiftly germinates into panic—panic first in the hearts of employers; then panic and want in the homes of the employed.

Worry is fear—turned blue.

Worry is poison.

Worry is cowardly.

Worry stupefies and benumbs.

Worry invites the thing feared.

Worry is a confession that the

worrier is inferior to the man or thing worried about.

Jealousy is fear—turned yellow.

Jealousy is poison.

Jealousy is cowardly.

Jealousy is a confession of inferiority to the person against whom its yellow darts are aimed.

Hate is fear—turned black.

Hate is poison.

Hate is soul darkness in the midst of light.

Hate is an acknowledgment of inferiority to the person hated.

Gall-bitter thoughts toward your fellow man are fearing thoughts.

Anger is fear—gone mad.

Anger is a deadly poison—physical and mental.

A bee's angry sting is but an expression of its fear.

A cat in a corner, frenzied with apparent rage, is but a cat that is scared.

Fear invites drunkenness.

The drunkard drinks on because he is afraid to face sober stomach and nerves.

Hard times beget intemperance, because men become discouraged—robbed of courage.

Lacking courage of their own, the weak rush to borrow courage—"German courage"—and the weaker they are at the start the more completely they lose all the courage they ever had.

Fear's children, Anger, Distrust, Jealousy, Cowardice, Discouragement, are powerful in leading their victims to over-indulgence that leads to cowardly forgetfulness.

Eliminate fear and her children from business and you won't need any prohibition laws. The liquor problem will largely solve itself, for fearless men are men of poise and balance and self-control.

Men, if you are men, cut out fear as you would a cancer.

Fear keeps you poor—in pocket, in mind, in heart.

Fear binds you hand and foot in the race of life.

Fear is the root of every unworthy thought or act.

Shake it off—walk through life with the calm confidence of the man who can, and doors of preferment will open to you unbidden.

R. R. Shurman.

Thermometer Detects Icebergs.

The method hitherto generally in use of taking water temperatures on transatlantic liners to guard against the approach of icebergs has been to dip water up out of the sea and take its temperature as quickly as possible. By this method continuous measurements can not be taken, but a micro-thermometer has now been invented by a professor of McGill University, which, with an instrument similar in action to the oscillograph attached, records the slightest changes in temperature by drawing a continuous curve. The thermometer indicates exceedingly fine differences in temperature by means of the variations in the resistance of a coil of wire, these variations serving to indicate the changes of temperature of the medium in which the instrument is immersed. The coil consists of 250 feet of pure iron, silk covered wire, wound on a copper cylinder and inclosed in a second watertight copper cylinder. If an iceberg is large it may be detected many miles away by the coolness it causes in the water.

A Bit Hot, But Loyal.

A girl went to India, and at the first New Year's away from home she wrote to her devout mother:

"It is now very hot, and I perspire a great deal, but you will be pleased to hear that I am still a member of the Church of England."



C. P. B.
STANDS FOR A SATISFACTORY
BLUING

See Price Current

Jennings Manufacturing Co.
Grand Rapids, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Heart To Heart Talk of Father To Son.

Written for the Tradesman.

"Now, look here, Dad," it was the junior salesman unburdening his mind to the old man, "this quality talk may work all right in some cases—I don't say it is not the right dope—but my concern hammers on quality so much I dislike the taste. What my customers kick for is price—eternally low price."

The old man rolled his cigar from one corner of his mouth to the other. He had been on the road twenty-five long years and he knew the ropes, his son was making headway as a traveling man, and the success he was achieving could be traced to a great extent to the preachments of the older man.

"Now, look here, son, just don't go off half-cocked. Suppose you look at this thing from the right standpoint. Suppose you were to drop in at Schmolt's grocery and give him an order something like this:

"Two dozen stale eggs.

"A loaf of week-old bread.

"Five pounds of wormy prunes.

"Two dozen rotten bananas.

"A pound of moldy cheese.

"No question but that you'd save money on that order, eh?"

"Jr." smiled. "Yes and Schmolt would think me dippy—that's pretty far fetched, Dad."

"Well, maybe so—maybe so—but it is the same principle. Take a case that's more logical if you will. You want a suit of clothes. You know

that the Independent Store will always give you the best sort of value—suits that wear and look well. They ask a little more than the World Clothiers, but you don't hesitate to patronize the Independent people. It is quality that drew you to their store.

I recall a salesman who was shy on this quality question. He never bumped into a customer who was not shouting price. He handled a live line of true merit, but he was not satisfied with his progress and switched to another house. He was selling crackers and cookies. He had a price list that apparently had been shaved to the bone. If it was price he had it. Ginger snaps at 4 cents instead of 9 cents made a hit with him. Crackers from one to two cents less on the pound. Now he would show those cross country pikers what sort of a producer he was. And do you know that the very same chaps who had hollered their heads off concerning price now fought shy of him. While he landed some undesirable trade and sold some cheap "bargain" stores, the regular line of dealers told him frankly that although the prices were certainly low enough, they couldn't handle such "cheap" stuff.

"You see, son, there's a middle course—and the right course. It does not consist of boosting quality so high that price hasn't got a look in—but to make the best goods at a fair competitive price.

"Dealers are wise. They make comparisons and a shade better price for

an article is not going to scare them away—not if they are assured the quality is there.

"Look at the big national advertisers—you don't question the quality of Ivory Soap, Royal Baking Powder, Gold Medal Flour, Keen Cutter Tools, Steinway pianos or any other of dozens of articles I might mention—and, my boy, every single one of those articles costs the dealer a little more than some unknown brand, but the dealer always stocks the king bee. He has the demand and the demand started by the advertising department is kept up to the mark by quality in the product—first, last and all the time.

"You wouldn't think of shaving with Sunny Monday. It is cheaper than a cake of Williams, but you bet you stick to the better grade.

"The Pullman car people are far from being bankrupts—you'll admit that—and it's the extra two-bits and four-bits that are paid for service—call it quality—that have made their business what it is.

"You can get into the sideshow for a dime, but try it on the kids—ten cents' worth don't touch them. What they want is the big show.

"So just tuck this away in your think tank and ponder on it. If you have a fair price that will afford a good margin for the dealer, you will find that quality is the one rock ribbed, dyed in the wool asset which lands the constant patronage. Low prices may prove a bait for a while, but it is the steady, constant stream

of business that produces the overgrown bank accounts."

And "Jr." sat quietly thinking, while the old man went into the writing room to send in his orders—letting his words of wisdom sink in. He knew they would bear fruit.

Hugh King Harris.

They All Guessed Wrong.

"The new idea in business is honesty, openness, frankness," said Alton B. Parker at a dinner at Esopus. "We used to conceal our plumbing, and very poor, unsanitary work it was. We expose it now, and it is altogether sound, wholesome and satisfactory. Well, business is like that.

"When I think of some of the tricks that used to obtain in reputable business firms, I am reminded of the seaside auctioneer.

"This scoundrel once held up a \$10 gold piece and said:

"Guess the date on this piece of money, friends. Make a guess and a small purchase, and the correct guesser takes the coin."

"So everybody in the crowd guessed; everybody bought some worthless rubbish, and the dealer netted a huge profit. Then, at the end, he looked at the \$10 gold piece, held it up and said:

"Now for it! Who guessed 1894?"

"Me! Me! Me!" cried every man jack in the shop.

"The dealer smiled.

"Then you guessed wrong," he said, slipping the coin into his pocket. "The date is 1812!"

Dr. Woods Hutchinson on White Bread

He says, "The fiercest wars have been waged for the possession of the broad, level, alluvial plains upon which wheat could be grown, and nobody but a mountaineer or a very far northerner would eat either rye, barley, oats or maize when he could possibly get wheat.

"And now comes science with a full and triumphant vindication of the rightness of humanity's instinct in this regard and a demonstration that **white bread, and the whitest of the white, is the best, most healthful and most nutritious food which the sun has ever yet grown from the soil.**"

He further says, "This same whitest of white wheat flour contains per ounce more available nitrogen than any brown barley, rye or maize flour in existence."

Well,

LILY WHITE

"The Flour the Best Cooks Use"

Is the "whitest of the white" and Dr. Hutchinson merely emphasizes what we have known and claimed for many years.

By the "whitest of the white" is not meant a chalky white, but a delicate cream color, sign of purest and richest flour.

Practically every particle of Lily White is digestible, all indigestible outer hull being eliminated.

Packed in sanitary sewed sacks with our name on each.

VALLEY CITY MILLING COMPANY
Grand Rapids, Mich.

This is a reproduction of one of the advertisements appearing in the daily papers, all of which help the retailer to sell Lily White Flour.



Plan Has Been Tried and Found Wanting.

Decatur, Feb. 6—Your article in the issue of Jan. 31 in regard to fresh eggs was read with great interest, and I wish to say that the plan mapped out by you has been tried and has not worked out. I find that the farmer is bound to boast to his neighbor about the price he gets from his merchant for his produce, and it seems that the more you enjoin him to secrecy the more liable he is to tell. For example, John Smith comes in with ten dozen of nice fresh eggs, which I know are "absolutely right." I am paying 25 cents per dozen that day, but I tell him that because I know his eggs are "strictly fresh," I will allow him 26 cents for them. This is perfectly satisfactory to Mr. Smith and he feels highly elated. He does his trading, stands around and discusses country store topics for, perhaps, an hour and then drives home. He lives about four miles from the town and on his way he passes fifty farm houses. He sees a few of these people and the first question that arises in the farmer's mind when he sees a neighbor coming from town is, "What did you get for your eggs and butter?" and this question is asked of Mr. Smith. Mr. Smith invariably tells him that the price of eggs is 25 cents, but they paid him 26 cents because his were extra good. Perhaps Neighbor Brown's eggs are just as good as Mr. Smith's and perhaps not. He comes to the store the next day with ten dozen eggs and asks what the price is. The merchant, being somewhat doubtful, tells him 25 cents. Then the band begins to play. Mr. Brown wants to know what kind of a robber's game the merchant is working on him by paying Mr. Smith 26 cents and offering him only 25 cents. If Mr. Brown is a good buyer the merchant is up against it and, perhaps, he pays him 26 cents, but he will find that any time in the future that Brown brings eggs to town he is suspicious of first quotations and will argue up a lot of Mr. Merchant's time to get an extra cent per dozen when it is impossible to give it to him. Eventually this plan will cause dissatisfaction and loss of customers. The only plan that I know of is a system of candling in each store. The merchant who has this in his store will have a little more work to do, but he will soon be able to separate the sheep from the goats, and the man that brings good eggs will not object, while the man who "slips in a nest of poor ones" once in a while will soon become aware of the fact and will be more careful.

Here is another question that worries the merchant: When Mr. Smith (the same man who brought in the ten dozen good eggs) comes to town he brings his wife along. They are mighty nice people as friends and customers, but everybody knows that she is a poor buttermaker. She brings ten pounds of butter to you and what are you going to do? May the day soon come when this country and this State will take hold of this most important question and bring the quality of dairy butter up to where it will comply with pure food laws! If there is anybody who has a remedy that will offer temporary relief until it is under State supervision, I would be more than glad to hear of it.

Theo. Borst.

Milk and Typhoid.

Dr. W. A. Evans, the greatest authority on preventive medicine in the country, writing on "How to Keep Well," states that during August, September and October there is greater danger of contracting typhoid fever than any other time of the year.

He says those who escape until November 1 will be fairly safe.

Typhoid is a bacterial disease, the bacteria being taken into the system with food and water. If these are made safe there is no danger from the fever.

The most important article of food from the typhoid standpoint is milk.

Typhoid gets into milk from the hands of people who handle milk. The farmer or milkers, any one who has handled the can, the workers in the factory, the milkmen in town, or any one who handles milk in the household where it is used, can be responsible for its infection with typhoid.

A typhoid water supply on the farm would spread it, not through infection of the cows drinking the water, but through washing the cans with it.

If milk is properly pasteurized it is safe from infection by any one who handled it prior to the time of pasteurization.

Raw milk should never be used without heating.

To heat milk put the bottle in a boiler of cold water and heat until bubbles are rising in the milk. Put the milk in the refrigerator or cool it gradually with faucet water. It should be kept below 55 degrees.

Putting typhoid infected milk into hot coffee will not kill the bacteria and make the milk safe. The milk cools the coffee. The sides of the cup cool it more. Between these two the temperature is lowered to a point

where some of the typhoid bacteria survive.

It is much safer to drink hot milk in coffee than it is to use cream. Coffee and hot milk are somewhat easier on the digestion than are coffee and cream.

It will not be safe to drink commercial raw milk for several years yet. I do not mean that every man who drinks raw milk will get typhoid fever. If that were true there would be no need of this article. The wave would rise spontaneously and the situation would be cured. The condition is tolerated because most of those who are endangered escape without injury. Those who have the disease are in the minority. Nevertheless, there is a degree of hazard which no man is justified in assuming.

Ship Milk in Baggage Cars.

An order has been issued by the Railway Commission that the milk be transported in baggage cars upon certain conditions. This is the result of the application made by the Montreal Milk Shippers' Association asking for a reduced rate on milk and an order fixing more advanced and convenient methods of carriage and delivery.

The order sets forth that milk should be transported in baggage cars from now on, on condition that the name or initials of shipping station and a shipping tag addressed to consignee be on the can; that the covers be securely attached; cans loaded by shippers at the shipping point; empty cans returned by the railroad company to the shipping point without other charges than the payment of original tolls.

Where the number of empty cans is 20 or less unloading at the shipping point is to be done by the employees of the railroad company; where more than 20 and less than 40 the shippers are to provide one man to help unload; where more than 40, two men. When trains are 30 minutes or more late all empties are to be unloaded by employees of the railway company. Railways will not be required to accept for transportation any cans less in capacity than eight gallons, either full or empty. Cans shall be handled on memorandum forms. Shippers must have their milk ready 15 minutes before the time of leaving of trains and railway companies will not be li-

able for damages unless caused by their own negligence. — Canadian Farmer.

Men To Become One-Toed.

The evolution of man has been the subject of innumerable books, speeches, articles, pamphlets and arguments. Professors have told us why we can not swim like the fish; why we have lost the tail of our immediate ancestors; and, in short, why man, in his search for mental perfection, has lost or deteriorated in many, if not all, of his physical abilities. Use and disuse in regard to the human body works strange changes. In a speech before the Royal College of Surgeons, Dr. R. Clement Lucas mentioned the gradual changes that were taking place in the human foot. A number of years ago, he pointed out, the gradual disappearance of the little toe was getting ahead of the text book, for while it had already lost one of its extensor tendons in quite an appreciable percentage of cases, one of its flexor tendons was absent also. The great toe, however, had undergone extraordinary development because the inner side of the foot was to catch the center of gravity in transferring the weight of the body from one foot to the other in walking. He ventured at the time to predict that if the world went on long enough, in perhaps half a million years, as the useless outer toes, being less and less employed, would gradually disappear, man would become a one-toed race.

Happy is the calm, unruffled man who takes life philosophically and grows old gracefully—even if he does not amount to much.

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

All Kinds of

Feeds in Carlots

Mixed Cars a Specialty

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

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.

THE COUNTRY RETAILER.

What the Future Has in Store For Him.

Written for the Tradesman.

The country retailer of to-day finds himself face to face with conditions which are as stubborn as they are unique. The old-time shopkeepers who ran small general stores in the smaller villages and out in the rural districts never, in all their lives, had to cope with such competition as the country retailer is just now contending with. This competition comes from the larger dealers in their own communities—in county seat towns, and more important centers in their respective communities—as well as from the big catalogue houses in remote centers of trade.

This competition is strong, aggressive and determined. Concerning the resourcefulness and continual vigilance of the big retail mail order houses in the big cities, the country retailer does not need to be told. He knows the extent of that competition. He knows the desperate ends to which his catalogue competitors will go. The fight is on. These mail order people are after his business. Backed with millions of dollars of capital, manned by the shrewdest merchandising experts anywhere to be found—their competition is a thing to reckon with. Their work is systematic and thoroughgoing. Their advertising is handled by experts in that line. And their attention to the individual customer is as minute and thorough as it could well be.

Compared with their enormous stock of merchandise of all kinds, the country retailer's stock is as a drop in the bucket. Their lines are complete. And the very amplitude of the styles they offer in the numerous and practically all-inclusive lines they carry, in itself constitutes an appeal to which the average consumer is susceptible.

Furthermore the introduction of the rural mail delivery service, the universal spread of our gigantic telephone system and the perfect network of interurban trolley lines which penetrate the country sections—all this gives the larger merchants of the more important towns an opportunity for rounding up trade in their respective territories. And this, believe me, they are doing. Many of them are really mail order houses on a small scale. They issue catalogues and booklets, maintain a mail order list and circularize prospective customers in the country with remorseless thoroughness. And there is another thing to be taken into consideration, namely, the desire of country people to go to the larger towns to do their shopping. On general principles they like to go into the city. They enjoy the change. It gives them something to see, something to think about, something to talk about. It breaks the monotony of life. But since they like to go to town, they want to make themselves feel as if they have a legitimate excuse or reason for going. It is often found in the shopping list.

Now what is the country retailer

to do in the premises? Only one thing remains for him to do, namely, adapt himself to changed conditions. He can not annihilate this catalogue competition; and he can not wish his near-by competitors out of existence. They won't go that way. He can not persuade his customers not to go to the near-by cities; for go they will. In order to live in the midst of such aggressive competition the country retailer must develop into a real merchant. Old-time, leisurely, rule-of-thumb methods of shopkeeping will not bring success in this new era—not with these aggressive competitors to cope with. The game is essentially new; and to play it with anything like a ghost of a chance of winning out the country retailer must master the rules of the game.

To begin with, he must keep a stock of fresh, up-to-date goods. When it comes to wearing apparel, he must keep posted on style; and see to it that such things as he carries in these lines are the accredited thing. This is necessarily so when we stop to think that these young people right around him are fully informed on what is what. They get the fashion papers. They talk over the telephone, thus exchanging notes. And they go quite frequently into the larger towns where the very latest modes in suits, dresses, hats, shoes and other commodities in the apparel lie are seen on the streets. Therefore these young people who live in the country are right up to snuff. And you can't fool 'em a little bit. And you'll make a big mistake if you try to fool 'em. The best thing to do is to buy the right sort of goods: i. e., the newest and most approved sort.

For another thing the country retailer must brush up on his methods of doing business. He must overhaul his store, removing or transforming the unnecessary and the unsightly, and make it modern in equipment and appearance. Often this can be done for a relatively small amount. He should introduce suitable glass cases for displaying certain wares. It is wonderful what a revolution a little judiciously expended money will work in a store. Modern business economy teaches the magnetic trade pulling advantages of an attractive store. It is perfectly natural that people should like to deal with the merchant whose store is bright, clean, cheerful and inviting. Therefore the importance of making one's store just a smodern as possible. For instance, the old, dingy ceiling could be torn off and replaced with the more sanitary and modern metal ceiling. This ceiling comes in many beautiful patterns. Paint adheres to it perfectly. And the shelving can often be arranged to better advantage. In the shoe section uniform cartons can be introduced, if one carries more than one line—and the introduction of a findings case might prove profitable, inasmuch as country young men have already been educated to the use of things in this line. But why enlarge upon this sub-

ject, the importance of which is as self-evident as a telephone in silhouette against a clear, blue sky? And for another thing, the store should be adequately heated and ventilated. Have plenty of fresh air by all means; but do not forget to have your store warm and comfortable.

But buying up-to-date goods and providing one's self with an up-to-date store is not all. He must also introduce modern methods of going after business. This means that he must devise advertising campaigns, exploit "leaders" and "specials," and conduct sales similar to those of the big cities. But how can the country retailer do all this? some one asks. He is buyer, cashier, salesman, advertising man—everything in one; having, maybe a single assistant, or none at all. He can avail himself of the specially prepared literature and selling schemes gotten out by the firms from whom he buys his wares. Manufacturers who sell to these country retailers are not unmindful of the fact that their own continued success in the commercial world is conditioned upon the persistence of the country retailer. When he goes—if he should go—a very sizable proportion of their business will go with him. Therefore they are interested in him. They want him to meet the new conditions of this new merchandising age, master these conditions, and show to his trade that he has a right to live—simply because he performs a valid and important service. And that is just the reason these large manufacturing concerns are co-operating with the country retailer by getting out advertising literature for him to use—hangers, window cards, souvenirs, booklets, and what not. They keep in their employ—many of them—highly gifted specialty men. And these men are perpetually brewing the spicy bouillon of persuasion. They occupy their time devising selling plans; and offering them gratis to the merchants who buy goods from their houses. And many of them even go so far as to volunteer to originate special selling helps designed to suit individual requirements. And they are willing to enter into detailed correspondence with their country trade—all to the end that this country retailer's proposition may be worked out to the mutual benefit of the dealer and the producer.

Now all this literature costs money in addition to the brain sweat re-

quired to produce it. And much of it is highly creditable. But is it all used to the best advantage? Hardly. Lots of it lies around the store, getting fly-bespeckled and dust-laden, and never actually reaches the parties for whom it was intended. Whose fault is it? Certainly not the manufacturer's. He has contracted for it, paid for it and shipped it in express prepaid. The fault rests with the country retailer who does not see any special value in it. The value is there, believe me, whether he sees it or not.

Now my contention, in brief, is this: Conditions have changed; and it is up to the country retailer to change his merchandising methods to meet the new requirements of this new age in selling. The fight is on—the fight for trade. Competitors know no comity; they are out for everything in sight. If they can get one or all of your customers, they'll take 'em. It's strictly up to you to hold the trade you now have—and increase it as you have opportunity. But you can't do it by sitting down and deploring existing conditions or by maligning and abusing these resourceful competitors. You've got to get busy. You have some strong allies—some people who will stand right by you and help you in the solution of this problem. Will you avail yourself of their service?

Chas. L. Garrison.

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.

WM. D. BATT

Dealer in

HIDES, FURS, TALLOW AND WOOL

22-124 Louis St. Grand Rapids, Mich.

Symons Brothers & Company

Wholesale Grocers

Saginaw :: Michigan

Wanted—Butter, Eggs, Veal Poultry

F. E. Stroup, Grand Rapids, Mich.

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

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

Both Phones 1217

Office and Warehouse, Second Ave. and Railroad Grand Rapids, Mich.

The Vinkemulder Company

JOBBER AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

LUELLA'S VALENTINE.

It's Not the Years But the Bounce That Counts.

Written for the Tradesman.

"How do you tell when a man's old?" asks Billy Fortune. "There's different ways, but I claim there ain't but one way you can go by. That's the way I'm goin' to use on myself," he goes on. "When I get to be old, I ain't goin' to find it out by countin' up to see, nor by my whiskers, nor by my gums, nor none of them signs. They'll all fool you. No, sir! But one of these times I'll get throwed down and I won't bounce back. Then I'll know it's all over. When a man gets that way, he's old. Old, see? It don't make any difference how long he lives after that, he don't ever get any older."

There is a lot of Solomon in Billy Fortune's observations. He was speaking of a man when he said that. If he had been referring to women, he would have said the same thing. The remark that a man is as old as he feels, a woman as old as she looks, is all rot, and was the output of a man. It is the bounce that counts.

If you have doubts as to the truth of the above, read the story of Luella's valentine. It won't take you very long to read it, for Mr. Stowe would not pay any more for it if it strung out to three pages instead of three columns. What's the use of piling on perfectly good language when you don't catch anything by it?

The curtain lifts on Luella in a street scene, with a cottage with snow on the roof, and on the piazza, and over the windows, standing in l. f. e. There is a practicable door to this cottage, also practicable windows, and behind the plate glass of the windows, as Luella moves gracefully down the walk, holding her skirt high to keep it out of the snow, sit three members of the Yosemite Village Knocker's Club, unlimited. Luella does not know that the Knockers are in session, so she proceeds blithely on her way.

Luella is not any older than the Honorable Long-Distance Knockers in session behind the cottage panes, but there are a few gray hairs just above her ears. However, as if to make amends for that touch of the advancing years, her face looks younger, her eyes brighter, her shoulders straighter, her step seems more elastic than those of the Knockers who lay their fancy work down to watch her.

"Luella is getting old," Maria said—Maria who couldn't boil water without spoiling the flavor of it—"and there's not another rung on the ladder for her."

"Well," observed Gertrude, whose father received rent from about all the saloons in the village of Yosemite, "what can you expect? The years and years she's bent over the letters and papers at the postoffice! It is enough to take the life out of a girl. And they say she used to be quite the fashion here, with no end of strings to her bow. Too bad."

"She's getting gray," Estella observed, Estella, whose father went

shabby to give her fashionable clothes, and whose mother fried herself red over the kitchen range in order that the complexion of Estella might be preserved, "and of course she's out of society. Yes; I've heard that Luella used to be quite attractive."

"One grows old so fast at drudgery!" wailed Maria.

"And the years show so plainly!" affirmed Gertrude.

"And one's friends fall away so!" assented Estella.

So the three Past Masters in the Supreme Order of Knockers-to-the-Finish worked over their fancy articles and waited for little Johnny to come back from the postoffice. For it was the afternoon of St. Valentine's day, and the three Expert Wielders of the Knock-out-Blow-in-the-Neck were expecting valentines in expensive boxes—valentines which might proclaim the heart throbs of available young men who hadn't the nerve to stand up to the charge.

For Maria, and Gertrude, and Estella were pretty close to 30. They were up to the age when it takes women an hour to dress in the morning. They were reaching that stage where the electric lights in the parlor have pink shades, so the ravages of time, and the wrinkles, and the wide part, and the—

Well, anyway, they were getting along towards that age where they are no longer invited to parties with the "buds," and where the horizon is searched for a man every hour of the day. Lately the skyline of Yosemite had shown a Man who was new to the landscape. This was Arthur J. Marsh, who had bought the one sky-scraper in the burg, who was said to wallow in yellow ones, and whose sister, Mrs. Yvette Sloan, caused the four hundred of the next big town to eat corn out of her hand—like a billy goat. If all the feminine minds that were fixed on Arthur J. Marsh in Yosemite that Valentine day had been piled in one spot, they would have made the sky-scraper he owned look smaller than the chance William Howard Taft is going to stand in the next presidential election.

Presently Little Johnnie came in from the postoffice with letters for the three, and there was a buzzing and an oh-ing and ah-ing while the contents of dainty envelopes were being examined. Maria laid a magnificent valentine down in plain view. She had purchased this valentine herself and mailed it surreptitiously because she was dreadfully afraid that the veteran saint would pass her up; but, of course the two other Destroyers of Reputations did not know that.

"Isn't it lovely?" exclaimed Gertrude.

"Too sweet for anything!" echoed Estella.

"I wonder who sent it?" murmured Maria.

Then she looked at the under side of a row of apple trees which ran along one edge of the sheet and blushed magnificently.

"Why, girls!" she cried. "I do believe here's something on the paper.

It can't be a set of initials! No one would dare!"

And Gertrude and Estella bent their heads over the sheet and picked out the letters as follows: "B. J. W."

As a matter of fact, they knew the letters to be A. J. M., but they did not want to give their sweet friend the satisfaction of hearing them read them aright. Maria had been very careful to put the initials of Arthur J. Marsh on the under side of that row of blossoming apple trees, where the girls couldn't help but find them. But the hateful things wouldn't read them out when found, and so she had to do it herself.

"Why," she said, "there's a J., and an M., and an A. Now, I wonder who that can mean. The A. comes first, and the M. last. Now, who is that? Whose name begins with M? There's Martin, and Millaley, and Moulton, and Marsh—why, girls! It never can be Arthur J. Marsh! Why, I never met him more than a dozen times in my life! It never can be!"

"Of course not!" admitted Gertrude and Estella, in a breath.

"Well," Maria observed, with cutting sarcasm, "I don't know as you have any hunch who it is or who it isn't."

So the three Elaborate Knockers with Claws-Out-of-Sight murmured over their valentines until Richard, who was Gertrude's Big Brother, came in for dinner and sat down in the room where the girls were. Perhaps Maria and Estella wouldn't have been there at all if there had been no Big Brother Richard. For the sake of Big Brother they had not quarreled with Gertrude for ever so many years.

"Hurry up your hash, Gerty," Richard said, putting his feet on the sofa pillow. "I've got a date to-night. Arthur J. Marsh is going to give a blowout at the Clinton Club. Swell affair. What?"

"The stingy thing!" cried Maria. "Why doesn't he give his old blowout where girls can go to it?"

"Because he doesn't want any girls," was the reply. "Say," he went on, changing the subject, "what you doing with all these valentines today?"

"Why, stupid!" cried Gertrude. "It is St. Valentine's day."

"Oh, yes. So it is. I now remember seeing the basket of valentines Marsh got. He was showing them to Luella."

"It makes a girl so common to work in a public place like the post-office," observed Maria, wondering, with Gertrude and Estella, if Arthur J. had shown the valentines—all the valentines—to Luella in a public place. There were their own, you know, and there were the initials—but it was unbelievable. He would never do that.

"Luella is getting on in years," Gertrude observed.

"It is too bad the way she is obliged to work."

"Destroys the fine feminine balance."

"Oh, does it?" demanded Richard,

sharply. "Say, girls, that Luella is worth a dozen of your fancy-work girls. Believe me. She's younger than any of you. She's got the bounce. Understand! She's capable. When the postoffice was robbed, who got the first clue? When the First Presbyterian wanted to put on a cantata last winter, who did the managing? When your charity society fell down, who picked it up and set it to supplying food and fuel again? Who gets out and hustles and earns her own living, and likes a battle with the world just as much as any man here in Yosemite? Luella!"

"Wonderful creature!" snarled Gertrude. The others did not dare show temper before the Big Brother, who was still a prospect.

"You bet she is!" replied Big Brother. "She's almost as old as any of you, but she's got a heart of 16 and a brain of 50. She can run faster, jump higher, tell a better story, ride swifter, than any kid of 20 in town. She's a four-time winner because she's got the bounce. She'll never grow old! You couldn't keep her down with a gun. Resourceful, capable, initiative, sweet as a peach—oh, my, what a lucky, lucky man Arthur J. Marsh is to get her for a Valentine. If I could have—"

Then the three Only Approved Knockers-From-Away-Back arose and left the room.

"Arthur J. is a fool," said one. "She's got the bounce!" mocked another, and "Did you ever hear of such a rude thing?" cried the third. And they all decided right there that they would never grow old, either—if they could help it!

Perhaps Billy Fortune had the case of Luella in mind when he said that it was the bounce! Anyway, it is a true saying. If you are a girl, and have to work for a living, or a man in hard luck, or a boy out of a job, and you get a specially hard knock-out blow, bounce back. For the minute you get a down-and-outer and can't bounce back you're older than the hills. So Billy Fortune says:

"When a man gets that way he's old. Old, see? It don't make any difference how long a man lives after that, he don't ever get any older."

Alfred B. Tozer.

The old fashioned lace valentine is not seen very much in the stores these days. Its pierced hearts, cooing doves and tender sentiments were considered works of art years ago, but times have changed and styles as well, and the modern young man buys something else. Then the post card also takes the place of the cheaper valentine. A very "mushy" post card can be purchased for one cent and another penny will carry it to the lady fair. The comic valentine of olden days, too, is fast disappearing and no one regrets its departure. There are comic post card valentines, but the old missive which was often insulting and abusive, is hard to find in this year of our Lord, 1912. They are still printed, but not in the quantities and styles formerly found displayed in some stores.

25,000 Co-operating Merchants

Are Beating the Mail Order Houses at Their Own Game

By Circulating Mammoth Catalogs of Their Own
and Proving That They Can Compete

NEITHER KNOCKING, LAWS NOR BOYCOTTS WILL BEAT THE MAIL ORDER HOUSES

You Must Compete and Prove That You Are Doing So in
Black and White the Catalog Way

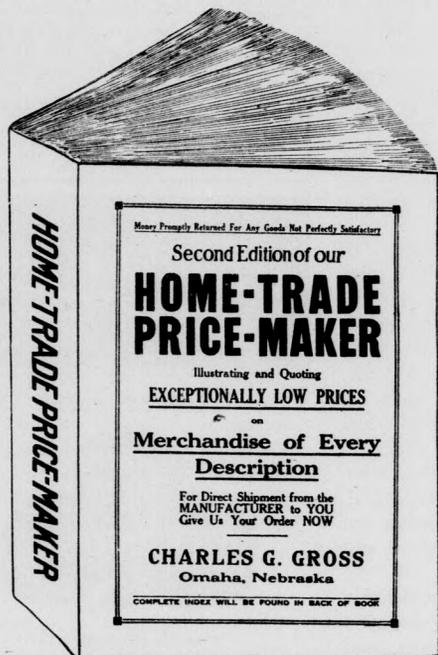
These 2,500 Co-operating Merchants are proving it with a monster 704 page catalog, advertising in a most complete manner hard competition lines quoted by the big mail order houses

Our more than 200 "factory contracts" for direct shipment, "quality purchasing power," handling no stock, and low selling expenses enable us to quote merchants prices that allow them to meet mail order house prices with good profits.

Take the profits now going to catalog houses from your community.

Distribute the Home-Trade Price-Maker in your territory under your own name.

The first and only comprehensive catalog of the kind. One dealer in a town granted "exclusive right" to circulate catalog. 2,500 merchants are now circulating 700,000 catalogs.



704 pages: 8x11 inches: Weight 3 pounds

Details of Catalog

Merchants' names printed on covers of their catalogs.

Prices quoted are from dealer to consumer.

Merchant has confidential price-list.

Retailers' quotations same as catalog houses.

Retailers' profits, 15% to 200%.

Consumer pays cash with order.

Hundreds of factories carry the stock.

Goods shipped direct from factory to the consumer.

Consumer pays the freight.

Duplicates thousands of catalog house leaders.

All merchandise guaranteed by us and factories.

Merchant does business with the people's money and factories' stocks.

Every article shown with exact cut and detail description.

No mention of catalog houses in catalog.

Prices f. o. b. point of shipment.

Lines Featured in Catalog

Include General Merchandise, Hardware, Implements, Vehicles, Furniture, Stoves, Ladies' and Men's Clothing, Jewelry, Harness, Crockery, Musical Instruments, etc. In fact, almost any article sold by catalog houses.

The Millenium in Merchandising.

Co-operation of Factories and Merchants to Defeat Mail Order House

Competition, Through a Strong Central Organization, Giving Merchants

1. Equal Publicity.
2. Same Selling Prices.
3. Ability to Sell Everything Sold

by Mail Order Houses.

Live Wire Merchants Are Offered an Opportunity to Join in the Work of These 2,500 Co-operating Merchants.

Don't be Too Late for Territory.

Catalogs supplied dealers free on receipt of a small deposit to guarantee they will be distributed. The return of the deposit being guaranteed by the National Fidelity & Casualty Co., in a special Indemnity Bond issued to each merchant and paid for by us.

Merchants Syndicate Catalog Company

Publishers Home-Trade Price-Maker and Manufacturers Selling Agents

JOHN BASKERVILLE, President

1201 Farnam Street, OMAHA

Security Building, CHICAGO

Mr. Busy Merchant—Tear off here and mail now

MERCHANTS SYNDICATE CATALOG CO. (Address nearest office.)

Please mail us, for enclosed 25c in stamps to cover postage, sample copy of Home-Trade Price-Maker, together with details. Kindly withhold giving local "trade territory rights" until we have examined catalog and "territory contracts."

We are dealers in.....(State Lines handled here)

Merchant's Name.....Town.....State.....

ABRAHAM LINCOLN.

What Came of a Boy's Wanting To Know.

Written for the Tradesman.

If you young clerks aim to become capitalists you must put your earnings away where you can bring them out when some business opportunity looks good to you. You can not get into the rich man's row without money, and, as a rule, you can not control money unless you earn it.

Of course, there are instances where those who never earned or saved have controlled large sums of money, but it is a million to one that this good luck will never come to you.

Again, if you young clerks want to become men of affairs, statesmen, leaders in the big things of the world, you must put knowledge away in your brain where you can bring it out for use whenever it is needed. You can't acquire statesmanship unless you know things.

Of course, there are young men who have acquired prominence without knowing very much. You know some of them, no doubt. But, look here, these young men are not permanently prominent.

These are the words of all the wise men since the Angell stood with flaming sword over the gates of Eden! Whatever you want, you've got to hustle for. If you want to be rich, you've got to acquire money. If you want to gain prominence in the affairs of the state or the nation, you've got to store up information.

You can't grab your coat the instant the hands of the clock point to closing time, swallow your dinner in haste, and go lounge in front of the cigar store and talk baseball, if you want to have your picture in the newspapers when you get along toward middle age.

The schools where baseball and bicycle races form the leading studies are not the schools where statesmen are graduated. Just put this down in your little red book and read it over now and then.

Sometimes just the instinct to know about things brings about the conditions which storm knowledge on the enquiring mind. People are always ready to give a young man who has a little money saved up a chance to save more. Also, people are always willing to help a young man who has a little learning stowed away under his new haircut a chance to acquire more.

If you want to know more about this, get a good life of Abraham Lincoln and read it carefully. He was one of the boys who wanted to know about things. Lincoln's birthday will soon be here, anyway, and this is a good time to read about him. If you get Tarbell's Life of Lincoln, you will read of the boy just as he was, faults and all.

Lincoln never said he couldn't read nor study because the paper on the walls of his room did not harmonize with the rugs on the floor. He never complained to his parents that he did not get on faster with his studies

because he did not like the way the teacher winked at the girls or pronounced some of the long words. He never wasted a moment sighing for longer vacations and more credit at the soda fountain at the corner drug store.

As a matter of fact, Lincoln hadn't any room to study in, except the room where the work of the house and the talk of the fields and farm was going on. He had no teachers worth mentioning, and his mental vacations were only when he couldn't get anything to read or study. He lived in a log cabin with one room, with a great outside chimney, a single window and a hewn door.

But he wanted to know about things. He used to cut spicewood bushes, light two or three of them, and read by the uncertain blaze. And his mother had time to help him. She told him Bible stories, folklore tales, country legends, and he remembered them.

Speaking of this Lincoln cabin, it may be well to state that the furniture was all made with an ax. When the future President wanted to go to bed he climbed up pegs driven in the log wall to a garret and tumbled down on a bed of leaves in a corner. At the age of 7 an ax was put into his hands and he was set to work clearing land.

Lincoln stated in a brief sketch of his early life that he never went to school more than a year, but, for all that, his education was progressing every minute of the day and night.

He read "Aesop's Fables," "Robinson Crusoe," "Pilgrim Progress," a "History of the United States," "Weems' Life of Washington," and, mind you, the "Statutes of Indiana." The volume of "Statutes" he read included the "Declaration of Independence," the "Constitution of the United States," the "Constitution of the State of Indiana," and the "Political History of the Territory of Indiana."

There you have it. A boy laying away statutes, state constitutions and important political documents in his head, just as boys lay away money, and awaiting for the time when the knowledge would be valuable. Many boys have done this who have not been chosen president, but it is quite likely that the knowledge never did them any harm.

And the boy digested all the information he received and laid away. Here is what he once said about that:

"I remember how, when a mere child, I used to get irritated when anybody talked to me in a way I could not understand. I do not think I ever got angry at anything else in my life; but that always disturbed my temper and has ever since. I can remember going to my little room, after hearing the neighbors talk of an evening with my father, and spending no small part of the night walking up and down, and trying to make out what was the meaning of some of their, to me, dark sayings.

"I could not sleep, although I tried

to, when I got on such a hunt for an idea, until I had caught it; and when I thought I had it, I was not satisfied until I had repeated it over and over; until I had put it in language plain enough, as I thought, for any boy I knew to comprehend. This was a kind of passion with me, and it has stuck by me; for I am never easy now, when I am handling a thought, until I have bounded it north, and bounded it south, and bounded it east, and bounded it west."

When you come to remember that Lincoln's Address at Gettysburg ranks with the fine things in the English language, is a classic, and will never be forgotten, perhaps you may see where some of his bounding of thoughts brought fruit.

If you want to be quite equal to any situation in which you may hereafter be placed, stow away the information you pick up every day. And classify it as you pack it away in the electric cells which are called the brain. Label it so you can open a cell at any time and reach in for it.

Get the knowledge first and then place it where you can handle it at a moment's notice. But, anyway, get the knowledge. Lincoln's reading of the statutes formed his mind for the law, although at that time he had no idea of becoming a lawyer. When a boy has his mind stored with statutes, all bounded north and south, and east and west, he is likely to be a tough customer to meet in debate.

Imagination, too, is a necessary quality if you want to become of account in the world. Read what Lincoln used to do:

"Did you ever write out a story in your mind? I did when I was a little codger. One day a wagon with a lady and two girls and a man broke down near us, and while they were fixing up they cooked in our kitchen. The woman had books and read me stories, and they were the first I had ever heard. I took a great fancy to one of the girls; and when they were gone I thought of her a great deal, and one day when I was sitting out in the sun by the house I wrote out a story in my mind.

"I thought I took my father's horse and followed the wagon, and finally I found it, and they were surprised to see me. I talked with the girl and persuaded her to elope with me, and that night I put her on my horse and we started off across the prairie. After several hours we came to a camp; and when we rode up we found it was the one we had left a few hours before, and we went in. The next night we tried again, and the same thing happened—the horse came back to the same place; and then we concluded that we ought not to elope. I stayed until I had persuaded her father to give her to me. I always meant to write that story out and publish it, and I began it once; but I concluded that it was not much of a story."

Do you note the instinct of justice which shapes this story—even in the brain of a boy? Always the horse came back to the camp at night because a wrong was being done in

stealing the girl away. Any story that Lincoln "wrote out in his mind" was likely to be considerate of the characters written about, and also likely to show that even his imagination protested against larceny.

But this is wandering far afield. The purpose in beginning a sketch of Lincoln, the boy, was to show that he stored away knowledge that brought in good returns. If you clerks want to acquire a place in the ranks of the important men of the day, get knowledge and store it away—classify it and put it where you can get hold of it any moment. And when you get an idea, bound it by all points of the compass until you can express it plainly in your own words.

But, anyway, acquire knowledge. Cut out the cigar stores and the baseball talk. You won't have to borrow all your books, as Lincoln did. You won't have to cut spicewood brush to read by. You have your libraries and your heated and lighted rooms. Stow it away, young man, stow it away.

Alfred B. Tozer.

But most people who do the right thing at the right time earn a lot of money they never get.

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

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

The Clover Leaf Sells



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



Tanglefoot

The Original Fly Paper

For more than 25 years the
Standard in Quality

All Others Are Imitations

Some Advantages of Positiveness and Teachableness.

Written for the Tradesman.

To say that every man ought to be sure of himself is a truism. Faith in one's ability, confidence in one's knowledge—especially about things in which we are most vitally concerned; in other words, positiveness—is a commendable thing.

It takes a positive character to make any enterprise go. In the economy of life there are places—more or less subordinate and obscure, to be sure—for people who are never quite sure until somebody else tells them; but we never put folks of that ilk at the head of important enterprises.

Since man quit doing things by instinct, and began to do them because of some reason or other, the positive temperament has been honored and rewarded. Generals, statesmen, inventors, captains of industries and promoters of big merchandising houses—have been men with positive convictions.

All reformers and leaders of world-movements have been notoriously fixed and unchangeable in their views. And not unfrequently they have been quite as positive in their erroneous as in their correct views of things. And, on general principles, the world is quite willing to tolerate a lot of erroneous and inconsequential thinking in one, provided one is sufficiently positive and resultful in a few important matters.

But teachableness is also looked upon as a commendable thing. And the employer does not get on harmoniously with the employe in whom this trait is lacking. The head-strong child which scorns parental advice, commands and entreaties, is a source of anxiety and sorrow in the home; and generally comes to a tragic end. Also it is required of those who "enter the kingdom" that they shall manifest a tractable spirit.

The man who thinks he knows it all has another thing coming. He doesn't. Ofttimes the wisest men are the most teachable. Without this willingness to be taught—not merely from those with whom they came in contact, but by the experiences of life—they could not have become wise. And many times we are confronted by the frankest confessions of limitations—voluntary confessions from the lips, and in the writings, of men whom the world delights to honor for their intellectual endowments, or scientific achievements. They count not themselves yet to have apprehended.

What a thrilling statement that is of John Ruskin's, where he speaks of "the valley of humiliation"—that overwhelming impression of the immensity and depths of things! "Into this valley," he says, "only the strongest and the bravest of men may enter, owning themselves forever afterwards children." And there is a fine old classic paradox to the effect that the truly wise man is the man who knows that he doesn't know. The point of being that the ignorant, the naive and the illiterate think they know more than they do. But, of course, this paradox concerns

itself with ultimate things—metaphysical difficulties that do not bother the practical man of affairs.

So we have it on good authority that positiveness is a valuable thing. I might say, an indispensable asset. To build a substantial business; to buy his wares advisedly and cater to his customers intelligently—the merchant must know the business. He must know the methods and principles which govern merchandising in general—and in his own line particularly. Also the clerk must be of a positive sort, if he would be the most serviceable type of a salesman. He must know certain things about human nature. And this knowledge isn't so much the sort that comes through instruction as it does by instinct. The best salesman is a born salesman. Sheer ability to sell gives rise to a legitimate faith in that gift. And knowledge of the wares to be sold is a matter of consequence.

On the other hand, as we have seen, the man who is susceptible to further instruction; the man who is anxious to learn, and conscious of his need of further knowledge—is to be commended. Also that man is in the way of preferment. And by and by he will have a bigger and better job; or, if he is at the executive end of the game, he'll build a bigger and better business.

So we have the curious situation of two things, both of which are desirable, seemingly the very antipodes each to the other. How can this be? Just in this way, if I may take a fling at the solution of it: the contradiction is apparent, but not real. There are things that we should be positive about, i. e., we should know them as absolutely and inerrantly as it is possible for human beings to know anything; and there are other things that can not be entirely compassed by thought, or exhausted by the experience of any single individual; and in respect of these things we should be willing to learn more.

I like that expression we are all using so much nowadays: "You've got to show me." When you analyze it you will find it has (by suggestion) both of these elements in it. It smacks of positiveness; and it admits a willingness to learn by demonstration—one of the most accredited ways of getting at the kernel of a thing.

Thus the ideal temperament is the one which is both positive and tractable. If a man is not certain about anything, he is a molly-coddle; and the world turns him down—especially if he tries to butt in where real men are doing things. If he knows everything under the canopy, and is so cock-sure of it that he won't listen to anybody, he's a fool; and people mildly tolerate him or ignore him. But if both elements are happily blended in him, he is a valuable man; and, other things being equal, he is going to win out.

Chas. L. Garrison.

The merchant can appreciate people who are too sensible to be too sensitive.

A Mail Order Deal.

Down in Oklahoma the other day a man went into a store to buy a saw. He saw the kind he wanted and asked the price. It was \$1.65, the dealer said.

"Good gracious," said the man. "I can get the same thing from Sears, Roebuck & Co. for \$1.35."

"That's less than it cost me," said the dealer, "but I'll sell it on the same terms as the mail order house just the same."

"All right," said the customer. "You can send it along and charge it to my account."

"Not on your life," the dealer replied. "No charge accounts. You can't do business with the mail order house that way. Fork over the cash."

The customer complied.

"Now 2 cents for postage and 5 cents for a money order."

"What—"

"Certainly, you have to send a letter and a money order to a mail order house, you know."

The customer, inwardly raving, kept to his agreement and paid the nickel.

"Now 25 cents expressage."

"Well, I'll be—," he said, but paid it, saying, "Now hand me that saw and I'll take it home myself and be rid of this foolery."

"Hand it to you? Where do you think you are? You're in Oklahoma and I'm in Chicago, and you'll have to wait two weeks for that saw."

Whereupon the dealer hung the saw on a peg and put the money in his cash drawer.

"That makes \$1.67," he said. "It has cost you 2 cents more and taken you two weeks longer to get it than if you had paid my price in the first place."

Knew the Odor.

A friend of Justice Harlan, who was a rare Kentucky gentleman in every sense of the word, told this story:

"Justice Harlan was traveling and he entered the smoking compartment of the Pullman to get a drink of water. As he lifted the glass he sniffed suspiciously. Turning to the three in the room he said:

"It seems to me that some one has been drinking liquor out of this glass."

"Yes—er—sir," stammered a little

man in the corner, 'I used the glass for that purpose.'

"Raising his voice, the Justice asked:

"Well, where did you hide the bottle?"

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot\$2.35
Lesser quantities\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 7 gross case, per case 20 gr. lots\$3.75
Lesser quantities\$4.00

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

2 size—1 doz. boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots\$1.96
Lesser quantities\$1.96

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH

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

UNCLE SAM.

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

SAFETY MATCHES.

Light only on box.

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

On Exhibition at Office of Michigan Tradesman

Business Systems for Busy Business Men

The Simplex System

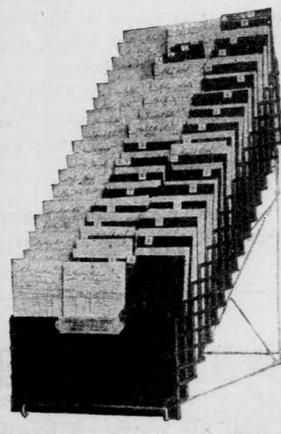
Gives a Complete Ledger Record of your business in one third the time. We want to prove this to you. The cost of the SIMPLEX is one-half that of any short system.

Send for Sample No. 8 Sales Book

100 books \$ 3.50
500 books 9.00
1,000 books 16.80

Complete Sample Line and Prices for the Asking.

CONNARD-HOCKING CO.
4th Floor, 136 W. Lake St. CHICAGO



Detroit Department

Wholesalers Will Swing Around a Circle.

Detroit, Feb. 6.—In a trip which will swing around the lower part of Michigan and take in five of the largest cities, the Trade Promotion Committee of the Board of Commerce will, on March 10, open its 1912 series of "get-together" jaunts. Bay City, Saginaw, Grand Rapids, Battle Creek and Kalamazoo, in the order named, are the places to be visited.

As on the trips carried out last season by the Trade Promotion Committee of the Wholesalers' and Manufacturers' Association since consolidated with the Board of Commerce, the man who attempts to do any money changing or order placing will be scourged out of the Pullman temples. The one idea of the trips will be to get together the Detroiters who make or handle the goods and the retailers of Michigan who retail them to the public.

The discovery was made more than a year ago that wholesalers, jobbers and manufacturers were not personally acquainted with enough of the men with whom they were doing business in the State, and a series of trolley trips, with a special train journey through the Thumb district, was arranged to remedy this. The results were wonderful, and this year the plan is to be carried out to a still greater extent. A. H. Zenner, who was the moving spirit of the Trade Promotion Committee of the Wholesalers' Association, is serving in the same capacity on the Board of Commerce Committee.

The first trip will start from Detroit Sunday, March 10, at 11 p. m. A special Pullman train, with a full equipment of diners, will carry the party. It will arrive in Bay City Monday morning, March 11, and the visitors will spend the forenoon there and the afternoon and evening in Saginaw, leaving late at night for Grand Rapids, where they will arrive early Tuesday morning. The entire day will be spent in Grand Rapids, from which the special train will depart Tuesday night, reaching Battle Creek Wednesday, March 13, and remaining there during the morning. The afternoon will be spent in Kalamazoo and the promoters will return to Detroit late Wednesday night.

"This trip is planned to cover five of the larger cities of the State and will interest the manufacturers of Detroit, as well as the wholesale houses," said Mr. Zenner yesterday. "The party will remain on the same train throughout and will be well cared for. A number of the most promi-

nent manufacturers and jobbers of the city have already spoken for reservations.

The same policy will be followed as on last season's trips. Order books will be left at home and there will be no attempt to discuss financial matters. Everything will be on a purely social basis. In that way we will accomplish our desire, to get really acquainted with the Michigan merchant, and he with us. Both will benefit greatly, as was shown last year. Because of the success of the trolley and Thumb trips, of 1911, the Committee deemed it wise to start the tours early this year."

Chairman Zenner has appointed the following Committee to arrange for the other trips which are planned: George H. Gates, chairman; James E. Davis, Charles A. Berkey, Ralph Stoepel, Frederick Stockwell and A. L. Smith. These trips will be arranged at intervals of a month along the lines of the Lake Shore, Grand Trunk, Ann Arbor, Wabash and Pere Marquette railroads. The majority of them will be on special Pullman trains. It is expected that the famous \$20,000,000 band, which made such a hit last season, will be a feature of the 1912 trips.

It is expected there will be a large attendance of representative business men of Detroit and Michigan at the annual meeting and banquet of the Michigan Manufacturers' Association, which will open at the Hotel Cadillac, in this city, at 5 o'clock Feb. 12. Herbert Knox Smith, United States Commissioner of Corporations, and Senator Charles E. Townsend are to be among the speakers.

The Reception Committee comprises: M. J. Murphy, chairman; Truman H. Newberry, E. D. Stair, F. M. Alger, Philip H. McMillan, George H. Barbour, A. H. Green, Jr., James Inglis, James Couzens, H. M. Leland, S. F. Crapo, H. J. Hayes, Frank G. Ryan, C. B. Warren, Thomas Neal, Hugh Chalmers, of Detroit; R. L. Irwin, Roy L. Barnhart, Grand Rapids; W. K. Prudden, Lansing; W. B. Mer-shon, Saginaw; Frank Milham, Kalamazoo; N. S. Potter, Jackson; L. B. Robertson, Adrian; E. C. Hough, Plymouth; E. C. Kolb, Battle Creek; H. D. McKinnon, Bay City; H. F. Frem-bach, Cheboygan; Henry Ballou, Cadillac; B. F. Tobin, Muskegon.

J. D. Dort, of the Durant-Dort Co., of Flint, First Vice-President of the Association, will preside at the banquet.

Beware of the knocker and his hammer; you may be wanted to pose as an anvil.

Cultured or Fermented Milk.

There is rapidly increasing interest in cultured or fermented milk throughout the country and, as we have previously stated, the subject is worthy of investigation by all creameries.

It was Dr. Metchnikoff of the Pasteur Institute who first proclaimed the virtues of this class of milk, especially that soured with the Bacillus Bulgaricus. The Bulgarian and other lactic acid bacteria are antagonistic to putrefactive organisms and, virtue of this, when taken into the system, will check putrefaction in the intestines and colon and thus prevent the formation of toxic substances which give rise to a retinue of intestinal and bodily disorders.

Nothing ever rested upon a sounder basis than the claims made for fermented milk. All buttermakers, and cheesemakers especially, who have had experience with good starters can testify to the antagonism of lactic acid bacteria toward other classes, and especially the putrefactive kind.

That a multitude of ills follows from excessive bacterial fermentation in the intestines is a matter of common knowledge. Why then shouldn't good result be expected by daily inoculating the digestive tract with organisms

which are antagonistic to the kinds capable of creating disorders and, in some cases, even causing death?

The term Bacillus Bulgaricus is the name applied to a species of lactic bacteria indigenous to Bulgaria where Dr. Metchnikoff found people to live to an unusually old age. Investigation proved to him that the regular indulgence in a drink (Yogart) containing this bacillus was largely responsible for the longevity of Bulgarians. This species produces about twice as much lactic acid as the species used by butter and cheesemakers for starter purposes.

So far as we know, none of those who are making a specialty of supplying cultured milk have found the Bacillus Bulgaricus entirely satisfactory when used by itself. The high acid production and the comparatively high temperature at which it must be grown, combined with the tendency to produce a slimy curd, made milk fermented with this bacillus less palatable than that soured with ordinary lactic acid bacteria. It is for this reason that many who are making a specialty of cultured or fermented milk now use a combination of the ordinary lactic acid and the Bulgarian bacteria and some use the common lactic acid bacteria exclusively.—Butter, Cheese and Egg Journal.



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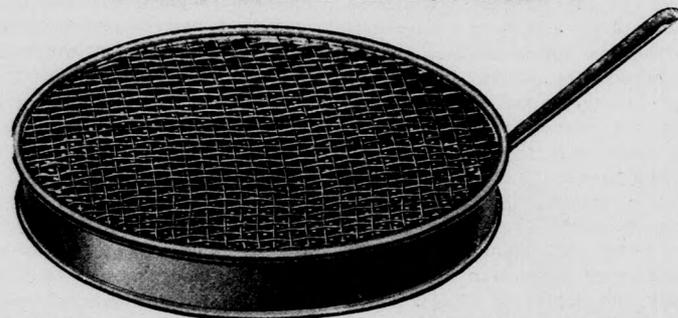
8, 10, 12, 16 and 18 inch

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

Detroit Rubber Co.
Detroit, Mich.

The APEX BREAD TOASTER

TOASTS BREAD AS YOU LIKE IT



FOR USE OVER GAS, GASOLINE AND BLUE FLAME OIL BURNERS

Order of your jobber, or

Manufacturers **A. T. Knowlson Company,** Detroit, Mich.

BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of $\frac{1}{2}$ c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

WHAT IS THE PRICE?

The Strongest Argument in an Advertisement.

Somewhere the other day in my reading I came across a statement to the effect that the price was the strongest argument in an advertisement, and I am inclined to believe that it is true, notwithstanding a number of advertisers who ought to know how to present an advertisement in its most convincing form are of a different opinion. At least their advertisements would indicate that they are, because no statement of price is ever made. In some advertisements, of course, it is not material to state the price of the article advertised, because the advertisement is intended merely for general publicity, and that kind is not to be considered in this writing. Such advertisements are comparatively few, the greatest number being such as either state the price or in which the price might be stated.

The American majority is a price-loving people, not exactly loving the price, but loving exceedingly to know what it is, because possession so largely depends upon the price. With some, price is no object, and these may be considered out of this count. Department stores all over the country, which are the heaviest direct advertisers, almost invariably state prices. And they are wise to do so, because their business is done so largely with the classes who must consider price before purchase. The most alluring and elegant language a department store could put into an advertisement, if prices were not given, would not bring customers to its counters as would the most uncouth advertisement of a rival which told the people what they would be asked to pay for what was offered. Advertisers in newspapers as a rule state prices; magazine advertisers are about equally divided, and car cards might oftener carry prices than they do, although, generally speaking, they are guide-posts rather than guide-books, space being a consideration. But often a single article is advertised, and, in my judgment, whenever it is possible to state the price it should not only be stated, but featured, for the average buyer, knowing the price and that he has it, will do a great deal more thinking about possession than if he did not know what he would have to give up to have what he wanted. If the price were prohibitive, that would end it, but the end would come just the same when he discovered the price, and if he had to go to the advertiser's place of business to find out, the chances would be that he would leave with a sense of having been deceived, or at least that information had been withheld from him which would have saved him considerable trouble. Now and then a possible purchaser who goes to enquire the price buys something else, but more do not, and go somewhere they know prices. It is not the invariable rule, perhaps, that when prices are not given they are higher than usual, but it is the invariable rule that when

an advertiser can offer a price lower than any of his competitors he does not conceal that price from the public.

Taking the question by and large, it seems to me that wherever the price can be given in an advertisement of any article for sale it should be given. Not to give it is concealing what to most purchasers is the most important matter to them, and the fact of that concealment is to the mind of these possible purchasers an evidence that the advertiser wants to get out of them all that can be got. It is not true, of course, but it is not always the truth that those on the defensive listen to first. Possible purchasers are human, and it seems to be human to be suspicious. Whether an advertiser does or does not state his price in his advertisement, the first question, nine times in ten, he will hear about the article he is trying to sell will be: "What is the price?"

W. J. Lampton.

A New Leaf.

Whereas—Public sentiment, manifested in community co-operation, is an invincible force;

Whereas—Individual indifference forbids healthy public sentiment and when in control depresses and stifles;

Whereas—The community is the body of which individual citizens are members and the body can not be strong if the members be atrophied; and

Whereas—Without action life is impossible, death inevitably ensuing; therefore be it

Resolved—That, throughout this year, I shall believe in my fellow townsmen and have faith in my community and shall make known my belief and faith in season and out of season by all my public and private acts and utterances;

Whereas—All that I have and all that I can hope for in a material, moral and social way, are inseparably united with my community's fate; be it further and finally

Resolved—That I shall supplement my faith in my fellows and my belief in my community by giving freely of my time and my money in promoting my community's — therefore my own—interests.

Literal Obedience.

Little Harold was getting final instructions before starting for a party.

"Now," cautioned his mother, "at supper if they ask you the second time to have something, you must decline."

Harold agreed and trotted off.

At one stage of the feast the hostess noticed how eagerly the little fellow was applying himself to the task of disposing of a generous dish of marmalade. When he had finished, she enquired: "Won't you have some more, dear?"

The child looked up at her quickly. "I can't accept the second time," he said earnestly after a slight pause, "but if you'll ask me a third time, I think it will be all right."

He was asked.

Programme For the Traverse City Convention.

The following programme has been prepared for the annual convention of the Retail Grocers' and General Merchants' Association, to be held at Traverse City next week:

Tuesday Forenoon.

9 a. m.

Registration of delegates, distribution of badges, payment of dues and per capita tax at the Association headquarters—Park Place Hotel.

Afternoon.

Convention called to order at the C. S. P. S. hall by President M. L. DeBats, of Bay City.

Address of welcome by Hon. Emanuel Wilhelm, Mayor of Traverse City.

Response to address of welcome by Fred W. Fuller, Grand Rapids.

Annual address of the President.

Secretary's annual report.

Treasurer's annual report.

Appointment of Committees upon

Credentials, Auditing, Resolutions.

Appointment of Election Board.

An hour with the traveling man.

Adjournment.

The polls will be open until 6 p. m. for the nomination of officers for the ensuing year.

Evening.

8 p. m.

Reception and smoker in C. S. P. S. hall.

Wednesday Forenoon.

The convention will be called to order promptly.

Communications and bills.

Report from local associations in alphabetical order.

Adjournment.

Nominations will close at 12:30 p. m. Each delegate should secure his ballot and register his vote before that time.

Afternoon.

Report of Committee on Credentials.

Address by Fred Mason, Vice-President and General Manager of the Shredded Wheat Biscuit Co., of Niagara Falls, N. Y.

Announcement by Election Board of nominations of officers.

Question box. A. C. Neilson, West Branch, chairman.

This feature can be made of great value to the Association if each delegate will enter into the discussion of the various questions submitted.

Evening.

Banquet and grand ball at C. S. P. S. hall. T. H. Gillis, toastmaster.

Thursday Forenoon.

The polls will be open at the convention hall and delegates are requested to vote early and thus facilitate the work of the election inspectors. The polls will be closed at 10 a. m.

Afternoon.

Convention will be called to order promptly.

Report of Committee on Resolutions.

Report of Committee on Constitution and By-Laws.

Consideration of committee reports.

Question box.

Report of the Board of Elections.

Selection of next place of meeting. Unfinished business.

Adjournment.

A Fright.

"Lady," said Meandering Mike, "would you lend me a cake of soap?"

"Do you mean to tell me you want soap?"

"Yes'm. Me partner's got de hiccups an' I want to scare him."

Just when a man has nothing to say he is asked to make a speech.

**Nachtegall
Manufacturing Co.**

S. Front and P. M. R. R.
Grand Rapids, Michigan

Manufacturers of high grade

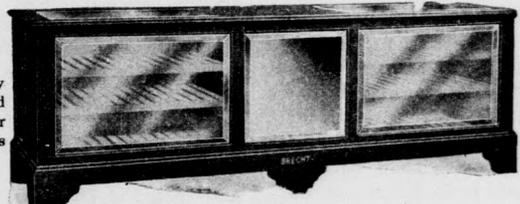
**Bank, Store
and Office Fixtures**

We make an improved
Removable, Sectional and
Interchangeable Office Partition

Quickly put up and easily taken
down. Get our price on your new
office equipment.

IT'S A GOOD INVESTMENT

To Display Your Food Stuffs in a Sanitary Manner
Consider How Attractive and Inviting They Would Appear in



Perfectly Insulated Same as Our Coolers

Made of Selected Quarter Sawed Oak and French Beveled Plate Glass

Brecht's Refrigerator Display Case

Keeps your food stuffs in a clean and sanitary condition and is a protection to perishables
WE MAKE HIGH GRADE MARKET OUTFITS, COOLERS, ETC.
Write Department "K" for Particulars

THE BRECHT COMPANY
ESTABLISHED 1853

Main Offices and Factories **ST. LOUIS, MO.**

New York Denver San Francisco Hamburg Buenos Aires

LINCOLN'S CHAIR.

Can Any Furniture Man Tell Where It Was Made?

Written for the Tradesman.

Who knows where the Abraham Lincoln convention chair was made?

It was hewn out of a log, and there is a little "back" to it—a back looking like the spindle railing around an old-fashioned desk.

It is called "Lincoln's chair" because it was occupied by the chairman of the Republican National Convention which assembled at Chicago in 1860 and nominated Lincoln for the presidency. The probabilities are that Lincoln never saw it.

If you read the story of that exciting convention as told by Ida M. Tarbell, you will see a picture of the chair, which looks like a great knot with a shelf cut in it. Under the picture of the chair is the statement that it was presented by Michigan, and was the first chair made in the State.

It is more than probable that chairs of the old-time wooden-seat and spindle-back kind were made in Grand Rapids long before that. Early in the 60's Charles C. Comstock bought out the Winchesters and began making furniture for shipment. At a very early date George Widdicomb made furniture here, and William Widdicomb, his son, went to Milwaukee and sold it. It is likely that there were chairs in the furniture Mr. Widdicomb sold in Milwaukee, chairs in the output of the Comstock factory.

Perhaps some Grand Rapids man familiar with the history of the furniture trade here can disprove the statement made in the history referred to. We all know that Mr. Comstock made chairs, but we do not all know when he began to make them. In the long ago Mr. Comstock used to tell a story of one batch of chairs he made.

"I had not been in the chair business long," he used to say, with a chuckle, "when a rough-looking fellow came into my office with a grain bag thrown over his shoulder. He looked about the little office for a moment and then fixed a pair of rather humorous eyes on me. I sat and watched him until he got ready to make his wishes known to me. He was out long in doing so.

"You make chairs?" he asked.

"I replied that I did.

"Guarantee 'em?" was the next question.

"For ordinary use and wear," I answered.

"Well," said the man, "I bought some of you not long ago, and they're no good at all. I've brought 'em back."

"I arose from my chair and stepped to the door to look into the wagon which stood outside, expecting of course, to see the chairs piled in the box. No chairs were in sight and I turned back to the visitor.

"I was afraid they'd lose out if I put 'em in the wagon-box," the fellow said, "and so I've got 'em in this bag."

"And in the bag they were, rattling like sticks of candy in a Christmas

stocking. You see," Mr. Comstock used to add, "we did not know as much about making chairs then as we do now, and, besides, I had bought some bad glue."

Bedsteads and tables were made here in 1834, or even earlier, and it seems likely that chairs were also made. A year later than this William Haldane used a foot-lathe for making furniture, and that was the first "power" machine ever used here to assist in the turning out of furniture. Next William T. Powers used the power of the East Side canal, his shop being north of Michigan avenue, on the race bank. Along about '53 steam was introduced by Mr. Haldane.

It is quite probable that chairs were made in Grand Rapids thirty years before the one which figured in the Republican National convention at Chicago was produced. Eighty years ago William Haldane had a furniture shop where the Weston building stands, on Canal street, next to where the new million dollar hotel is to go up. You can't make it look as if the first Michigan chair was made in 1860 if you go back to the old records.

In the days when Mr. Haldane made furniture on Canal street he lived on "Prospect Hill," where the Michigan Trust Company's building is now. One of the sights in the middle 30's was a bedstead he had made with common carpenter tools.

When one considers that this furniture shop and this furniture maker's home stood within a stone's throw of the future location of the great furniture exposition buildings, and that only about three-quarters of a century ago, it looks as if Grand Rapids had been "going some."

In the very early 40's there were numerous furniture makers in the town, for the need was great and the material ready at hand. Furniture which came in "from the outside" had to be "hauled" behind ox teams from Detroit, so the skillful went to work with saw and axe to furnish their own homes, and when they had completed their tasks they made bedsteads, tables and chairs for their neighbors. William Widdicomb worked for "Deacon" Haldane in the early days.

Away back there Archibald Salmon had a "cabinet" shop on Prospect Hill, not far from the Haldane place, Samuel Butler made bedsteads where the Bridge Street House is now, and Abram Snively made furniture on Monroe street at the corner of Ionia, where the Morton House is.

Perhaps some one who knows about furniture in this city in the 60's will recall the chair referred to. It is more than probable that men now living here attended the Chicago convention in 1860, and some of them may know about the chair made out of a log of wood.

That convention was the first to resolve itself into an insane asylum when the names of the candidates were named. The hooters for William H. Seward made quite a racket when the New York man was nominated, but, behind the noise and the enthusiasm for Seward, stood the

grim figure of Horace Greeley, at that time as powerful in politics as any entire state delegation, and Horace wasn't throwing any bouquets at William. You see, Horace was only a "cheap" editor, and William H. Seward and Thurlow Weed had, as Greeley claimed, been throwing the hooks into him whenever he wanted enough out of the pork barrel to pay for his white paper.

There had been some hot correspondence between the three, and Greeley had announced that some of their schemes and plans known to him would "make mighty interesting reading." So Greeley went to Chicago to hand Seward's aspiration a jolt that would remind him of the power of the press. So the enthusiasm was not all for Seward when New York yelled. Greeley was for Bates.

But when the time came to nominate Lincoln, Illinois and Indiana had the cards stacked. Taking warning from previous yellings, they had gone out into the highways and alleys of Chicago and picked up all the lusty-lunged fellows they could find, and had packed the convention hall—the old "Wigwam"—with them. And they had artillery outside, too, and a man to signal from the roof of the "Wigwam," and what those Western men didn't know about making a noise wasn't to be learned. They made the thunders of Niagara sound like the whisper of a violet petal in still air.

That was the beginning of the noisy conventions. When Blaine was nominated the delegates and their guests yelled for an hour or more, but when the chairman of the Ohio delegation arose at Chicago in 1869 and changed four votes from Chase to Lincoln the whole city went mad. That gave "Honest Abe" the nomination, with a vote and a half to spare.

It would be interesting to know what took place in Chicago the night before that final vote. It would be instructive to know just what the angry, pale-faced delegates from New York thought of Greeley, the worm which had turned. The boys in those old days knew how to make bargains! And there must have been a Special Providence on the job when the bargains which nominated Lincoln were made.

The "Lincoln chair" now belongs to some Chicago collection, that of Alderman Gunther, it is stated. It is as rugged, as steadfast, as strong, as the man it is called for, but never as durable as his memory. Nothing can ever outlast the memory of the splendid man who stood at the helm of state all through the War of the Rebellion and died when his wisdom was needed most. Alfred B. Tozer.

Innocent.

Rastus—What yo' tink is de mat-hah wif me, doctah?

Doctor—Oh, nothing but the chick-enpox, I guess.

Rastus (getting nervous)—I 'clare on mah honah, doctor, I ain't been nowhar I could ketch dat!

The fire of genius is often unable to make the pot boil.

Office Boy Wins His Way to Top.

The possibilities in Wall street for an ambitious youth were illustrated when Kuhn, Loeb & Co. announced that Jerome J. Hanauer, who twenty years ago entered the employ of the house as an office boy, had been admitted to membership.

Mr. Hanauer, who is 36 years old, is considered one of the best informed of the younger bankers in the street. He was 16 years old when he began work for the firm on his graduation from the College of the City of New York, and since then has worked in every department of the great banking house of which he is now one of the proprietors.

"I don't know that there is much to be said about me," said Mr. Hanauer, "except that I came here as an office boy fresh from college and have been here ever since, working in every branch of the business at one time or another. I think that is all."

"Are you married, Mr. Hanauer?"

"Oh, yes; twelve years."

"Then you don't agree with Kipling that 'He travels farthest who travels alone?'"

"Indeed not. Much of my success is due to being married. The young man who is fortunate in his family affairs is to be congratulated, and I have been blessed in that respect. A family man is more apt to go ahead than one who is not. He has something to work for, something to keep him at home nights, and the man who is at home nights is more likely to do the best work. One can not be around all night and do good work the next day."

"Mr. Hanauer, what do you think of the possibilities in Wall street for a young man?"

"There is more room at the top than at the bottom. By that I mean the lower grades are congested. Unless a man is fortunate enough to become a member of an established firm it is hard work for him to get ahead, owing to the immense capital and time required. The chances for great success are here, but there are more chances in mercantile life. By that I mean that in mercantile life there are more chances for more men to make moderate successes than there are here."

"If a boy were to ask your advice regarding the best course to pursue to win success in Wall street what would you tell him?"

"I'd tell him—and this advice applies wherever he goes to work: 'Do whatever you are told and do it to the best of your ability; don't growl because somebody else does not have to work as hard as you do or gets a dollar or two more a week; stay in one place and don't keep changing, and, above all things, don't watch the clock.'"

What has become of the old fashioned man whose word was as good as his bond?

A fool tells what he is going to do, but a wise man points to what he has done.

A man isn't necessarily harmless because he doesn't mean any harm.

A Confession

I am the oldest criminal in history.

I have acted in my present capacity for many, many years.

I have been trusted with millions of dollars.

I have lost a great deal of this money.

I have constantly held temptation before those who have come in contact with me.

I have placed a burden upon the strong, and broken down the weak.

I have caused the downfall of many honest and ambitious young people.

I have ruined many business men who deserved success.

I have betrayed the trust of those who have depended upon me.

I want to be discarded for something that will protect and benefit all those who handle money.

I am a failure.

I Am the Open Cash Drawer.



Do Not Mince Matters When Cutting Prices.

Written for the Tradesman.

When you cut a price do it with the right kind of a tool. Use an ax and not a penknife. Don't just whittle the price a little—make a decisive cut—one that will make the oldest and most eagle-eyed bargain hunter of them all sit up and take notice.

Here is a piece of dollar dress goods that is not moving as it should. The overcautious dealer, the one who does not understand that price cutting, when done at all, should be marked and conspicuous, will say: "We'll try that at 95 cents for a while." It might just as well be left at \$1. Ninety cents may not be much better. If any cut is desirable, probably it is best not to stop short of 79 cents. If it is a real sticker and hanger, go to 69 or even 59 cents.

With an article at regular price, there are, or should be, several points of appeal. Beauty, fitness, style, serviceableness, and the like. If in buying an especially good value has been secured—and a shrewd buyer aims to secure as many especially good values as possible—then price may be a strong element of appeal even when the regular margin of profit is being made. A corset made to sell at \$1 which embodies the main features of excellence of those which usually retail at \$1.25 or more, will in the nature of things be an extra good seller. It will be the same with an unusually pretty handkerchief at 25 cents. These uncommon values in articles desirable in other respects besides price may be counted as among the very best and most effective means of building up and holding trade.

But when you make a mark down from a price first established, it is made, generally speaking, because, for some reason or other, the article will not move at the price first made. The article has not taken. It has one or more features of undesirability. Now the cut in price to be effective must be decisive enough to make price the main element of appeal. The price must be made low enough to offset—to somewhat more than offset—all the features of undesirability. If the goods in question are out of style, faded, shelfworn or damaged in any other way, then the price must be made very low indeed—it may be just a pure and simple case of getting what little you can out of such wares.

Novelties should be marked down before they become passe. Here are a lot of women's belts, we will say,

in the height of fashion now, but so extreme in style that demand for them may be deadener than a door nail inside of two months. Wouldn't it be a good idea to clean up on them right away? A novelty that is out of date is the poorest of all dead stock.

A quarter off sale or any other horizontal reduction of prices is not to be recommended. If it is run on an entire stock the sure result is a speedy lowering of all the best value goods in the store with no proper return in profits and without any corresponding diminution in slow moving items and stickers and hangers. The impression that results from such a sale is that you are obliged to make a sacrifice in order to meet your bills, and that can not be called valuable advertising. If run on a part of a stock, such goods as need to be sold before the end of a season, a quarter off sale is not subject to so many objections, but still it is better that the reduction in prices shall be differentiated according to the requirements of each particular item.

Putting out some goods as leaders with little or no profit, even perhaps a little loss, may be useful and effective as advertising. It may be well to buy some goods with that very idea in mind. But cutting on staples is hardly to be recommended. Everyone knows that prints that cost 5 cents per yard can not be sold for 3 cents unless the policy is adopted of making up the loss by undue profits on other goods. Besides, cutting on staples demoralizes trade and engenders unfair and bitter competition.

When a marked cut in price has been made, as, for instance, a piece of \$1 dress goods cut to 69 cents, display the bargain conspicuously and offer it ungrudgingly. It is bad form to speak mournfully of the loss which so deep a cut entails. Tell a customer frankly why any bargain is being sold at such a price, and put up the goods on which you are losing 10 or 15 cents per yard with as glad a smile as though you were making the usual profit. Make your customers feel that you want them to benefit by these extraordinary values you are offering. The good advertising you will get out of it will be your compensation.

Never do so foolish and dishonorable a thing as to inflate a price before marking it down. You will be found out if you do. Every bargain, so called, must be a real bargain if you would hold the confidence of your customers. A pseudo-bargain,

something offered as an extra value which is no better than regular, only hurts your store.

In a retail store, every change in price must be downward—never upward. This rule has come to be regarded as so fundamental that it is rarely disregarded. A story is told that during the Civil War a certain thrifty shoe dealer kept marking up his goods as prices advanced until he had figures clear across the end of each box and was running them around on to the side like an "ascending series" in arithmetical progression in the problem in the old arithmetics. This may have done in the strenuous days of the Rebellion but it will not answer now.

In marking down an article do not fall into the mistake of making a "descending series" of slight reductions. Cut it to a moving figure the first jump.

Organization is the modern policy in all things. The organized man is a power, he moves shoulder to shoulder with his brother; the unorganized man is merely a part of a mob, with no chart or compass to guide him.

Think big, talk little, laugh easily, look much, work hard, give freely, pay cash and be kind if you want to be on the road to success.

Some men are like typewriter ribbons. They give out only what is pounded into them.

Many a man's success is due to his ability to use the other men's brains.

Does the Name
Sound Good to You?
HALLMARK
SHIRTS
—the title of the latest "hit"
in shirtdom.

We absolutely never saw such quality, such style, such class at the price, and neither did you. Don't buy your spring shirts until you have seen the **HALLMARK**.

We also show splendid values to retail at 50 cents.

Paul Steketee & Sons

Wholesale

Dry Goods

Grand Rapids, Mich.

Burson Hose

The Burson Brand Fashioned Hose are sold only through local retail stores.

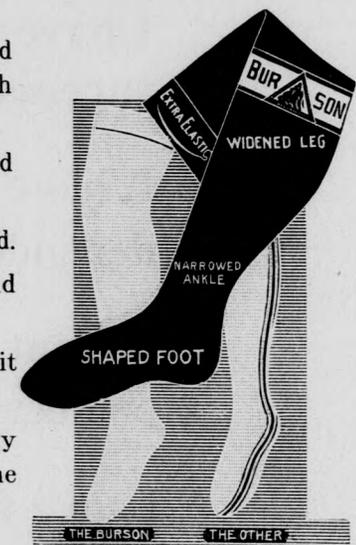
They sell readily—and repeat.

Are well-known, advertised.

Pay a good profit—and repeat.

And are the only hose knit to fit without a seam.

These are five reasons why you should carry a full line of Burson Hose.



Of all jobbers—no mail order houses

BURSON KNITTING CO.

ROCKFORD, ILL.

BE BOTH BUSY AND HAPPY.**Throw Yourself Into Your Business With Zest.**

Written for the Tradesman.

I have in mind two young men nearly the same age. One of them is a skilled workman, the member of a local trade union, and a bright, capable young man. The other young fellow is at the head of an important department of one of our big manufacturing concerns.

In some ways these young men are similar; in other ways they are as wide as the poles asunder. Both are young. Both are intelligent and capable. And I should judge they receive substantially the same for their services. Both have families, provide well for their families and find an occasional opportunity to interpolate their work-a-day tasks with a little recreative breathing spell. Both of them read a few good books; and both are representative of the higher types of American citizenship.

But there the similarities end.

One is decidedly unhappy; while the other is contented with his lot.

By an accident that happened no later than yesterday the vast difference in mental attitude of these two men was impressed upon me.

One of our respected citizens had died; and those of us who knew and loved him had gone to pay that last sad "tribute of respect and love" to his memory.

The officiating clergyman had read the beautiful service, and the sweet-voiced soprano had finished a beautiful hymn. And now, in the quiet, serious moment following the singing, the young trades unionist arose, and began a beautiful and touching eulogy.

He has a deep rich voice and very pleasing presence; and upon this occasion he was never happier in his powers of self-expression. His diction was chaste and beautiful, and his manner impressive to a degree. He told of the unselfishness of our departed friend: of his loyalty to his family, his work and his union; and then, at the close of his eulogy, he said:

"But, friends, believe me, this good man died before his time; and in his death I read a solemn and significant indictment against the social order of which he was a victim. He was too good, too generous, to cope with the cruel system which crushed him, and ended his life before he had lived out the measure of his days.

"For others he worked, and to others went the rewards of his labors. The hard, long, nerve-wracking, life-depleting efforts which he needs must make in order to get the little that he required proved too much for the frail body; and here it lies, cold and still in death—but still a silent, potent protest against man's inhumanity to man. It is the cursed system in which we are hopelessly and helplessly involved that makes rivals and masters and slaves of us, so that the strong do not bear the infirmities of the weak."

Contrast with this attitude the spirit of the young man. He is in love

with his work; yet he works for others. He is ambitious, to be sure; yet, for the present, satisfied with the salary he now receives. And he believes that the outlook is promising. His hours are quite as long—perhaps actually longer—than the hours of the young trades unionist. But he goes about his work with gladness of heart. He is resilient and resultful and optimistic.

Is he too sanguine? Does he fail to see hard, unjust, enslaving conditions that exist in the world about him? Is he blinded by the limited measure of success that he enjoys to untoward conditions which preclude success for countless young men less happily endowed and circumstanced than himself? In other words, is his faith and optimism and hopefulness unwarranted? On the other hand is the young trades unionist too severe in his arraignment of the existing order of things? Has he acquired somehow an unfortunate bias? Which of these two young men has the correct mental attitude? Since they are diametrically opposed they can not both be right.

Louder and more ominous becomes the voice of protest which is lifted up against the existing order of things: namely, the competitive system which now obtains in the realms of industrialism and commercialism.

Is the competitive basis fundamentally wrong and pernicious and hurtful? So it is claimed; and not without some arguments that are hard to down. On the contrary, can we maintain the integrity of initiative on a purely co-operative basis? Is there not within us, from the least to the greatest, the disposition to conserve our energies and get along with the maximum of effort consistent with life, liberty and the pursuit of happiness? If we were all sure of a place at a common board, would each of us get out and do his pro rata share of the necessary hustling prior to the meal? Has it not been said from of old that the average man is as lazy as his circumstances will permit?

On the other hand capital is often cruel. And the disposition to crush and squeeze and grind is not the baseless charge of a disordered intellect. There is, God knows, enough cruelty and avarice and brutality in the world; and some of the hours that some of the social members have to work are long, hard hours, and the pay thereof pitifully small. These are stubborn facts. And labor has had to fight for its rights, just as capital has had to fight for its rights. The "titled gentility" of old used not to recognize capital any more than it did labor. And everywhere it's been a fight.

Civilization has progressed only through conflicts. And victories have been won by men who were willing to pay the price. They have given themselves as willing sacrifices. Fourteen men laid down their lives in the construction of a bridge that would save the homeward-bound throngs ten minutes between a suburb and the metropolis. And how many concerns that you know of have gone to the wall fighting for a principle? And maybe to-day you and I thrive

because that principle has been popularized and extended everywhere. And some of the principles in merchandising were almost unheard of in days gone by. If anybody had suggested them he would have been branded as a dreamer.

But, say, these victories that have been won, for your sake and mine: who won them? Enthusiasts, who, in their day, were considered visionary. People said of them, "They are extremists; and the things that they would foist upon us can never work." After all, doesn't it take an enthusiast to get a hearing on a radical proposition?

Is it his shifting from the competitive to the co-operative basis a thing impossible? I must confess I hardly feel qualified to venture an opinion. It is radical—and there are difficulties which I do not now see how we can obviate; keeping him a real producer after you have removed what seems to me the real incentive to work. But maybe that can be done.

However, we have already some recognition of the co-operative spirit. Many producers are big enough to see their own continued prosperity is wrapped up in the happiness and well-being of the men whom they employ. Therefore they make easier and more prosperous the pathway of those who serve them. Shorter hours and more pay; opportunities for self-improvement on the part of the workmen; free rides, playgrounds, libraries and what not. All of these things were unheard of in the olden days.

More and more, if I understand at all the trend of affairs, these conditions will be improved. Labor and capital must work together in the creation of wealth; and there must be ultimate justice in its distribution. But I can see no prophecy of a Utopian era wherein work shall be approximately eliminated. It is a privilege and a blessing, this thing of work. And a man can not, for obvious reasons, do resultful work under protest. By all means fall in love with the job. Whether the task be important or humble, a man owes it to himself to throw himself into it with zest. And, finally, the whole life is colored by the attitude. Therefore let those of us who are not quite sure that we possess a prophetic mantle, be both as busy and as happy as we can. In the meantime better days are coming.

Frank Fenwick.

Life from Dead Material.

Evidence that living plants or animals are still being produced from lifeless materials is offered by a British scientist. In experiments described at the Royal Institution, the serillized inorganic fluids with many precautions, heating for five to twenty minutes as high as 175 degrees C., although bacteria are destroyed at 55 degrees. The fluid seemed unchanged after six or seven months. Its sediment, however, was found to contain microscopic organisms, and these were proven to be living by their great growth in a few days in an incubator.

The Man Who Knows**Wears "Miller-Made" Clothes**

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

Miller, Watt & Company
Fine Clothes for Men Chicago

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

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.

Hosiery Talk**Don't pay big hosiery-prices for beauty and long wear.**

Get Ipswich Hosiery and you are sure of high quality at a low price. Behind it is nearly fifty years' experience at good stocking-making, that has given Ipswich quality a reputation all over the country.

Millions of pairs of Ipswich stockings are knit and sold every year; and the large output has made possible the exceptionally low price.

12½c to 25c a pair

for men, women, and children

Come and ask for Ipswich Hosiery.



We show the best sellers of the popular Ipswich line. We also have numerous other good brands such as *Bearskin, Rellim Made, Burson, Columbia, Knickerbocker, Indestructible, Veristrong*, etc. The first consideration in selecting our lines is *quality*. The *prices* we ask are right and we will prove it if that next order is placed with us.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

ON BUSINESS PRINCIPLES.

Upbuilding the Material Welfare of Michigan.*

Your chairman has referred to the recent hearing at Lansing in connection with the corporate excess tax proposal. I did not think that I would discuss with you to-night particularly the tentative proposition of that Commission in its effort to improve the tax system of Michigan by levying upon the most conspicuous wealth in Michigan a higher tax than that levied upon anyone else. We have lately assumed that whatever the proposals of that Commission would be, they would not at once entirely uproot our present method of raising public funds. But out of that hearing did come a suggestion of a broader question and one much more deserving of your careful thought.

There were gathered together to discuss the question of raising public funds before the Commission of Enquiry something like 600 responsible business men of Michigan, who came there alarmed at the proposal to levy tribute upon their efforts. I think it occurred to everyone of them before they left Lansing that they would have done better if they had arrived in Lansing prepared to discuss the problem of whether or not the management of the great corporation, the State of Michigan needed, if it performed its function with efficiency, the enormous sums of money that corporation annually disburses. In reality this great municipal corporation is no different from any other, except that it is not operated to give a pecuniary profit to its stockholders, but it ought to be operated to enable those stockholders to earn a pecuniary profit upon their private enterprise. In other words, it discharges its function best when it so efficiently regulates its citizens that they can, in the discharge of their private duties, earn a fair livelihood. So far as income and outgo is concerned, therefore, it is no different from a private corporation. The private corporation makes its budget and maps out its policy and squares its season's expenses with its season's business. I propose to discuss with you to-night the question of how much better it would be if the business men of Michigan went to Lansing determined to discover whether or not the funds of the State were economically and efficiently expended, and determine to have a State government that would apply the simple rules of ordinary business to the management of its affairs; and I propose to you, as the subject of these remarks, and as the very appropriate watchwords of every citizen of Michigan, Efficient Economy, and Helpful Regulation.

I am not here to discuss the advisability of parsimony in State management, nor do I intend to propose to you the application to State affairs of the principles of scientific management, although I do appreciate

that if only the first principles of scientific management were applied to our State institutions, a most extraordinary revolution would result.

It will surprise you, I think, if you will try to answer to me the question as to whether or not in your memory any governor or other official of Michigan to your knowledge ever tried to find out just what the management of the State cost, and just what we do get for the money we disburse. Do you recall ever having heard from the lips of any executive officer of this State a clear and concise statement of the business committed to his care? I mean by this to enquire not only whether you ever heard him give to you a financial statement in which he demonstrated what the business of Michigan cost, but also what this great corporation does and does not do for its members. I do not mean by that to imply any criticism against anyone who is now or at any time has been in control of the political destinies of this State, for if he had given to you such a statement I do not know that there does now exist or has ever existed in the United States of America a similar statement of the business of any other such corporation with which you could compare the condition of the Michigan corporation and discover whether or not your manager was as efficient as the manager of some other commonwealth. And yet as you think of it, it would seem to you as men identified with business affairs that you as citizens are entitled to a financial statement and a business statement of the great enterprise that is run under the name of the Commonwealth of Michigan. It is no greater an enterprise than exists under private management in this United States. The total value of its property, aggregating \$3,000,282,000, is unquestionably exceeded by more than one gigantic industrial enterprise. Its functions when analyzed are not complicated. It has undertaken to care for the criminal, the insane and the delinquent. It has undertaken to inspect and regulate its banks and insurance companies. It has agreed to educate its children. It owns a public domain which it has undertaken to dispose of and use the funds for public good. It possesses a multitude of franchises which it is supposed to sell as much to assist the ingenuity and enterprise of its citizens as to raise a public fund. Its tasks are close to the people. It is not concerned in great national policies, except as it is a miniature of the Federal Government; and in every department it ought, if it devotes itself with the same intensity of purpose, to take better care of its citizens than the Federal Government, distant a thousand miles, could protect those same individuals.

In the discharge of those duties it employs a multitude of people. It manages great State institutions. It supervises and cares for and markets great areas of land, and it regulates all manner of enterprises, from its banks to all the variety of its cor-

porations. It is in this management that we as business men ought to be continually concerned, because by our fiscal system these employes of our corporation disburse their expenses and the expenses of our business, and then ask us that out of the taxes their disbursements be paid.

Before taxation, therefore, comes expenditure. Before the incomes the outgo. And the most efficient correction of a bad tax system would be more economy in our disbursements. No one ought without full consideration to challenge the economical efficiency of a State government. I am only here to make some enquiries, and, as I said, to suggest that the business men of Michigan repeat such enquiries as these with so unanimous a voice that if there be inefficiency and extravagance in the administration of public affairs, it can be cured. For instance, do the officers and directors of this corporation secure from their employes in the capitol at Lansing and throughout our State institutions the same efficient service that you expect to obtain from the employes in your manufacturing establishments? That question I think has already been answered on the moment by every one of you.

But, seriously, is there any reason why in the management of a municipal corporation there should not be found the same efficiency as in a private corporation? Why is it that the employe of the public corporation is notorious for his ability to shirk? Is it not possible to find executive officers who would demand from the employes of the State the same loyal hard labor they would expect and receive in a successful manufacturing establishment of Michigan? Is may be that the State does receive those services. What I wish to suggest is that the citizens of Michigan enquire and determine whether or not that be the fact.

I am not proposing a new fiscal scheme for the State government, but I am enquiring whether various departments of our government are

maintained not as I said on the principles of scientific management, but on the principles of ordinary present business management. Why, for instance, is it necessary for the State of Michigan year by year to spend upon the collection of back taxes \$50,000 or \$60,000 more than they collect? I suspect that the ordinary corporation would charge such debts to profit and loss rather than by an accumulation of interest and system to steadily increase the loss ratio each year. The State of Michigan on June 30, 1909, had charged against the State taxes as a loss, \$1,042,000, and in that year had expended \$60,000 more than they had received from their tax collections. The stockholders of a corporation that continues an expenditure like this for a series of years as this has been continued ought to know why such a system is maintained.

During the preceding year State tax lands were offered for sale to the amount of \$1,471,000, and there was received from the sale of these lands the sum of \$15,661. What would occur, do you think, if instead of this great quantity of land delinquent for taxes being offered at public sale, with none of the public present, bid off in many instances to well inform-

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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.

*Address by Hal H. Smith, of Detroit, before Flint Board of Trade.

ed insiders, what would occur if the State, like any corporation, maintained an efficient sales force to dispose of its public property?

What would occur again if instead of a variety of boards governing our asylums, composed of reputable business men devoting a day a month to the handling of these great institutions, an efficient business manager was able to control these institutions from a central office, co-ordinate their expenses, correlate all their business? It might be possible that such a manager would be able to reduce the expenses of the maintenance of those institutions, which in the year 1909, and I think that is a sample year, cost the State of Michigan \$25 more per inmate than the like institutions cost in the State of Indiana, our neighbor, which has within 100,000 of our population, and owns within its borders property closely approximating the three billion we have in Michigan.

What would happen again if a business manager could be found who would handle our penal institutions so that the cost of their maintenance would not be \$29 more than it is in Indiana, which was the difference in the year 1909. It might be possible that in the management of these institutions successful business men could be induced to devote their services, while wardens and physicians cared for the physical and mental and moral welfare of the inmates, it might be possible that these institutions would come much nearer being self-sustaining.

What would happen again in Michigan if the executive of the State gathered together with his State officials the heads of these institutions, and after a consideration of their needs and their wants sat down and figured in his budget what he, as the responsible executive of the estate, had determined they should have, and notified them and their boards that if they induced the Legislature or used any additional funds over what he had set down for them, their places would all be vacant. No more ridiculous method of arranging the public disbursements could be conceived than that which gives opportunity for the log rolling of the institutional head before the committees of the Legislature who each year enroll in their ranks at least a majority of men without any knowledge whatever of the business of public management and of the needs of public institutions?

What would happen again if the Legislature could be assisted to an early conclusion of its deliberations by an efficient department to prepare the measures that were to be passed, and to furnish as far as it was possible information and intelligent thought upon all the subjects of legislative action?

These are only a few of the suggestions that will come at once to any of you if you would devote an hour of serious thought to the question of public management of this great corporation. It is unfortunate that the public life of a State like

Michigan is so arranged that the best official is uniformly engaged in devising schemes to shift the burden from one class to another, to ameliorate the conditions of this or that class of the people, and to convince the body politic that he and his friends should be maintained in power. It seems not to have occurred to these officials, or if it has it has been early dismissed, that it might be that some day the business sense of the public would so be roused that they would applaud an economical and efficient business manager of their great corporation more than the clever platform orator or political organizer.

I said that I came to suggest, first, economical efficiency, and second, a helpful regulation. There never was a time in the history of the country when there was a greater appeal to every government, federal, state or city, for efficient help to the private citizen. The Federal Government has been the first to appreciate this phase of its duty. As we look back upon its long history we are gain struck with admiration for the wise men who framed the constitution. One of these in that immortal series of papers which outlined the principles upon which the Government must rest, used these words: That government as between the state and the nation will be the most popular with the people which serves the people best. And to-day the Federal Government seems to have realized that if it maintain its popularity with the citizens of the state it must demonstrate its greater efficiency; and in every department of the governmental function it is demonstrating its greater efficiency. In the administration of justice, its courts and its prosecutors are the terrors of the wrong-doers. No great litigation is settled, if it can be settled, in the State courts. The dignity and the integrity of the Federal tribunals have never been challenged with the slightest show of success. In the prosecution of the criminal the long arm of the Government prosecutor reaches into the remotest hamlet, and the jailors of the Federal Government strike terror into the heart of every malefactor. No one makes sport of the Federal grand jury or the Federal jury, although they be made up of the same men who yesterday sat in the recorder's or the justice's court. In the most intimate affairs of life, like the regulation of foods, the promotion of agriculture, the development of the mining industry, the investigation of scientific problems, the care of public lands, in all of these departments the Federal Government is known as efficient and thorough. And yet in hardly one of these has there not been the same opportunity for State administration. Michigan has a pure food law. Michigan has or should have its forest reserves. Michigan has its State department of justice. Michigan has its geological survey, its health department, its department of mines, and yet have you ever heard that in any of these activities of your servants or the results of their work

they have at all matched the efforts and results secured by Federal employees?

The new nationalism is a popular phrase, and so closely is the country knit together in commercial enterprise that it seems inevitable that Federal regulation and incorporation should be brought about. But in the intimate functions of our government that closely concern our daily life, there is no just reason why the government of the State of Michigan should not excel in its administration the Federal Government. It ought to be true that the government of the State of Michigan holds an office that is higher than that held by any man sent from Michigan to represent its citizens in the halls of Congress. This does not mean a divided loyalty. It does not mean treason to the General Government. But it does mean that here within Michigan there are public matters that concern every citizen, that should be so administered and managed by our own State authorities that we could divide the patriotism and the loyalty, and give to our own State its full share.

If it were possible to organize the business of Michigan upon the principle of helpful regulation, this condition could be brought about. And why is that not possible? Only slightly have we begun to appreciate it to any degree. The experiment of the department of immigration, efficiently managed by Mr. Carton, ought to demonstrate that there is a field for the government of the State in its effort to bring into Michigan new citizens to help us bear the burdens of this Commonwealth. As you preach throughout the entire world the desirability of a residence here, should it not be possible to carry the news everywhere that Michigan manufactures a variety of products excelling those of any state in the Union, products that should be sold in all the markets of the world. The Federal Government maintains in every port a consular officer to advertise the wares of the United States. Why should not the State of Michigan in some way attempt to bring to the notice of the world the fact that the goods made in Michigan could travel everywhere in the universe? In our State government we maintain a labor department, designed under the law to regulate employers of labor, and to punish them if they violate those provisions. I do not remember that that department has ever been convicted of any strenuous endeavor to help the employer as well as to regulate him. It can convict him to-day of not protecting a machine. Why would it not be possible for it to teach him and help him protect that machine? It can convict him to-day of employing his labor more than a certain number of hours. Would it be possible for it to help him secure from his labor the efficiency for which he pays? It maintains to-day employment offices in many of the cities. Would it not be possible without a violation of the Federal law for it to secure in the markets

of the world the labor that Michigan ingenuity can use to the best advantage?

The State of Michigan has for sale innumerable franchises for corporations. The State department concerns itself with collecting the fees and requiring reports from these corporations. I have never known whether or not the fees received from these corporations exceeded the cost of maintaining the bureau to collect them. I assume that they do; but would it not be possible for that same department to invite the attention of the enterprising citizen in other states to the benefits of incorporation in Michigan, if those benefits do exist, and to strive to bring to Michigan, instead of to drive out of Michigan, the enterprising citizen who wishes to operate under a corporate form.

These are but a few suggestions that, as I said when discussing the expenses of our State, would come to any one of you if an hour's thought

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TRACE Your Delayed
Freight Easily
and Quickly. We can tell you
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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.

be devoted to public management. Some citizens of Michigan take pride in stamping upon the goods they manufacture, "Made in Grand Rapids" or "Made in Detroit." Is it a dream or an idle fancy that some day in Michigan will come a business manager who, somewhat like the Kaiser in Germany, will preach the doctrine that goods stamped, "Made in Michigan," can travel around the world know for their integrity and their honesty and their worth, who some day shall make it possible that the name of Michigan can be known as a synonym of successful governmental, industrial enterprise, so that its flag can float, if not upon the waters of the world, at least upon the Great Lakes below the flag of the nation, demonstrating the pride of every Michigan citizen in Michigan achievement.

So with the principle of efficient economy and the doctrine of helpful regulation, I come to preach Michigan patriotism. There is no other state than can in all its various ways appeal more to the loyalty of its citizens than this State. I know every citizen of any Commonwealth would say the same. But it is remarkable that here in Michigan have been combined more natural advantages than almost anywhere in this United States. Great mines, great forests, tremendous water power, magnificent inland seas, arable lands, pine forests, salt beds, all have combined to give to the citizen of Michigan a more varied opportunity for industrial success than that of any other state in the Union, and the prodigality of nature in so showering all her blessings upon this State has been added to by the ingenuity of its citizens who, as if stimulated by the gifts that have been given them, have devoted their ingenuity to the development of enterprises having no relation whatever to Michigan resources, but which have nevertheless taken their place with the great enterprises of the world. The manufacture of pharmaceutical remedies, the manufacture of stoves, the manufacture of automobiles, the manufacture of furniture, although perhaps first encouraged by Michigan lumber, demonstrates that no matter what resources nature gives, man's ingenuity in the last analysis is the great creator of wealth. Industrial enterprise and success and wealth are the pride of every Michigan citizen.

But the sentimental in Michigan, its history from the time the first voyageur paddled up the St. Lawrence to pass through the Straits and touch at Mackinac, with the strange story of the Mormons who settled at Manitou, the prosaic history of the Hollanders who sought an asylum on our western shores, down through the history of Michigan in the Civil War, a record not excelled by any other state in the Union, all this story interwoven with romance, punctuated by deeds of bravery, and containing in it not one blot to soil its pages, this should give to every citizen the pride of patriotism; not the great patriotism that comes be-

cause of our membership in the Union, but the lesser affection of the citizen for his home State. And if that State could demonstrate by efficiency in the management of its affairs, by the lightening and not the shifting of its public burdens, by helpful care that it should extend to every citizen, that it is devoting its energies to the upbuilding of the material welfare of every inhabitant, that patriotism might some day be as dear to the citizen of Michigan as the affection he ought never to yield for the Federal Government.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Secretary Conger, of the Kalamazoo Commercial Club, has been gathering information regarding the celery crop of that city and he estimates the annual returns at \$725,000. The shipments are over half a million boxes, or four million dozen bunches, per year.

Reports from Jackson show that the smallpox epidemic is about whipped. Out of more than eighty cases not one has resulted fatally. The schools have reopened.

Pt. Huron is hoping that the Michigan National Guard members will again pitch their tents there for the State camp.

The date of the Taft Club banquet at Flint has been set for Feb. 15 and all the bright and shining lights of the party have been invited to attend.

The Battle Creek Industrial Association is furnishing local merchants, manufacturers and all others desiring them, with envelopes for use in business correspondence, on the backs of which are printed many facts regarding the city's advantages. Secretary Johnson, of the Association, conceived this clever advertising plan.

Jackson makes the claim that its citizens own their own homes in greater proportion than in most other cities. Jackson has nearly two million dollars invested in its seven building associations, and the assets of these associations were increased by \$409,394.86 last year.

Industrial or vocational classes for both boys and girls have just been started in the public schools of Kalamazoo. The courses cover two years and are intended for boys and girls who have finished the eighth grade and do not intend to go on with the high school grades.

Wildcat peddlers and "fly-by-night" traders must steer clear of Battle Creek hereafter or the merchants there will make it hot for them.

The Kalamazoo Commercial Club has secured data from thirty-two cities throughout the United States regarding convention halls, their cost, uses, etc. The information will be made use of by the convention Hall Committee of the Club in making its recommendations as to ways and means in providing such a building for Kalamazoo.

Hartford will vote March 11 on a proposition to issue bonds for \$4,500 to secure the village water supply from springs on farms outside the

corporation. The granting of a franchise to a private electric lighting concern will also come up at this election.

After investigating the subject thoroughly the Kalamazoo Association of Stationary Engineers makes a report to the city Lighting Commission recommending municipal ownership of the lighting plant, with the sale by the city of light and power commercially.

Manistee has no ordinance covering the removal of snow from the sidewalks, so the Mayor has issued a proclamation on the subject, appealing to the civic pride of citizens, and a just regard for the rights of others.

A canning factory will be opened at Eau Claire this season by Godfrey & Son, a bonus of \$1,500 having been raised by citizens.

Reports from St. Joseph indicate that Graham & Morton's new steamer, the City of Grand Rapids, which is being built at Cleveland, will be completed June 1.

Battle Creek recently opened bids for the year's supply of Portland cement and there was disclosed a wide range of prices, the contract going to a concern operating near Gary, Ind., for \$1.28. The city is buying its cement 20 per cent. cheaper than last year, which means a saving to the municipality of more than \$8,000.

The Howard City Board of Trade has fifty-five members in good standing. New officers for the year have been elected as follows: President, Chas. A. VanDenbergh; Vice-Presi-

dent, Fred Ashley; Secretary, J. B. Haskins; Treasurer, Albert O'Donald.

Reed City has acquired a clear title at last to the veneer plant and is in shape to offer inducements to secure some good industry.

The school savings system started at Houghton a year ago is proving a success. Deposits amounting to \$1,200 have been made by 466 children.

Prospects are bright for unusual activity in building operations at Cheboygan this year.

Students of the Ishpeming high school are taking a course in brick laying and a small house complete in every detail is under construction in the basement of the manual training building. **Almond Griffen.**

Hand Work.

Doctor—I must forbid all brain work.

Poet — May I not write some verses?

Doctor—Oh, certainly!

Up to Date.

"Have you a fireless cooker?"

"No; but I've got a cookless fire."

The physiologists tell us that we have five senses, and yet some folks act as if they had none.

How easy it is to think you would head the list of philanthropists if you only had the money!

Baseball players know more about diamonds than jewelers do about baseball.

Barlow's "Old Tyme" Graham Flour

Sweet as a Nut
Stone Ground



JUDSON GROCER CO.

Exclusive Distributors

GRAND RAPIDS, MICH.

IN THE SOUTHLAND.

Grand Rapids Boy First Citizen of Mobile.

Mobile, Ala., Feb. 6.—Many former residents of Grand Rapids and other cities of Michigan are living in this city. The most prominent is Gregory M. Luce, who left Grand Rapids two decades ago, determined to carve out a fortune and the fame that usually accompanies it in this State. Mr. Luce is largely engaged in the manufacture of lumber at Lucedale, forty miles distant. He is also the owner of one-third of the stock of the Bay Shore Export Company, exporters of pine lumber, delivering mainly to customers in Italy and South Africa. He is a director of one of the largest banks, managing director of the Battle House Hotel Co. and interested in other business enterprises. He holds important investments in Grand Rapids and is President of the Luce Furniture Co. His wife was a daughter of Manley D. Howard, for many years an attorney and banker of Holland, Michigan. Mr. Luce and family live in a large and handsome mansion, located on Government street, amid the homes of the wealthy and the cultured. He is classed among the progressive of the city—the men who recognize the natural advantages of its location for the expansion of manufacturing and commerce. The old, lazy rich and indolent oppose progress or the development of the city. They would "let well enough alone." What they conceive to be "well enough" is very bad. It has no good features. The young men of the South are joining the progressives coming from the North in an effort to make Mobile a great, busy, clean and healthy city—a delightful place for the home lover and the active business man. The job is a tremendous one. I met Mr. and Mrs. Dahlheimer a day or two ago and learned much of the history of Mobile from them. Mrs. Dahlheimer was born and reared in the city of Detroit. Twenty years ago she married Mr. Dahlheimer, an English Jew, and after a short time spent in Cincinnati, moved to Chattanooga, where Mr. Dahlheimer opened a jewelry store. After spending four years in that city, Mr. Dahlheimer and wife moved to Mobile. Mrs. Dahlheimer stated that when they came to Mobile the buildings devoted to business were very old and not suitable for the requirements of the modern merchant. The windows and doors were of the ordinary pattern found in ancient houses. Mr. Dahlheimer determined to have a show window. He could not secure a store for a longer period than two years and would not have been justified in an expenditure of the sum necessary for opening the walls of his store and constructing a permanent window. Calling a carpenter to his assistance, he constructed a portable show window and placed it on the walk in front of the store. It was filled with beautiful articles of jewelry and soon attracted a crowd that blocked the walk. A policeman entered the store and

ordered Mr. Dahlheimer to remove the obstruction. He refused to do so. Soon after a note was received from the Superintendent of the Police, ordering the removal of the window at once. Mr. Dahlheimer's reply was an invitation to that official to proceed at once to a lake of burning brimstone, over the entrance to which in flaming letters, was posted the word "h—l." The Superintendent called in person soon after and listened to Mr. Dahlheimer's argument, after which he departed, but the window remained.

Mobile was founded 217 years ago. During its life the flags of Spain, France, England, the Confederacy and the United States have floated over it. Many of its buildings were erected more than a century ago, recalling the history of the past. Between these ancient structures many modern buildings, including several sky scrapers, have been erected, typifying the ages of the past and the present. Mrs. Dahlheimer discussed the social condition, especially in regard to the negroes of the city, as follows: "We are dependent upon the colored folks (spelled with two g's) to perform menial service. We treat them as well as their natures will permit us to. The average negro is unappreciative, ungrateful and jealous of the lowly place in the life of the city he occupies. If a white man should do any work that the negro has been taught to believe is his to perform, he would despise the white man and rank him with the 'po'r white trash.' When a white man is so classed, the negro does not respect him, nor regard him as of any consequence. He would not consider it a crime to kill such a man. The negro has been taught to know his place and he must be made to keep it. He can not stand prosperity and is generally satisfied if he can earn a bare living. Of course, there are exceptions to every rule, but in Alabama the white man must be, as he ever has been and ever will be, the superior race. There can be no equality."

Kooiman & Co., formerly of Grand Rapids, are engaged in laying cement sidewalks in this city.

John B. Brittain, formerly the proprietor of the Clarendon Hotel and later of the Bridge Street House, in Grand Rapids, is engaged in the real estate business. Previous to two years ago he was the landlord of a hotel at Pensacola.

W. G. Sheppard & Son, formerly of Grand Rapids, have lived in Birmingham, Ala., during the past twenty-five years and enjoy great prosperity. They were contractors and builders while residents of Grand Rapids. Among the structures erected by the firm, upwards of thirty years ago, was a large auditorium of wood, located on Lyon street, opposite Kent street. It was used by the State Saenger Bund, for a musical festival; for walking matches and other forms of amusement. The Saengerfest Committee was unable to pay the Sheppards for erecting the building. One night, several years later,

the building was consumed by fire. The Sheppard's collected the insurance, amounting to \$2,000 and departed for Birmingham, where they have since lived.

The people of Mobile do not tear down the old churches. When they are no longer needed for religious purposes the steeples or domes are removed, the walls punctured to provide for additional windows new floors are laid and partitions constructed and, when completed, the structures are rented for offices. One of these buildings contains a great safety vault. Several down town churches in Grand Rapids might be adapted to the same purposes.

Henry Ter Keurst, formerly of Grand Rapids, is a salesman in Hammel's department store in this city. A brother also resides here. Both left Grand Rapids in search of health and found it here.

Arthur S. White.

Invisible Airship Invented.

Baron Adam Roenne, a well known air ship and naval engineer, has taken out a patent in England for an invisible airship. Invisibility is to be achieved by making the outer case or envelope of chromum, a metal possessing a highly polished surface which will be permanently maintained by means of a covering of transparent varnish. The outer cover will thus, to all intents, be converted into a mirror, and invisibility will be achieved by reflection. The Baron claims that there will be no recurring shade shown at the bottom of the

keel, as it is proposed that the latter shall taper to a point. The airship will then always take the color of the surrounding elements, and although larger than the biggest liner, will be invisible at any height above about 2,500 feet. Special silencing devices will also be used for the engines.

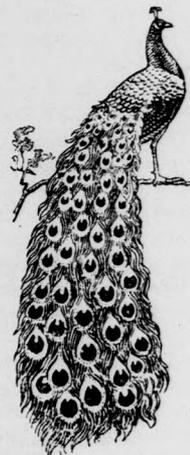
Intrinsic Light of Stars.

M. Nordmann, of the Observatory of Paris, has made some interesting calculations of the intrinsic light of a number of stars, based on the results he had previously attained in regard to their effective temperatures. The brightness of a star, as seen from the earth, does not depend wholly upon its size and distance. Thus M. Nordmann finds that Sirius and Vega emit light the brightness of which is 6,000,000 candle power per square centimeter, while at the other end of the scale the light of Aldebaran amounts to only 22,000 candle power per square centimeter. The intrinsic brightness of Vega is, according to this calculation, nineteen times that of the sun. If Vega were of the same size as Aldebaran and at the same distance from the earth, the former would appear to us over 200 times as bright as the latter.

Wrecked.

Magistrate—What! Do you mean to say your husband struck you, and he a physical wreck?"

Mrs. Maloney—Yes, yer honor; but he's been a physical wreck only since he struck me.



The Best PEACOCK BRAND

Mild Cured Ham and Bacon

And 100% Pure

Alleaf Lard

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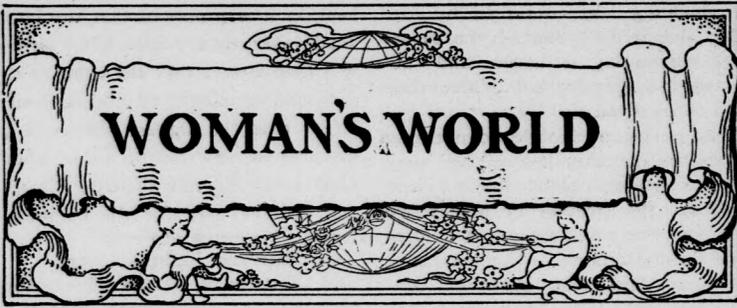
Government Inspected Hogs

Order from our nearest salesman
or address

Cudahy Brothers Co.

Cudahy, Wis.





Aunt Polly's Views on the Allowance System.

Written for the Tradesman.

Clarence and Marjorie had been married two years when Aunt Polly came to visit them. Aunt Polly is Marjorie's mother's oldest sister.

Aunt Polly had announced her visit some days in advance by letter. This had given Marjorie time to clean things up, do some cooking, regulate the rooms—in short, to conceal in large degree the traces of her usual somewhat desultory and spasmodic housekeeping. Still she felt nervous and apprehensive.

"I wish it was Aunt Jane or Aunt Miriam instead of Aunt Polly," confided Marjorie to her bosom friend, Susie Hanford. "Aunt Polly is so uncompromising. And she sees right through everything. When she looks at me it always seems as if an X ray of unusual power and magnitude had been turned on my mind and soul and she were inspecting my very thoughts. There is no use trying to conceal anything.

"She does not say much, that is, in the way of general conversation, but she asks a good many questions and you feel like a witness that is under a heavy fire of cross examination. She is not at all a comfortable person to have in the house. I remember just how it used to be when I was a girl at home. Aunt Polly came on a two-weeks' visit every year. We girls always felt constrained and ill at ease in her presence. Here in my own house where I feel the responsibility of everything it is all the worse. I wish the visit were over and done with. Aunt Polly never has seen Clarence. I do hope he will measure up somewhere near to her standard."

Aunt Polly came and with unconcerned assurance on her part and painful annoyance on the part of her young hostess the visit progressed.

Shortly before she was to take her departure she turned the conversation upon the subject of household finances.

"Well, Marjorie," she began, "your husband seems to be a very decent sort of chap—steady and industrious and I should think he has a pretty good head for making money. I do not see but you have married pretty well."

Marjorie felt greatly relieved.

"Your housekeeping, if you keep it up all the time as good as it has been since I have been visiting you, does fairly well." Aunt Polly's keen gray eyes looked full into Marjorie's face. Marjorie flushed. "But how about your money matters? How much are

you putting in the bank every year?"

Marjorie breathed more easily. She felt on solid ground now. Alas, that she did not know shrewd old Aunt Polly's ideas on the subject of family finances.

"I do not know just how much Clarence is putting in the bank—he attends to all that—but he gives me an allowance to run the house and another for my clothes and personal expenditures and I always or nearly always keep within my allowances," Marjorie replied with some pride, "and I am sure that is all that is required."

"How large is your allowance for running the house?" Marjorie named the amount. "And I have so much for my clothes," she continued.

"Pretty good allowances" — muttered Aunt Polly.

"Now how much do you allow Clarence for his clothes and small expenses?" The keen gray eyes were full upon her.

"Why Aunt Polly! What a question! Of course I don't have anything to say about Clarence's expenses. I think he just uses whatever money he needs. I am sure he is not extravagant. I really think he is more saving than I am."

"If he's saving at all he's more saving than you are," said Aunt Polly sharply. "Those allowances of yours are altogether too large for you to be spending the whole of them unless your husband's income is far greater than I think it is. I could run this house on so much a week easily," and she named an amount about half the size Marjorie was receiving.

"The allowance idea is all right in a way. It is only just and proper that a wife have a stated sum she can depend on for meeting daily and weekly expenses. What this sum shall be should be determined by consultation between husband and wife, the wife knowing as fully as the husband all about their income and resources.

"A rattle-pated girl (here Aunt Polly looked at Marjorie relentlessly) "can be extravagant with allowance money the same as with other funds. The allowance system is all right only it needs to be combined with the partnership idea. You have had the notion that Clarence gave you so much money and you have used it thoughtlessly as a child spends the nickel or dime given him to buy candy. If you regarded Clarence's business as your business in a way as much as his, and that you had a partnership interest in it and in all the income derived from it, then when

you drew out your allowances you would feel a responsibility about making the best possible use of the money, the same as Clarence feels about the investments he makes. You would not think as you have been thinking, that if you kept your expenditures within a very liberal allowance that you were doing plenty well enough.

"Mind you, I don't say you should be close or penurious in either your housekeeping or your personal expenses. There is no necessity for it and Clarence would not like it. You can provide liberally for all your needs and still have something left.

"Make it a practice to lay by at least a small sum each month. Then when there are extra expenses to meet you can pay the bills yourself instead of leaving them all for Clarence. You might be able to help substantially in making the payments on your home or buy some lots in a part of the city where real estate is advancing in value.

"After a fair trial, if you find that you really can not acquire the habit of saving your surplus, then have your husband cut down your allowances. The main trouble with you is that he has been too generous and you have felt obliged to get away with all the money he handed over to you. But if you don't want your husband shall die a poor man, you will need to mend your ways."

At first Marjorie was furiously indignant. What business was it of Aunt Polly's anyway? Then she considered it further and determined to talk matters over with Clarence as soon as ever Aunt Polly should leave the house. Maybe Aunt Polly was in the right. That was the trouble with Aunt Polly. Somehow she always was in the right. But why need she be so disagreeable about it?

Quillo.

The Fussy Man.

Every one knows one or more of those conscientious egotists who can not rid themselves of the idea that no one can be trusted to carry out the simplest details of routine work without their personal supervision.

It was one of these men who sailed for Europe, leaving in his broth-

er's care a parrot, of which he was very fond. All the way across the Atlantic he worried about the bird, and no sooner had he landed at Liverpool than he sent over this cablegram to his brother:

"Be sure and feed the parrot."

And the brother cabled back:

"Have fed him, but he's hungry again. What shall I do next?"

BROOMS
J. VAN DUREN & CO.
 Manufacturers of
High and Medium Grade Brooms
 Mill Brooms a Specialty
 653-661 N. Front St. Grand Rapids, Mich.



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Housewives need it, and must have it

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who wish to please
 their customers should
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**Baker's
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with the trade-mark
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They are staple goods, the
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Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
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The Largest Exclusive Retailers of
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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

FIFTY YEARS AGO.

Some of the Men Who Made Grand Rapids.

Written for the Tradesman.

Amos Rathbone commenced his business career in Grand Rapids as a retailer of groceries, occupying a small frame building on the southeast corner of Monroe and Ionia streets. Later he entered into partnership with George H. White and the late A. D. Rathbone, under the firm name of George H. White & Co. and engaged extensively in mining, grinding and calcining gypsum. Their mills and mines were located on Plaster Creek, near the Grandville avenue bridge. The firm prospered. Amos Rathbone built the handsome Gothic house located on North Division street, adjoining the property of St. Mark's church. The alcove over the main entrance is lined with gypsum rock taken from the mine.

Gouverneur B. Rathbone, a brother of Amos Rathbone, lived on a splendid farm on the Robinson road, near Fisk Lake. The property is now owned by Edward Lowe. Mr. Rathbone was an old-fashioned gentleman, somewhat eccentric, who loved horses and was never known to miss a horse race in Kent county. He also loved theatricals, circuses and like amusements, but he hated to part with his money. Finally he bought a small interest in the Grand Rapids Times, his partners entering into an agreement with Mr. Rathbone under which he was entitled to free tickets to the theater, circuses and horse races and transportation for himself and family, free of expense, on the railroads. These favors did not cost the publishing firm anything and Mr. Rathbone evidently did not expect nor did he receive profit upon his investment. Eventually he lost the principal; but the saddest day of his life probably was that which cut off his "dead-head" privileges. Mr. Rathbone wore clothing of a peculiar cut and make-up and old time actors, like Den Thompson, John T. Raymond, Barney Williams and George S. Knight, offered him fabulous sums for an overcoat with an unusually long skirt, that took on a peculiar undulating motion when the wearer walked. Mr. Rathbone, urged to do so by Mrs. Rathbone, finally presented the coat to Guy Willis, a retired actor, who used it in amateur performances given for beneficent purposes. When he received the precious garment or "upper Benjamin," as it was called by the profession, he hugged it affectionately and remarked that he would not part with it for \$500. When Willis died in Salt Lake City a few years ago, the "Benjamin" was found among his effects. Mr. Rathbone also wore, at different times, a pair of trousers cut to fit his long thin legs very closely. The figure was a very large check, and the colors dirty black and very dark sugar brown. The trousers were the queerest looking specimens of wearing apparel ever seen. One morning while Arlington's minstrels were parading Monroe street "Billy" Arlington noticed Mr. Rathbone wear-

ing his Salvation Army trousers (very loud, you know). Leaving the procession to take care of itself, he followed Rathbone into the National Hotel and offered to pay any price that might be asked for the wonderful pants. Mr. Rathbone explained that a tailor living in Lowell had made the trousers ten years earlier for him, and that when they should begin to show evidences of service, he might sell them. Arlington informed the writer that he tried to buy the trousers for the purpose of wearing them during the delivery of his stump speech, a popular feature of the entertainment given by negro minstrels thirty years ago.

Silas H. Raymond, the father of George H. Raymond, worked at his trade as a blacksmith in 1858. He was a big, kindly disposed, uncouth man with a genius for invention. In the year 1868 he entered into a partnership with Major L. S. Scranton. The firm purchased the southwest corner of Ottawa and Louis streets, erected a commodious factory thereon and, during the following decade, built high grade carriages in a variety of styles. The death of Major Scranton caused a dissolution of the firm. Mr. Raymond devoted his remaining years to invention and several useful products of his brain and hand were patented by the United States Government and are still in use.

Among the worthy German residents of the city in 1861 there were several whose memories are deserving of mention. Bernard Shinkman, the father of J. C., E. D. and W. A. Shinkman is of the number. He was a good citizen and, so far as the records show, the only one in Kent county who declined to accept a salaried public office. In the year

1891 Mr. Shinkman was appointed County Agent by Governor Winans, but the proffered honor was refused.

Hugo Schneider, the founder of the H. Schneider Company, lived a useful life and, as a member of the Board of Education, rendered good service to the people.

Henry Seitz was a well-known chef, employed in the Rathbun House and Sweet's Hotel a number of years, after which he engaged in the restaurant business on his own account. He was very popular, especially among the Germans of the community.

James Scribner, who was prominent in the business life of Grand Rapids, was the President of the Grand Rapids Salt Manufacturing Co. He expended a considerable part of his fortune, acquired through judicious investments in real estate, in the development of the salt industry. An abundance of brine was located, but its manufacture was found to be unprofitable and the industry was abandoned. Mr. Scribner was the father of a large family, most of whom have passed away. D. C. Scribner and Mrs. Dr. Temple are among those who remain. The late Mrs. George H. Pew was his daughter. Mr. Scribner did not like Pew. He was a cabinetmaker, employed by the Pullmans, the Winchesters and other manufacturers in his early manhood, but the young lady trusted to her own impulses, married Pew and lived many happy years as his wife. Pew bought an interest in the Comstock-Nelson furniture factory in 1870 and during his remaining years was employed as a superintendent of one branch of the business.

James W. Sligh, the father of Charles R. Sligh, and Lewis Porter were partners engaged in tailoring

and dealing in ready-made clothing in 1859. When the war of 1861 broke out Mr. Sligh entered the army and died in the service of his country. His home was located on North Division street, adjoining St. Mark's church. Dr. James M. Sligh, of Arizona, Mrs. L. E. Hawkins and Mrs. Follett were also his children. George G. Steketee, a tailor, was among the employes of the firm.

Pianos were manufactured in Grand Rapids fifty years ago by G. R. Snyder & Co. The factory was located on Canal street, corner of Newberry. The instruments were contained in heavy square shaped cases, of real Santo Domingo mahogany, very rich in color and of beautiful figure. Occasionally one of the old Snyder instruments may be seen in the city.

Fifty years ago an orphan asylum was established on Lagrave street, near the new engine house. So far as known, there is no record of the work of the institution. Who established it? What service did it perform? Why was it not maintained? Let some of the few remaining old-timers reply through the columns of the Michigan Tradesman.

Arthur S. White.

The Cause.

"Did you hear that awful shriek that engine gave as it flew by?" asked the first man as they approached a railroad crossing.

"Yes, what caused it?" rejoined his companion.

"I presume the engineer had it by the throttle."

GRAND RAPIDS BROOM CO.
 Manufacturer of
**Medium and High-Grade
 Brooms**
 GRAND RAPIDS, MICH.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—'elicate 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.



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.

Profitable Advertising for Hardware Dealers.

Whenever you introduce a new line of goods it will pay you to ascertain whether or not the company will furnish any circulars or advertising matter to aid you in introducing the goods. Very often manufacturers and wholesalers are willing to print your name and address at the bottom of 500 or 1,000 circulars or booklets without cost to you, and you will find that they can be put to use in such a way as to produce good results.

Other concerns always leave a large quantity of stock circulars and for these you would do well to have a good rubber stamp made with your name and address preceded by the words "For Sale By." The stamp will not cost more than twenty-five or thirty cents and will earn you several dollars if you use it on all advertising matter furnished. Another rubber stamp may be prepared with your name and address and a general business announcement, which you will find very convenient to print on wrapping paper, boxes and things of that kind when time permits. This is a good job for the boy around the store or your own boy if you have one. It all pays, too.

The enclosure is an opportunity which every business man should welcome and take advantage of at every point.

Hardware dealers may find abundant use for printed matter in every outgoing bill or letter, in the orders wrapped at the counter, in orders shipped away and in anything sent out of the store. As to what constitutes the most profitable enclosure, it is on the face of it hard to determine. For convenience they may be divided into four classes: Letter enclosures, third-class, shipping and store enclosures.

Letter Enclosures.

This has reference to sealed letters and consequently means that you should select for this advertising circulars or folders printed on good but not too heavy paper as it may cause the weight of the letter to exceed the limit of one ounce and prove expensive. Your best advertising matter can safely be reserved for such mailing, as it is sure to go into the hands of the person addressed and consequently should prove of value.

Third Class Enclosures.

For this purpose larger sheets may

be used, such as booklets, posters, folders, catalogues and pamphlets. When you send out a batch of these, send a generous envelope or wrapper full. The penny wrappers serve very well for this purpose. You may send as much as two ounces in one envelope for one cent postage. This service is good for working up new trade as you can tell all about your stock to possible customers, and if you desire it will also work in building up trade by mail or along rural mail routes.

Shipping Enclosures.

Very often hardware dealers receive orders which are to be shipped by freight and in such cases there is an excellent opportunity for them to include in a large envelope or cardboard box a piece of all the advertising matter you have. This will attract immediate attention and in many cases will result in other orders, for every person likes to feel that his trade is appreciated and further custom desired. In these days of progress and system among men and women we find many systematic housekeepers who have special place in their homes for catalogues and advertising matter which interests them and to which they may need to refer when in a position to buy. Be sure that some of your advertising matter is represented among this collection. Do not let it be your fault that customers know nothing of your goods.

Counter Sales.

But the finest opportunity of all is the sale made over the counter—think of the hundreds of them made during the year. This is the place where you will need to exercise system. On Monday, then, of each week, place on the counter where goods are wrapped a batch of circulars or other advertising matter. Enclose a piece of this advertising matter in every order wrapped at that counter during that week. On the following Monday have a new stack of another kind of circular. As mentioned in the beginning of this article, it is not necessary that this must be special matter printed at your expense, but may some weeks be advertising matter furnished by the manufacturers with your imprint. It does not matter so materially who furnishes it so long as it is advertising, and advertising well, some branch of your business.

In other words, keep everlastingly at the proposition of letting the people know what you have for them. —W. Clement Moore in Iron Age-Hardware.

How To Avoid "Kicks" from Customers.

If you would avoid the kick of a cranky mule stay away from behind," I believe is the admonition given the writer when a lad. The trouble with too many stove merchants is that they tickle the "kicker's" heels, and do not even take the precaution to get away. The result is dissatisfied customers, failures to pay, and oftentimes second-hand stoves galore.

How shall we avoid these things? Can it be done? Adopt a plan already "tried out on the dog" and you will not only avoid "kicks" thereby, but multiply your stove business and increase the confidence of your patrons.

Every stove delivered from our store last fall was followed the next day by a skilled stove man instructed to examine every detail of the stove's operation and see that the instructions given at the store, and repeated by the deliveryman, were being followed. If he found that the stove was not being properly operated, he thoroughly explained the principles, calling attention to the mistakes, and returned again until the most obtuse-minded woman had mastered her own stove.

"Too expensive"—some will say. Nothing is too expensive that will bring big returns on your investment. If you can not afford it, raise the price. It's worth it to the customer to know how, and they will like it.

Buck's advertising plans will sell stoves, but it won't keep them sold unless the stove works right. And it won't work right unless it is run right. A stove is mechanical in its operation, and few of its purchasers are mechanics. Teach them how to feed the fuel, how to prepare the dampers and control the drafts. It would be fine if you could lift a lid off their heads and pour information in. But you can't.

The writer learned the urgency of a follow-up system by one-half day's personal experience visiting the homes of recent purchasers, who had been thoroughly instructed in stove operation at the time of purchase and on delivery. He found a hot blast stove that worked beautifully when the lower direct draft was open but which died down like the flash of a lightning bug as soon as he opened the hot blast draft, which the lady was assured would "eat anything alive." Thorough investigation of house top, surrounding buildings, flue openings, sectional area, landscape, fire-escape and other vital principles contained in Buck's complimentary booklet, "Chimneys vs. Stoves," finally developed the fact that the wom-

an was, using too little fuel, with the result that the wonderful hot blast draft, for which so much had been promised, operated merely as a check to put out the fire. The lady was completely exasperated with the "pesky nuisance" hitherto, but the addition of another hod of ordinary black coal and the assurance that it would not burn unless the drafts were opened made of her a confirmed Buck spieler, selling for our store several stoves and ranges without compensation.

Another mechanic had smothered his hot blast slits with fine slack, shutting off the draft to such an extent that the direct draft had to be depended upon. Yet, "it just would not hold fire." In another house nearby was a turbulent woman deeply exasperated with the non-heating qualities of a Buck's base burner, 5A. The direct damper was turned down, the lower draft closed, and the upper front doors wide open. A few simple twists of the wrist, a little delay, and the lady was shown how to bake biscuits in the ash recepta-

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.



TRADE WINNERS

Pop Corn Poppers,
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 Combination Machines.

MANY STYLES.
 Satisfaction Guaranteed.
 Send for Catalog.

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

Established in 1873

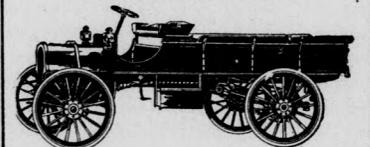
Best Equipped
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Steam and Water Heating
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Chase Motor Wagons



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

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

cle of this hitherto cold stove in less time than she could in her cherished range.

You have all met these complaints. But have you met them promptly? Have you anticipated them just a little? Don't think you can get an inexperienced person to learn in one lesson with an empty disconnected stove what some of you have not learned yourselves in several years. You can not. If you think the writer does not know, try it yourself. Go out several days after some heavy sales and thorough explanations have been made and see what you find. Dollars to little green apples there won't be one in three that remembers anything they have been told except to misinterpret it. A thorough master and owner of a hot blast stove, a base-burner, or a range will sell more stoves for you than any amount of talk by a single salesman.
C. E. Whitehill.

Some Suggestions For Reducing Fire Losses.

If city councils and town boards will pass ordinances to provide for a building and chimney inspector, give him the authority to enter and inspect all buildings and chimneys, and then see to it that he does his duty;

If they will prohibit the burning of trash, paper and other combustible material upon the streets and alleys and in the congested parts of town, except when it is burned in a brick, concrete or stone tightly closed receptacle where the contents can not be blown around and endanger and ignite property;

If they will provide that all stoves shall have a metal or asbestos protection placed under them;

If they will prohibit stove-pipes through roofs and sides of buildings and compel the use of substantial brick chimneys;

If they will provide that all ashes shall be deposited in a closed metal receptacle and carted away where they can be emptied out and not endanger property;

If they will compel dealers in gasoline to store it in steel tanks underground and handle it in a safe manner;

If they will prohibit the washing and cleaning of clothing in gasoline in the congested part of towns;

If they will compel all buildings in a dilapidated and dangerous condition to be either repaired or removed;

If they will provide their fire companies with adequate fire apparatus which will enable them to extinguish fires in their incipency;

Then the losses by fire will be greatly reduced.

Market Quiet.

"Why are you rushing around so to-day?"

"I'm trying to get something for my wife."

"Had any offers?"

The Usual Tumble.

"I dreamed last night that I had perfected an airship."

"And when you awoke?"

"I was out on the floor."

Other Views of Church Going and Prayer.

Written for the Tradesman.

Harmony, kindness, co-operation, confidence, respect for wishes, feelings and rights of each other; readiness to seek, receive or give advice; cheerful obedience, companionableness, interdependence, unselfishness; these are some of the features of family life which all will commend.

Behind these outward manifestations must be power, controlling principles, government. The desirable features of home life could never attain the higher stages of development if each person followed the leadings of his own self-originated views as to right, wrong, propriety and expediency. There must be a single standard. There must be a unity of ideals. Each must strive toward the same point. There must be a single source from which all receive inspiration or instruction. No human source is adequate. No human being is competent to direct all men. No combination of human teachers can attract or unify all classes.

The son from a happy home life goes forth into the world for himself. He misses the seasons of enjoyment, the companionship, the helpful suggestions of parents, brothers and sisters. If intermission of duties will permit, if his means are sufficient, if the distance is not too great, he will frequently visit the old home.

Home again, not only does he enjoy the society of his family, but he carries to them reports of his success, information as to the nature of his work, the ways of the people with whom he works or mingles, the places he visits and the sights he beholds. He gives them enlarged views of the outer world. At every visit he gives as well as receives benefit, aside from the material gifts which are exchanged. He receives new assurances of their interest in him, of their love and solicitude for his welfare.

The children of God are away from home—away from the Father's ever-abiding mansion. They are pilgrims and strangers upon earth. The house of prayer—the place of public worship—is the nearest approach to the heavenly home. There they meet brothers and sisters who are interested in them; who are desirous of helping them on their way; who offer words of cheer and tokens of friendship. For a season they forget their arduous duties, their trials and discouragements, disappointments and sorrows. They gain reassurance of the loving care of the All-Father. Their trust in the overruling providence of God is strengthened; they learn more of the purpose of life; they seek with renewed resolution to adapt themselves to the plans and purposes of God concerning their own lives and the world.

A church building is called a house of worship. No human life is complete without worship. To worship is to reverence, to adore, to pay di-

vine homage. Prayer, meditation, singing and praise are various forms of worship. The end or ultimate result of worship is to be benefited. It is not to add anything to God. It is not to benefit him; it is to benefit the worshipper. We lose by not worshipping God; not because God refuses to bless us for failing to comply with his commands, but because our own neglect deprives us of good. We fail to take what is freely offered; we neglect the means which are provided; we do not obtain the good which it is possible to obtain by our own efforts.

No human life can become complete by accretion alone—by gathering to itself. There must be a corresponding outflow—a giving forth. That which is received in one form goes forth in transformed shape or effort. The body, the mind and the soul are alike centers for receiving and distributing. The church affords opportunity for each one to give to others. Consciously and unconsciously, directly and indirectly, that which is received goes forth again to help others. The beneficent forces which operate in the church, in the home, in society, in business, find their most efficient instruments in the persons of those men and women who regularly and frequently resort to a place of worship—who go there for equipment for work. Constant circulation is life; stagnation is death or approximation to it. Life comes from life. Physical, intellectual, spiritual life, to continue, must be joined to the never-failing source of life. The fire which warms and serves humanity must be oft replenished—must be constantly fed. While man may gain much from his fellows to enlighten, to direct, to encourage, to stimulate, to sustain, he can not gain from them all he needs. He must have recourse to a higher to a stronger, to a fully sufficient power.

The beauties of nature, the adaptation of the world to the needs of man is evidence of a Creator's care, interest and pleasure in the welfare and happiness of all sentient beings. We honor our fathers and mothers because we realize their love and care for us. We honor them most

by obeying their commands. We please them most by making the most of ourselves—by being what they desire us to be—by entering fully into carrying out their plans for us. Likewise should be our attitude toward God. In prayer, in meditation, in study of His Word, we seek to learn His will concerning us and to enter into His plans for our good, for our advancement, for our happiness and for our complete and final success.

Where else shall we go but to church? Where else but in communion with God can we find complete satisfaction? Where else can we find soul rest? How can we be straightforward, purposeful, unyielding, unvarying, resolute in the battle of life without frequent assurances that God is behind and about us to direct, to strengthen and to supply all our needs?
E. E. Whitney.

Fine Point in Legal Testimony.

"So," said the judge, "you say that you never went to Chicago from Huntersville. Now this is a very important point in the case and I give you one more chance to explain, for you and Snyder were seen on the same train. Now you must be precise."

"No, sir, I never went to Chicago."

"Didn't Snyder go?"

"Yes, sir."

"And you were with him. Now out with it."

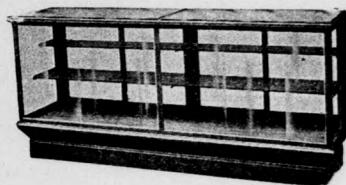
"Yes, sir," answered the witness after a pause. "You see, I told the truth, because it was this way: We sat opposite each other. He faced the engine. I didn't go to Chicago. I just backed away from Huntersville."

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Show Cases and Store Fixtures
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\$100.00 REWARD

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

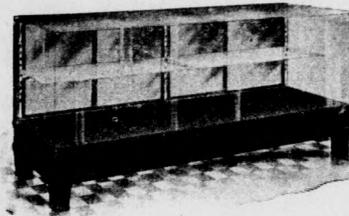
CHURCHILL CABINET COMPANY
2120 Churchill St. Chicago



Paragon Case No. 58

Lowest in Price

Made in large enough quantities to meet competitors prices



American Beauty Case No. 412

A Case of Quality

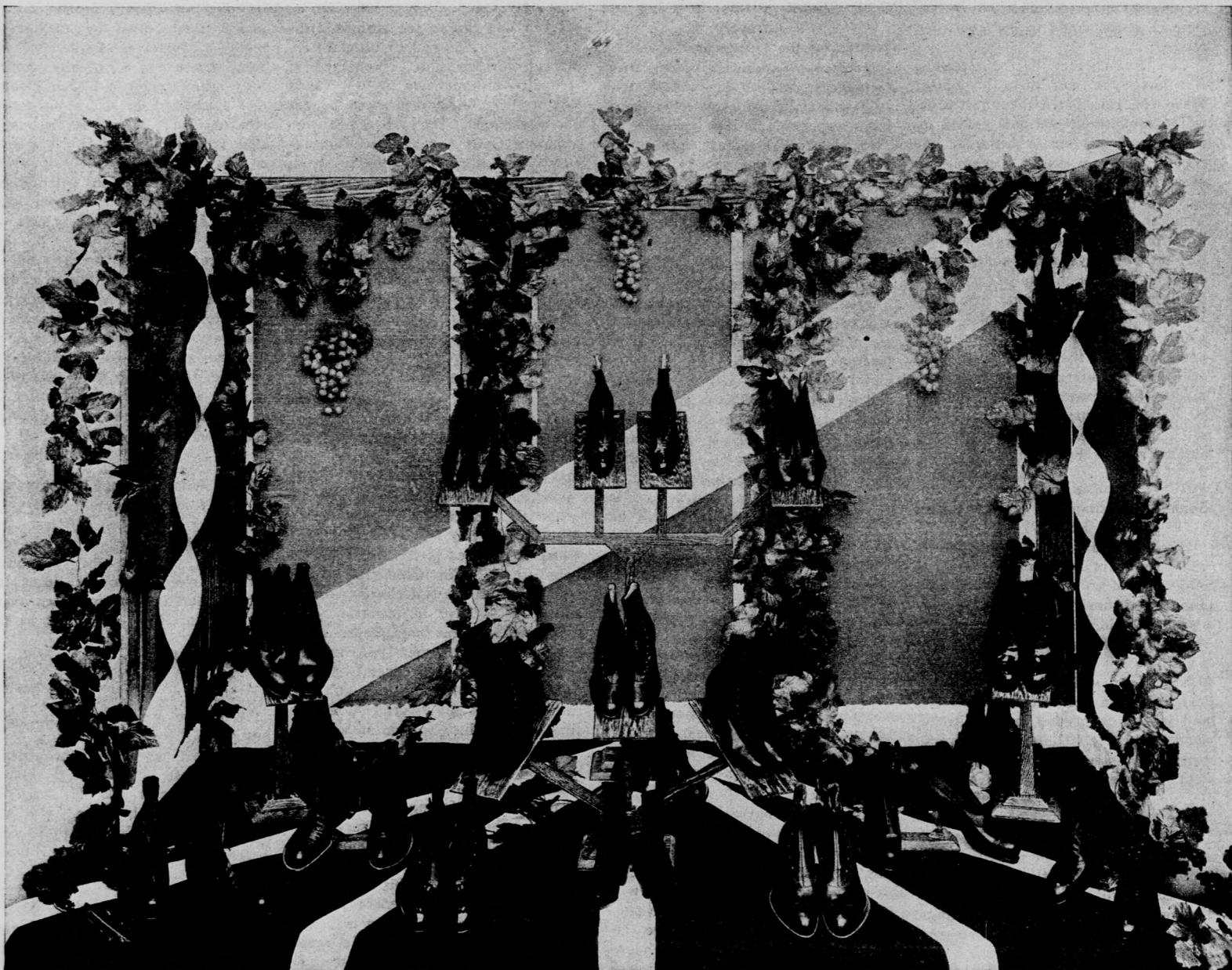
See it at Spring's or Steketee's Grand Rapids

Our 84 page catalog is free

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

The Largest Manufacturers of Store Fixtures in the World



Model Window Display For Shoe Store

Plate loaned by Interchangeable Fixtures Co.

Resolutions by National Shoe Retailers' Association.

Resolved—That in order to insure the retention and continuance of the color of Russia leather, which has now become standard material in every day usual wear, it is necessary to tan Russia calf without the use of much fat liquor (so largely used in black leathers), which leaves the grain in a condition liable to crack. The usual material used in cleaning Russia shoes is detrimental to wearing qualities. They are usually cleaned with a liquid dressing which contains quantities of acids, which, coupled with the usual cloth friction is liable to make them check badly and break through the grain. The washing of Russia leather with pure castile soap and when nearly dry rubbing slowly, will insure an elegant high-grade finish, besides adding materially to the wear and preventing liability of cracking.

Retailers, in the interest of themselves and of manufacturers, should instruct their clerks to this effect, so that the wearer may be properly informed as to what to expect in shoes made from Russia tanned leather.

Resolved—That we express our good wishes to all associations of retail shoe dealers in their work, and believing, as we do, that our interests are all common, and that greater good can result from collective work in one national association; be it further

Resolved—That we hope the Southern Shoe Retailers' Association, and all State and local associations, will soon affiliate with this Association.

Resolved—That this Association will not seek financial help from shoe manufacturers, shoe wholesalers and others of whom we make purchases in the way of offering for sale any tickets or advertising space in any literature or programme we may print or cause to have printed; and, further

Resolved—That we sincerely believe it to be to the best interests of retail shoe dealers' associations everywhere to abstain from seeking financial assistance from shoe manufacturers and others unto whom they should not become obligated, either by direct solicitation or under the veil of "advertising" in a programme or souvenir booklet, as such action

can not be construed other than the lowering of the standard of our business and is in direct violation of a principle which we believe should be sustained, and for the further reason that we believe if conventions of shoe dealers are worth holding at all, they surely are worth paying for by those directly interested and without soliciting outside financial assistance.

Resolved—That we favor a "Get Together Week" for retail shoe dealers at the Shoe and Leather Fair to be held in Boston July 10-17, 1912.

Resolved—That we having been informed that many manufacturers and jobbers of shoes and rubbers are selling goods at retail in their factories or warehouses, thereby coming in direct competition with the local retailer; be it

Resolved—That this is unfair competition and we ask all manufacturers and wholesalers to discontinue this practice; and be it further

Resolved—That we ask the cooperation of the Manufacturers' Association in an endeavor to eliminate this evil.

Resolved—That lasting tacks left in

shoes shipped from the factory is a dangerous practice and an evil that should be stopped.

Resolved—That the liability insurance companies be urged, or made to recognize that injuries from lasting tacks in shoes as an insurable risk, so that retailers can be indemnified for claims made against them for damages resulting from the evil.

Resolved—That a conference committee be appointed to hold frequent meetings with the Conference Committee of the National Boot & Shoe Manufacturers' Association to consider and recommend action on various questions affecting retailers and manufacturers.

Resolved—That we condemn the practice of some manufacturers of stamping fictitious values on shoes of their production, who thereby aid and abet the "fake" retail dealer or so-called "sample" store in deceiving the public; and, therefore, to a more or less extent, demoralizing the business of honest, legitimate retailers.

Resolved—That we empower our Executive Committee to make a full and impartial investigation of the contract of the Elliott Machine Co.,

for the use of its button fastening machine and the purchase of wire by retailers who use the Elliott, or other machines controlled by the so-called "button machine trust," and, if possible, to overcome any unfair business methods practiced by the "trust."

Leap Year Sale on February Twenty-Nine.

An extra day this year means that there will be one more day's sales to add to the grand total at the end of the year. The bigger the sales for the 29th of February the bigger will be the sales for the year. If that day is practically all "velvet," why not make the most of it?

The occasion forms an excuse for a special sale that can be made to carry a strong appeal to the public. It can be explained that here is an extra day, a day which is thrown in without adding materially to the year's expenses. In fact, it costs no more for the store to do business this year than last year when there was one less day.

Standard Goods at a Saving.

Let the sale be called "A Leap Year Sale" if desired, or an "Extra Day Sale" and bring the argument strongly to the front that it means a chance for the customer to get standard goods at a saving.

Of course, the kind of price cutting which demoralizes standards is not to be recommended, but there are various ways of giving the public the

advantage without slashing into staple goods.

One of the best plans upon which to base such a sale is that of increasing the purchases of the customers, inducing them to make heavier purchases than they would ordinarily make.

The common way of buying shoes is for the member of the family who reaches a point where new ones are an absolute necessity, to go and buy them. This means a sale of one pair. It is very likely that one or two other members of the same household will need new shoes within a week or a month, or a fortnight, but this is not taken into consideration and the next member buys when and where he or she sees fit. There is no bunching of the purchases except where one account does for the whole family, or where the buying may be directed by the head of the family for reciprocal business reasons.

"Shoe Clubs" To Increase Sales?

Why not let this "Extra Day Sale" be the means of producing compound sales, where the family bunch their buying and thereby effect a saving? This can be done by offering some special inducement with the purchase of more than one pair of the same individual, or by one family, or even by a club of several persons who get together and make it a common purchase. We have "Suit Clubs" and "Magazine Clubs," etc. Why not "Shoe Clubs?"

The premium or reduction offered

for buying more than one pair of shoes may be in the nature of free goods or a cash discount or some premium article of an independent sort.

The dealer might offer to give a pair of rubbers free when the purchase amounts to \$10, or a certain per cent. of discount might be given when two pairs are bought, a larger discount with three pairs and a sliding scale on up as far as necessary. It might be arranged to throw in a pair of some staple brand of hose with every pair of shoes bought on the 29th where more than one pair were bought by the same person. There are many ways of offering a saving to the customer without cutting a direct price.

All Sales For Spot Cash.

Of course, whatever offers are made should be for spot cash. No dealer ought ever to put on a special sale, or make any kind of a special offer effective for anything but the money right down with the sale. The credit business is bad enough when there are excuses for it. There is none in the case of the special sale.

This sale should be advertised well in advance, beginning with the newspapers, if they are to be used, not later than the previous Saturday, Feb. 24. Circulars should be distributed, or mailed, the first of the week and the windows should be decorated for the sale several days ahead and the special offers made so that the public can be getting its mind made up as to what it needs to buy.

This advance advertising is particularly necessary in the case of such goods as shoes which people do not buy offhand. Time is required to induce people to consider buying in



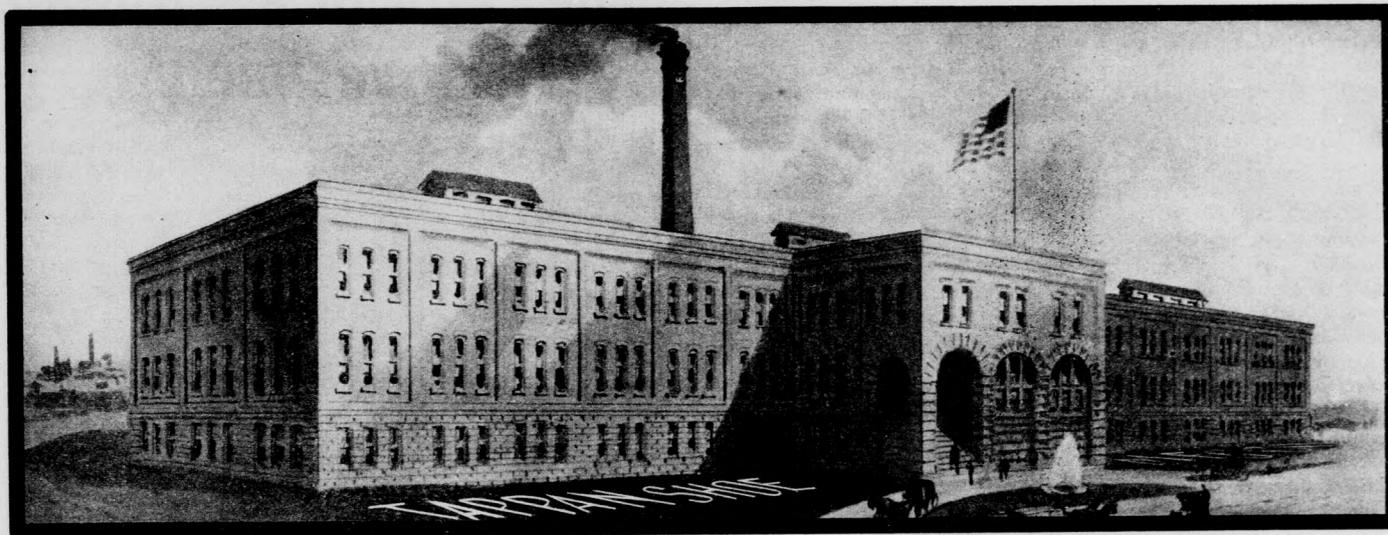
"Not Yet, but Soon"

THE new prices are out and our salesmen are in your territory with the new samples.

If they haven't already called on you, it's a case of "not yet, but soon." We hope you will wait before placing your order until you see the "Maumee" line—we want your business and hope to get it—and we know we have the "goods" to get it with.



Headquarters for Wales Gootyear and Connecticut Rubber Boots and Shoes



The Above is a Picture of the Home of the TAPPAN SHOE

IT is in this plant that more and better Shoes for Women, Misses and Children are made exclusively for the retail trade than in any other factory. These include regular Boot patterns in Button, Blucher and Lace, as well as Low Cuts in the newest styles.

Among our great specialties are the "Hoosier" School Shoes, known for their splendid wearing qualities; TAPPAN'S Waterproof Kid Shoes, and our famous "KICKPROOF" Shoes and Oxfords for Little Gents.

Our catalogue describes the various lines. Mr. Retailer, remember you make the Jobbers' profit. Also bear in mind that we make Shoes that are "worth while."

THE TAPPAN SHOE MFG. CO., Coldwater, Mich.

greater quantity and perhaps somewhat in advance of their needs.

Advertising Plans.

A circular letter sent to the store's mailing list will get attention focused upon this proposition better than almost any other kind of advertising. This letter if possible should be varied to suit the different classes of people receiving it. One letter is adapted to the bachelor man or maid with no family. Another is needed for the mother with a family of children of school age, etc.

The store's mailing list ought by rights to be divided in such a way that these different classes of people can be reached separately.

Advertising of the sale by means of show cards throughout the store is important and the use of the cards in the windows is particularly profitable. Here are a few specimens of suggested sentences for show cards: "Leap Year Sale Specials;" "These Odd Pairs, \$—per pair for February 29th Only;" "Buy Two Pairs To-day and Get a Pair of Stockings Free;" "Make It Two Pairs and Get the Discount;" "Get Facts About Our Extra Day Sale, the 29th;" "One Pair of These, \$3.75; Two Pair, \$6.75; February 29th only;" "February 29th, the Day We Give You Our Profits;" "See Our Offers for the 29th;" "The more you buy the cheaper they are February 29th," etc., etc.—Frank Farrington in Shoe Retailer.

Economies Necessary in the Shoe Store.

Some of the individual leaks in a big shoe store can aggregate into a loss of many dollars each year. Some of them may be enumerated as follows:

The habit of picking up a finely lithographed letter-head, or other expensive paper to figure on, when a small pad or bit of discarded paper would answer all requirements.

The use of large sheets of wrapping paper, when smaller sheets would prove ample.

The careless dropping of perfectly fresh wrapping paper to the floor to be trampled on.

The winding of numerous strands of cord around a package when a lesser number would protect the bundle in carrying or shipping.

The throwing away of useful lengths of cord or rope.

Throwing into the waste bin slightly soiled cartons that could be used to replace others that are shopworn, or to pack merchandise for delivery, for which boxes are not specially made, but must be provided.

The loss entailed by being careless of dust rags, brooms and brushes.

Telephoning and telegraphing when time and circumstance allow the use of postal or letter.

The throwing away of pins that could conveniently be placed in a receptacle.

The handling of delicate shoe fabrics with soiled hands or throwing same upon a dirty counter.

The dropping of rubber bands, pin tickets, tags, etc., the picking up of which, to many, is so much trouble.

The promise to have parcels delivered at a certain time which means expense of a special messenger, when enquiry would have ascertained the fact that delivery an hour or two later by regular wagon trip filled all requirements.

The placing of stock in a jumbled condition, resulting in a general disarrangement of stock that forbids obtaining full selling efficiency on the floor.

The loss through careless dropping of findings and merchandise among the debris behind the counter, and subsequent carelessness through lack of examinations before and after waste paper is swept up.

Loss through the unnecessary burning of lights—gas, incandescent or arc.

Loss from careless burning of coal in engine and boiler rooms, waste of running water.

Then add the very many losses entailed by the returning of goods in poor condition by customers, which, for business reasons, must often be assumed.

The loss from depreciation, entailed by allowing goods to become shopworn from dust, and the failure to keep bright and in salable condition such merchandise to which may be applied the art of the polisher's brush.

Loss by breakage and damage occasioned by careless packing of merchandise.

The loss of time—say of even only five minutes each morning—in getting ready to take up the day's work is a big leak. It would mean 5,000 minutes, if a force of 1,000 is employed, or eighty-five hours a day lost, equal to over nine days of nine hours' work. It proves that time is really money.

The disinclination of some clerks to show more than one shoe to possible customers is a big leak, and being "out" of merchandise is another serious one.

To the drifting and unthinking worker in the shoe store this list may come as an awakening to responsibility, and yet the examples of careless wastes and avoidable leaks in every store can be set down by many multiples. Guard against them—Boot and Shoe Recorder.

Activities in the Buckeye State.

Written for the Tradesman.

The Newark Board of Trade has elected officers for 1912 as follows: President, C. H. Spencer; Vice-President, J. F. Irwin; Secretary, W. C. Wells; Treasurer, W. C. Metz.

J. Horace McFarland gave a lecture at Columbus recently under the auspices of the Columbus Art Association. He complimented the city on its abandonment of the arch system of lighting and predicted that when the cluster lights are installed it will be impossible to supply the demand for their extension. He urged the placing of all wires under ground, the elimination of signs that swing across the street, vacant lot gardens and the adoption of the civic center plan drawn up by experts some years ago. He also made a plea for improvement

of the Scioto River banks and gave graphic illustrations of how civic beauty pays dividends in dollars as well as in citizenship.

The Trade Expansion Committee of the Cincinnati Commercial Association is arranging for an excursion of 778 miles into Kentucky and Tennessee. The route will be over the Queen & Crescent and the Louisville & Nashville and the trip will begin April 22.

The Ohio Supreme Court in a recent decision upholds the Green fifty-four-hour a week law for working women and the Ohio Manufacturers' Association will appeal to the United States Supreme Court, the petition reciting that the court erred in the law and that the provisions of the act are in contravention of the Federal constitution.

Columbus has no anti-smoke ordinance and for years vast clouds of smoke have drifted through the city, leaving smut marks in homes, stores and everywhere. As is frequently the case the nuisance so long permitted by men seems likely now to be suppressed through the efforts of the "weaker vessel," a woman, who is pleading through the newspapers for a cleaner, healthier city.

An anti-smoke ordinance has been prepared and is now pending in the Common Council of Youngstown. The local Federation of Women's Clubs has asked the co-operation of the Youngstown Chamber of Commerce in pushing through the ordinance.

The Ohio Retail Furniture Dealers'

Association will meet in Dayton Feb. 13-15.

Mayor Karb, of Columbus, has named a committee of 200 to arrange for the coming centennial celebration in that city. The Committee will undertake to raise not less than \$100,000 to meet the expenses of this event.

Cincinnati is considering plans for a two million dollar auditorium exhibition hall for Cincinnati and Ohio Valley products and a fine market place combined, the whole to be a unit in the group plan of public buildings which has had a beginning there. It may be located adjacent to the new court house and the new Mechanics' Institute.

The third annual State Apple Show held at Marietta proved a success. Zanesville is the leading candidate for the show next year.

Almond Griffen.

A Strange Coincidence.

A passenger on a New York-Cleveland sleeper, on awakening in the morning, found under his berth one black shoe and one brown one. He called the porter and directed his attention to error. The porter scratched his woolly head in utter bewilderment.

"Well," said the exasperated passenger, "what's the matter?"

"Now, if that don't beat all! exclaimed the porter, "Dat's de second time dis mornin' dat dat mistake's happened."

The Sign of a Profitable Investment

The
Rouge Rex
Shoe



Trade-
Mark

Profitable to the merchant, and profitable to his customer.

The superior quality of Rouge Rex Shoes is easily discerned, making them quick sellers and satisfactory wearers.

Our salesman is ready to see you. Drop us a card.

Hirth-Krause Company

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

SELECT HIS SUCCESSOR.

Duty Now Devolving Upon Professor Filibert Roth.

Written for the Tradesman.

Since the resignation of Professor Filibert Roth from the chair of forestry in our State University, to take place at the close of this academic year, many of us who have been active in the forestry movement in Michigan have awakened to an understanding of the inestimable value of his activities in arousing our people to a proper recognition of the importance of maintaining a rational forest domain. We have relied upon him so confidently to furnish us with statistics, arguments, enthusiasm and a policy, that in losing him, at first blush, we feel as if the foundation was slipping from under us. He has unquestionably maturely considered our situation, its needs and promises, as well as his own future, in coming to a decision. We have no right, in the face of the unusual opportunity given him, to hold him here.

But we must at once prepare our plans to carry on our work without faltering and not hesitate for a moment to put our shoulders to the burden and carry it manfully and intelligently.

In contemplating the problem and our equipment, we at once see there are three factors to be utilized most prominently: The Agricultural College, the Public Domain Commission and the University.

The opportunity and the responsibility of the Agricultural College was never more clear and it should arise to the situation. The discussion now going on in the women's clubs of the State indicate the demand for a State Forester. The College has demonstrated ability to do the best kind of extension work among the farmers and through the schools in the interests of dairying, fruit culture and the various problems of farm life. When the right men were needed it went out into the world for them and secured their services. The splendid work of Professors Shaw, Eustace and Taft, with their able assistants, testify of the wisdom of the College management and its ability to meet our requirements. In forestry, thus far, it has not taken the responsibility with sufficient seriousness. The Board of Agriculture agreed with the State Forestry Commission to take on the obligation of furnishing a State Forester and giving him the same free hand, with the College as an anchorage, that it has given the other experts in agriculture. This was years ago and nothing has been done. The President of the Board of Agriculture explains that assiduous enquiry has as yet failed to secure a man for the job. Hon. Robert D. Graham, who presides over the deliberations of the Board, was chairman of the Commission of Enquiry which made an exhaustive investigation of our State forest problem and brought out an invaluable report with definite recommendations. No one in our State understands better what we need than he. The whole subject makes a strong appeal to him and he is in per-

fect sympathy with the effort to give the forestry resources of our State the attention their value demands. He is an astute judge of men and their adaptability to fields of service. If the Board of Agriculture will commission him to get a man who will "fill the bill" for a State Forester and give him a free hand the man will be found. The College has not hitherto failed in getting the strongest and best men for needed service. It has no right to defer nor neglect this immediate obligation.

There is no accompaniment of our agriculture which demands more immediate recognition. The educating of a few young men to an adequate appreciation of the importance of our forest cover and its conservation, and equipping them to carry their message in a helpful way to the people is not enough for the College to do. It must put a competent man who will command confidence into the field to lead and advise our people how to preserve and maintain the proper portion of our land area under forest cover. The direct economic features are not the only ones to consider. The aesthetic and educational values of forests and farm woodlots are equally important. The influence of the woods upon the developing child should command the attention of parents and educators. In every township there should be a growing forest as a part of the educational scheme, and if private enterprise does not furnish the object lesson the township government should provide for it. It can be made self supporting and its influence can hardly be over-estimated. The maintenance of city and village forest areas may well be considered. The handling of the farm woodlot so it shall not only be a delight but a factor of unquestioned efficiency in farm management should receive the same thoughts and attention as the maintenance of soil fertility and adequate animal rations.

The conveniences of the farm woodlot in furnishing material near at hand always needed on a farm estate, and the management of the wood so as to serve the widest possible commercial purposes are problems of no mean import. But in my conception of rational country life the growing of a family under the best possible conditions outstrips in importance all other economic problems. The woods are no mean factor in molding the child into the best kind of a man or woman. Girls and boys who were my students nearly forty years ago and whose training I connected closely with the outside world and especially with the woods and its accompaniments often assure me that this was the best part of my tuition. The first thing to be considered in the child's education is a familiar acquaintance with the environment into which the life will be cast and a love and interest in every detail. Having this in mind it is no wonder that the mothers who guide the usefulness of our women's organizations emphasize all the attributes of country life which appeal to them as intrinsic in the evolution of the future men and women.

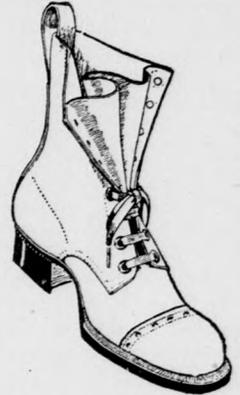
I trust the appeal which they are

making for a State Forester will induce the State Agricultural College to assume leadership in this movement and at once respond to the need by furnishing a well equipped and sympathetic man who shall take up a work heretofore entirely neglected and educate our people in the best methods of handling a reasonable portion of our domain in forest cover. Gentle-

men of the Board of Agriculture, kindly listen to the rational demands of our people and meet them wisely and expeditiously. This is your logical work.

There are other things required of the Public Domain Commission and the State University I will mention later.
Chas. W. Garfield,
Pres. Michigan Forestry Ass'n.

Stock Up Now For Spring on the H. B. Hard Pan



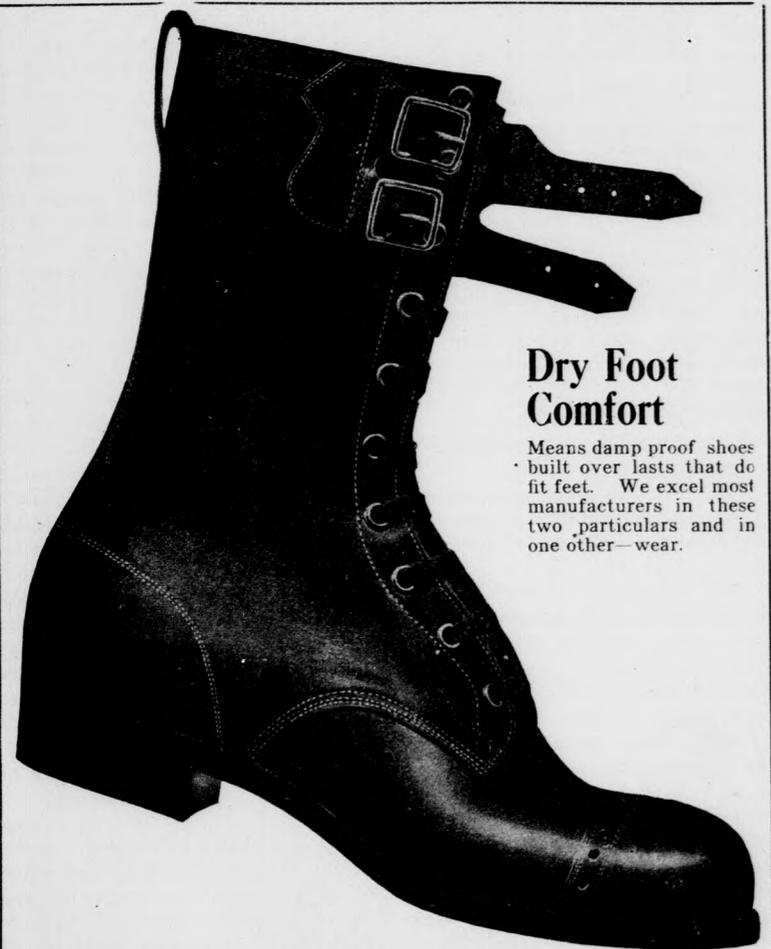
The Sturdy, Strong Shoe for Men Designed to Withstand the Hardest Kind of Service.

We make line in Blucher or Bal cut, lace or congress, plain toe or with tip, single, double or three sole, high or low cut. When it comes to a "big line" this one is surely a winner. There is a shoe for every purpose and they DO wear.

Order now, or if you are not now selling the H. B. Hard Pan, drop us a card and we will send our salesman with his samples to show you the line.

"They Wear Like Iron"

Herold-Bertsch Shoe Co.
Makers of Shoes Grand Rapids, Mich.



Dry Foot Comfort

Means damp proof shoes built over lasts that do fit feet. We excel most manufacturers in these two particulars and in one other—wear.

RINDGE, KALMBACH, LOGIE & CO., LTD.
GRAND RAPIDS, MICH.

EXEMPTIONS SUSTAINED.

Judge Sessions Reverses Order of Referee Briggs.

Judge Sessions has handed down the following important opinion in the case of Andrews & Simonds, bankrupts:

On the first day of March, 1911, the firm of Andrews & Simonds and the individual members thereof were adjudged bankrupts in involuntary proceedings instituted by their creditors. The firm assets consisted of a stock of merchandise, store accounts and equipment for carrying on the firm business. The individual assets of William A. Simonds, one of the members of the firm, consisted of a half interest in two promissory notes, some life insurance policies and some exempt household goods. Prior to the adjudication of bankruptcy a receiver of the firm business had been appointed by the State court and, at the time of the adjudication, the firm property was in the possession of the receiver and later was turned over by him to the trustee in bankruptcy. William A. Simonds filed partnership schedules on March 14, 1911, and his individual schedules on March 16, 1911. In the partnership schedules the claim for exemptions is set forth as follows: "William A. Simonds, one of said co-partners, makes claim for his exemptions in said copartnership business under the eighth subdivision of section 10,322 of the Compiled Laws of 1897 of the State of Michigan—\$250." In his individual schedules the claim for exemptions is as follows: "Household furniture, goods and utensils, library and school books and family pictures and other personal property exempted by the provisions of section 10,322 of the Compiled Laws of 1897 of the State of Michigan."

The eighth sub-division of said section 10,322 is as follows:

"The tools, implements, materials, stock, apparatus, team, vehicles, horses, harness, or other things, to enable any person to carry on the profession, trade, occupation or business in which he is wholly or principally engaged, not exceeding in value two hundred and fifty dollars."

His schedule of assets contains the following:

"(c) Stock in trade, none excepting copartnership interest in the business of Andrews & Simonds, as scheduled.

"(k) Machinery, fixtures, apparatus and tools used in business with the place where each is situated, none excepting interest in business of Andrews & Simonds, as scheduled."

On March 27, 1911, the trustee filed his petition for authority to sell the copartnership property and on April 8, 1911, he was authorized to make the sale. On April 25, 1911, he sold the stock of goods, horse, harness, wagon and equipment for \$3,575 and the sale was confirmed. No notice of the sale was given to the bankrupt. Nor was he requested by the trustee to select his exemptions. On June 2, 1911, William A. Simonds filed his petition, asking for an order

for the payment to him by the trustee of the sum of \$250 from the proceeds of the sale of the copartnership property, as his exemption. The order of the referee denying the petition is now here for review.

The exemptions allowed a bankrupt are fixed and prescribed by the statutes of the state of his domicile, but the provisions of the bankruptcy act are controlling as to the time and manner of claiming, awarding, selecting and setting apart such exemptions and the law is well settled that these provisions of the bankruptcy act should receive a liberal and not a narrow or technical interpretation. The laws securing exemptions are not to be frittered away by construction so as to destroy their value.

The State statute above quoted expressly provides that a debtor shall be allowed an exemption of \$250, consisting of stock in trade in his principal business. In Michigan each member of a firm may claim this amount of the firm goods. It appears from the individual schedules of William A. Simonds that he owned no property of that character except his interest in the stock of merchandise owned by and used in the business of the firm of Andrews & Simonds. Clearly, then, William A. Simonds, before the sale, was entitled to \$250 worth of that stock as his exemption and, after the sale, was entitled to the same amount in cash. If his claim for it was made properly and seasonably, in accordance with the provisions of the bankruptcy act.

The precise question to be determined is this: Must the bankrupt lose and forfeit the exemption which the law gives to him if he fails to claim and select specific articles of exempt property, or, if he makes a general claim for all the exempt property of a specified class which is allowed to him by law, does it then become the duty of the trustee in bankruptcy to make the selection for him? The answer to this question must be sought in the provisions of the bankruptcy act itself and in the construction thereof by the courts.

The material and relevant provisions of the bankruptcy act are as follows: Section 7 (8) makes it the duty of a bankrupt to prepare, make oath to and file in court a schedule of his property and a claim for such exemptions as he may be entitled to. Section 47 a (11) requires trustees in bankruptcy to "set apart the bankrupt's exemptions and report the items and estimated value thereof to the court as soon as practicable after their appointment." General Order XVII. provides that "A trustee shall make report to the court within twenty days after receiving the notice of his appointment of the articles set off to the bankrupt by him, according to the provisions of the 47th section of the act, with the estimated value of each article." The caption of the official form of schedule B (5) is as follows: "A particular statement of the property claimed as exempted from the operation of the acts of Congress relating to bankruptcy, giving

each item of property and its valuation, and, if any portion of it is real estate, its location, description and present use."

There is nothing in the bankruptcy law except the above caption to the official form of schedule which either requires or even suggests that the bankrupt must specify the articles in a stock of goods which he claims as his exemption. On the contrary, the law expressly lays upon the trustee the duty to select and set apart the exemption. In other words, if the bankrupt has clearly indicated his intention not to waive his exemption and has also specified the particular class of property owned by him from which he claims his exemption, it then becomes the duty of the trustee to select and sever the exemption from the mass of property belonging to the estate of the character and in the class indicated. This view is supported by authority.

In re Friedrich, 3 Am. B. R. 801, the bankrupts were copartners in trade in Wisconsin. The schedule or inventory of the copartnership estate had subjoined to it this statement: "But out of the above property each of the partners selects his exemption under the statutes of the State of Wisconsin." Neither of the copartners had individual estates. After a trustee had been appointed, the bankrupts applied to the court for an order directing the trustee to permit each of them to select from the stock in trade goods to the value of \$200 as property exempt by virtue of

the laws of Wisconsin. The court said:

"We do not think that an actual severance from the common stock of the articles claimed as exempt before petition in bankruptcy filed is essential. In our judgment the bankrupt act clearly indicates to the contrary. The act thus clearly indicates that the severance in fact of exempt property from the general estate is to be made by the trustee, not by the debtor, and the value of that so severed is to be determined in the first instance by the trustee, not by the debtor. The bankrupt law allows to debtors the exemptions provided by the law, but the manner in which the exemptions are to be claimed, set apart, and awarded is regulated by the bankruptcy act. The provision is wholesome, for much abuse of the beneficial law allowing exemptions might arise if, with respect to a general stock of goods, the debtor should be permitted to place upon selected articles his own estimate of value. It is sufficient, we think, if the debtor manifest by his petition in bankruptcy his claim of exemptions which the law allows him. This is a sufficient negative of an intention to waive them."

In Burke vs. Guarantee Title and Trust Co., 14 Am. B. R. 31, the precise question here presented was determined by the Circuit Court of Appeals of the Third Circuit in favor of the bankrupt.

The fact that the stock of goods from the proceeds of the sale of

"TURN OVER A NEW LEAF"

The grocer who finds **"WHITE HOUSE" COFFEE** on the other side, will be mighty fortunate—for it brings luck to the man whose discretion outweighs his eagerness to make a big percentage of profit, and a far greater emolument, in the long run, than the happy-go-lucky coffees that bring a large profit, on paper, but so many "kicks" and grumbles and lost customers there's no profit at all—if time is of any account.

DWINELL-WRIGHT CO.
PRINCIPAL COFFEE ROASTERS
BOSTON CHICAGO

which the exemption is claimed in this case was copartnership property, in which neither copartner had a separate interest, and which at the time of the adjudication was not in the possession of the bankrupts, but was in the hands of a receiver who turned it over to the trustee, has an important bearing upon the question presented.

In re Kane, 11 Am. B. R. 533, the stock of goods belonging to the bankrupt was in the possession of a mortgagee at the time of the adjudication and the receiver in bankruptcy took possession of the stock from the mortgagee under an arrangement, and, after the bankruptcy proceedings, sold the property, paying to the mortgagee the amount of his debt. In the schedule the claim of exemption was for two suits of clothing, a gold watch and the sum of \$365. Your petitioner, being the head of a family and residing with the same, all of the above property is claimed as exempt under section 13, chapter, 52, Revised Statutes of Illinois, approved May 24, 1877. After the sale of the property the bankrupt petitioned the court for an order requiring the trustee to set apart his exemptions in cash. The referee denied the order, but the District Court reversed his ruling and the Circuit Court of Appeals affirmed the decision of the District Court, saying:

"A court of bankruptcy is a court of equity, seeking to administer the law according to its spirit, and not merely by its letter. The bankruptcy act provides that it shall not affect the allowance to bankrupts of the exemptions prescribed by the State laws at the time of the filing of the petition. The statute of Illinois, after exempting certain specific property, exempts \$100 worth of other property, to be selected by the debtor, and, in addition, when the debtor is the head of a family, and resides with same, \$300 worth of other property, to be selected by the debtor. It is insisted that the bankrupt is not entitled to his exemption because he had not claimed specific articles of property. The bankruptcy act allows the exemption which the State law provided, and these laws, from motives of public policy, should be liberally construed. Courts of bankruptcy are not controlled as to the time or the manner in which claims for exemptions may be preferred in bankruptcy. The purpose of the State statute of exemptions was to allow the debtor property to a certain amount for the support of his family, that they should not be cast destitute upon the world. It is true that the statute provided that the debtor should select the articles. The bankruptcy law allowed that exemption, recognizing the public benefit of such exemption. But the manner of its allowance is reserved to the bankruptcy court, and its action is not controlled by the specific manner of allowance prescribed by the State law, for the trustee is to set off to the bankrupt the exemptions claimed, with the estimated value of each article; and cases are not infrequent where it appear-

ed for the benefit of all concerned that the stock should be sold as an entirety, that it was so sold by arrangement between creditors and debtor, and courts have upheld the claims of the debtor to the value of his exemptions from the proceeds of the sale. And that is just. Here the entire stock of goods was mortgaged and in possession of the mortgagee, and advertised for sale. The debtor could not claim any specific article as exempt, because every article was subject to the mortgage, and no one article could be set apart to the debtor. The entire stock was subject to sale to satisfy the lien of the mortgage. It would be most inequitable to say that under such circumstances the debtor can not be allowed to claim as exempt a sum of money from the proceeds equal to the amount allowed by the law. It would be equivalent to saying that he had waived his exemption because he had not done that which it was impossible for him to do. We are not able to construe the bankruptcy act to effect so inequitable a conclusion."

It has been held in numerous cases that it is not improper to permit the bankrupt to claim the proceeds of the sale of exempt property if such property has been sold by order of the court before the time for filing schedules has expired.

The same reasoning and the same rule ought to apply to a case like the present where, prior to his adjudication, the bankrupt was deprived of the possession of his property by an officer of a court acting under an order of court and where the trustee in bankruptcy sold the property without notice to him and without giving him an opportunity to make his selection before the sale.

Decisions which seemingly conflict with the views herein expressed have not been overlooked, and a careful perusal and examination of the decisions in these cases will show that in nearly every instance the conclusion reached by the court is based upon a state statute or constitutional provision very dissimilar to the Michigan statute and upon facts entirely different from those in the present case. At any rate, the humane purpose and aim of the bankruptcy law forbid a construction of that law which will deprive an unfortunate debtor of the little property which is given to him for the support of his family and himself and which, it clearly appears, he has not intentionally surrendered to his creditors.

The order of the referee will be reversed and the trustee will be required to pay the sum of \$250 to the bankrupt, William A. Simonds, out of the proceeds of the sale of the stock of goods.

Do your share of work each day, pay your debts, save a little money, talk only when you have something to say, and you will assist the world in growing better.

Many a young man who starts out to become a self-made man makes a mistake in the selection of a partner.

From Clerk To Advertising Manager.

The youngest advertising manager of one of the world's twelve largest department stores is the distinction claimed by Henry Matthies, aged 25.

How he happened to sit at a manager's desk, how he happened to be an advertiser at all, are not just "happen-sos," of course, but required ability, too. His is a case of the "rolling stone," except that this stone gathered "moss" in the revolutions.

After his father failed in business at Charleston, S. C., and moved the family to Chicago the boy, then 16, remained behind to finish his course in the high school. Then he came on to look for a position, without any idea what it would be, as he had not yet determined what to do and had no preferences. He was simply "wild" and getting "wilder" all the time, he says.

However, he became a file clerk in a grocery house. That position held him exactly one week. During the week he became acquainted with a sewing machine agent, who made the young South Carolinian some good offers. He resigned his place and went in search of the sewing machine agent. But the sewing machine agent was never at home when he called. In fact, the sewing machine agent was never seen again.

Making application in a freight auditing office of a railroad company and at the same time going to work for a

mail order house were his next jobs. He then tried the railroad office for one year and a half.

Soon railroading lost its attraction, and the future advertiser spent the two following years figuring profits for two different firms.

Then he sought a position as an advertiser and secured one in a house doing business on the installment plan. He remained there eleven months, as he had married and had to "buckle down." He had to be more careful about throwing up his positions.

Finally he moved again, this time to be assistant advertising manager in a department store. A year later he was thinking seriously of moving once more, when the advertising manager resigned and he was given the place after two years of advertising experience only—a position which seldom comes to men who have not waited and struggled for many years.

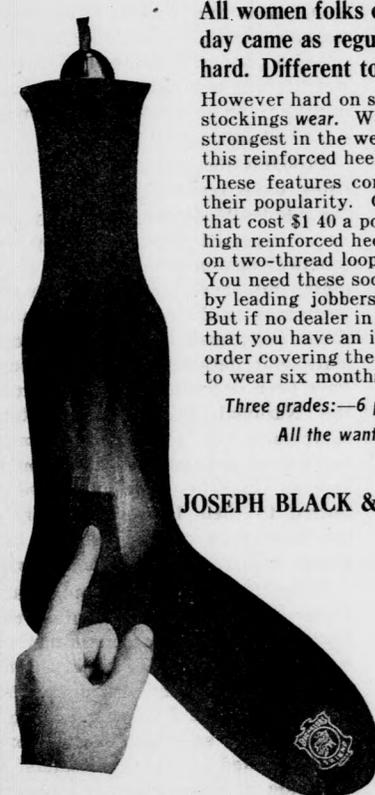
Matthies says that his quick "rise" was due to his ability to decide quickly and to his early marriage.

Harriet Ferrill.

The most serious drawback with many a business man is the fact that others do not really know what he has or what he is doing.

After a man has been arrested for bigamy he can't understand how Solomon acquired his reputation for wisdom.

Bachelors' Friends
TRADE MARK
HOSIERY



All women folks can remember the time when darning day came as regularly as washday and was about as hard. Different today. And the reason is easy to know.

However hard on stockings the men folks may be—these stockings wear. Wear because they are strong all over, but strongest in the wear spots that every woman knows. See this reinforced heel. That alone saves hours of darning.

These features combine to give Bachelors' Friend Hose their popularity. Combed Sea Island Cotton only—yarns that cost \$1 40 a pound used in reinforcing—French welt, high reinforced heel—reinforcing does not show—toe looped on two-thread looping machines—silky, elastic throughout. You need these sock features. Bachelors' Friend are sold by leading jobbers and retailers. We do not sell direct. But if no dealer in your town can supply you, we will see that you have an introductory lot, if you send us money order covering the amount. Charges prepaid. Guaranteed to wear six months.

Three grades:—6 pairs \$1.50; 6 pairs \$2.00; 6 pairs \$2.50.

All the wanted colors: Navy, Tan, Black, Purple, Bordeaux, Slate, Etc.

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

No need of this since he wears Bachelors' Friend.



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

PARCELS POST.

Concerted Effort of the Opposition Beginning To Count.

Washington, Feb. 5—To the casual observer it has seemed easy and reasonable for this Government to institute successfully a system upon the order of that operated in European countries. The twenty-eight million copies of farm journals published each month have given plethoric advocacy. The ordinary reader had failed to see the counting-room influence back of editorial endorsement of these and the "popular" magazines. They themselves have not disclosed that it does not pay local dealers to advertise in such periodicals and that these are supported by advertising from houses which aim to sell direct to consumer to the elimination of the "middleman." It has been shown that you can not "eliminate" him without uprooting many other local interests: the local newspapers, banks—in fact, every other element of a town's vitality, and damaging property values including those of surrounding lands; that consumers would then pay more than they now pay, since the profits of retail mail order houses in many instances are more than that of wholesaler and retailer combined.

Some people seem to have been astounded that the mercantile associations have put up such a fight against business extermination of their members. Here and there it has been suggested that "the express companies must be back of it," etc.

When this charge was made by an advocate before the Senate Postoffice Committee, its injustice was so apparent that Senator Bourne, chairman of the Committee, himself an advocate of parcels post, promptly said that he had not seen or heard of any representative of an express company assisting in the opposition.

Some people not on the scene—and among these a few local newspapers publishers, who evidently have read only one side of the question—act and talk as though they thought the retail merchants of the smaller cities and towns of the country were a lot of docile chumps willing to be effaced to accommodate retail mail order houses. Representatives of nearly all of the mercantile associations have been before the Senate Postoffice Committee with their protests revealing an "other side" which mail order journals have not disclosed.

The merchants have said that eleven pounds proposed for immediate increase is a convenient weight limit for the purposes of the retail mail order houses; because something more than 90 per cent. of sales will come under the eleven pound limit. It is said to be also the weight of a gallon of whisky and container. Merchants have contended that they are entitled to some consideration in the communities in which they live because they support local institutions and enterprises, pay taxes, etc.; that, if the Government goes into the business of transporting an eleven pound package 2,500 miles for the same price as for twenty-five miles, the chief beneficiar-

ies will be the retail mail order houses and their supporters, the mail order journals which have coaxed many petitions from farmer readers.

To one who has looked only superficially, the idea of getting something cheaper is alluring. He is apt to say, "I am for it." Opponents of the proposed system have asked: "From whom would the people get this? Would it not be from themselves? You can not subtract from the United States treasury and not put it back through taxation." Where the average individual might send ten parcels per month, a big retail mail order house would send ten thousand.

That the scheme would be of little or no benefit in the transportation of farm products has been shown. The retail mail order houses and the men who "farm the farmers" co-operate. Some women have appeared, contending that it would give them better opportunity to buy from large stores in the great cities. Some of the big department store managers expect larger mail order trade from the smaller cities and towns and from farmers through operation of mail order departments. They may not know of the elaborate plans of large retail mail order houses for sales in their own cities, if the system be inaugurated. For the manner in which some of the managers of such stores have aimed to influence advocacy in editorial columns of their city newspapers, some people say this would be a just retribution. Many of the large city dailies have refused any hearings to the opponents in their columns.

Members of the Committee have shown that the reason adduced for the carriage of first and second class mail at a cost regardless of distance, diffusion of intelligence, will not apply to merchandise. Frustrated at this, no two advocates have presented the same ideas and plans. Whenever a member of the Committee has proposed a plan whereunder the Government might pay expenses and charge according to services, the proponents have lost interest.

Probably the greatest jolt the advocates have received has been from the wholesale dealers. Possibly they never expected these to line up with practical unanimity against it. Retail merchants have been studying its consequences to their business. Through their individual organizations, local, state and national, retail merchants have been opposing it. Last October the National Federation of Retail Merchants was formed, representing more than a quarter of a million retailers. Traveling salesmen have reported to their houses the fears of merchant customers. Retailers have talked with their wholesale dealers.

When the wholesalers and manufacturers entered the contest they carried into it the systematic methods to which they have been accustomed in large business undertakings. Their organization, the American League of Associations, so-called because originally formed by the wholesalers' association of three cities, is looked to by retail merchants for rescue.

Opponents have contended that, as

the average haul in England is 45 miles and in the U. S. 687 miles per pound for merchandise, for which the government must pay the railroads, and, as the Postoffice department estimates that it costs it an average of 12.3 cents per pound to carry merchandise, and, as the British Government is losing money through Parcels Post although postal and railway employes receive only about half of similar American salaries, a deficit of at least \$150,000,000 yearly would subsidize retail mail-order houses.

Every Democrat voted against the proposed ship subsidy. Opponents say that any man who refused to vote a subsidy even to place the American flag upon the seas can hardly justify himself in voting a subsidy to distant concerns against the interests of his home merchants and home industries.

Followers of the principles of Jefferson and Lincoln alike fear Parcels Post is only the beginning of a Socialistic program for Government ownership and operation of telegraphs, railroads, mines, factories, etc. The advocacy of Government operation of telegraph lines by the Postmaster General has added to the fear. One member of Congress asked, "Who will be able to find the Constitution then?"

Many retailers have expressed their appreciation to the wholesale and manufacturing firms they find co-operating. The campaign of defense in Washington is in the safe hands of E. B. Moon, Executive Secretary of the organization. Representatives of

retail organizations say that the best argument against parcels post produced before the Senate Postoffice Committee was that made by Mr. Moon.

Local organizations of wholesalers and manufacturers of the principal cities have presented resolutions against it. Fred T. Loftin.

Breaking It Gently.

"Dickie, I'm awfully sorry you use tobacco. I don't like it. Will you stop when we are married?"

"Isn't that asking a lot, dearie?" asked Dick.

"I wouldn't care for myself," answered the girl, "but you know it makes mamma deathly sick."

"Well, then," he promised cheerfully, "I'll tell you what I'll do. I'll never smoke when your mamma is with us."

She threw her arms around him. "Darling," she muttered, "that is so good of you! I was afraid you would insist on smoking once in a while after we were married."

Overtime.

"When I was a young man," said Mr. Cumrox, "I thought nothing of working twelve or fourteen hours a day."

"Father," replied the young man with sporty clothes, "I wish you wouldn't mention it. Those non-union sentiments are liable to make you unpopular."

Occasionally a soft answer starts a rough house.



Economy Convenience Satisfaction

- Better Profits
- More Sales.
- Easier Selling.
- Cleaner, Firmer and Better Fruit.
- Roomy, Sanitary and Attractive Store.
- Happy Clerks.
- Pleased Customers.

No Germs---No Dust---No Dampness

These and many other reasons combine to tell you that the one best thing you can do is to **ORDER A SET OF**

Ideal Fruit Display Racks

Help make it unanimous. Six of these Racks are all packed—ready to be sent to you—and when they arrive if you do not say it is one of the best investments you ever made. your \$3.60 will be returned. If your jobber can't supply you, send order direct.

Ideal Fruit Display Co.

448 CASS STREET

LA CROSSE, WIS.

Making Salesmen of Order Takers.

What is the difference between a salesman and an order taker? The salesman can make sales, can convince the prospective purchaser that the merchandise offered is just what Mr. Buyer needs, and he has enough ginger everlastingly to keep on hammering his convincing arguments into the mind of the prospective buyer as long as there is the slightest chance for a sale.

The order taker usually is a man willing to remain in the store and make a sale if he can do so without much extra trouble.

There you have the salesman and the order taker. The one is profitable to his firm, if employed; and, if in business for himself, is usually successful; the other is merely an expensive piece of furniture, if employed by others, while if he reaches the stage of being in business for himself it is seldom that he meets with financial success, and, as often happens, the sheriff closes the store.

In a large business establishment the dead timber can be weeded out, but with the average dealer it is a problem to get good salesmen, and at times the dealer himself is one of the "dead ones."

Some big business men call periodical meetings of their entire sales force. At such gatherings the men at the helm tells his clerks and salesmen exactly what he expects to accomplish during the coming month, year, or season, and he asks his men to extend their co-operation. He takes them into his confidence and tells them of the handicaps and advantages that affect the business.

The results of a get together meeting of this kind can not be otherwise than an asset to the employer. The clerks hear of the future plans, know what is expected of them, and nine times out of ten they put a shoulder to the wheel and boost business, employer and themselves.

For example, we will suppose that that you are a wide awake dealer in a small city. Last year's business was good, but in your own mind you can see that during the coming twelve months business could, with a little extra effort, be materially increased. Don't you think that if you were to tell your salesforce of the exact conditions they would be more than willing to help you increase your sales?

Your clerks may know the exact conditions as well as you do, but still they have to be told. It is up to you to make salesmen out of your order takers, and the best way is to go after them good and hard. Make your statements plain and to the point. This creates enthusiasm, puts dollars into the merchant's pockets, and increases the annual business.

Individual instances often require individual attention. But this depends greatly on the stuff the merchant himself is made of. He can not afford to belittle the work of his employes. If one of your clerks makes a sale where you yourself had given up hope or had fallen down because you did not handle the buy-

er right, give the clerk full credit for his work. He will appreciate it and it will mean money in your pocket. Don't try to think of excuses for your own failure. The fact is that you were unsuccessful, while your clerk, who, perhaps, knew better how to handle that individual customer, did make the sale. There is no harm in telling him of his excellent work, and that you had personally failed.

And then there is the young fellow just out of school with country merchandising as one of his ambitions. His salesmanship ability will greatly depend upon the merchant himself. He is usually young and more than willing to listen to good advice. And what is perhaps most important of all he always respects the advice of the merchant himself, and will greatly profit thereby. A little instruction will invariably make a salesman out of him, while without such instruction he is liable to become just an ordinary, every day order taker.

Joseph S. Vogel.

Are You Traveling in a Circle?

"I'd rather go off on a tangent sometimes than always travel in a circle," said a girl who had seen a little of the world, and a little more of the dead sea fruit that goes with lost jobs and irate managers.

"When you say a tangent you mean a regular wild goose chase," said her sister, who was the pride of the family for having the largest bank account, the best friends of influence and the greatest capacity for being true to one's firm.

"Now, listen, dear," said the other one. "Your little business career reminds me of a circle. You are the center, and this little factory town is its circumference. What do you see? What do you hear? What do you think of? Business, business—and again business! You never get out of town. You never invest in good books, because you haven't the time for them! In the end of the year you are just where you started. You have traveled in the circle that is made up of beaten paths with a

sure salary in it. The greatest events in your life are when you can trot to the bank with \$100. The greatest calamity is when you can't trot.

"No, indeed, I don't believe in being exactly inert, but I do believe in letting a lot of other good things into my life besides business."

"Oh, of course," sighed the pride of the family, "there are two views to everything, but it's best to be on the safe side, and you know my side is the safest. In plain words, it takes money to be happy nowadays."

"If we'll live to be 75 we'll argue this over again." And they kept on discussing the matter, each defending her own view without convincing the other.

"Just then their aunt, a dear old lady in a halo of silver curls, sat down between them and laid a warm hand on each young shoulder. She promised to tell them what she thought about traveling in a circle.

"I do think you are both half right, and both half wrong," she said. "Whatever way brings the most satisfaction to you now and in the future must be the best way to follow, whether it is a tangent or a circle. But you may both change your views slightly as you go on; what you believed in last year may not appeal to you next year.

"My experience has been that one needn't travel in a circle to reach one's goal in business, and neither to go off on a tangent and lose your position in order to enjoy some of the outside good, like travel and philanthropy and culture.

"There are scores of outside things you can enjoy while you are succeeding in business. Only you must be careful not to follow them so intensely as to let them scatter your forces.

"You know, girls, I was Secretary to three judges for fifteen years, and at the same time I was President of two clubs, I helped to educate and provide for an orphan cousin, I had a study class every Thursday eve-

ning and I visited every state in the Union on my own ticket.

"I always enjoyed myself thoroughly, although I held down one of the hardest positions in business. I have been identified with other things besides cold, calculating business. I am sure you have the same chance, if not better. If you are making good as a servant don't postpone your enjoyment until you can make good as a master. And if you are prone to be an erratic wild goose chaser who would live life at its broadest and fullest, remember there is only one safe way to get the wherewithal, and that's to work for it."

Alice Mason.

A Kansas City priest is conducting a matrimonial class, numbering fifty couples. He is very frank about it and says his object is to marry the young people of his congregation. He called them together about a month ago, said that any man of 23 or 24 who was making \$65 a month ought to get married and that any girl of 18 or 19 should take a husband. He formed the society then and there and is now delivering weekly lectures on matrimony, on buying furniture, cooking, saving money and rearing children. He also tells them how to court and a little later on he expects to be busy tying matrimonial knots.

North Dakota has a prohibition law, and, as is usual in such states, there are all sorts of schemes to get around it. Officials have been noticing that a certain restaurant in one of the towns sold a great many pieces of mince pie at 10 cents a cut. In fact, many citizens were eating mince pie several times a day, in spite of the ban placed on that delicacy by one or two colleges for young women. Suspicion was aroused, and an investigation revealed the awful fact that the pie contained a fine brand of whisky and sold so readily that the manufacturers could not keep up with the demand.

Silence is often the best argument.



There's A Smith's Sanitary Scoop For Every Grocer

It does away with the disagreeable, unsanitary way of handling Dried Fruits, Brown Sugar, Loaf Sugar, Nuts, Sal Soda, Lump Starch, Hard Candies, etc.

No more sticky fingers or dirty hands to wash a dozen times a day.

Smith's Sanitary Scoop Does The Work!

It is made of the best quality steel, heavily nickelplated and just the size to be most convenient for you.

Dig with it—Scratch with it—Pry with it.

Use the four steel fingers instead of your own. They are stronger, more sanitary and "So easy to clean."

A Money Back Guarantee With Each Scoop. If you are not perfectly satisfied with it—fire it back and your money will be returned at once.

Your jobber sells them at Fifty Cents each. Add one or two to the next Order you give the Salesman and you will be glad that you did—if not, your money will be returned.

If your Jobber does not carry them in stock—send me Fifty Cents in stamps with his name and address and I will send you a Scoop by prepaid Express.

E. R. SMITH, Oshkosh, Wis.



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.
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 Junior Counselor—John Q. Adams, Battle Creek.
 Past Grand Counselor—C. A. Wheeler, Detroit.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. 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.

Wafted Down From Grand Traverse Bay.

Traverse City, Feb. 6 — Barney Stratten, Con. Broene, of Grand Rapids, D. A. Walsh, Tom Travis, John Shields, of Petoskey, Wm. H. Shradler, of Cadillac, attended the formal opening of the Wolverine Hotel at Boyne City last Thursday evening. There were about three hundred present and it was a success in every way.

Barney Stratton was heard to remark that when you are in the Wolverine Hotel you forget that you are in Boyne City.

The tailors at Boyne City must have all attended the opening of the Wolverine Hotel, for after William Shader arrived he learned that it was to be a dress affair, so Bill proceeded to alter his coat into a full dress coat by trying to burn the corners off. Will surely was a sight, but claims that a box of safety matches in his pocket set it afire.

John Califf registered Elk Rapids at the Wolverine. John, you will be charged the regular commercial rate just the same.

Chas. Jones, our jolly P. M. conductor, certainly had one slipped over on him by a newsboy on his train this week. The newsy had been reported as having touched a traveler while in Traverse City, so Jones thought he would take the thief to Grand Rapids and turn him over to the officers there, but upon his arrival there he was informed that he must be placed in charge of the Traverse City authorities, and was obliged to let his prisoner go.

Will Jim Goldstein please add the name of Will E. Smith, Traverse City, to his list of eligible bachelors? Will called up and requested us to mention the following attractions: Age 40, born in Grawn, never married, once in

love, has traveled West, good, common school education, willing to work, always lived at home, slightly bald, not a member of the Moose. Will fur-

TOAST TO THE TRAVELING MAN'S WIFE

Come, boys, fill your goblets again with red wine.
 I've joined you in your toasts, now join me in mine:
 Yes, join in this health, as I rise to a theme
 As inspiring as love, as bright as a dream:
 From his cup of devotion, this vintage of life,
 I drink to that angel, the travelingman's wife!

Yes, I drink to that creature whose lot is to wait
 For the sound of a footfall, for the latch of the gate:
 Who welcomes the traveler home from his trips
 With joy in her heart and love on her lips:
 Who nestles beside him and sweetly beguiles
 His care-worn thoughts with caresses and smiles.

Who fervently prays, as she kneels down to pack
 With tear-brimming eyelids, the drummer's gripsack.
 That the Lord will watch over his wandering feet:
 Then bids him good-bye, with a face bravely sweet.
 And when through the shadows his form disappears
 Gives way to her sorrow in pitiful tears.

Who turns from the door to her boy, it may be,
 Who joins in her weeping and climbs to her knee.
 She kisses him fondly and tucks him to bed
 When his feet have been bathed and his baby prayers said:
 Then follows to slumber that's troubled with dreams
 Of a wreck and a death by the rain's swollen streams.

Anxiety born of a long loyal life
 Gives a care-worn look to the travelingman's wife:
 But her voice grows softer along with the years
 And her soul grows brighter with baptisms of tears:
 And the woman is dearer by far to his heart
 Than the maiden who faltered "till death do us part."

They tell of a court in a country of light
 Where the wrongs of this world are at length set aright:
 May she whose smiles are the light of our hearth
 Receive there the peace she knows not on earth.
 This is my toast, and the prayer of a life
 That forever is pledged to a travelingman's wife.

Frank B. Bair.

nish photograph. White girl preferred.

We regret exceedingly to report the death of Mrs. Thos. Shannon, of Saginaw, mother of Mrs. James Flagert, of this city, who has the heartfelt sympathy of all the boys.

Are you supporting the work of the U. C. T.'s and the M. N. of T. G.'s by assisting the Tip No More organization? Another thing in its favor is that it will save pocket lining.

We are sure to get the co-operation of the State Board of Health, since Secretary R. L. Dixon, of that department, is taking hold of it and writing all the subordinate U. C. T.

secretaries. The hotels might just as well get busy and provide individual towels and better their sanitary conditions. The State of Wisconsin forbids and prohibits the common roller towel in hotels.

The stork visited the home of Banker A. D. Crimmins last week and left a nice baby girl with the following title: Phyllis Winifred—and they live in Mesick, too. Mr. Bell, take notice: We all smoke LaValla Rosa.

Frank H. Conant, sales manager for a Detroit wholesale hardware house for a number of years, has secured the position of director general for the Water-Fete-Carnival, "Cadillaqua," to

ports that James F. Hammell, of Lansing, formerly Mayor of that city and prominently known throughout the State in Democratic circles, is frequently being mentioned as a probable candidate for Governor. Mr. Hammell has a host of friends among the traveling boys as well as among his customers and we wish him success.

Fred C. Richter.

Maxims of a Business Man.

Never discuss salaries and never tell any one how much you are getting. If you say you are getting more than the man you are talking to, either it will cause dissatisfaction or he won't believe you.

The man who is continually whining about "never having half a chance" is the same man who would not succeed if he were allowed to choose his own work at his own salary. Chances come when a man is ready for them.

Some folks start worrying along about the first of February as to what their boss will give them as a Christmas present.

Of course, there are folks who are really earning more money than they are getting, but the average man had better lie low and hope that the boss won't find out how much more he is getting than he is worth.

Don't look in books for examples of successful men. Choose a man in real life who has gained success by honorable methods and follow his business ideas. If success does not come in a week, don't get discouraged; it may come in a month.

Don't worry because you think you haven't attracted the favorable attention of your immediate superior. He may be more observant than you imagine.

Don't ask advice all the time. The man who can go ahead with a job, finish it successfully on his own initiative without a lot of foolish and unnecessary questions, is the man who is most needed in the modern business world.

The man who knows the latest thing about neckties and silk socks is usually the man who does not know the latest things about successful business methods.

There may be work without success, but there is never any success without work.

Don't take spells for working and try to accomplish in one day the things you should have done in two weeks. A little every day is better than spasms of hard work, interpolated with spells of no work at all.

Why It Was Hard.

"I want you to understand that I got my money by hard work."
 "Why, I thought it was left you by your uncle."

"So it was; but I had hard work getting it away from the lawyers."

A disrespected rule is more harmful than none at all. One good rule enforced beats a hundred mossy, obsolete office laws.

It must keep his Satanic majesty busy if he finds work for all the idle hands to do.

be held annually in Detroit. The boys all wish him success, for he always was one of the boys.

Wm. L. Chapman, one of the best dry goods men on this territory and formerly with Carson, Pirie, Scott & Co., has connected with the Crowley Bros., of Detroit. Kindly accept the best wishes of all the boys, Bill. He will make his headquarters here.

Chairman Adrian Cole, of Our Annual U. C. T. banquet, to be held the 23, is making great preparations to make it a success. All U. C. T.'s and traveling men are cordially invited to attend, especially visitors.

We notice by the State press re-

News and Gossip of the Traveling Boys.

Grand Rapids, Feb. 7.—On Feb. 12 Edson, Moore & Co. celebrate their fortieth anniversary. They can well look back over the forty years just completed and feel proud of their record and progress. On behalf of the Tradesman, we wish to congratulate them.

All members of the U. C. T. who know of a brother who is sick are requested to notify Secretary Harry Hydorn. The writer would be especially pleased if notified.

A short time ago we criticized Fred Richter for one of the articles he did not write. Then we apologized to Fred in the next issue. Then Fred came back and criticized us and forgave us. Just like political candidates.

If Manager Harold Sears, of the National Biscuit Co., would give the town of Hart to Ernie Miller he would save that young worthy considerable money, and Ernie could then spend more time there besides. Sunday for himself and Monday for Uneed-a Biscuit.

Fred Croninger is looking forward with great pleasure to Feb. 19. This is the day that the quarantine will be raised at his home. The entire family, who were taken down with scarlet fever, have recovered and are patiently waiting for the health officer to remove the card.

The State Board of Health has put the ban on the roller towel and all hotels and public places have been, or will be, notified to discontinue the use of them. It really seems to us that any hotel looking to the comfort and convenience of the traveling men would discontinue the roller towel nuisance without being notified.

We have received letters from the following traveling men wishing to have us notify the girls that they are eligible bachelors and wish their names added to the list already published:

Earl Warren, age 21, Grand Rapids.

Willie Goldstein, aged 2 years, younger than writer, Milwaukee.

Louis Jenns, aged 64, Grand Rapids.

Eli Klaasse, aged 20, Kalamazoo.

In regard to one applicant, Willie Goldstein, we feel it our duty to warn the girls against him. He called us names twenty years ago, and he has a very violent temper—in fact, every time we fought he got the best of it.

Down with the roller towels and up with the rates!

Harvey Skillman is the proud possessor of a new combination cap, slippers and bath robe. When driving he uses it for a cap. It stretches any length and, if necessary, can be stretched until it covers both head and feet.

Boost and the world is with you—knock and there'll be some with you anyway.

The nearest that we can publish in the U. C. T. baby list for 1912 is a beautiful Jersey baby calf born on Harry Hydorn's beautiful subdivision. Congratulations, Harry. Calves are

more valuable than babies anyway in these days of airship prices.

Arrangements are practically completed for the annual U. C. T. banquet to be held at the Hotel Pantlind on March 2. Tickets are now on sale by the Committee and Secretary Harry Hydorn. Cliff Herrick is chairman of the Banquet Committee.

W. T. Irwin, of Trinidad, Colo., U. C. T. Council, No. 185, attended the last meeting of No. 131. He told the boys of the high altitude in his country, but that doesn't concern us half as much as the high prices in this territory.

And still they come! Five more initiated into Grand Rapids Council, No. 131, U. C. T., Saturday night. The "newly made" are as follows: J. W. Murphy, "Ted" Mills, Wm. McNitt, J. W. Myers and C. E. Knowles, and they are some live additions to an already live Council, too.

Most of those new hotels that are going to be built all over Grand Rapids will be castles—air.

Mr. Stillman, of the Woodhouse Co., was taken with severe pains at the Morton House one day last week. We are pleased to state at his writing that he has recovered entirely.

Albert E. Johnson and D. S. Haugh have been transferred from Cadillac Council to Grand Rapids Council, No. 131. And still they come!

A water wagon isn't any good this time of the year anyway.

Help! the daffodil bug has got us. If a mare weighed but 430 pounds, could Ed. Ryder.

If Rufus Boer ever wants to quit selling millinery for a living, every consarned member of Grand Rapids Council, U. C. T., will recommend him as a first-class chef.

We are hearing many first-class reports about Wade Slawson, former Grand Rapids boy and member of U. C. T., No. 131, now running a drug store in Galesburg. He says he is always pleased to see the boys. Sorry Galesburg is off our beat, as we would like to "see" what quality spiritus fermenti Wade dispenses for prescriptions.

The new Columbia Hotel is fairly well patronized by Grand Rapids boys and all speak very highly of it in every way but one—it is still using roller towels. We are sure they will remedy this when notified.

Nearly every traveling man has had something to say about the poor old Pere Marquette, but we think the Michigan Central has handed Grand Rapids the worst service of any road running into the town this winter.

But even then the Pere Marquette has had some awful days.

The U. C. T. Dance Committee announces a dance will be given Saturday night, Feb. 10. Mark it down in your note book.

The society event of the commercial men's year—the annual banquet—on March 2.

For four consecutive Saturdays smiling Lon Smith has carried his big rooster from the chicken coop into the cellar with murder in his heart—or where his heart should be—his idea being to kill the poor creature and eat the remains for dinner. But

each time he repented and turned Mr. Rooster loose and went over to the market and bought some hamburg or frankfurters instead.

Now that the boys have been notified that John Millar is laid up at his home, 212 South Union street, we hope they will take time to call on him. Mr. Millar is recovering very slowly but surely.

We're agin' the new charter and hope you feel the same.

Just because we mentioned a fellow as a sparring partner is no reason why they should knock us all over their place of business. We figure they'll start at the beginning to read this week. J. M. Goldstein.

Manufacturing Matters.

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

Detroit—The Tessmer Machine & Tool Co. has increased its capital stock from \$10,000 to \$20,000.

Detroit—The capital stock of the Excelsior Auto Cycle Co. has been increased from \$5,000 to \$10,000.

Zeeland—The capital stock of the Colonial Manufacturing Co. has been increased from \$75,000 to \$100,000.

Detroit—The Jacob F. Meier Co., manufacturer of trucks, has increased its capital stock from \$50,000 to \$100,000.

Benton Harbor—The capital stock of the Benton Harbor Malleable Foundry Co. has been increased from \$70,000 to \$80,000.

Lowell—Tony Gazella and brother, Michael, have formed a copartnership under the style of Gazella Bros. for the purpose of manufacturing cigars here.

Iron River—The Iron County Steel Co. has been incorporated with an authorized capital stock of \$10,000, of which \$75 has been subscribed and \$30 paid in in cash.

Chassell—The Chassell Creamery Co. has engaged in business with an authorized capital stock of \$6,000, of which \$4,350 has been subscribed and paid in in cash.

Detroit—The Motor Truck Body Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed and \$3,100 paid in in cash.

Lansing—The Brownwall Engine & Pulley Co. has been incorporated with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed, \$8,000 being paid in in cash and \$7,000 in property.

Pentwater—Saunders & Chase, manufacturers of the Pentwater net and hook lifting machine, have merged the business into a stock company under the style of the Saunders-Chase Co., with a capital stock of \$10,000.

Detroit—The John Hellerich Co. has engaged in business to manufacture, buy, sell and repair jewelry and other articles, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Saginaw—Albee Kraut Co. has started suit against the Grand Trunk Railroad for \$1,500 damages, claiming that a shipment of sauerkraut last February to Minneapolis was allowed to freeze, which prevented the sale.

South Haven—Casavant Brothers have engaged in business to manufacture and sell pipe organs and other musical instruments, with an authorized capital stock of \$50,000, of which \$32,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Murray Special Manufacturing Co. has been organized to manufacture and deal in machinery and power plant equipment, with an authorized capital stock of \$50,000, of which \$40,000 has been subscribed and paid in in property.

Detroit—The Otis Cement Walk & Construction Co. has merged its business into a stock company with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed, \$979.69 being paid in in cash and \$11,020.31 in property.

Detroit—The Peter Smith Heater Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, which has been subscribed, \$1,500 being paid in in cash and \$23,500 in property.

Pontiac—The American Steel Belt Co., recently incorporated here, has increased its capital stock from \$50,000 to \$100,000. After February 10, the company will be located in Detroit, having secured a factory at Hubbard and C. streets. It will manufacture steel belts.

Detroit—The White Star Refining Co., manufacturer and caller of oils, soaps and oil products, has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000 common and \$10,000 preferred, all of which has been subscribed and paid in in property.

Late Lansing Items.

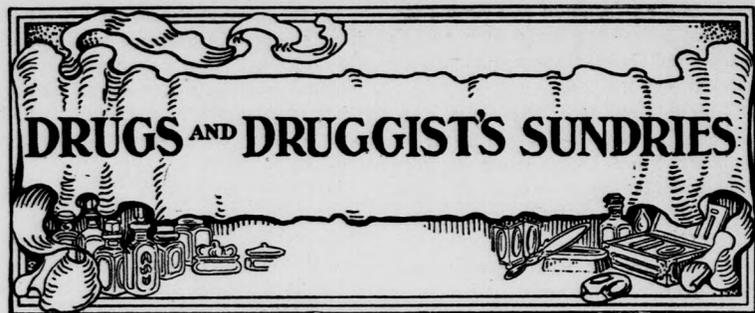
Brother M. E. Sherwood slipped upon the icy walks of Three Rivers one day last week and suffered the dislocation of three ribs and other less serious injuries. At present he is somewhat improved, but is still confined to his room.

An exchange of honors was recently brought about between the Lansing Chamber of Commerce and the Auto City Council. The former, recognizing the prominence and ability of the traveling men, requested that they be represented in that honorable body, and the latter reciprocated by selecting Brother E. H. Simpkins for the place.

A Lansing correspondent writes: George H. Russell, traveling salesman for Northrop, Robertson & Carrier, who came in off the road a week ago with a case of grip bordering on pneumonia, has improved to such an extent that he will take up his work again next Monday.

An Otsego correspondent writes as follows: Chas. W. McNett has secured a position as traveling salesman for the Otsego Chair Co. and the Marvel Manufacturing Co., of Grand Rapids. His territory will be Michigan.

James L. Krees, of Alma, has gone on the road for the Marvel Manufacturing Co. His territory includes Ohio.



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. Gillo, Pompell.
Second Vice-President—G. C. Layerer, Bay City.
Secretary—R. W. Cochran, Kalamazoo.
Treasurer—W. C. Wheelock, Kalamazoo.
Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.
Next Meeting—Muskegon.

Michigan State Pharmaceutical Association.
President—E. W. Austin, Midland.
First Vice-President—E. P. Varnum, Jonesville.
Second Vice-President—C. P. Baker, Battle Creek.
Third Vice-President—L. P. Lipp, Blissfield.
Secretary—M. H. Goodale, Battle Creek.
Treasurer—J. J. Wells, Athens.
Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

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

Peculiar Remedies Utilized by Ancient Greeks.

Before Pandora men lived without disease or suffering. The beginning of medicine in Greece was with Chiron, a centaur, who collected patent drugs; the century plant cured his wounded foot, hence the name Centauria.

Epyra was a land of poisons, and a daughter of the King of Thessaly knew every medicine on the face of the earth, she "all simple virtues knew and every herb that drinks the morning dew."

Chiron instructed his descendants in the secret knowledge of herbs. Aesculapius, who had a knowledge of the virtues of herbs and a mastery of medicine and surgery, was Chiron's pupil; he brought the dead to life and was killed by Zeus for so doing.

Two sons of Aesculapius were leeches of the army before Troy; one knew curative herbs, the other was a surgeon, who cut the steel away and applied a styptic root.

A god could not sleep; Flora applied to Somnos, he created the poppy.

Quail cured Heracles of epilepsy. Menthe was a goddess who flirted with Pluto and was changed to mint.

One hero ate magic herbs planted by Cronus and was changed to a god of the sea; another was restored to life by an herb used by serpents to revive each other.

The curative art went one way to Hippocrates, another to the temples of Aesculapius. The two systems

existed side by side, physicians and superhuman cures.

Hippocrates excluded supernatural influences, defining a quack as a being no law could reach, and no ignominy disgrace.

People slept in skins of sacrificed animals in the temples of Aesculapius and dreams came that indicated methods of cure. The cure was recorded on tablets in the temple and empirical or folk medicine gained a footing.

Serpents were kept in the temple to lick wounds.

Several of Alexander's officers slept in the temple of Serapis, hoping for dreams that would benefit Alexander, who died without medical assistance, as he had executed a physician a few months before.

Sophocles speaks of a sorry leach who muttered spells over a sore that must be cut away.

Part of the following is from Macedonian later folk medicine:

Scarlet fever was cured by sprinkling the sick with powdered cakes, over the skin previously smeared with syrup, honey or sesame oil.

Daisy blossoms dried and used in water for a cough. Hiccough cured by shock of some kind. Nose bleeding by a large key applied to the back of the neck.

In childbirth sprigs of virgin's hand (an herb) are put in drinking water, and nurses ran around the family hearth with new-born infants.

Trailing pearlwort protects against fire and fairies; St. John's wart and sow thistle protect from fevers; Rhamnus and Laurel over the door saves the sick from evil spirits and propitiates the gods.

In those days also the hair of the dog cured the bite.

A wart on the eye was cured by having a person with a strange name bark like a dog. Crabs' eyes and sparrows' eyes prevented sleep, while succus sorrel cured serpent bite.

J. F. Llewellyn.

Some Tested Formulas.

Paste For Cleaning Windows.

Mix with 1 part olive oil, 1 part of ammonia, 2 parts of lime and 1 part of water to a thick paste.

Paste Metal Polish.

Precipitated silica 10 pounds
Kieselguhr 4 pounds
Crude oleic acid 20 pounds
Paraffin wax 4 pounds
Oil of mirbane ½ ounce

Melt the paraffin wax with the oleic acid, then grind with the other ingredients under edge runners.

Fire-Proofing Solution.

Ammonium sulphate 8 ozs.

Ammonium carbonate 2½ ozs.
Boric acid 3 ozs.
Borax 1¼ ozs.
Water 200 ozs.

Dissolve, then add

Starch 2 ozs.

Stir until it boils. Dip the material in the hot solution, wring, dry and iron if necessary.

Liquid Metal Polish.

Putty powder 6 ozs.
Kieselguhr 10 ozs.
Bath brick, in fine powder .. 2 ozs.
Indian red 10 ozs.
Emery, in finest powder 1 oz.
Rottenstone 1½ ozs.

Mix the powders well together and add gradually:

Spirit 30 fl. ozs.
Turpentine 20 fl. ozs.
Paraffin 100 fl. ozs.
Solution of ammonia 20 fl. ozs.
Oil of citronella ½ fl. oz.

Fourteen More Behind the Drug Counter.

Pigeon, Feb. 6—The Michigan Board of Pharmacy held a meeting at Ann Arbor January 19. Ten applicants received registered pharmacist papers and four druggists' papers. Following is a list of those receiving certificates:

Registered Pharmacists.

B. W. Fletcher, Ann Arbor.
H. D. Porter, Detroit.
H. E. Anderson, Ann Arbor.
O. L. Ball, Kalamazoo.
G. E. Bomles, Detroit.
G. B. Everts, Grand Rapids.
E. J. Meyers, Peck.
C. B. Sherman, North Branch.
M. B. Sugden, Ann Arbor.
G. F. Whitwam, Grand Rapids.

Registered Druggists.

E. R. Negus, Ann Arbor.
F. W. Misch, Ann Arbor.
Paul R. Young, Leslie.
S. S. Berwatswicz, Grand Rapids.
Four members of the Board were present at the meeting.

The next meeting of the Board will be held at Grand Rapids March 19, 20 and 21. Jno. J. Campbell, Sec'y.

What a Political Optimist Is.

Governor Woodrow Wilson is a past master of repartee, as he proved a score of times during his recent "stumping" tour, although never more effectively than in the South Jersey hamlet of Sea Isle. He had just referred to himself as a "political optimist" when some one called out, "And what's that?"

Instantly came the answer: "A political optimist, my friend, is a fellow who can make sweet, pink lemonade out of the bitter yellow fruit which his opponents hand him."

The Drug Market.

Oil of Bergamot—Has advanced.
Oil Lemon—Is higher.
Oil Orange—Has advanced.
Oil Sandalwood—Is higher.
Chloroform—Has declined.
Sugar of Milk—Is lower.
Tonka Beans—Have advanced.
Golden Seal Root—Has advanced.

Anyway, there's nothing in the interstate commerce regulations against free passes on the Salt River line.

To Secure the Speakers from Lansing.

The first open meeting of the Board of Trade was held in Yeakey hall Wednesday evening and was attended by nearly all of the members, their wives and many of the citizens who have not as yet become members. The meeting opened with singing by the high school choir, after which Harry D. Allgeo, President of the village and of the Board of Trade, in a few preliminary remarks introduced the speaker, E. A. Stowe, of Grand Rapids, and who is editor of the Michigan Tradesman. Mr. Stowe gave some of his ideas and experiences in town building and cited several incidents of what process has been employed in bringing villages and cities to a healthy and prosperous condition and placed on a growing basis through the efforts of an organization similar to the one now in this village; that the only way to succeed was to all be united in the work to be done, having one idea or method of doing things. He suggested many different ways of making a town thrifty, and that one simple way of attaining such progress was to first make the town clean and beautiful, maintaining its churches and providing the best facilities for educating the children, beautifying the homes by fine lawns and flower gardens, and thus attracting the attention of people to the fact that the town is an excellent one in which to reside as well as a place to establish an enterprise; that people admire everything that is attractive and beautiful. Mr. Stowe is an interesting talker and is a good entertainer, a hard worker in all his duties of daily life, is first, last and all the time for Grand Rapids and Western Michigan.

In interesting the farmers in this vicinity the Wayland Board of Trade is now acting on Mr. Stowe's suggestion to secure some of the noted speakers from the Michigan Agricultural College on lines of greatest interest to them, and would greatly appreciate an expression from all our farmers as to what subjects would interest them most. Hand in your ideas on this matter to any business man in Wayland and the whole will be submitted to the Board of Trade for a final choice, fitting the greatest number.

The Board of Trade is rapidly increasing in membership and it is the desire of the organization to enlist every citizen in town before spring. —Wayland Globe.

From Auto City Council.

Lansing, Feb. 6—We are reliably informed that Brother M. S. Brown, of Saginaw is anxious to secure the appointment of Hotel Inspector for the State of Michigan. A good man for the job. Go after it hard, Mark, and we will all help you.

The Graham House, at Gladwin, has taken a step in the right direction. The washroom is now supplied with a limited number of individual towels. The bus was well filled last night, however, and the supply was exhausted before the last poor traveler was ready for supper. Just a few more, Alec, if you please, H. D. B.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Magnesia Sulph, Mannia S. F., Menthol, Morphia, Morphia SNYQ, Morphia Mal., Moschus Canton, Myristica, Nux Vomica, Os Sepia, Pepsin Saac, H & P D Co., Pictis Liq N N, Pictis Liq qts, Pili Hydrag, Piper Alba, Piper Nigra, Pix Burgum, Plumbi Acet, Pulvis Ip'eut Opil, Pyrethrum, Quassa, Quina, Quina S. Ger., Quina S P & W, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drac's, Sapo, Sapo M, Sapo W, Seidlitz Mixture, Sinapis, Sinapis opt, Snuff, Maccaboy, De Voes, Snuff, S'h DeVo's, Soda, Boras, Soda et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Spts, Cologne, Spts, Ether Co., Spts, Myrcia, Spts, Vini Rect bbl, Spts, Vini Rect 1/2 b, Spts, Vini R't 10 gl, Spts, Vini R't 5 gl, Strychnia Crys'l, Sulphur, Roll, Sulphur Subl, Tamariinds, Terenthine Venice, Thebromia, Vanilla, Zinci Sulph, Olla, 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, Ochre, yel Ber, Ochre, yel Mars, Putty, comm'l, Putty, str't pr, Red Venetian, Shaker Prep'd, Vermillion, Eng, Vermillion Prime, American, Whiting Gilders', Whiting Paris Am'r, Whiting Paris Eng, Whiting, white S'n, Extra Turp, No. 1 Turp Coach.

Advertisement for Lowney's Cocoa featuring an image of a tin and the text: '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.'

Advertisement for HAZELTINE & PERKINS DRUG CO. featuring an image of a large building and the text: 'Our New Home Corner Oakes and Commerce Only 300 feet from Union Depot Our salesmen with samples of Druggist Sundries, Stationery, Books, Hammocks and Sporting Goods will call upon you soon. Please reserve your orders for them. The line is more complete than heretofore. Respectfully. Grand Rapids. HAZELTINE & PERKINS DRUG CO.'

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

- Cheese
- Carbon Oils
- Flour
- Kafir Corn
- Soap
- Syrups

DECLINED

- Confections

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Cereals	2
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Playing Cards	8
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Starch	10
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Table Sauces	10
Tea	10
Tobacco	10
Twine	11
Vinegar	11
Wicking	11
Woodware	11
Wrapping Paper	13
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ARCTIC AMMONIA

12 oz. ovals 2 doz. box 75

AXLE GREASE

Frazer's
1lb. wood boxes, 4 doz. 3 00
1lb. tin boxes, 3 doz. 2 35
3 1/2 lb. tin boxes, 2 doz. 4 25
10lb. pails, per doz. 6 00
15lb. pails, per doz. 7 20
25lb. pails, per doz. 12 00

BAKED BEANS

Beutel's Michigan Brand
Raked Pork and Beans
No. 1, cans, per doz. 45
No. 2, cans, per doz. 75
No. 3, cans, per doz. 85

BATH BRICK

English 95

BROOMS

Puritan 3 60
Jewel 3 70
Winner 4 35
Whittier Special 4 55
Parlor Gem 5 00
Common Whisk 1 25
Fancy Whisk 1 50
Warehouse 5 50

BRUSHES

Scrub
Solid Back, 8 in. 75
Solid Back, 11 in. 95
Pointed Ends 85
Stove
No. 3 90
No. 2 1 25
No. 1 1 75
Shoe
No. 8 1 00
No. 7 1 30
No. 4 1 70
No. 3 1 90

BUTTER COLOR

Dandelion, 25c size 2 00

CANDLES

Paraffine, 6s 8
Paraffine, 12s 8 1/2
Wicking 20

CANNED GOODS

Apples
3lb. Standards 95
Gallon 2 75 @ 3 00
Blackberries
2 lb. 1 50 @ 1 90
Standards gallons @ 5 00
Beans
Baked 85 @ 1 30
Red Kidney 85 @ 95
String 70 @ 1 15
Wicking 75 @ 1 25
Blueberries
Standard 1 30
Gallon 6 75
Clams
Little Neck, 1lb. 1 00 @ 1 25
Little Neck, 2lb. @ 1 50
Clam Bouillon
Burnham's 1/2 pt. 2 25
Burnham's pts. 3 75
Burnham's qts. 7 50
Corn
Fair 75 @ 90
Good 1 00 @ 1 10
Fancy 1 30
French Peas
Monbadon (Natural)
per doz. 2 45
Gooseberries
No. 2, Fair 1 50
No. 2, Fancy 2 35
Hominy
Standard 85
Lobster
1/2 lb. 2 40
1 lb. 4 25
Picnic Tails 2 75
Mackerel
Mustard, 1lb. 1 80
Mustard, 2lb. 2 80
Soused, 1 1/2 lb. 1 80
Soused, 2lb. 2 75
Tomato, 1lb. 1 50
Tomato, 2lb. 2 80
Mushrooms
Hotels 16
Buttons, 1/2 14
Buttons, 1 23

OYSTERS

Cove, 1lb. 85 @ 90
Cove, 2lb. 1 65 @ 1 75

PLUMS

Plums 1 00 @ 2 50

PEARS IN SYRUP

No. 3 cans, per doz. 1 25

PEAS

Marrowfat 90 @ 1 25
No. 10 size can pie @ 3 00

PINEAPPLE

Grated 85 @ 2 50
Sliced 95 @ 2 40

PUMPKIN

Fair 85
Good 90
Fancy 1 00
Gallon 2 15

RASPBERRIES

Standard @

SALMON

Warrens, 1 lb. Tall 2 30
Jewel, 1 lb. Flat 2 40
Red Alaska 1 75 @ 1 85
Pink Alaska 1 30 @ 1 40

SARDINES

Domestic, 1/4s 3 00
Domestic, 1/2 Mus. 3 00
Domestic, 3/4 Mus. @ 7
French, 1/4s 7 @ 14
French, 1/2s 18 @ 23

SHRIMPS

Dunbar, 1st. doz. 1 35
Dunbar, 1 1/2s, doz. 2 35

SUCCOTASH

Fair 90
Good 1 10
Fancy 1 25 @ 1 40

STRAWBERRIES

Standard @

TOMATOES

Good 1 30 @ 1 40
Fair 1 20 @ 1 25
Fancy @ 1 50
No. 10 @ 3 90

CARBON OILS

Perfection @ 10
D. S. Gasoline @ 14
Gas Machine @ 23
Deodor'd Nap'a @ 13
Cylinder 29 @ 34 1/2
Engine 16 @ 22
Black, winter 8 1/4 @ 10

CATSUP

Columbia, 25 pts. 4 15
Snider's pints 2 35
Snider's 1/2 pints 1 35

CEREALS

Breakfast Foods
Bear Food Pettijohns 1 95
Cream of Wheat 36 2lb 4 50
Egg-O-See, 36 pkgs. 2 85
Post Toasties T No. 2
24 pkgs. 2 80
Post Toasties T No. 3
36 pkgs. 2 80
Apetizo Biscuit, 24 pk 2 00
18 pkgs. 1 95
Grape Nuts, 2 doz. 2 70
Malta Vita, 36 1lb. 2 85
Maple-Flake, 24 1lb. 2 70
Pillsbury's Best, 3 dz. 4 25
Ralston Health Food
36 2lb. 4 50
Saxon Wheat Food, 24
pkgs. 3 00
Shred Wheat Biscuit,
36 pkgs. 3 60
Vigor, 36 pkgs. 2 75
Vogt Corn Flakes 4 50
Washington Crisps
36 pkgs. 2 80
Rolled Oats
Rolled Avena, bbls. 5 80
Steel Cut, 100 lb. sks 2 85
Monarch, bbls. 5 50
Monarch, 90 lb. sacks 2 65
Quaker, 18 Regular 1 45
Quaker, 20 Family 4 00
Cracked Wheat
Bulk 3 1/2
24 2lb. pkgs. 2 50
CHEESE
Acme @ 17 1/2
Bloomingdale @ 17
Carson City @ 18 1/2
Hopkins @ 18
Riverside @ 18 1/2
Warner @ 18 1/2
Brick @ 19 1/2
Leiden @ 15
Limburger @ 17
Pineapple @ 40
Sap Sago @ 20
Swiss, domestic @ 13

CHEWING GUM

Adams Pepsin 55
American Flag Spruce 55
Beaman's Pepsin 55
Beat Pepsin 45
Beat Pepsin, 5 boxes 55
Black Jack 55
Largest Gum (white) 55
O. K. Pepsin 55
Red Robin 55
Sen Sen 55
Sen Sen Breath Perf. 1 00
Spearmint 55
Spearmint, Jars 5 bxs 2 75
Yucatan 55
Zeno 55

CHICORY

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

CHOCOLATE

Walter Baker & Co.'s
German's Sweet 22
Premium 31
Caracas 31
Walter M. Lowney Co.
Premium, 1/4s 30
Premium, 1/2s 30
CIDER, SWEET
"Morgan's"
Regular barrel 50 gal 10 00
Trade barrel, 28 gals 5 50
1/2 Trade barrel, 14 gal 3 50
Botted, per gal. 60
Hard, per gal. 25

CLOTHES LINES

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

COCOA

Baker's 37
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Epps 42
Huxley 45
Lowney, 1/4s 32
Lowney, 1/2s 30
Lowney, 3/4s 30
Lowney, 5 lb. cans 30
Van Houten, 1/4s 12
Van Houten, 1/2s 20
Van Houten, 3/4s 40
Van Houten, 1s 72
Webb 33
Wilber, 1/4s 33
Wilber, 1/2s 32

COCOANUT

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

COFFEES, ROASTED

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

CONFECTIONS

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

Fancy—in Paris
Gypsy Hearts 15
Coco Bon Bons 14
Fudge Squares 14
Peanut Squares 11
Sugared Peanuts 13
Salted Peanuts 12
Lozenges, plain 13
Champion Chocolate 13
Eclipse Chocolates 15
Eureka Chocolates 15
Quintette Chocolates 15
Champion Gum Drops 19
Moss Drops 11
Lemon Sours 11
Imperial 12
Ital. Cream Bon Bons 13
Golden Waffles 14
Red Rose Gum Drops 10
Auto Kisses 14
Coffy Toffy 14
Molasses Mint Kisses 12

FANCY—in 5lb. Boxes

Old Fashioned Molasses Kisses 1lb. bx. 1 30
Orange Jellies 60
Lemon Sours 65
Old Fashioned Horehound drops 65
Peppermint Drops 70
Champion Choc Drops 70
H. M. Choc. Drops 1 10
H. M. Choc. Lt. and Dark, No. 12 1 10
Bitter Sweets, as'd 1 25
Brilliant Gums, Crys. 60
A. A. Licorice Drops 1 00
Lozenges, printed 65
Lozenges, plain 60
Imperial 65
Mottoes 65
Cream Bar 60
G. M. Peanut Bar 60
Hand Made Crms 80 @ 90
Cream Wafers 75
String Rock 70
Wintergreen Berries 60

POP CORN

Cracker Jack 3 25
Giggles, 5c pkg. ca. 3 50
Pan Corn, 50's 1 65
Azulkit 100s 3 25
Oh My 100s 3 50

COUGH DROPS

Putnam Mental 1 00
Smith Bros. 1 25

NUTS—Whole

Almonds, Tarragona 18
Almonds, Drake 15
Almonds, California soft shell 14 @ 15
Brazilis 12 @ 13
Filberts 12 @ 13
Cal. No. 1 17
Walnuts, sft shell 17 1/2 @ 18
Walnuts, Marbot 17
Table nuts, fancy 13 1/2 @ 14
Pecans, ex. large 12
Pecans, Jumbos 16
Hickory Nuts, per bu. Ohio, new 2 00
Cocoanuts
Chestnuts, New York State, per bu. 21

SHALLED

Spanish Peanuts 6 1/2 @ 7
Pecan Halves 40 @ 42
Walnut Halves 40 @ 42
Filbert Meats 20
Alicante Almonds 42
Jordan Almonds 47
Peanuts
Fancy H P Suns 6 @ 6 1/2
Roasted 7 @ 7 1/2
Choice, raw, H. P. Jumbo 7 @ 7

CRACKERS

National Biscuit Company
Brand Butter
N. B. C. Sq. bbl. 7 bx. 6 1/2
Seymour, Rd. bbl. 7 bx. 6 1/2
Soda
N. B. C., boxes 6 1/2
Premium 7 1/2
Select 8 1/2
Saratoga Flakes 13
Zephyrette 13
Oyster
N. B. C. Rd. boxes 6 1/2
Gem, boxes 6 1/2
Shell Sweet Goods 8
Animals 10
Atlantic 12
Atlantic, Assorted 12
Avena Fruit Cakes 13

BONNIE DOON COOKIES

Bonnie Lassies 10
Brittle 11
Brittle Fingers 10
Bumble Bee 10
Cartwheels Assorted 8
Chocolate Drops 17
Chocolate Drip Centers 16
Choc. Honey Fingers 16
Circle Honey Cookies 12
Cracknels 16
Cocoanut Taffy Bar 12
Cocoanut Drops 12
Cocoanut Macaroons 12
Cocoanut Hon. Fingers 12
Cocoanut Hon. Jumb's 12
Coffee Cakes 11
Coffee Cakes, Iced 12
Crumpets 10
Diana Marshmallow Cakes 16
Dinner Biscuit 25
Dixie Sugar Cookies 8
Domestic Cakes 8
Domestic Cakes 8 1/2
Family Cookies 8 1/2
Fig Cake Assorted 12
Fig Newtons 12
Fluted Cakes 12 1/2
Fluted Cocoanut Bar 10
Frosted Creams 8 1/2
Frosted Ginger Cookie 8 1/2
Fruit Lunch Iced 10
Gala Sugar Cakes 8 1/2
Ginger Gems 8 1/2
Ginger Gems, Iced 9 1/2
Graham Crackers 8
Ginger Snaps Family 8 1/2
Ginger Snaps N. B. C. Round 8
Ginger Snaps N. B. C. Square 8 1/2
Hippodrome Bar 10
Honey Cake, N. B. C. 12
Honey Fingers As. Ice 12
Honey Jumbles, Iced 12
Honey Jumbles, plain 12
Honey Flake 12 1/2
Household Cookies 8
Household Cookies, Iced 9
Iced Happy Family 12
Imperial 8
Jonnie 8 1/2
Jubilee Mixed 10
Kream Klips 25
Lemon Gems 10
Lemon Biscuit Square 8 1/2
Lemon Wafer 14
Lemona 14
Mary Ann 8 1/2
Marshmallow Coffee Cake 12 1/2
Marshmallow Walnuts 16 1/2
Medley Pretzels 10
Molasses Cakes 8 1/2
Molasses Cakes, Iced 9 1/2
Molasses Fruit Cookies Iced 11
Molasses Sandwich 12
Mottled Square 10
Oatmeal Crackers 8
Orange Gems 8 1/2
Penny Assorted 8 1/2
Peanut Gems 8 1/2
Pretzels, Hand Md. 9
Pretzettes, Hand Md. 9
Pretzettes, Mac. Md. 8
Raisin Cookies 10
Raisin Gems 11
Revere, Assorted 14
Rittenhouse Fruit Biscuit 12
Rosy Dawn Mixed 10
Royal Lunch 8
Royal Toast 8
Rube 8 1/2
Scalloped Gems 16
Spiced Currant Cakes 10
Spiced Ginger Cakes 9
Spiced Ginger Cks Iced 10
Sugar Fingers 12
Sugar Cakes 8 1/2
Sugar Crimp 8 1/2
Sugar Squares, large or small 9
Sultana Fruit Biscuit 16
Sunnyside Jumbles 10
Superba 8 1/2
Sponge Layer Fingers 25
Triumph Cakes 16
Vanilla Wafers 16
Wafer Jumbles cans 18
Waverly 18
In-er Seal Goods per doz.
Albert Biscuit 1 00
Animals 1 00
Arrowroot Biscuit 1 00
Barnum's Animals 50
Baronet Biscuit 1 00
Bremmer's Butter Wafers 1 00
Cameo Biscuit 1 50
Cheese Sandwich 1 00
Chocolate Wafers 1 00
Cocoanut Dainties 1 00
Dinner Biscuits 1 50
Fig Newton 1 00
Five O'clock Tea 1 00
Frotana 1 00
Fruit Cake 3 00
Ginger Snaps, N. B. C. 1 00
Graham Crackers, Red Label 1 00
Lemon Snaps 1 00
Oatmeal Crackers 1 00
Old Time Sugar Cook. 1 00
Oval Salt Biscuit 1 00
Oysterettes 1 00
Pretzettes, Hd. Md. 1 00
Royal Toast 1 00
Saltine Biscuit 1 00
Saratoga Flakes 1 50
Faust Oyster social Tea Biscuit 1 00

6

7

8

9

10

11

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

DRIED FRUITS
 Apples
 Evaporated, Choice, bulk 9
 Evaporated, Fancy, pkg 11
 Apricots
 California 16@17
 Citron @16 1/2
 Corsican @16 1/2
 Currants @ 9 1/2
 Imp'd 1 lb. pkg. @ 9 1/2
 Imported bulk @ 9 1/2
 Peaches
 Muirs—Choice, 25 lb. b 12
 Muirs—Fancy, 25 lb. b 12 1/2
 Fancy, Peeled, 25 lb. b 18
 Peel
 Lemon American 13
 Orange American 13
 Raisins
 Connosiar Cluster 1 lb. 17
 Dessert Cluster, 1 lb. 21
 Loose Muscatis 3 Cr 7 1/2
 Loose Muscatis 4 Cr 8
 L. M. Seeded 1 lb. 8 1/2 @ 9 1/2
 California Prunes
 L. M. Seeded 1 lb. 9 @ 9 1/2
 Sultanas Bleached 12
 100-125 25lb. boxes. @ 8
 90-100 25lb. boxes. @ 8 1/2
 80-90 25lb. boxes. @ 8 1/2
 70-80 25lb. boxes. @ 9 1/2
 60-70 25lb. boxes. @ 10
 50-60 25lb. boxes. @ 11
 40-50 25lb. boxes. @ 12
 1/2 less in 50lb. cases

FARINACEOUS GOODS
 Beans
 Dried Lima 7 1/2
 Med Hand Picked 2 60
 Brown Holland 2 55
 Lima
 35 1 lb. packages 1 50
 Bulk, per 100 lbs. 4 00
 Original Holland Rusk
 Packed 12 rolls to container
 3 containers (36) rolls 2 85
 5 containers (60) rolls 4 75
 Hominy
 Pearl, 100 lb. sack 2 20
 Maccaroni and Vermicelli
 Domestic, 10 lb. box 50
 Imported, 25 lb. box 2 50
 Pearl Barley
 Chester 4 75
 Empire 5 00
 Farina
 Green, Wisconsin, bu. 5 60
 Green, Scotch, bu. 3 60
 Split, lb. 4 1/2
 Sage
 East India 6
 German, sacks 6
 German, broken pax 6
 Tapioca
 Flake, 100 lb. sacks 6
 Pearl, 180 lb. sacks 6
 Pearl, 36 pkgs. 2 75
 Minute, 36 pkgs. 2 85

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

FLAVORING EXTRACTS
 Foote & Jenks
 Coleman Vanilla
 No. 2 size 14 00
 No. 4 size 24 00
 No. 3 size 36 00
 No. 8 size 48 00
 Coleman Terp. Lemon
 No. 2 size 9 60
 No. 4 size 18 00
 No. 3 size 21 00
 No. 8 size 24 00
 No. 2 size 24 00
 Jaxon Mexican Vanilla
 1 oz. oval 15 00
 2 oz. oval 28 20
 4 oz. flat 55 20
 8 oz. flat 108 00

Jaxon Terp. Lemon
 1 oz. oval 10 20
 2 oz. oval 18 80
 4 oz. flat 33 00
 8 oz. flat 63 00
 Jennings (D. C. Brand)
 Terpeness Extract Lemon
 No. 2 Panel, per doz. 75
 No. 4 Panel, per doz. 1 50
 No. 6 Panel, per doz. 2 00
 No. 3 Taper, per doz. 1 50
 2 oz. Full Measure doz. 1 25
 4 oz. Full Measure doz. 2 40
 Jennings (D. C. Brand)
 Extract Vanilla
 No. 2 Panel, per doz. 1 25
 No. 4 Panel, per doz. 2 00
 No. 6 Panel, per doz. 3 50
 No. 3 Taper, per doz. 2 00
 1 oz. Full Measure doz. 90
 2 oz. Full Measure doz. 2 00
 4 oz. Full Measure doz. 4 00
 No. 2 Panel assorted 4 00
 Crescent Mfg. Co.
 Mapleine
 2 oz. per doz. 3 00

FRUIT JARS.
 Mason, pts. per gro. 4 05
 Mason, qts. per gro. 4 40
 Mason, 1/2 gal. per gro. 6 75
 Mason, can tops, gro. 1 40
GELATINE
 Cox's, 1 doz. large 1 75
 Cox's, 1 doz. small 1 00
 Knox's Sparkling, doz. 1 25
 Knox's Sparkling, gr. 14 00
 Nelson's 1 50
 Knox's Acidu'd doz. 1 25
 Oxford 75
 Plymouth Rock Phos 1 25
 Plymouth Rock, Plain 90

GRAIN BAGS
 Amoskeag 100 in bale 19
 Amoskeag, less than bl 19 1/2
GRAIN AND FLOUR
 Wheat
 Red 93
 White 91
 Winter Wheat Flour
 Local Brands
 Patents 5 40
 Second Patents 5 20
 Straight 4 80
 Second Straight 4 40
 Clear 4 00
 Flour in barrels, 25c per barrel additional.
 Lemon & Wheeler Co.
 Big Wonder, 1/2 cloth 4 50
 Big Wonder, 1/4 cloth 4 50
 Worden Grocer Co.'s Brand
 Quaker, paper 4 60
 Quaker, cloth 4 70
 W. Lee & Co.
 Eclipse 4 80
 Worden Grocer Co.
 American Eagle, 1/2 cl. 5 85
 Grand Rapids Grain & Milling Co. Brands
 Purity, Patent 5 20
 Seal of Minnesota 5 60
 Sunburst 5 60
 Wizard Flour 4 80
 Wizard Graham 5 00
 Wizard Grain, Meal 4 20
 Wizard Buckwheat 6 50
 Rye 5 40

Spring Wheat Flour
 Roy Baker's Brand
 Golden Horn, family 5 60
 Golden Horn, bakers 5 50
 Wisconsin Rye 5 00
 Judson Grocer Co.'s Brand
 Ceresota, 1/2s 6 60
 Ceresota, 1/4s 6 60
 Ceresota, 1/2s 6 30
 Lemon & Wheeler's Brand
 Wingold, 1/2s 6 30
 Wingold, 1/4s 6 20
 Wingold, 1/2s 6 10
 Worden Grocer Co.'s Brand
 Laurel, 1/2s cloth 6 30
 Laurel, 1/4s cloth 6 20
 Laurel, 1/4 & 1/2s paper 6 10
 Laurel, 1/2s cloth 6 10
 Voigt Milling Co.'s Brand
 Graham 4 50
 Voigt's Crescent 5 20
 Voigt's Flour 5 20
 Voigt's Hygienic 5 50
 Voigt's Royal 5 70
 Wykes & Co.
 Sleepy Eye, 1/2s cloth 6 00
 Sleepy Eye, 1/4s cloth 5 90
 Sleepy Eye, 1/2s cloth 5 80
 Sleepy Eye, 1/4s paper 5 80
 Sleepy Eye, 1/2s paper 5 80

Watson-Higgins Milling Co.
 Perfection Flour 5 20
 Tip Top Flour 4 60
 Golden Sheaf Flour 4 20
 Marshall's Best Flour 5 50
 Perfection Buckwheat 6 20
 Tip Top Buckwheat 6 00
 Alfalfa Horse Feed 30 00
 Kaifer Corn 1 55
 Hoyle Scratch Feed 1 60

Meat
 Bolted 4 00
 Golden Granulated 4 20
 St. Car Feed screened 27 50
 No. 1 Corn and Oats 27 50
 Corn, cracked 27 00
 Corn Meal, coarse 27 00
 Winter Wheat Bran 30 00
 Middlings 31 00
 Dairy Feeds
 Wykes & Co.
 O P Linseed Meal 42 00

PLAYING CARDS
 No. 90 Steamboat 85
 No. 15, Rival, assorted 1 75
 No. 20, Rover, enam'd 2 00
 No. 572, Special 1 75
 No. 98 Golf, satin fin. 2 00
 No. 808 Bicycle 2 00
 No. 632 Tourist's whisk 2 25
POTASH
 Babbitt's 4 00
PROVISIONS
 Barreled Pork
 Clear Back 17 00@17 50
 Short Cut 16 50
 Short Cut Clear 16 00
 Bean 14 00
 Brisket, Clear 23 00
 Pig 23 00
 Clear Family 26 00
 S P Bellies 13
 Lard
 Pure in tierces 10 @10 1/2
 Compound lard 7 1/4 @7 1/2
 80 lb. tubs 1/2 advance 1/2
 60 lb. tubs 1/2 advance 1/2
 50 lb. tubs 1/2 advance 1/2
 20 lb. pails 1/2 advance 1/2
 10 lb. pails 1/2 advance 1/2

HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 20
HIDES AND PELTS
 Hides
 Green, No. 1 10 1/2
 Green, No. 2 9 1/2
 Cured, No. 1 12
 Cured, No. 2 11
 Calfskin, green, No. 1 13
 Calfskin, green, No. 2 11 1/2
 Calfskin, cured No. 1 14
 Calfskin, cured No. 2 12 1/2
 Pelts
 Old Wool @ 30
 Lambs 50 @1 00
 Shearlings 50 @1 00
 Tallow
 No. 1 @ 5
 No. 2 @ 4
 Wool
 Unwashed, med. @ 18
 Unwashed, fine @ 13
HORSE RADISH
 Per doz. 90
JELLY
 5lb. pails per doz. 2 25
 15lb. pails per pail 55
 30lb. pails per pail 95
JELLY GLASSES
 1/2 pt. in bbls. per doz 15
 3/4 pt. in bbls. per doz. 16
 8 oz. capped in bbls. per doz. 20
MAPLEINE
 2 oz. bottles per doz. 3 00
MINC MEAT
 Per case 2 85
MOLASSES
 New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20
 Half barrels 2c extra
MUSTARD
 1/2 lb. 6 lb. box 18
OLIVES
 Bulk, 1 gal. kegs 1 05@1 15
 Bulk, 2 gal. kegs 90@1 05
 Bulk, 5 gal. kegs 90@1 00
 Stuffed, 8 oz. 90
 Stuffed, 8 oz. 1 35
 Stuffed, 14 oz. 2 25
 Pitted (not stuffed)
 14 oz. 2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25
 Queen, Mammoth, 18 oz. 8 75
 Queen, Mammoth, 28 oz. 5 25
 Olive Chow, 2 doz. cs. per doz. 2 25
PICKLES
 Medium
 Barrels, 1,200 count 7 00
 Half bbls., 600 count 4 25
 5 gallon kegs 1 90
 Small
 Barrels 8 25
 Half barrels 4 65
 5 gallon kegs 2 25
 Gnerkins
 Barrels 14 50
 Half barrels 8 00
 5 gallon kegs 3 25
PIPES
 Clay, No. 216, per box 1 75
 Clay, T. D., full count 60
 Cob 90

O P Laxo-Cake-Meal 38 00
 Cottonseed Meal 31 00
 Gluten Feed 32 00
 Brewers Grains 29 00
 Hamm'nd Dairy Feed 25 00
 Oats
 Michigan carlots 54
 Less than carlots 57
 Corn
 Carlots 67
 Less than carlots 70
 Hay
 Carlots 20 00
 Less than carlots 22 00
HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 20
HIDES AND PELTS
 Hides
 Green, No. 1 10 1/2
 Green, No. 2 9 1/2
 Cured, No. 1 12
 Cured, No. 2 11
 Calfskin, green, No. 1 13
 Calfskin, green, No. 2 11 1/2
 Calfskin, cured No. 1 14
 Calfskin, cured No. 2 12 1/2
 Pelts
 Old Wool @ 30
 Lambs 50 @1 00
 Shearlings 50 @1 00
 Tallow
 No. 1 @ 5
 No. 2 @ 4
 Wool
 Unwashed, med. @ 18
 Unwashed, fine @ 13
HORSE RADISH
 Per doz. 90
JELLY
 5lb. pails per doz. 2 25
 15lb. pails per pail 55
 30lb. pails per pail 95
JELLY GLASSES
 1/2 pt. in bbls. per doz 15
 3/4 pt. in bbls. per doz. 16
 8 oz. capped in bbls. per doz. 20
MAPLEINE
 2 oz. bottles per doz. 3 00
MINC MEAT
 Per case 2 85
MOLASSES
 New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20
 Half barrels 2c extra
MUSTARD
 1/2 lb. 6 lb. box 18
OLIVES
 Bulk, 1 gal. kegs 1 05@1 15
 Bulk, 2 gal. kegs 90@1 05
 Bulk, 5 gal. kegs 90@1 00
 Stuffed, 8 oz. 90
 Stuffed, 8 oz. 1 35
 Stuffed, 14 oz. 2 25
 Pitted (not stuffed)
 14 oz. 2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25
 Queen, Mammoth, 18 oz. 8 75
 Queen, Mammoth, 28 oz. 5 25
 Olive Chow, 2 doz. cs. per doz. 2 25
PICKLES
 Medium
 Barrels, 1,200 count 7 00
 Half bbls., 600 count 4 25
 5 gallon kegs 1 90
 Small
 Barrels 8 25
 Half barrels 4 65
 5 gallon kegs 2 25
 Gnerkins
 Barrels 14 50
 Half barrels 8 00
 5 gallon kegs 3 25
PIPES
 Clay, No. 216, per box 1 75
 Clay, T. D., full count 60
 Cob 90

PLAYING CARDS
 No. 90 Steamboat 85
 No. 15, Rival, assorted 1 75
 No. 20, Rover, enam'd 2 00
 No. 572, Special 1 75
 No. 98 Golf, satin fin. 2 00
 No. 808 Bicycle 2 00
 No. 632 Tourist's whisk 2 25
POTASH
 Babbitt's 4 00
PROVISIONS
 Barreled Pork
 Clear Back 17 00@17 50
 Short Cut 16 50
 Short Cut Clear 16 00
 Bean 14 00
 Brisket, Clear 23 00
 Pig 23 00
 Clear Family 26 00
 S P Bellies 13
 Lard
 Pure in tierces 10 @10 1/2
 Compound lard 7 1/4 @7 1/2
 80 lb. tubs 1/2 advance 1/2
 60 lb. tubs 1/2 advance 1/2
 50 lb. tubs 1/2 advance 1/2
 20 lb. pails 1/2 advance 1/2
 10 lb. pails 1/2 advance 1/2

HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 20
HIDES AND PELTS
 Hides
 Green, No. 1 10 1/2
 Green, No. 2 9 1/2
 Cured, No. 1 12
 Cured, No. 2 11
 Calfskin, green, No. 1 13
 Calfskin, green, No. 2 11 1/2
 Calfskin, cured No. 1 14
 Calfskin, cured No. 2 12 1/2
 Pelts
 Old Wool @ 30
 Lambs 50 @1 00
 Shearlings 50 @1 00
 Tallow
 No. 1 @ 5
 No. 2 @ 4
 Wool
 Unwashed, med. @ 18
 Unwashed, fine @ 13
HORSE RADISH
 Per doz. 90
JELLY
 5lb. pails per doz. 2 25
 15lb. pails per pail 55
 30lb. pails per pail 95
JELLY GLASSES
 1/2 pt. in bbls. per doz 15
 3/4 pt. in bbls. per doz. 16
 8 oz. capped in bbls. per doz. 20
MAPLEINE
 2 oz. bottles per doz. 3 00
MINC MEAT
 Per case 2 85
MOLASSES
 New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20
 Half barrels 2c extra
MUSTARD
 1/2 lb. 6 lb. box 18
OLIVES
 Bulk, 1 gal. kegs 1 05@1 15
 Bulk, 2 gal. kegs 90@1 05
 Bulk, 5 gal. kegs 90@1 00
 Stuffed, 8 oz. 90
 Stuffed, 8 oz. 1 35
 Stuffed, 14 oz. 2 25
 Pitted (not stuffed)
 14 oz. 2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25
 Queen, Mammoth, 18 oz. 8 75
 Queen, Mammoth, 28 oz. 5 25
 Olive Chow, 2 doz. cs. per doz. 2 25
PICKLES
 Medium
 Barrels, 1,200 count 7 00
 Half bbls., 600 count 4 25
 5 gallon kegs 1 90
 Small
 Barrels 8 25
 Half barrels 4 65
 5 gallon kegs 2 25
 Gnerkins
 Barrels 14 50
 Half barrels 8 00
 5 gallon kegs 3 25
PIPES
 Clay, No. 216, per box 1 75
 Clay, T. D., full count 60
 Cob 90

PLAYING CARDS
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 No. 15, Rival, assorted 1 75
 No. 20, Rover, enam'd 2 00
 No. 572, Special 1 75
 No. 98 Golf, satin fin. 2 00
 No. 808 Bicycle 2 00
 No. 632 Tourist's whisk 2 25
POTASH
 Babbitt's 4 00
PROVISIONS
 Barreled Pork
 Clear Back 17 00@17 50
 Short Cut 16 50
 Short Cut Clear 16 00
 Bean 14 00
 Brisket, Clear 23 00
 Pig 23 00
 Clear Family 26 00
 S P Bellies 13
 Lard
 Pure in tierces 10 @10 1/2
 Compound lard 7 1/4 @7 1/2
 80 lb. tubs 1/2 advance 1/2
 60 lb. tubs 1/2 advance 1/2
 50 lb. tubs 1/2 advance 1/2
 20 lb. pails 1/2 advance 1/2
 10 lb. pails 1/2 advance 1/2

HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 20
HIDES AND PELTS
 Hides
 Green, No. 1 10 1/2
 Green, No. 2 9 1/2
 Cured, No. 1 12
 Cured, No. 2 11
 Calfskin, green, No. 1 13
 Calfskin, green, No. 2 11 1/2
 Calfskin, cured No. 1 14
 Calfskin, cured No. 2 12 1/2
 Pelts
 Old Wool @ 30
 Lambs 50 @1 00
 Shearlings 50 @1 00
 Tallow
 No. 1 @ 5
 No. 2 @ 4
 Wool
 Unwashed, med. @ 18
 Unwashed, fine @ 13
HORSE RADISH
 Per doz. 90
JELLY
 5lb. pails per doz. 2 25
 15lb. pails per pail 55
 30lb. pails per pail 95
JELLY GLASSES
 1/2 pt. in bbls. per doz 15
 3/4 pt. in bbls. per doz. 16
 8 oz. capped in bbls. per doz. 20
MAPLEINE
 2 oz. bottles per doz. 3 00
MINC MEAT
 Per case 2 85
MOLASSES
 New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20
 Half barrels 2c extra
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 1/2 lb. 6 lb. box 18
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 Bulk, 5 gal. kegs 90@1 00
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 Stuffed, 14 oz. 2 25
 Pitted (not stuffed)
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 3/4 pt. in bbls. per doz. 16
 8 oz. capped in bbls. per doz. 20
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 60 lb. tubs 1/2 advance 1/2
 50 lb. tubs 1/2 advance 1/2
 20 lb. pails 1/2 advance 1/2
 10 lb. pails 1/2 advance 1/2

5 lb. pails advance 1
 8 lb. pails advance 1
Smoke Meats
 Hams, 12 lb. av. 16 @16 1/2
 Hams, 14 lb. av. 14 @14 1/2
 Hams, 16 lb. av. 13 @13 1/2
 Hams, 18 lb. av. 13 1/2 @14
 Skinned Hams 14 @14 1/2
 Ham, dried beef sets .18
 California Hams 9 1/4
 Picnic Boiled Hams .15
 Boiled Hams .20 1/2 @21

Special Price Current

- 12**
- No. 1 complete 40
 - No. 2 complete 28
 - Case No. 2 fillers, 15 sets 1 35
 - Case, medium, 12 sets 1 15
 - Faucets**
 - Cork, lined, 8 in. 70
 - Cork, lined, 9 in. 80
 - Cork lined, 10 in. 90
 - Mop Sticks**
 - Trojan spring 90
 - Eclipse patent spring 85
 - No. 1 common 80
 - No. 2 pat. brush holder 85
 - Ideal No. 7 85
 - 12lb. cotton mop heads 1 45
 - Pails**
 - 2-hoop Standard 2 00
 - 3-hoop Standard 2 35
 - 2-wire Cable 2 10
 - Cedar all red brass ... 1 25
 - 3-wire Cable 2 30
 - Paper Eureka 2 25
 - Fibre 2 70
 - Toothpicks**
 - Birch, 100 packages .. 2 00
 - Ideal 85
 - Traps**
 - Mouse, wood, 2 holes 22
 - Mouse, wood, 4 holes 45
 - Mouse, wood, 6 holes 70
 - Mouse, tin, 5 holes 65
 - Rat, wood 80
 - Rat, spring 75
 - Tubs**
 - 20-in. Standard, No. 1 7 50
 - 18-in. Standard, No. 2 6 50
 - 16-in. Standard, No. 3 5 50
 - 20-in. Cable, No. 1 8 00
 - 18-in. Cable, No. 2 7 00
 - 16-in. Cable, No. 3 6 00
 - No. 1 Fibre 10 25
 - No. 2 Fibre 9 25
 - No. 3, Fibre 8 25
 - Washboards**
 - Bronze Globe 2 50
 - Dewey 1 75
 - Double Acme 3 75
 - Single Acme 2 15
 - Double Peerless 3 75
 - Single Peerless 3 25
 - Northern Queen 3 25
 - Double Duplex 2 00
 - Good Luck 2 75
 - Universal 3 00
 - Window Cleaners**
 - 12 in. 1 65
 - 14 in. 1 85
 - 16 in. 2 30
 - Wood Bowls**
 - 13 in. Butter 1 60
 - 15 in. Butter 2 25
 - 17 in. Butter 4 15
 - 19 in. Butter 6 10
 - Assorted, 13-15-17 3 00
 - Assorted, 15-17-19 4 25

- WRAPPING PAPER**
- Common Straw 2
 - Fibre Manila, white .. 3
 - Fibre, Manila, colored 4
 - No. 1 Manila 4
 - Cream Manila 3
 - Butchers' Manila 2 3/4
 - Wax Butter, short c't 13
 - Wax Butter, full count 20
 - Wax Butter, rolls 19
- YEAST CAKE**
- Magic, 3 doz. 1 15
 - Sunlight, 3 doz. 1 00
 - Sunlight, 1 1/2 doz. 50
 - Yeast Foam, 3 doz. 1 15
 - Yeast Cream, 3 doz. 1 00
 - Yeast Foam, 1 1/2 doz. 58
- AXLE GREASE**
- 1 lb. boxes, per gross 9 00
 - 3 lb. boxes, per gross 24 00



- 13**
- 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



- CIGARS**
- Johnson Cigar Co.'s Brand
- S.C.W.**
- S. C. W., 1,000 lots 31
 - El Portana 33
 - Evening Press 32
 - Exemplar 32
 - Worden Grocer Co. Brand Ben Hur
 - Perfection 35
 - Perfection Extras 35
 - Londres 35
 - Londres Grand 35
 - Standard 35
 - Puritanos 35
 - Panatellas, Finas 35
 - Panatellas, Bock 35
 - Jockey Club 35

- COCOANUT**
- Baker's Brazil Shredded
-
- 10 5c pkgs., per case 2 60
 - 36 10c pkgs., per case 2 60
 - 16 10c and 38 5c pkgs., per case 2 60

- COFFEE**
- Roasted
- Dwinell-Wright Co's B'ds
-
- White House, 1lb. 3 00
 - White House, 2lb. 5 00
 - Excelsior, Blend, 1lb. 3 00
 - Excelsior, Blend, 2lb. 5 00
 - Tip Top, Blend, 1lb. 3 00
 - Royal Blend 3 00
 - Royal High Grade 3 00
 - Superior Blend 3 00
 - Boston Combination 3 00
- 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.

- 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
 - Kirkolline, 24 4lb. 3 80
 - Pearline 3 75
 - Soapine 4 10
 - Babbitt's 1776 3 75
 - Rosine 3 50
 - Armour's 3 70
 - Wisdom 3 80

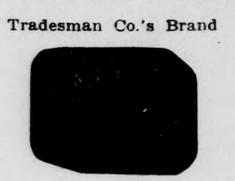
- Soap Compounds**
- Johnson's Fine 5 10
 - Johnson's XXX 4 25
 - Nine O'clock 3 80
 - Rub-No-More 3 85
- Scouring**
- Enoch Morgan's Sons
 - Sapallo, gross lots 9 50
 - Sapallo, half gro. lots 4 85
 - Sapallo, single boxes 2 40
 - Sapallo, hand 2 40
 - Scourine Manufacturing Co
 - Scourine, 50 cakes 1 80
 - Scourine, 100 cakes 3 50
- Small size, doz. 40
Large size, doz. 75



Full line of fire and burglar proof safes kept in 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.



- Single boxes 3 00
 - Five box lots 2 95
 - Ten box lots 2 90
 - Twenty-five box lots .. 2 85
- 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, 100 blocks 2 85
 - German Mottled 3 50
 - German Mottled, 5 bxs 3 50
 - German Mottled, 10 bx 3 45
 - German Mottled, 25 bx 3 40
 - Marseilles, 100 cakes .. 6 00
 - Marseilles, 150 cks 5c 4 00
 - Marseilles, 100 ck toll 4 00
 - Marseilles, 1/2 bx toilet 2 10
- Proctor & Gamble Co.
- Lenox 3 00
 - Ivory, 6 oz. 4 00
 - Ivory, 10 oz. 6 75
 - Star 3 85



- 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

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

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

ELEVATORS

Hand and Power
For All Purposes

Also Dumbwaiters
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

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 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.

How About Your PRINTING for 1912?

THIS question is a very pertinent one for business men, because every day Business Printing takes on added significance as **A FACTOR IN TRADE.**

Time was when any sort of Printing would do, because not much was expected of it, but nowadays Printing is **EXPECTED** to create and transact business. For this reason, good Printing is exceedingly necessary in every line of business.

We have been producing **GOOD** Business Printing for years. We have kept pace with the demand for the **BEST** in printing. As a consequence, our Printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest Printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of **GOOD** Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be **PROMPTLY EXECUTED**, but the Printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver **GOOD PRINTING.**

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

Tradesman Company, Grand Rapids

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

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. 934

Wanted—A second-hand soda fountain. Will H. Sewell, Perrinton, Michigan. 948

For Sale—Stock of groceries and dry goods, located in town of 600. Doing \$20,000 business a year. Address No. 958, care Tradesman. 958

Patents of Value—Prompt and efficient service. No misleading inducements. Expert in mechanics. Book of advice and patent office rules free. Clements & Clements, Patent Attorneys, 717 Colorado Bldg., Washington, D. C. 957

For Sale—\$3,600 general merchandise, running stock, 80 cents takes it. Located, Hanover, Ill. Box 82, Miller, S. D. 956

For Sale—First-class shoe stock in lively manufacturing town, population 10,000. Excellent location, rent reasonable, liberal discount. I wish to leave the state. Address No. 953, care Tradesman. 953

For Sale—Shoe, dry goods and notion stock in Saginaw, doing a business of upwards from \$6,000. Invoices about \$3,500, stock all new. Corner store. Owner leaving city is reason for selling. Address Melze, Alderton Shoe Company, Saginaw. 952

To Exchange—Clear land and cash for general merchandise. Address Lock Box 147, Redfield, Kansas. 951

For Sale—Good, clean, up-to-date stock of general merchandise, invoice about \$5,000 to \$6,000; good reason for selling. Address Roby Orahoad, Cooksville, Ill. 950

Belgian Hares—We would like to arrange with some party owning a small farm, to raise Belgian hares on a liberal scale. Address Manager Pope, 210 West 56th St., New York City. 949

Free illustrated book tells how any one with a small investment can earn \$10 to \$15 per day with a Universal Cleaner; it will hold old customers and make new ones; do the work as rapidly and thoroughly as the expensive wagon; easy to get; just ask for booklet C-23; no obligation. Universal Vacuum Cleaner Co., Jackson, Michigan. 942

For Sale or Trade—Nearly new dry goods and shoe business. Stock and fixtures about \$4,500. Good opening, good town and county. Going South. Robert Adamson, Colon, Mich. 938

New general stock 60c on dollar. Good farming country. Best location in town. Modern brick building. Address 936, care Tradesman. 936

For Sale—Stock dry goods and shoes, Central Michigan, center of town. Bargain. We have all kinds stocks in all parts of state, also Traverse City residence property and fruit farms. Traverse City Business Exchange, Traverse City, Michigan. 937

For Sale—Millinery stock and fixtures, good condition, about \$200. Sell at 50%. Good town and location. Elegant chance for dressmaker. Rent cheap. A. J. Diehm, Remus, Michigan. 933

Complete, only drug stock for sale in town of 1,100; best reasons. Chas. Maynard, Milan, Mich. 932

For Sale—Good paying corner grocery business property with stock and fixtures. Located at Erie, Pa. Nine living rooms in connection, also barn in rear of building. Fine location and good bargain. Good reasons for selling. Call or address Charles W. Ring, 101 East Twenty-first St., Erie, Pa. 930

Will exchange 340 acres good improved land in Wisconsin for general stock worth \$10,000, want \$15,000 or more. Will pay cash for balance. Also have 320 acres improved land, worth \$20,000. Will trade for stock goods, house and barn. Geo. F. Kuter, 243 W. Tompkins St., Galesburg, Ill. 926

Good chance for young man to buy stock of clothing, shoes, etc. About \$5,000 required. Want to sell to party who will continue the business. Will give credit on part if proper security is given. A. A. Wade, Howe, Indiana. 925

Bakery and restaurant business in good lively western town. Good retail and shipping trade. Write City Bakery, Cut Bank, Mont. 922

For Sale—Small drug store; doing a nice business; good chance to increase; opportunity for man with limited capital; expenses low. Address Jos. Lohrstorfer, Port Huron, Michigan. 924

For Sale—A clean, up-to-date stock of general merchandise, consisting of dry goods, groceries, shoes, clothing, drugs, medicines, glassware and notions. Stock inventoried \$8,259.17 on January 1, 1912. Sales past year, \$18,000, net profit for year \$2,432. Fixtures and furniture, latest and up-to-date, \$1,024. Store building of cement block and brick, built in 1905, size 36x70, two story and basement under entire building. Equipped with 1,000 lb. Cap. hand power elevator, good well and water system. Located on railroad and surrounded with first-class farming country. Seven miles from nearest town. Will give liberal discount for cash. Address No. 923, care Michigan Tradesman. 923

Drug Store For Sale—Located in one of the best towns of its size in South-western Michigan. A splendid opportunity for any young registered pharmacist who wants to get into business. E. S. Peterson, Decatur, Mich. 921

Wanted—A hardware stock from \$3,000 to \$4,000 in some small live town as part exchange for a first-class clay loam, 120 acre stock and grain farm, small house, good barns, well-watered, located near Sand Lake, Kent County, Michigan. Price \$70 per acre. For further particulars, H. Thomasma, 433-438 Houseman Bldg., Grand Rapids, Michigan. 920

For Sale—Drug stock in Central Michigan, city 5,000 population. Good factory town. Poor health, must sell. Address H., care Tradesman. 944

For Sale—Store building, seven room house and four lots. Centrally located in one of best farming towns in Western Michigan. Must be sold at once. For particulars address Louis Manigold, Wolverine, Mich. 934

For Rent—April 1, store and warehouse formerly occupied by B. Desenberg & Co., wholesale grocers, Kalamazoo, Michigan. Located in the heart of business center, store 55 ft. x 100 ft., three stories and basement, with elevator. Warehouse about 100 ft. x 30 ft., two stories and basement with elevator. Write E. B. Desenberg, Box 726, Kalamazoo, Michigan. 916

For Sale or Exchange—160 acres heavy virgin timber near railroad in Wisconsin. Want stock of clothing, shoes or good income property. Price \$8,000. Address No. 914, care Tradesman. 914

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

Voelz Special Sales—Big success everywhere, increases your business, makes new customers, reduces your stocks, endorsed by all leading merchants and wholesalers. All signs, price-tickets, banners, window-displays, interior-displays, circulars free. Voelz Special Sale Service, 409 Merrill Bldg., Milwaukee. 917

Wanted To Exchange—Three business places, one house and lot. All well rented, will pay ten per cent. on the investment for clean stock general merchandise. This property located in one of the best farming towns in state, with electric lights and water works. This property valued at \$14,000. Will divide this property in lot \$6,000 or \$8,000 or would take large stock \$2,000 to \$2,500, pay difference. Write Bishop Bros., Owners, Millington, Mich. 892

Wanted—To sell my bazaar stock, invoicing about \$4,500. Located in a live town of 10,000 population on east shore of Lake Michigan in fruit belt. Cheap price if sold soon. Address No. 912, care Tradesman. 912

For Sale—One National Cash register, cost new \$300. Will sell for quick sale. \$225. Used six months. Good as new. R. L. Myers, Jr., Alanson, Michigan. 906

For Sale—Grocery, hardware and implement business, north of Petoskey. Invoice \$3,500. Annual business \$20,000. Rent building for \$12 per month. Fine chance for live one. I have other business to see to. Address No. 907, care Tradesman. 907

Brick store to rent. Strictly modern. Best location in city. Good opening for gent's furnishing goods, confectionery or other business. Address Box 202, East Jordan, Michigan. 904

For Sale—General stock with fixtures, store building, ware room and dwelling attached. Situated in one of the finest resorts in Northern Michigan. Reason for selling, poor health. Mrs. G. H. Turner, Topinabee, Michigan. 898

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

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

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

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

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

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

Auctioneering—Expert service in closing out entirely or reducing stock of merchandise anywhere in the United States. Ross B. Hern, Howe, Indiana. 897

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

For Sale—In Central Michigan, clean grocery stock and fixtures, corner location, town of 12,000. A bargain if sold at once. Health, cause of selling. Address No. 882, care Tradesman. 882

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

HELP WANTED.

Wanted—Partner with capital for incorporated real estate and farming company; large profits. Chisman & Conboy, Lisbon, N. D. 955

Salesman Wanted—To carry line children's and infants' turn shoes and slippers on commission, through the following territory: Western and Northern States, tributary to Grand Rapids and Chicago. Send references with application. Address Box 131, Orwigsburg, Pa. 947

Wanted—Energetic salesman, calling on the department, variety, general, grocery stores, etc. to carry (as a sideline) a line of candies to be retailed from 10c to 25c per lb. Five per cent. commission. State territory desired. Beinhauer Bros. Candy Co., 617 West 47th Street, New York. 954

Wanted—About March 25, 1912, a competent lady clerk for ladies' misses' and children's ready made clothing store, one who understands buying of stock. Good references, a good personal appearance and young, single lady preferred. State wages expected. Address Chas. O. Neff, Scottville, Michigan. 943

Wanted—A young man with some experience in furniture and carpets. Steady job, with a chance to work up. S Rosenthal & Sons, Petoskey, Michigan. 928

Local Representative Wanted. Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L 371, Marden Building, Washington, D. C. 883

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

Want ads. continued on next page.

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Envelopes, Statements

Shipping Tags, Order Blanks

In fact, everything that a produce dealer would use, at prices consistent with good service. * * * * *

TRADESMAN COMPANY
GRAND RAPIDS, MICH.

GOOD AND BAD.

Strong and Weak Features of Mercantile Organization.

It is a good thing for the retail merchants of a community to be organized into an association, and, if so, what should be the object of the organization and what benefits may be derived from it?

There are associations and associations. They spring up overnight, flourish for a while like the scriptural green bay tree and quickly depart to that oblivion which is the yawning gulf that swallows up useless things.

All associations of retail merchants are not useless. There are exceptions. There are associations accomplishing good. But they are a small minority of the many that have come into existence. The majority of them become sickly and die. The number of association has-beens is great. Those that are really dead upon their feet without knowing it compose a second class with many members. But there are a few doing good work.

The trouble in many instances seems to be arbitrariness. Iron-clad rules are made, binding some who are unwilling to be bound, and they break away. Defections of this kind quickly disrupt these organizations.

The one great question that usually brings the association into being is the "dead-beat." All merchants who give credit at all have been sufferers to a greater or less extent at the hands of the dishonest customer—the man who can pay but will not pay and can not be made to pay. For protection against him the merchants unite. They then try to get legislation enacted to enforce the fraudulent debtor into settling his bills. They generally fail. Then the association begins to wane. The retailers had been brought together believing they would be a state-wide power. They found the "cheat" fully as influential in legislative halls as themselves. Being unwilling to let the association serve them in the more rational and business-like way that naturally belonged to it, they withdrew. Slow music. The association is dead. Please omit flowers.

The "dead-beat" goes peacefully on his way, but his name is a misnomer. He is a live beat, and very much alive. He is also peripatetic, getting over the ground with great rapidity. It is a hard matter to catch him. The hope of the association is to prevent him, by passing information from hand to hand that he is unworthy of credit. This is effective when there are associations in various towns. Mr. Deadbeat comes along, requesting credit. He is asked where he hails from. Then the association in that town is corresponded with, and information obtained. The trouble with many retailers is their putting the cart before the horse—they give the credit first and obtain the information afterward. Then they accuse the association of inefficiency.

But an organization in a single

town can do much for its members by comparing notes, just as one bank in a city helps all the other banks by supplying data concerning borrowers. In this way it is possible to know much about customers and how heavily they are in debt. This is particularly easy in small towns where most of the members of the association are in different lines of business and would not hesitate to be confidential with each other.

To make association work successful and assure more than a mushroom existence for the organization there must be consideration for varying conditions surrounding individual members. It may not be policy for a store in a certain neighborhood to close as early as one in another part of the town. So with other matters. Rules are good things, but they have to be more or less flexible.

Meetings of the association should be interesting so that members will want to attend. It is much better to have them in the daytime, say at the noon hour of a certain day of the week, than in the evening. Men do not want their evenings thus broken up. Meetings at night are unduly protracted. At noon, over luncheon, with a fixed time for opening and closing, strictly observed, is the best way.

There is much information that a merchant ought to have aside from the question of dead-beats. How many know of the bulk sales law, operative in a number of states, prohibiting the sale of stock in wholesale quantities by a retail merchant without notice to all his creditors? He can not sell what would be a wholesale quantity of any article in his store to a consumer or fellow retailer without rendering himself liable to arrest on a fraudulent debtor's attachment, unless he has warned all his creditors. He lays himself open to the presumption that he is transferring his goods for the purpose of cheating his creditors. He must use the words wholesale and retail on his signs and stationery if he intends to sell both ways. Innocent men have gotten into trouble from ignorance of the bulk sales law. They have sold in wholesale quantities with no intention of dishonesty, and have been called to account for it. This, even if they are proven innocent, has the effect of making the distant creditor suspicious.

States, cities and towns have certain laws and ordinances which affect the business man. Concerning these he should keep himself posted. The association is a means to this end. It brings together several men, each with a certain fund of information. This is useful to all the others. Iron sharpeneth iron. Diamonds cut diamonds. Intercourse brightens the intellect.

The association has its place. Every community should have one. If all the merchants will not unite, let those who will get together. They will be the progressive men. If there are twenty dealers in the town, and only six will join the organization, let the six go ahead. They will

win out if they are in earnest, and have in mind an organization for purely mutual advantage. When the scope is made too large and too much attempted, there is danger of discouragement and dissatisfaction.

Study credits. Compare notes. Act together by reasoning things out, and not by compulsion. When a few members attempt to put through a regulation to which some are unfavorable it makes the minority fearful of a colored gentleman in the wood pile. As far as possible all acts should be unanimous and unhesitatingly so. An association of this kind must, above all things, be founded upon frank and open cordiality. Wire pulling will throttle it.

THE VALENTINE WINDOW.

Special days are a boon to the dealer, serving as both an incentive and an excuse for more elaborate decoration. Valentine day is devoted especially to the younger classes, and as such it demands a bit of gaiety. There is room for the light-hearted fun-loving spirit, yet down in one corner may be tucked the finer sentiments of the higher love. There is much of glitter and meaningless show about the observations of the day, yet always some nook in which Cupid feels the presence of the higher emotion.

There are a multitude of suggestive touches for the window, each especially reaching some heart, yet all attracting favorable attention. Hearts and darts form the basis. A large pasteboard heart covered with crepe paper and suspended in the middle of the window may be the basis of decorations, a border of small hearts pierced with darts completing the scheme. Upon this large centerpiece arrange your most artistic valentines, and in the most tasteful manner. The border may alternate with the conventional darts and valentines of suitable size and shape.

Let the window display be comprehensive. If you have certain styles which do not harmonize with others, strive to find a nook for them where the general artistic effect will not be marred. Your comics may not fit in well. In this case a card done in fancy lettering in harmony with the surroundings should call attention to the comic counter within. But avoid cards expressing sentiments which not only offend a refined taste but wound the feelings of the recipient. What if you do miss a few sales by boycotting such stock. It is yours to build up along more permanent lines; to foster the delicate sentiments for which the day really stands.

THE COASTING HABIT.

It is human nature to dare to do; and this spirit finds its culminating point in the descent of the ice covered hills which converge into many a city. Accidents may occur, and near accidents may be duplicated every day. Police may warn, and still the sport continues. Even the fact that one participant of yesterday lies in the hospital while the most distinguished surgeons are striving to save even one limb is not a restriction. The

victim is regarded as one of a thousand caught in the realm of unluck.

If the danger were confined to the coasters alone, matters would not be quite so desperate. They have been warned; their companions have some of them paid the penalty; and yet they continue in the long races which would be deemed madness in an express train without the use of brakes. It is more than madness in the coaster down the long hill where street car, pedestrian or team passes. It is endangering the lives of others. Horses and sleds never make a safe combination when going in opposite directions.

That coasting is huge fun can not be denied. But can it not be limited to a sane area? There are hills not quite so steep, where a turn is not a temptation, and where the dangers to the sled which has lost control are minimized. In many instances it is possible for the city fathers to set aside one or two streets for the use of coasters—at least during certain hours. Let the teamsters understand that they are to take another street. It may be that some of them will be a bit inconvenienced, yet far better this than danger of collision. Pedestrians may also be warned that the coasters have the right of way. The fun only lasts a short time. And by a little municipal direction, danger to outsiders may be averted, that to the coasters greatly lessened and a uniform feeling of good will maintained.

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

Buffalo, Feb. 7—Creamery butter, 30@36c; dairy, 25@30c; rolls, 23@27c; poor to good, all kinds, 18@25c.

Cheese—Fancy, 16@17c; choice, 15½@16c; poor to good, 8@12c.

Eggs—Fancy fresh, 46@47c; choice, 44@46c; cold storage, 38@40c.

Poultry (live)—Turkeys, 17@19c; chickens, 12@14c; fowls, 12@14c; ducks, 17c; geese, 13@14c.

Poultry (dressed)—Geese, 13@14c; turkeys, 18@23c; ducks, 17@20c; chickens, 14@16c; fowls, 13@15c.

Beans—Red kidney, \$2.90@3; white kidney, \$2.75@3; medium, \$2.60@2.65; marrow, \$2.85@3; pea, \$2.60@2.65.

Potatoes—\$1.15@1.20.

Onions—\$1.50@1.90.

Rea & Witzig.

There is sorrow without selfishness but never selfishness without sorrow.

BUSINESS CHANCES.

Free Tuition By Mail—Civic service, drawing, engineering, electric wiring, agricultural, poultry, Normal, academic, book-keeping, shorthand courses. Matriculation \$5. Tuition free to first applicants. Apply to Carnegie College, Rogers, Ohio, 959

Stock-Reducing Sales Agent—Every merchant has a stock of goods that does not move right and should be turned into money. As I have had 23 years' experience in this kind of work, please consult me, and I will come and look your stock over, and tell you what I can do for you. Address J. H. Brumm, Middleton, Wis. 961

For Sale—General merchandise store with hotel and corral in connection. Situated in Central Arizona. Address F. E. Marum, Hillside, Ariz. 960

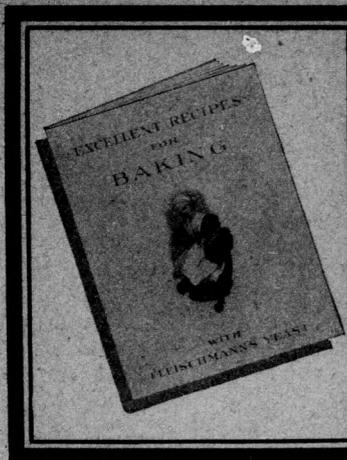
HELP WANTED.

Free Tuition By Mail—Civic service, drawing, engineering, electric wiring, agricultural, poultry, Normal, academic, book-keeping, shorthand courses. Matriculation \$5. Tuition free to first applicants. Apply to Carnegie College, Rogers, Ohio, 959

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the more you will sell because you want your customers to have the highest quality cocoa at the lowest possible price.

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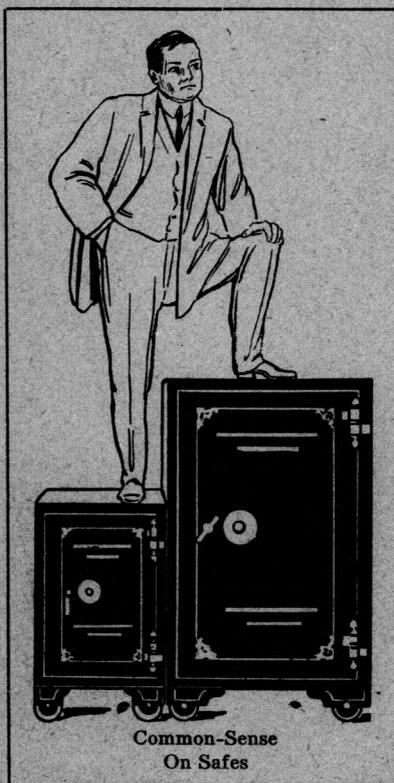
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Now He's Clerking at \$10 a Week

He had a nice little business in a country town. He worked early and late, he had a growing family he was trying to educate, he felt he must economize in every way and he did. Aside from the actual cost of living his profits were always represented in his book accounts. Every night when he closed his store he placed his

Account Books in a Wooden Box

under the counter. The same sad story. One night the store burned, a total loss, accounts burned. The small profit of years wiped out and now he is clerking at \$10 a week. This is a true story.

Buy a Safe Today

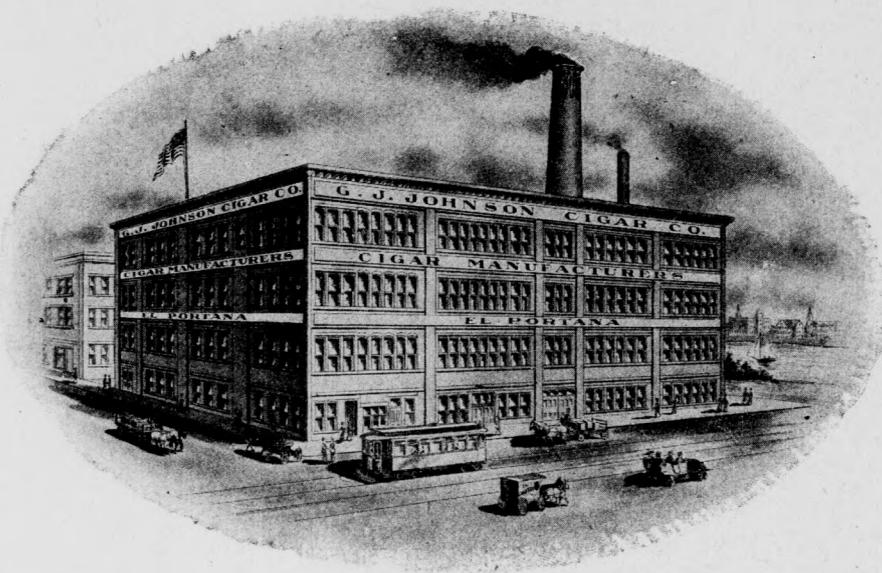
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