

# MICHIGAN TRADESMAN

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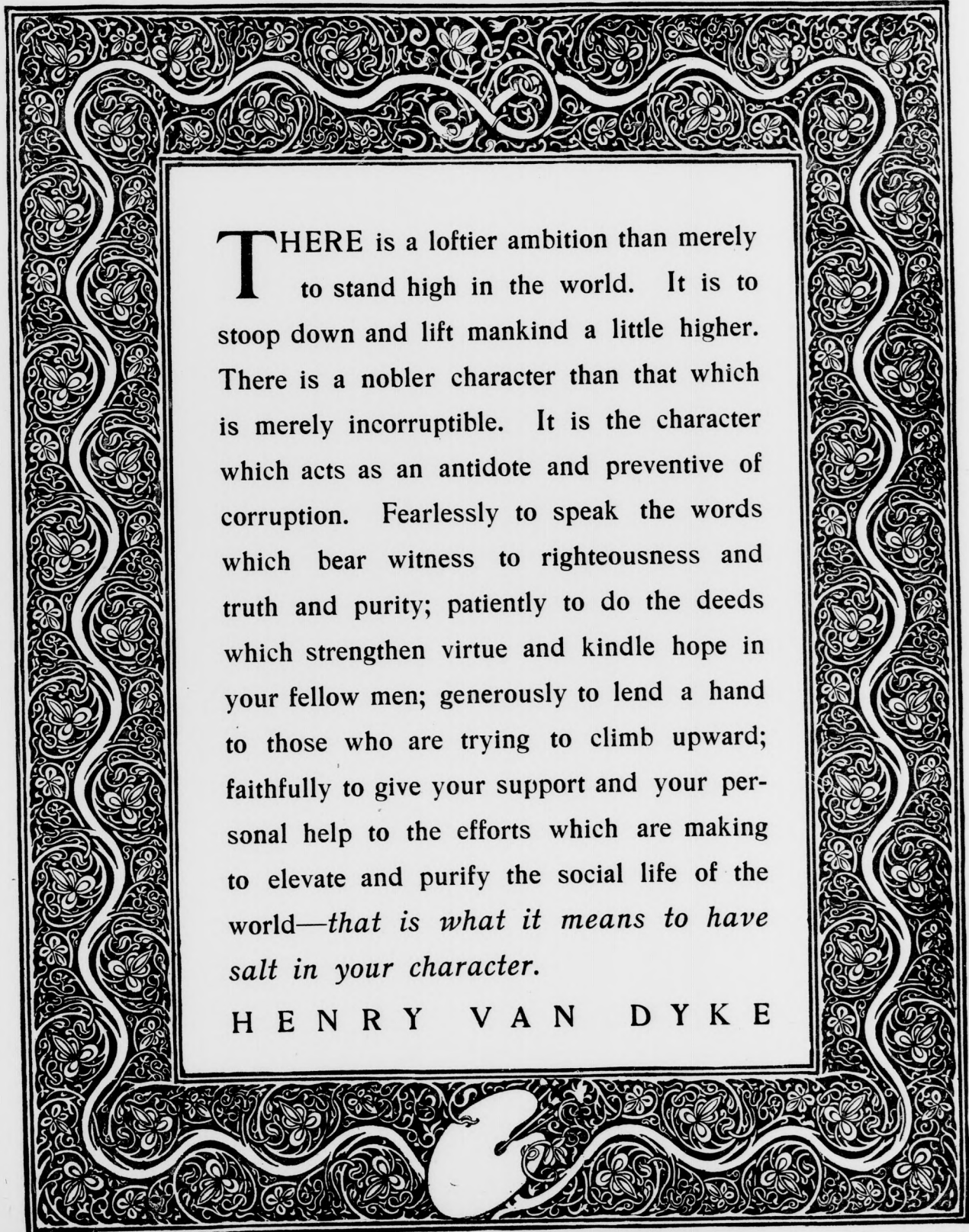
Thirtieth Year

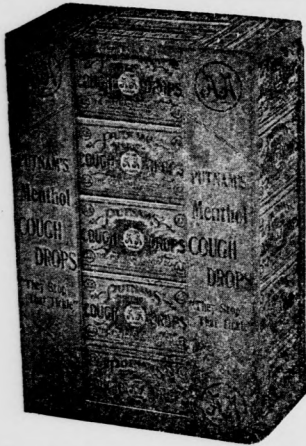
GRAND RAPIDS, WEDNESDAY, NOVEMBER 13, 1912

Number 1521

THERE is a loftier ambition than merely to stand high in the world. It is to stoop down and lift mankind a little higher. There is a nobler character than that which is merely incorruptible. It is the character which acts as an antidote and preventive of corruption. Fearlessly to speak the words which bear witness to righteousness and truth and purity; patiently to do the deeds which strengthen virtue and kindle hope in your fellow men; generously to lend a hand to those who are trying to climb upward; faithfully to give your support and your personal help to the efforts which are making to elevate and purify the social life of the world—that is what it means to have salt in your character.

H E N R Y V A N D Y K E





**Putnam's  
Menthol Cough Drops**

Packed 40 five cent packages in carton  
Price \$1.00

Each carton contains a certificate, ten of  
which entitle the dealer to

**ONE FULL SIZE CARTON  
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when returned to us or your jobber  
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The grocer who has not taken "White House"  
Coffee seriously should awaken to the FACT,  
that solely on account of its splendid reliability  
and high character, it is a household word ALL  
OVER THE UNITED STATES—which means:  
IT'S WORTH WHILE—a coffee no grocer can  
afford to omit. ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞ ☞

**WHITE HOUSE**  
DWINELL-WRIGHT CO.  
BOSTON—Principal Coffee Roasters—CHICAGO

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**Fragrant—Delicious  
Satisfactory**

**BOSTON ROASTED BEST GROCERS**

In 1, 2, and 3-lb.  
sealed tin cans only.  
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**SUITS WHEN OTHERS DISAPPOINT**

JUDSON GROCER CO., Distributors  
GRAND RAPIDS, MICH.

We carry a  
Complete Line  
**Winchester and U. M. C.  
Ammunition**

Winchester, Remington  
& Stevens  
**Guns and Rifles**



**Michigan Hardware Company**

Exclusively Wholesale

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**next time**

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

**Lautz Snow Boy Washing Powder**  
Lautz Bros. & Co. Buffalo, N. Y.



# MICHIGAN TRADESMAN

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 13, 1912

Number 1521

## SPECIAL FEATURES.

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## ENEMIES OF THE CITY.

While everybody is trying to boost the town, trying to make Grand Rapids bigger in a business way and better, the policy of the municipal administration seems to be hostility to every plan that means material progress. For several weeks the Common Council has been withholding a tax title on the Powers west side properties for which the estate is willing to pay the full amount due. This refusal is based on the theory that the city may want to acquire the river water rights, with a view to their development, and the Council wants the tax titles as a sort of club over the owners to bring them to terms. In the meantime, the refusal of the Council is holding up the transfer of the property and the start on an improvement that will cost upwards of a million dollars. The Kalamazoo interurban wants the property for entrance into the city and for passenger and freight terminals, but no matter what this may mean for the city, it makes no difference with the aldermen who have their own little notions to serve. Again, there is the matter of the building of the new Pantlind Hotel. That this hotel is to be built has been known for many months, but not until the present time, when the architects are hurrying to complete their plans that a start on the million and a half dollar enterprise may be made early in the new year, has the Council discovered the desirability of having Pearl street widened and straightened before the improvement is made. There has been no reason why this discovery could not have been made last summer when the matter of street line could have been amicably arranged, with plenty of time to talk it over; but the Council put it off—apparently just long enough to let the question become a stumbling block to an enterprise which should not be delayed an instant. The hotel may be hung up for weeks while the Council is fussing, but a little thing like that seems to make no difference with the present municipal administration.

## LEARN TO BE THOROUGH.

One of the universal faults is a lack of thoroughness. From the boy who copies his arithmetic lesson from a schoolmate's paper to the old man who

leaves ambiguities in his will for the heirs to quibble over, there is a lack of thoroughness in nearly every human transaction. The unwritten motto of the average person is, "To seem and not to be." Most people are willing to let well enough alone—and they have a modest standard of what constitutes "well enough."

It is because of the wide prevalence of this fault that the really thorough man both does and does not get the credit that is due him. He usually does not get it when his work is superficially judged by those who are themselves not thorough. But he does get it when his work is put to the test or is fairly compared. And, best of all, he has the satisfaction of knowing for himself that he has done his duty and therefore, has gained a point of self-discipline which he can never really lose.

The man who inspires to rise above the average in any line of endeavor should ponder well this point: The average person is not thorough and therefore, even a little thoroughness will surpass him. This should inspire the ambitious man to be thorough. He will soon find that thoroughness practically measures the difference between the average and the highly successful man.

## STUDY FOR THE PLACE AHEAD.

An hour a day spent in study will do wonders for almost any man. After a man has worked hard all day he may not feel like studying. The natural tendency is towards complete relaxation, and it is not to be denied that a certain amount of relaxation has its distinctive value. It is also certain that most men waste some time every day—a few hours a week at least—which, if spent in the right kind of study, would equip them to greatly increase their earning capacity and, perhaps, enable them to attain a position where life has more opportunities and larger compensations.

A man advanced himself from \$35 a month to \$125 a month in two years' time by studying a correspondence course in certain technical branches when his day's work was done. Another young man is drawing five times as much salary as he did two years ago because he spent part of his evenings studying draftsmanship. A successful architect gained his start by studying in his spare time while he was serving a term at hard labor in the penitentiary.

For men employed at certain kinds of work a little daily study is a pleasant recreation. It is often more restful than many other pastimes. Studying to equip one's self for a higher position ought to be a refreshing diversion for any man. It is the chief avenue of escape from a non-progressive and unsatisfactory life.

## TALKING A GREAT ART.

The art of talking is one of the most valuable equipments a business man can have. Nearly all work that is above mere routine and physical labor involves talking, and the success of the work often depends on the ability to carry the point in conversation. The difference between a skilled and unskilled talker is very great. The importance of knowing how to talk well is not generally appreciated. Many who think they are proficient in the art are as self-deceived as the novice in poetry writing. A really skillful talker is rare, because little or no systematic attention is paid to cultivating the art. Instead of being allowed to develop in a haphazard manner, picking up a point here and another there, talking should be the subject of study almost as thoroughly as that given to painting, writing or music.

A man may have good ideas, but if he does not know how to present them intelligently they may never attain proper recognition. If a man would acquire information from others he must know how to draw them out. The difference between a good salesman and a poor one is often a matter of knowing how to talk. And the manager who gets the most out of his men is the one who knows how to talk to them in a manner that will stir their enthusiasm, quickening and encouraging them to put forth their best efforts. At every turn the art of talking is a vital factor in success.

## THE MEN OF TO-MORROW.

Lack of success is largely the fruit of wasted opportunity. The men who will be most actively engaged in business affairs a few years hence are to-day going to school. The average young man in school does not in any practical degree appreciate what the business world will require of him. For lack of that knowledge many young men now in school are wasting opportunities as recklessly as the man of sudden wealth who lights a cigar with a \$20 bill. Opportunities that in a few years money cannot buy are daily and hourly thrown away by young men with a prodigality that saddens every business man who has come to realize what such opportunities would have meant to himself and others.

A million unsuccessful men in business life call out in admonition to the young man who is not making the most of his opportunities to-day. A million homes of want and vain regret cry out to the teachers in schools and colleges, beseeching them to labor assiduously to imbue their pupils with right ideas of work, education and purpose. Louder still is the cry that goes out to parents, whose children are to enter the arena of the world's activity, imploring them to labor systematically and patiently, to teach their boys and girls to love work for work's sake and to love knowledge

for the good it can bring—and to use every opportunity to the utmost.

## GET A BROAD VIEW.

A knowledge of the whole plan enables one to handle a part more intelligently. In a great mail order establishment every new employe is allowed from one to three weeks to get acquainted with the entire system of handling orders—from the time the letter is received until the goods are packed and loaded into the freight cars. No matter what line of work a new employe is to be engaged in, it is considered important for him to know the whole process of the business.

Many workers are content to know merely their own part of the work and never give a thought to know what is going on in other departments of the same business. This necessarily limits their range of view and makes them in some degree less valuable. It is this very attitude that often keeps men doing one thing all their lives.

The right spirit is that shown by the man who wants to know all he can about all parts of the business as well as all about his own work. To have some conception of the business as a whole enables a man to work in harmony with the purposes of his employer and to carry out the spirit, as well as the letter, of his instructions. This must eventually tell in the quality of the man's work and affect his standing and progress.

## WORKING FOR YOURSELF.

It is always a helpful thought for an employe to go about his work, not with the thought that he is working solely for his employer, but that he is really working for himself.

"I always tell an employe," said a merchant, "that he is working for himself just as much as if his name were over the door. We furnish him capital, space to work in and give him the benefit of our systems of handling merchandise and all that, but what he does is in a sense his own business. If he sells goods or packs them for shipment or makes out bills—whatever he does contributes toward a portion of the net receipts of the store. He is entitled to what he actually earns, minus what he pays for rent, capital and other accessories. If he does not do well, he will make a failure of his business—just as if he were closed up by his creditors. We can't give him room if he won't pay his rent or pay interest on the capital we lend him, and so he has to go out of business. In many ways he is virtually in business for himself and will stand or fall on his own efforts."

If this idea were more thoroughly understood by employes everywhere it would do away with a great deal of the desire to shirk and pretend and would inspire each one to put forth his best efforts.

## BANKRUPTCY MATTERS.

## Proceedings in Western District of Michigan.

Nov. 6.—In the matter of Edward M. Andrews, bankrupt, of Clarksville, the first meeting of creditors was held and creditors, failing to elect a trustee, the referee appointed Ernest Nash, of Clarksville, as trustee, and fixed his bond at \$2,000. The following, all of Clarksville, were appointed appraisers: E. E. Church, Chauncey McCormick and Volney Strong. The bankrupt was sworn and examined by the referee and the first meeting then adjourned, without day.

A voluntary petition was filed by Roy W. Calkin, an ice cream manufacturer of Holland, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order was made by the referee calling a first meeting of creditors to be held at his office on November 26, for the purpose of proving claims, electing a trustee if desired, examining the bankrupt, etc. The bankrupt's schedules show practically no assets above claimed exemptions. The total liabilities amount to \$1,156.11, the principal creditors being the following:

Eddey & Eddy, St. Louis.....	\$33.50
Hughes Gelatine Co., Detroit.....	30.00
Swift & Company, Chicago.....	15.00
W. H. Murphy Co., Chicago.....	25.00
Standard Grocery Co., Holland....	72.00
C. J. Lokker & Co., Holland.....	119.00
P. Mulder, Holland.....	14.00
G. VanArk, Holland.....	30.00
J. Flieman, Holland.....	17.00
L. Baker, Holland.....	25.00
M. VanClyker, Holland.....	42.00
M. L. Rumbaugh, Muskegon.....	15.00
Haan Brothers, Holland.....	23.00
H. Kraker, Holland.....	27.00
F. Oosting, Holland.....	18.00
N. Dykema, Holland.....	45.00
Percy Ray, Holland.....	25.00
A. B. Bosman, Holland.....	16.00
Al. Toppen, Holland.....	14.00
Foote & Jenks, Jackson.....	18.00
Henry Brinks, Holland.....	10.00
A. Visscher, Holland.....	12.89
C. W. Mills Paper Co., Grand Rapids.....	18.50
G. R. Stationery Co., Grand Rapids.....	17.25
Walker, Richards & Thayer, Muskegon.....	186.00
Holland Fuel Co., Holland.....	20.00
W. J. Garrod, Holland.....	27.00
Lansing Sanitary Packer Co., Lansing.....	17.50
First State Bank, Holland, (Endorsed note).....	85.00

Nov. 8.—In the matter of G. W. Stevens & Son, bankrupt, of Greenville, the trustee, James Gracy of Greenville, filed his first report and account, showing a balance on hand for distribution of \$4,899.12, and an order was made by the referee calling a special meeting of creditors to be held at his office on November 21, for the purpose of considering such account, agreement for settlement of the bankrupts' exemptions, and for declaring and ordering paid a first dividend to general creditors.

The adjourned meeting of creditors was held in the matter of the Coronet Corset Co., bankrupt, of Grand Rapids. Holden Joslyn, Walter G. Wright, Secretary, and Harry P. Junkins, General

Manager of the bankrupt company, were sworn and examined, and the meeting further adjourned to November 19.

November 11.—In the matter of C. D. Crittenden Company, bankrupt, of Grand Rapids, the trustee, C. Roy Hatten, of Grand Rapids, filed his supplemental report and vouchers showing compliance with the final order of distribution, and order was made closing the estate and discharging the trustee.

In the matter of Abdullah E. Dass, bankrupt, of Grand Rapids, the supplemental report and vouchers of the trustee, Fred Maichele, were filed, and an order was made closing the estate and discharging the trustee. In this matter there were not sufficient assets to pay the administration expenses and preferred claims in full and no dividend was paid to general creditors. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending the bankrupt's discharge.

Nov. 12.—In the matter of Charles Johnson, bankrupt, of Ludington, the inventory and report of appraisers was filed and shows the following assets:

Merchandise, Furniture and Fixtures.....	\$ 5,532.89
Accounts Receivable.....	846.11
Tools and household goods, (Exempt).....	350.00
Real estate.....	9,000.00
	\$15,728.00

The above real estate, which includes the bankrupt's homestead, is subject to a mortgage held by the Ludington State Bank, with interest and taxes aggregating \$4,530.56. An order was made by the referee authorizing the trustee to sell the personal property assets at retail at not less than the appraised value for a period of ninety days, or until the further order of the court.

The most important problem confronting the farmers of our time is how to get their products to market at a cost that shall not be prohibitive to the consumer. In the years of the largest yields there is always a dearth in some part of the world, often in the next state. How to bring about an even distribution of the things needed to sustain life is a problem worthy of the close attention of the brightest intellects of our age, because the future prosperity and well being of mankind depend upon it. Some in our country would solve the problem by government ownership of the railroads; others by the establishment of a comprehensive parcels post; still others by the building of extensive inland waterways; while others urge that good roads would hasten the solution of the question. Possibly some genius now working in the dark may presently burst upon the world with a simple solution of the whole matter. And when he does he will be hailed as a national deliverer.

Caesar's army might have waited outside the city gates until some one discovered a pebble in the end of the key.

Some things have to be undertaken on faith. Suppose Columbus had been as weak-kneed as you are!

There is little hope for the man who is not willing to be told.

## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

## Special Correspondence.

New York, Nov. 11.—The spot coffee market during the week has been very quiet for both Brazil and mild varieties. Buyers take the smallest possible quantities and seem to take very little interest in the situation. Quotations for Rio No. 7s, 14 $\frac{7}{8}$ @15c; Santos 4s, 16 $\frac{1}{2}$ @17c. In store and afloat there are 2,551,542 bags of Brazilian coffee, against 2,138,288 bags at the same time a year ago.

Sellers of sugar are not inclined to lower quotations and buyers think the rate prevailing is not warranted, so they are taking rather small quantities and feel certain that with the big crop due from Cuba and the competitions here of the beet products, we shall soon enter upon an era of lower quotations. Standard granulated here is quoted at 4.90c, while it is said that west of the Mississippi cuts have been made to 4.50c.

With the two big lots of tea gone to the bottom of the ocean on two steamers, the supply is going to be much smaller than had been counted on earlier in the season. The demand during the week has shown some improvement and the situation favors a higher range of values before many months.

Rice is very firm. The planters of the South seem to be in control and with diminished supply the outlook is certainly favorable to the seller. Good to prime domestic is quoted at 5@5 $\frac{3}{4}$ c.

In spices, cloves are in small supply and this supply is in strong hands, so that prices are firmly sustained. The whole range, in fact, is well held and quotations tend upward. Zanzibar cloves, 19@19 $\frac{1}{4}$ c; Amboyna, 20@21c; Penang, 22@23c.

The demand for grocery grades of molasses shows improvement and quotations are well sustained. Good to prime centrifugal, 26@34c. Syrups are quiet at rates last quoted—medium to fancy, 17@28c.

There is hardly an item of interest to be found in the length and breadth of the canned goods market. It is said the consuming demand is showing improvement, and it is sincerely hoped that this good work will go on. Standard 3s, tomatoes are worth—or are quoted—at about 85c and packers are not anxious to dispose of stock at this; that is, some packers; others do not hesitate, though if 85c is at all shaded the goods are usually found to be not up to real standard and, in fact, 85c is regarded as the "line" when quality is considered. Corn is in moderate request, with supply of desirable stock very moderate.

Butter has advanced almost daily and the end is not yet. Creamery specials, 33 $\frac{1}{2}$ c; firsts, 30 $\frac{1}{2}$ @32 $\frac{1}{2}$ c; seconds, 28@30c; imitation creamery, 25@25 $\frac{1}{2}$ c; factory, 24 $\frac{1}{2}$ @25c.

Cheese is in rather light demand, as the price has reached a point where consumption will switch off on something besides cheese.

Eggs are steady and there is no

limit to the top—the sky line for top grades. Nearby stock fetches 54@57c. Western whites, 33@35@40c.

## Whose Harvest?

Bountiful harvests that fill farmers' granaries presage big purchases to fill farmers' needs.

Mail order houses realize this fact and are undertaking to make this year's harvest their own. They have anticipated the farmers' going to market by a campaign of advertising and a colossal distribution of catalogues.

Have retailers been as far-sighted and wise?

The man with pockets bulging with money is prepared to buy numerous necessities and many luxuries that he has long denied himself.

The local retailer who has not the enterprise to take the steps needed to supply the farmers' every want ought not to complain if an outsider supplies it.

Farmers will spend millions of dollars during the next half-year. This money if kept in the rural community will work wonders in local development. What have you done, Mr. Retailer, to keep it there?

## The Fellow Down the Street.

We have our troubles day by day;  
It's this thing or it's that.  
For stocks too much we have to pay;  
Too cheap we sell them at.  
The trade is often very slow;  
Or, when we have a rush,  
The price we get is awful low;  
The money may be flush.  
And here's the reason for the same,  
The evils that we meet:  
There's just one fellow that's to blame—  
The fellow down the street.

The people in this neighborhood  
Are mighty slow to pay;  
They never settle as they should  
For stuff they haul away.  
They stand us off and stand us off,  
A week or month or year;  
They never seem to want to cough  
For stuff they purchase here.  
It keeps a person in the game  
Upon the anxious seat;  
And just one fellow is to blame—  
The fellow down the street.

There's some one cutting prices here  
And saying ugly things,  
And ev'ry day I seem to hear  
One of his sassy flings.  
They say he said that I had said  
He said what wasn't true.  
A liar like that just raises Ned,  
As I have told them, too.  
Conditions here are just a shame,  
I'm sorry to repeat;  
And just one fellow is to blame—  
The fellow down the street.

Why can't he be like others are?  
There isn't any doubt  
It is a better way for far  
To cut this knocking out.  
When some one else sells stuff at cost  
And always has a grudge,  
Not only is the profit lost,  
But man becomes a drudge.  
I've often thought I'd say the same,  
If ever we should meet;  
But then I hardly know his name—  
The fellow down the street.

Business Property  
For Sale

CLOSE IN new business block, first-class construction, rented at \$75 per month, can be bought for \$9,500. Bank holds mortgage for \$5,000 and can pay the difference and leave the mortgage: a good investment.

ANOTHER CENTRALLY LOCATED property, present rental \$4,500; can be bought for \$40,000; will grow in value.

CORNER OF CHERRY AND SO IONIA AVE. 150 feet front by 100 feet deep to driveway, at \$30,000.

## S. R. FLETCHER

311 Michigan Trust Building  
Citizens 9424 Bell M. 544



## THE LIVE MERCHANT.

## Why He Always Wins in the Race.

Written for the Tradesman.

"You have a fine place here, Howard."

The speaker was Bunce Rosenthal who was in his second year on the road for a Boston shoe firm, and had been experiencing some hard sledding within the past few months, his wife having passed to the beyond, leaving a small child for him to look after. His friend Howard Gradley had proven a sympathetic friend, giving the best of advice, even offering to aid financially in case of necessity.

Rosenthal felt able to go ahead so far as finances went, although he had used all his little savings during his wife's sickness and burial.

"Yes," agreed the merchant, "I have a fine place here, am doing a steadily increasing business, planning all the time for something bigger and better."

"I don't see but what you are doing well enough as it is, old man."

"It may seem so to you, Bunce," smilingly assented the thrifty merchant, "but my motto always has been to keep doing; make each succeeding day count for something a little better than the preceding one. Following this motto I have always an incentive that keeps me alive, thinking, living! I tell you, Bunce, it's living and not dead merchants who are doing the business of the country, making life worth the living, making themselves as well as their wives and children happier."

"Yes," assentingly.

Bunce, the drummer regarded his well proportioned friend from the corner of his eye. Howard Gradley was a fine specimen of a man. Decided in his views, both political and social, yet with a friendly manner that made him hosts of friends. He had begun at the bottom of the ladder; now, at forty-five he was at the head of a well established mercantile business, rated among the best in his class by Bradstreet, and still pursuing his upward way. He had one son in college, a daughter married and happily settled, his own immediate home a spot for sunshine and good will.

"What do you think about this cry of there being no chance for the poor man, Howard," presently asked Bunce.

"Nothing to it, sir, not a thing."

"And about this talk of a boy being handicapped because of the big interests having eaten up the small chaps, leaving no opening for a young man; in fact not the great opportunities there were forty years ago? I hear such things wherever I go."

"And you will hear them as long as you live, Bunce," smilingly assured the merchant. "Even when I was a boy I heard folks make the same sort of remarks. The fact is, there was never a time in the history of the world when the young man is so much in demand. This is truly the young man's period of the world's history. More men will start the upward climb on the ladder of business success this year than ever before; and more young men will come into their own, since, the pessimists to the contrary, this is the best time the world ever saw, the ideal period for men and woman to progress along a dozen different lines to the summit of success and happiness."

"And you have had no pullbacks, no business or family troubles?"

"Sure I have."

Mr. Gradley sat in a thoughtful attitude for several seconds. Turning at length toward his companion he said: "I do not believe in going into particulars, especially where disagreeable subjects are concerned. I lost my first wife, Bunce, when she was in her teens and I was a green grocer's clerk. I thought I should never recover from that blow, it hit harder than when my mother died. I got over it though, and went on with my work. I shan't tell you of myself as a home body, but I am willing to speak a few words about my business beginning."

"I shall be glad to hear it, Howard."

"Although I have a son at college, and he is straining every nerve to get a thorough education, I myself never attended school a day after I was fourteen."

"Is it possible? And I have seen some of the best English above your name in many of the trade journals of the nation. I thought—"

"An education, book education, Bunce, never made a business man, a great lawyer, preacher or statesman," said Gradley quickly. "At one time I was prejudiced against schools and colleges. I am not so now, since I have come to believe that they are helps to a young man under any and every circumstance in life. My son wanted to go to school. After mastering the primary branches he still had an ambition to go still farther and I fostered and approved his desires. If a boy comes to years of understanding and refuses to like school there isn't the least use of putting him into college—an educated fool is of all poor sticks the very poorest. On the contrary, a boy who is anxious for an education, determined to have one, is the boy who will succeed anyhow."

"Now, as for myself, I liked school fairly well, but we were hard up, mother a widow, dependent on her own exertions for a living. She was anxious, however, to keep her only son at school, and more to please her than myself I kept at it till I was fourteen when the straw that broke the camel's back drove me into a business life at the age of fourteen. Teachers in those days believed and most of them practiced corporal punishment. I don't imagine I was worse or better than the ordinary run of school boys."

"Punishment was usually administered by means of a flat bit of hickory called a ferule. One day the teacher called me up for punishment because of some breach of the law as laid down by himself. I shrank from the punishment. I saw that Master Hodge was angry. He had feruled another boy very severely just before calling me to the carpet, and there was blood in his eye as I stood facing him in the presence of the whole school. 'Howard, hold out your hand!' he ordered. I obeyed with gritted teeth."

"Grasping my fingers with his left hand he lifted my palm and raised the ferule. I saw in his eye the concentrated anger because of a late encounter with a rebellious pupil; I realized that he meant to strike a blow that would set me on my toes with pain. Instantly my resolution was formed. Down came the ferule with all the force of the master's

arm. It did not injure me that time, however. Bracing myself, I jerked my hand away, the ferule coming down with all the force of a vicious blow across the master's arm.

"Whirling, I made a dash for the open door, through which I made my escape to the street. I did not go directly home, but cut down the hill, across lots to the main street of the village. I did not look back once to see either the effect of my move, or if the master was in pursuit. He was not, nor was he in condition to give me the chastisement I perhaps deserved, since I soon afterward learned that the blow he had aimed at my open palm had shattered his heavy ferule and broken a bone in his wrist."

"That was my last day at school. I went immediately to Tim Sutliff's grocery, the leading store in town, and hired out to work for him as general utility boy for five dollars a week. That was the beginning. Mother was somewhat shocked over my escapade, yet she did not scold me; and when the force of the schoolmaster's blow is taken into account, she felt glad of my escape. I well remember how proud I was over my first earnings which went to purchase a sack of flour for mother."

"From that day to this I have been in the mercantile business and feel that I have been fairly successful."

"I should say you had," agreed Rosenthal. "And have you felt none of the time a need of more education, Howard?"

"I can't say that I have," smiling. "As for myself I am fully satisfied that a live man, however limited his book knowledge, can succeed and succeed grandly in the business world if he sets himself about it determined to win."

Old Timer.

"In the old days the shopper came down with a string tied around each finger as a reminder of things to be purchased or with the equivalent of the strings in the form of a list," said W. K. Williams of the Grand Rapids Show Case Co. a few days ago. "At the store he or she called off the things that were wanted and the storekeeper hunted them up. The present merchandizing method is different. Now the up to date merchant has his entire stock displayed in glass cases and the shopper goes through seeing everything and picking out what he wants and often picks out a lot of

things he would never had dreamed of wanting had he not seen them. This applies especially to dry goods and clothing but it is becoming more and more true in all other lines of trade. The drug stores, the grocers, the meat markets, the jewelers, the cigar dealers—in fact, nearly every line of trade—now has the goods displayed in glass cases and experience has demonstrated that the display is a great promoter of trade."

## 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.

## 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

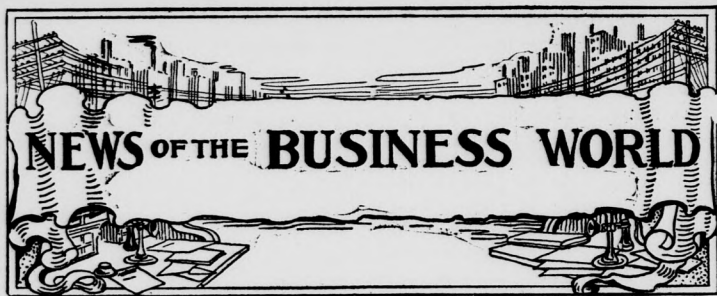
New York Chicago  
St. Louis Minneapolis  
Dallas

## WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo



### Movements of Merchants.

Manchester—F. C. Huber has engaged in the hardware business.

Borland—J. A. Gruber succeeds N. F. Haist in the hardware business.

Lowell—Fred J. Morse has opened a grocery store and lunch room here.

Cedar Springs—W. H. Brown succeeds C. F. Bell in the harness business.

Three Rivers—Johnson & Gerold have engaged in the meat business here.

Eaton Rapids—H. E. Raney has opened a bazaar store in the Vaughan block.

Walled Lake—K. L. Long succeeds Dickerson & Co. in the hardware business.

Battle Creek—S. P. Wilkes & Son succeed Charles Harbeck in the shoe business.

Sidnaw—Frank McClish, recently of Mesick, will open a hardware store here Dec. 1.

Allen—D. E. Kemp & Co. are successors to Kemp & Deye in the hardware business.

Three Rivers—Charles B. Robbins, recently of Chicago, has opened a bazaar store here.

Vandalia—Kantz & Dool are successors to Kantz & White in the hardware business.

Sandusky—The Sandusky Grain Co. has increased its capital stock from \$30,000 to \$100,000.

St. Ignace—Willette & Sanderson have opened a fish market in the Blackbird building.

Burlington—Geo. C. Cole has sold his stock of hardware, implements and furniture to C. Katz.

Detroit—The General Coal & Coke Co. has changed its name to the United Coal Sales Co.

Ishpeming—The Fashion Suit Co. has added a line of men's furnishing goods to its stock of clothing.

Bessemer—The First National Bank is erecting a building which it expects to occupy the first of the year.

Sparta—J. A. Cook is succeeded in the confectionery, cigar and baking business by C. F. Gardner & Co.

Rodney—George Burghdors, formerly engaged in farming, has opened a hardware and implement store here.

McBrides—O. A. Rasmussen, formerly engaged in farming near Greenville, has opened an implement store here.

Hersey—William E. Woodward has sold his stock of hardware to Arthur Coakley, who will take possession Dec. 1.

Manistee—J. S. Davis will open a suit and cloak store at 355 River street under the management of J. M. Davis, recently of Chicago.

East Jordan—Louis Peppin has sold his bakery to Charles Howland, who will continue the business under the style of the City Bakery.

Greenland—The Greenland Bank has been merged into a State bank under the style of the Minors & Merchants' Bank, with a capital of \$20,000.

Kalamazoo—C. Ver Ceis & Co., dealers in dry goods, located at 120 South Burdick street, are closing out their stock and will retire from business.

Jackson—Phillips & Glaspie, meat dealers at 225 West Main street, have sold their stock to A. E. Nichols, who will continue the business at the same location.

Ovid—Redfern & Annis, dealers in general merchandise, have sold their stock to E. C. Smith, recently of Eaton Rapids, who will continue the business.

Arcadia—Shira Bros. lost their store building, which was only completed a month ago, by fire, Nov. 7. Loss, about \$2,000, partially covered by insurance.

Carsonville—The Carsonville Elevator Co. has been organized with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Detroit—The Randolph Jewelry Co. has been organized with an authorized capital stock of \$5,000, which has been subscribed, \$1,000 paid in in cash and \$3,000 in property.

Lansing—The Butler & Langevin Lumber Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Shelby—A. J. Rankin is erecting a two-story brick block, the lower floor to be occupied by his hardware stock, while the upper story will be fitted up for lodge room purposes.

Swartz Creek—The Swartz Creek Grain Co. has engaged in business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Brent Creek—The Brent Creek Elevator Co. has been incorporated with an authorized capital stock of \$6,500, of which \$3,200 has been subscribed and paid in in property.

Detroit—The Reading Credit Clothing Co. has engaged in business with an authorized capitalization of \$6,500, which has been subscribed, \$1,500 being paid in in cash and \$5,000 in property.

Portland—W. W. Lung has sold his interest in the implement and carriage stock of Lung & Packard to Charles Lewis, recently of Lansing, and the business will be continued under the style of Packard & Lewis.

Pontiac—Fred Cox, who has conducted a meat market here for the past twenty-six years, has sold his stock to William Webb, who has taken possession and will continue the business at the same location.

Kalamazoo—William & Hamacher, dealers in dry goods at 109 West Main street, with liabilities estimated at \$80,000, have turned over their entire stock to their creditors. George T. Bruen has been named as trustee.

Bay City—The McDonald Grain & Bean Co. has been merged into a stock company under the style of the McDonald Bean Co., Inc., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Charles L. Fischer has sold a half interest in his stock of musical supplies to his brother, Burton, and the business will be continued under the style of Fischer Bros. They have added a line of pianos to their stock.

Carsonville—James Broughton has purchased an interest in the general store of Niles Bros. and henceforth the firm will be known as Niles Bros. & Co. Mr. Broughton will have entire management of the store during the absence of A. J. Niles who will spend the winter in Florida. Mr. Broughton entered the firm as a clerk less than six years ago and has made an excellent record.

### Manufacturing Matters.

Kalamazoo—J. E. Rork, has removed the plant of the Pioneer Welding Co. from Lansing to this place.

Kalamazoo—The Upjohn Co. has erected an addition to its plant which increases the floor space 20,000 square feet.

Bronson—Warne - Douglas Co., manufacturer of sheet metal specialties, has increased its capital stock from \$15,000 to \$30,000.

Battle Creek—The Seater Machine Manufacturing Co. has been incorporated with an authorized capital stock of \$5,000 to manufacture bread wrapping machinery.

Detroit—The Michigan Folding Box Co. has been incorporated with an authorized capitalization of \$100,000, of which \$51,000 has been subscribed and paid in in property.

Detroit—The Detroit Concrete Products Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,000 paid in in cash.

Milford—The Black Manufacturing Co., of which Frank A. Black, of Detroit, is the head, has organized and will manufacture small hardware and book cases at this place.

Detroit—The Cadillac Novelty Co. has been organized with an authorized capitalization of \$5,000, of which \$2,500 has been subscribed, \$400 being paid in in cash and \$2,100 in property.

Buchanan—The Pears-East Grain Co. has taken over the J. M. Sheldon custom mill and water power and will remove the present equipment and install a new double attrition outfit for grinding feed.

Ludington—The Ludington Woodware Co. owns 2,400 acres of hardwood timberland on Drummond Island, at the

head of Lake Huron, and is considering the removal of its plant from Ludington to St. Ignace.

Skandia—The Skandia Creamery Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$6,000, of which \$5,000 has been subscribed and paid in in cash.

Cadillac—The Cadillac Handle Co.'s mill has been shut down for the usual repairs. A general overhauling will be made which will take about twenty days. The woods operations will start in a week or ten days and logs will be forthcoming to start saws going.

Pontiac—Alfred Delaire, manufacturer of paints, has merged his business into a stock company under the style of the Delaire Paint Manufacturing Co., with authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$1,000 being paid in in cash and \$9,000 in property.

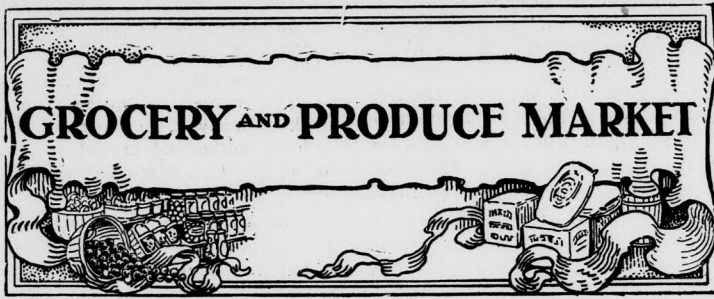
Cadillac—The Cummer-Diggins sawmill has resumed operation, following a shutdown of a few days. Camp No. 13, in Colfax township has just been opened for the winter. Beside what logs this company will put in this season, a number of contractors will put in a large amount of logs. Logging operations for the season have begun.

Boyer City—E. R. Newberry, of Millersburg, who has been looking after the timber interests of W. F. Stewart in Presque Isle county the last two years, will take charge of the woods operations of Wm. H. White & Co. this winter, the firm having 250,000,000 feet of timber east of the Mackinaw division of the Michigan Central, which is to be hauled to mills over the new Boyne City, Gaylord & Alpena road to be manufactured. White & Co. will manufacture a good part of this timber in Alpena.

Park Lake—The Du Roy Manufacturing Co., is turning out 150,000 pieces of woodenware specialties a day. This factory started with a force of less than ten men and now has fifty men on its pay roll. Everything from a collar button to articles 18 inches in diameter are made from wood, which include manufacturers' knobs and handles for coffee and tea pots, boilers and kettles, also tops, stocking darners, tempins, shaving brush handles, etc. Irving R. Du Roy is manager.

Eaton Rapids—The cabbage crop in this section has been so much greater than that of previous years that the local kraut factory will be unable, even with the increased capacity, to take care of all the product this fall. This will necessitate burying much of the cabbage in pits in the fields, and being held for the spring market. The acreage is considerably greater than that of any previous year, and the general yield per acre is the greatest ever known in this section of the State. The local kraut factory has already shipped out ten car loads of the manufactured product and the shipments from the new factory at Charlotte have been equally as great. Both factories are running overtime to get as much of the cabbage crop worked as possible before the freezing weather sets in.





### The Produce Market.

Apples—Wealthy, Wolf River and Baldwins command \$2.75 per bbl. Spys and Snows fetch \$3 per bbl.

Bananas—\$3.25 per 100 lbs.

Beets—60c per bu.

Butter—The receipts are of fair size, but the demand is still large and the market is strong and steady. Quotations at the present time are on about a level with prices of a year ago on November 1. Storage goods are moving well and at prices which show a good profit to holders. Creamery extracts are now held at 31c in tubs and 32c in prints. Local dealers pay 25c for No. 1 dairy grades and 21c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—60c per bu.

Celery—90c per box for home grown.

Cranberries—\$7.25 for Early Blacks and \$8.75 for Late Howes. Wisconsin stock has not yet put in an appearance, but is expected soon.

Chestnuts—18c per lb. for Michigan sweets, and 17c for Ohios.

Crabapples—\$1.25 per bu. for Siberian or Hyslips.

Eggs—Receipts continue very light and the consumptive demand is absorbing everything fancy on arrival. The market is firm at 26c for fresh, loss off—this being the price local jobbers pay. No increase in production can be expected soon, and the market will probably continue steady.

Egg Plant—\$1.50 per doz.

Grape Fruit—Receipts are increasing and the quality is very fine for the time of year. Prices are low, fancy fruit selling during the past week at \$3.25 per crate for all sizes. The Florida crop is estimated at more than two million boxes this season.

Grapes—California Tokey, \$1.25 per crate of 40 lbs. Malaga, \$3.75@4.50 per keg of 50 to 60 lbs.

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

Lemons—The price has advanced to \$6.50 per box on California.

Lettuce—Southern head, \$2 per bu.; hot house leaf, 10c per lb.

Onions—Spanish are in fair demand at \$1.50 per crate; home grown command 40@50c per bu. Country buyers are paying 28@30c.

Oranges—\$4@4.25 for Valencias.

Pears—Kiefers, 75c per bu.

Pickling Onions—\$1.25 per ⅓ bu. box.

Potatoes—Country buyers are paying 20@35c at outside buying points. Local dealers quote 45@50c in small lots. Thousands of bushels of potatoes are in danger of destruction as a result of the car shortage. An exchange of telegrams between the Interstate Commerce Commission and the principal roads carrying the enormous potato crop of

Michigan, Minnesota and Wisconsin shows that the railroads are doing everything in their power to handle the bumper crop, but that they have not enough cars. Although many new cars have been built for the lines affected within the last year, the storehouses are bulging with potatoes, and thousands of bushels are freezing in the fields because there are no cars to move them and no room for them in the warehouses. The potato crop this year is the greatest in the history of the United States. It aggregates 410,000,000 bushels for white potatoes alone. Last year the crop amounted to only 293,000,000 bushels and in 1910 it measured 349,000,000 bushels. It is estimated that approximately 36,000,000 bushels of this year's crop are furnished by Michigan, 28,000,000 bushels by Minnesota and 32,000,000 bushels by Wisconsin.

Poultry—Local dealers pay 10c for springs and fowls; 6c for old roosters; 8c for geese; 10c for ducks; 15c for turkeys. These prices are for live-weight. Dressed are 2c higher.

Quinces—\$1.75 per bu.

Squash—\$1.50 per bbl. for Hubbard.

Sweet Potatoes—\$2.25 for Virginias and \$4 for Jerseys.

Veal—6@10½c according to the quality.

### Dates of the Annual Convention.

Port Huron, Nov. 12—Flint Grocers Association set the date for the next convention of the Retail Grocers and General Merchants' Association on Feb. 25, 26 and 27, 1913. Efforts will be made to have Fred Mason, of the Shredded Wheat Co., with us on that occasion. The programme has not been finished yet, but the committee promises us that it will be the best yet.

J. T. Percival, Sec'y.

Bert S. Canfield, who recently engaged in the sale of flour on his own account, has formed a copartnership with James A. Hutchinson and engaged in the merchandise brokerage business under the style of Hutchinson & Canfield. The firm is now quartered in the Clark building, but will have offices in the Remington building after Dec. 1. Both are young men of character and promise.

Greenville—The Belknap Cement Products Co. has engaged in business with an authorized capital stock of \$31,650 common and \$8,350 preferred, of which \$28,690 has been subscribed, \$8,350 being paid in in cash and \$20,340 in property.

Nunn & Locey have engaged in the shoe business at Riverdale, purchasing their stock of the Hirth-Krauss Co.

### The Grocery Market.

Sugar—No change has occurred in the sugar market during the week. Raw sugar is a little weaker, but refined is unchanged. The difference between the price of raw and refined is very small and it is thought that quotations of raw sugar can be reduced several points before it will affect the market on refined. Many are of the opinion, however, that even if prices hold at present quotations for some time, when there is a change it will be a decline. Beet crops are abundant, and the cane crop of Cuba was unusually large the present season.

Tea—The local Japan market is devoid of special feature. The primary markets are very firm and prices in this country are well maintained. A large quantity of Green Chinas are being held up at several ports of entry on the claims of their not being up to standard or showing adulteration. The continued growth in the consumption of Ceylon teas in the United States accounts for about 20 per cent. increase in the importation of tea for 1912 over 1902. Formosa Oolongs also show increased imports, 1911 being the record year, the total output amounting to 532,000 half chests of about 40 pounds each. The trade is slow in taking hold of new Gunpowders, on account of the color being so different from the old teas. Formosas and Congous are firm.

Coffee—Brazil grades are a shade firmer than they were a week ago, but there has been no quotable advance during the week. Mild coffees are unchanged and firm, and Java and Mocha are unchanged on the former basis.

Canned Fruits—Apples are somewhat unsettled, packers making all sorts of offers varying for the New York State brands as much as 20c per dozen for gallons. California goods are unchanged and dull so far as first hands is concerned. It is conceded that during the coming winter and next spring there is sure to be an increase in the demand for canned foods. Packers at primary points state there is very little doing in any line at the present time.

Canned Vegetables—Tomatoes show no change for the week. The market is very quiet and in some quarters the prediction is that the pack will prove much larger than many people expect. Corn is still lagging and prices are unchanged, but the market is firmer, which is thought to be due to the short pack in Maine, causing many packers to come West for goods.

Dried Fruits—Currants are holding out particularly well against the war talk in Greece, no advance having occurred since the first small movement in the beginning. Before these words are printed the second cargo of dates for this country will probably have arrived, and the Halloween dates from it will sell at about 1c per pound below the price brought by the first cargo. Prunes show no change for the week and very light demand. The market is still inclined to be easy. Peaches are unchanged and dull. Apricots have advanced probably 1c per pound above the opening, and are steady to firm but quiet. Raisins are a little firmer on the coast with very light demand.

Cheese—The market is ruling steady and unchanged, the supply being ample

at the present time. Nothing in sight to cause a belief in any radical change soon.

Olives—Prices remain unchanged. The market is much firmer, however, than some time ago, but supplies are plentiful.

Oatmeal—The heavy yield of oats in the different sections of the United States has caused prices of rolled oats to decline until at the present time quotations are quite reasonable and much lower than a year ago.

Rice—Prices are unchanged and cheap enough so that this cereal should be a great seller. Receipts of new rice are still light.

Pickles—Prices of all kinds of pickles will be much higher by the first of the year. Retailers do not appear to realize this situation, because they are buying very lightly. The yield was said to be the smallest in thirty years, some pickle packers only being able to pack from one-quarter to one-third of the usual amount.

Fish—The demand is very light and the market is inclined to be easy, particularly for Norway and Irish fish. Shore mackerel are scarce and firm. Codfish is in fair demand, though not as good as it will be, and prices are firm, as the supply is not large. Sardines of all grades are unchanged and quiet. Domestic sardines are dull, at unchanged prices. Imported sardines steady to firm and quiet.

Provisions—Smoked meats are unchanged and steady. Pure lard is steady at a decline of ¼c. Compound lard is steady and unchanged with only a fair consumptive demand. If there is any change soon it will probably be a slight decline. Barreled pork, canned meats and dried beef are all firm and in light supply.

### Whitcomb Hotel To Be Enlarged.

St. Joseph, Nov. 12—This is to advise you that we will commence at once to build an addition to this hotel of about 60 rooms, together with a general remodeling and refurnishing of the old building.

When these improvements are complete we will have a hotel modern in every respect. The mineral baths, which are the same as at Mt. Clemens, are growing in popularity and made these improvements necessary. We want it understood however that we are still catering to the commercial trade the same as always.

C. E. Blake.

Flint—E. H. Lee, Michigan representative for A. J. Deer & Co., of Hornell, N. Y., and Geo. Wolcott, of the local branch of the Standard Oil Co., have formed a copartnership under the style of the Pure Food Manufacture Co., to engage in the sale of roasted coffees, roasted peanuts and peanut butter. The new firm is located at 117 East Kearsley street.

Saginaw—The Michigan Packing Co. has engaged in business for the purpose of buying, selling, canning and dealing in all kinds of vegetables and fruits, with an authorized capital stock of \$30,000 which has been subscribed, \$25,000 being paid in in cash and \$5,000 in property.



### Educational Campaign To Be Gone Over Again.

As a result of the election last week it is likely that those who have been agitating currency reform and various other financial measures will have to begin their work of educating the lawmakers all over again. The old crew had been worked up almost to the sticking point and another season or so would, no doubt, have brought them around, and now the old crew has been let out and their successors will have to be convinced before anything can be done. It seems to be conceded that William Jennings Bryan, the peerless statesman of many defeats, will be a member of the Wilson administration and it will be interesting to see what his attitude will be toward any measure that financiers of the country may recommend. There is one thing certain, however, and that is that in the new administration, even with Bryan in the cabinet, free silver will never be heard of. Free silver is too dead to ever be resurrected. Free silver is not the only possible financial fallacy, and for the next four years at least there will always be the possibility of folly breaking out in some new form.

It might be reasonable to express a wonder as to where all the money comes from. According to a report just made by the Treasury Department at Washington, 922 savings banks in the country have deposits aggregating \$4,451,818,522, belonging to 10,010,304 depositors, an average of \$444.72. This is an increase in deposits of \$239,293,024, as compared with a compilation made a year earlier, and an increase in the average deposit of \$24.25. These figures, running into the millions and billions, are entirely too big to be tripped off lightly from the tongue. They may be looked at with wonder and thought of with awe, but where all the money comes from—that is the question, and the answer is to be found in the National prosperity and thrift. In recent years we have heard much of the high cost of living and those who have had the bills to pay will allow that living expenses have been high. Yet the country in a year has piled up a quarter of a billion in the savings banks, and no doubt the accumulation is going on as merrily now as when the figures were compiled. If to the amount that has been deposited in the banks could be added what has been put into real estate and home building, into building and loan associations and into various forms of investment, it would make a total worth looking at. The fact is this country

is getting rich, not in spots, but all over.

Three or four years ago we heard much of various plans by which the state could guarantee savings bank deposits, a sort of state insurance for those who entrusted their money to the banks. Some plan of this kind was suggested in Michigan and at one time it looked as though this might attain to the dignity of a campaign issue. Michigan did not let the idea get beyond the talking point, but down in Oklahoma it was adopted, and now Oklahoma is sorry. The Oklahoma plan was to create a guarantee fund by an assessment on the banks based on the amount of deposits carried, and from this fund the depositors in banks that failed were to be reimbursed. A report has just been made showing that since the enactment of this law \$2,772,008 has been drawn from this fund and that only \$1,171,957 has been turned into the fund from the assets of the defunct banks. The department still has a cat and dog lot of assets on hand from which some additional funds may be realized when final settlements are made, but it is apparent that the State stands to lose a very substantial amount before those final settlements are reached. The loss will not fall on the State directly, but the insured banks will have to make up the deficit, which means that the carefully, conservatively and wisely managed institutions will have to be penalized for those who fly kites in finance. The state guarantee is fine in theory, but Oklahoma's experience would seem to indicate that in practice it is not all that it is cracked up to be.

The Kent State Bank will move its Monroe avenue branch from the corner of Lyon to 215 Monroe, occupying the present office of the Nelson-Matter Furniture Co. The change will be made about February 1, by which time it is expected the builders of the new Pantlind hotel will want to begin tearing down the old buildings to clear the site. The Nelson-Matter offices are among the handsomest in the city, in carefully selected mahogany with a furniture finish. All that will be needed will be to throw in a few counters and cages and the place will be ready for business, with vaults for the books already in place. It is possible that heavier vaults will be required for the cash and collateral, but it is not far to the Michigan Trust Company or to the main office. The Nelson-Matter

Co. will move its office to the Lyon street building, into the quarters originally occupied for office purposes when the Monroe avenue front was a retail store. In the Pantlind hotel building the Kent State will have handsome quarters at the old stand, with a frontage of 50 feet—and possibly 60—instead of the 24 feet now occupied. It is possible the main office will be moved to the new building and the present quarters in the

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

**GRAND RAPIDS SAVINGS BANK**

Only bank on North side of Monroe street.

We recommend  
**6% Cumulative Preferred Stock**  
of the  
**American Public Utilities Company**

To net 7½%

Earning three times the amount required to pay 6% on the preferred stock. Other information will be given on application to

**Kelsey, Brewer & Company**  
Investment Securities  
401 Mich. Trust Bldg., Grand Rapids, Mich.

## 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

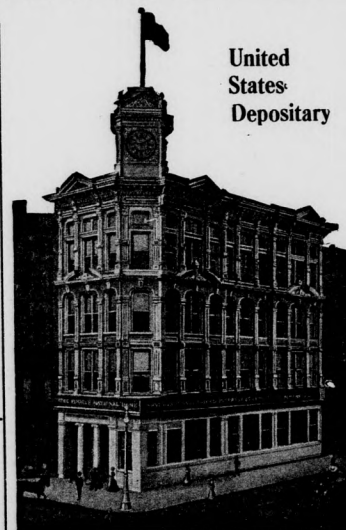
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Per Cent Interest Paid on Savings Deposits

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**



Aldrich building at Ottawa and Fountain become the branch.

Just as we get to going in good shape after a period of depression along comes the war in the Balkan states in Europe to upset the world. Disturbances of this kind abroad affect American finances in several ways, among them being the inability of American enterprise to borrow capital in other countries. That makes a heavier demand upon American capital, which may or may not be equal to the emergency. It would not so much matter if the present embroglio were sure to be confined to the Balkan states, Greece and Turkey, but so closely are all European interests identified one can never tell when another hat will be shied into the ring, and other nations involved. For this reason there is a tightening of finances while the various countries wait for developments. It is not at all likely that the Big Business now started on the highway of American prosperity is going to very forcibly feel the effect of the war in the south of Europe, but a general fuss over there might inconvenience the United States.

The directors of the Quaker Oats Co. have declared a dividend of 50 per cent. common stock, payable to the holders of that issue of record November 25. This is the melon that advanced the price of the ordinary issue steadily to 355, at which figure the stock sold on Monday. A special meeting of stockholders of the company has been called for November 20 to authorize an increase in the common capital stock from \$5,500,000 to \$10,000,000. The company also has \$9,000,000 preferred stock outstanding. The surplus at the close of the last fiscal year, Dec. 31, 1911, was \$3,526,153.

That an increase in the world's supply of gold is primarily responsible for the rising commodity prices is the theory of many politicians, business men and writers upon economic subjects. Indeed, a few go to the extent of contending that it is the sole cause of the development which has increased universally the cost of living. We have never subscribed to such a view, nor can we see for the life of us how any student of the problem can reach the conclusion aforementioned. Yearly accretions to our gold supply undoubtedly contribute to a rise in commodity prices, as we have stated heretofore; but, in addition, there are many other influences or factors, all of which, in greater or less degree, contrive to advance the cost of living.

Complicated and perplexing, it is not surprising that many hasty conclusions have been reached in attempting to explain the rising price issue. Numerous factors have to be considered and duly weighed before a mature judgment may be pronounced, and it is only too evident that few, if any, of those who have publicly discussed the price question have

given it the close attention, the minute investigation, the painstaking study which must precede an advised or reliable pronouncement. Moreover, the phenomenon of rising prices is not common alone to this country. England is similarly affected, and so are France, Germany, Canada, and other countries, if we are to accept the statistical evidence furnished by them relative to price tendencies and movements.

Now, it stands to reason, there are certain common causes at the bottom of this price advance, when we find evidences of it in several countries; and since comparison and analysis are necessary in an exploration after truth, we will never know with preciseness, definiteness, and certainty which are the basic factors leading to higher prices until we assemble into one correlated whole the economic facts, figures and statistics of each of the countries affected. As we have pointed out in this column, heretofore, this work may only be attempted by an international enquiry, and a bill is now before congress to that end.

Gold theorists contend that since much of the yearly gold output finds its way into the reserves of the banks, these institutions lower the price of money, in order to induce extensive trading through enlarged borrowings. With lower discount rates the volume of credits expands and correspondingly, the purchase of goods. With this expansion, say these, come rising prices. It is regrettable to state that the fact does not bear out the assumption in this case. The lower price for money, cheaper discount rate, has been conspicuous by its absence; indeed, if the truth must be told, the discount rate has been higher uniformly during the periods when the gold production expanded. If enlarged borrowing, greater production, and increased purchasing have followed great increases in the world's gold stock, it is quite evident from the case, as a whole, that something other than gold alone has stimulated prices.

Quotations on Local Stocks and Bonds.	Bid.	Asked.
Am. Gas & Elec. Co., Com.	89	92
Am. Gas & Elec. Co., Pfd.	47	48
Am. Light & Trac. Co., Com.	430	435
Am. Light & Trac. Co., Pfd.	108½	110
Am. Public Utilities, Com.	62	63½
Am. Public Utilities, Pfd.	81	81½
Can. Puget Sound Lbr.	3	3
Cities Service Co., Com.	118	121
Cities Service Co., Pfd.	88	90
Citizens' Telephone	97	98
Com'w'th Pr. Ry. & Lt. Com.	68	69
Com'w'th Pr. Ry. & Lt. Pfd.	89½	90½
Dennis Salt & Lbr. Co.	95	100
Elec. Bond Deposit Pfd.	79	80
Fourth National Bank	200	203
Furniture City Brewing Co.	60	70
Globe Knitting Works, Com.	114	116
Globe Knitting Works, Pfd.	99	100
G. R. Brewing Co.	92	200
G. R. Nat'l City Bank	180	
G. R. Savings Bank	185	
Holland-St. Louis Sugar Com.	9	9%
Kent State Bank	260	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	40	41
Macey Company, Pfd.	95	98
Michigan Sugar Co., Com.	75	80
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	90	92
Pacific Gas & Elec. Co., Com.	66½	67½
Pacific Gas & Elec. Co., Pfd.	92	93
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	23½	25½
Tennessee Ry. Lt. & Pr., Pfd.	77½	78½
United Light & Railway, Com.	79	82
United Lt. & Ry., 1st Pfd.	84%	85%
United Lt. & Ry., 2nd Pfd., (old)	79	80
United Lt & Ry., 2nd Pfd., (new)	75	76
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95½ 96½

Flint Gas Co.	1924	96	97½
G. R. Edison Co.	1916	98½	100
G. R. Gas Light Co.	1915	100½	100½
G. R. Railway Co.	1916	100	101
Kalamazoo Gas Co.	1920	95	100
Saginaw City Gas Co.	1916		99

\*Ex-dividend.  
November 12, 1912.

To place a proper estimate on the power of letter-writing is a big step towards business success. Every one has heard of instances where a single letter has turned the favors of fortune. The chief ways of developing ability in this field are as follows: write important letters by hand before dictating, consider the relative merits of incoming correspondence, study the art of rhetoric, and take pains with every letter you write.

Most of the knowledge of the world is still to be written.

## Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000  
Surplus and Profits - \$300,000

Deposits  
7 Million Dollars

3½ Per Cent.

Paid on Certificates

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

## 2½% Every Six Months

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

### \$100.00 Bonds—5% a Year

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Largest Underlying Company of

### Commonwealth Power Ry. Lt. Co.

Netting about 6½% and TAX EXEMPT

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(as a class) for conservative, profitable investments, to net 5½ to 7½%. Circulars of the various companies mailed upon request.

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# The Old National Bank

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Conservative Investors Patronize Tradesman Advertisers



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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

November 13, 1912

### TEACHING THE BETTER WAY.

The second annual Michigan Land and Apple Show is on this week in Grand Rapids and it is easily the event of the week and is certain to attract many visitors. The show is being given in the Coliseum and, if the Coliseum were twice as big as it is, it would be none too large. The fact is, the exhibits are so numerous and the commercial displays so large that the place is considerably congested and, unless all signs fail, the crowds will have their troubles in getting around before the week ends. The Western Michigan Development Bureau, under whose auspices jointly with the Association of Commerce the show is given, makes the largest and showiest display of fruits, but there are many individual exhibitors and these individual exhibits are even more interesting than the big display as showing what the growers themselves are doing. The show is certain to be of great value to Western Michigan, educationally and otherwise. One of the greatest benefits will come from the instruction the growers will receive in grading and packing their fruits. In grading and packing Michigan is far behind the times. The finest fruit in the world is produced here, but the growers still follow the primitive method of putting a handsome top on the barrel and filling the middle with orchard run. The Western growers put some style into their pack and, though their fruit is inferior in quality, it brings the better price in any market where it is offered. Michigan growers are awake to the importance of spraying and caring for their orchards, but in packing they are lame. This show ought to teach them the better way. Another good result that is likely to follow the show, or rather to be encouraged by it, is the organization of growers' associations for the better marketing of the fruit. At Northport about 100 growers have an association through which the marketing is done and every package marketed bears the association inspection brand and guarantee of quality. Other fruit producing districts have similar associations but in the State as a whole the growers depend on their own resources for the conversion of their crops into cash. They would realize much larger returns if they worked together, but they have not yet learned how to co-operate. This show will, among other things, tell them how.

The matter of grading and proper pack will be of greater importance to

fruit growers in the future than in the past, because the Federal law regulating the interstate traffic in apples will be in effect next season. Apples to meet the Government regulations must be graded, with the minimum size for each variety prescribed, free from spot or blemish, and properly labeled, and the package must bear the name of the packer. Under this law the grower can still sell in the same old way to the commission men and buyers or can ship out in bulk, but whoever buys to ship in barrels will have to meet the requirements of the law. If the growers side-step this responsibility, the cost will come out of what they receive.

### LEARN WHILE YOU CAN.

Knowledge and skill are always wise investments. One of the most foolish notions young men sometimes get is that accomplishments for which they have no present need are of no value to them. A young man had a most excellent opportunity to learn to use the typewriter. His work didn't require the knowledge and he let the opportunity pass—even though urged to spend his unoccupied time in the office in practicing. Later he came to a place where that knowledge would have given him a desirable promotion, but he had to see the work go to another.

The progressive man is always seeking to equip himself for higher work—even though the opportunity to use the knowledge is not apparent at the time.

Few investments are so sure and profitable as the effort to equip one's self in the four fundamental accomplishments:

How to think accurately and comprehensively,

How to express thought in talking and writing,

How to work skillfully with the hands, How to take one's place among men.

Out of these accomplishments grow the highest forms of human activity—commerce, manufacture, art; executive ability, productive power, salesmanship; literature, music, drama; reputation, skill and character.

### FROM ACORN TO OAK.

Some of the greatest business enterprises have grown out of very simple ideas. In many such cases the secret of success is merely in doing an old thing in a new way.

Many years ago a man got the idea of selling goods to merchants in assortments instead of leaving it to the merchants to pick out each individual item of their stock. He began by selling \$20 assortments of notions. The idea appealed to the merchants and the business prospered until to-day it has surpassed the most extravagant dreams of its founder.

Another idea that grew out of this one has also gained extraordinary dimensions. The success of the 5 and 10 cent counters gave another man the idea of the 5 and 10 cent stores, and that idea grew until he possessed a chain of hundreds of such stores all over the country.

It is hardly possible that all the big fundamental ideas of this kind have been thought of at this time. Successes just as great are doubtless waiting for men who can think of other ideas—ideas which will serve a widespread need.

### MIXED RESULTS.

One of the pleasant features about the election last week was that nearly everybody, no matter of what political complexion, could find in the results some crumbs of comfort. It was a glorious day for the Democrats with their election of President and Governor. It was a glad day for the Bull Moosers, for their votes far outnumbered those that Taft received. The Socialists may rejoice over the increased vote they rolled up. The Prohibitionists see in the victory of woman suffrage better opportunities in the future for the success of their plans. The Republicans may have to look longer and harder than they have been accustomed to in recent years to find reasons for joy, but did they not elect ten Congressmen in Michigan, all but the head of the State ticket and their entire county ticket? It will be seen that all parties and both genders got something out of the results. No one party hogged all the glory and gain. Now that it is all over it is the part of good citizenship to pay up, shut up and be cheerful. The country is safe and those of us who are not in politics for a living will get back to business and be glad if the future is as rich in opportunities as the past has been.

One of the regrets of the recent election was that Amos S. Musselman should have fallen by the way side. Mr. Musselman is a strong, able, conscientious, honest and honorable man, and had he been elected the State would have been certain of a clean businesslike administration. What defeated him was the division in the Republican party as between Taft and Roosevelt, and his attempt to placate the Bull Moosers by saying nice things about them just before election, which naturally antagonized the partisans of Mr. Taft and, undoubtedly, diverted many votes from Mr. Musselman to Mr. Ferris. A contributing cause of his defeat was the treachery of some of those who should have been his friends and warmest supporters. This treachery brought its own punishment in the election of Democratic members of the Legislature from this city. The defeat of Mr. Musselman is regretted, but there is satisfaction that so good a man as Prof. Ferris has been chosen to the executive chair. Prof. Ferris is not a politician, his experience with State affairs has been limited to the observation of a private citizen, but he is honest, clear headed and will have the desire to do right and Michigan may well take an optimistic view of the future. In his career as an educator Prof. Ferris has succeeded in giving thousands of young men and women a higher and better conception of life and sent them forth equipped to meet the responsibilities of the world, and this in itself ought to be some training for him in the higher duties to which he has been called.

As a result of the election the next Legislature will have a much larger proportion of new members than usual. Few of the old members in either house have been returned. Instead of being solidly Republican, as has been true for nearly twenty years, the opposition will have a strong representation. The large proportion of new members may be against efficient legislation, but an active and aggressive opposition will be an

offset to this in a measure. But the next Legislature, however inexperienced it may be, cannot well be any more inefficient than some we have had in recent years.

One of the first duties of the new Legislature will be the election of a successor to Senator William Alden Smith. According to the returns the Legislature will be safely Republican on joint ballot, but unless the signs are very deceiving, Mr. Smith will have his troubles in realizing his ambition to be his own successor. It is true he was the party nominee in the primary in August, but in the election that followed three months of educational campaigning, the principles he stands for—the principles that Taft stood for—were overwhelmingly defeated at the polls. The interesting question will certainly arise in the election of a Senator as to whether men or principles count, whether the snap judgment of August or the mature deliberation of November shall prevail. With a very narrow margin to work on, a few wavering legislators might upset Mr. Smith's kettle of fish. Before the election is over Mr. Smith may wish he had back some of the old and tried friends whom he discarded in the hope of placating those who threatened to be hostile.

One of the matters that should receive early attention from the Legislature is an amendment to the act giving the Michigan Railroad Commission jurisdiction over the rates which telephone companies and other public utilities shall charge for services rendered. As the law now stands, if rates are raised, the appeal to the Commission comes from the people and the hearing by the Commission follows and it may be weeks before a decision is rendered and, in the meantime, there are all sorts of opportunities for generating ill feeling and for demagogic misrepresentations. In Wisconsin the law provides that when a corporation proposes to change its rates, it shall first give notice to the Commission and the Commission then fixes a day for a hearing and those who may object to have a chance to express themselves. If the proposed change is found to be reasonable, the Commission gives it sanction. Under any circumstance, the proceeding is open and aboveboard and there is little chance for the development of bitterness. The Wisconsin plan is a decided improvement over the Michigan method and Michigan could well adopt it.

When so much matter of a whining character is being promulgated about the competition of the mail order houses, it is refreshing to read so optimistic an opinion as that set forth by Frank D. Blake in the hardware department in this week's Tradesman. Mr. Blake is one of those merchants who does not fear the encroachments of the mail order propaganda so long as he himself keeps up with the procession by the adoption of modern methods and up-to-date ideas. His statement of the situation is both refreshing and encouraging.

A year of experience means much or little, according as we have gained one point a day or one a month.



STORE INTERIORS.

Model Plan Full of Pertinent Suggestions.

Never has there been a time when it was so essential that attention be paid to the appearance of the store. Customers are impressed by order, neatness and beauty of arrangement. They are attracted to the place that pleases the eye. They are also growing more particular every year as to the quality of the service, and that means sanitation particularly.

It pays to be clean and good looking in the management of the store as well as in personal appearance.

The business man with the clean face and the carefully kept clothes has the advantage. So has the well-dressed store.

The layout of the establishment and the choice of fixtures work two ways. They attract trade and save time and money. This is profit-making from both ends.

This being the first article of the series, we have prepared a plan for a modern equipment, surmising that the merchant will handle vegetables, fresh and smoked meats, butter, eggs, and cheese and other dairy products, fish and oysters, confections and baked goods, a full line of groceries, and a small line of notions. The plan we submit can best be digested by careful study.

As you enter the store on the left, we have prepared a vegetable department. The fixture along the wall has open pockets for dry vegetables and fruit in the base. On the top of this base, there is a sloping shelf, which is intended for the display of wet vegetables, and above this there is open shelving. Between the two base sections there is a space devoted to wrapping purposes. Directly in front of this section, we have placed a sloping top table. This fixture is also intended for the display of vegetables and berries.

The meat department is large enough to conduct a good-sized meat business, and is arranged with a view to giving ample storage room, as well as plenty of retail windows in the front of cooler. The butter, eggs and cheese cooler is arranged so that there is a large storage compartment in rear, which would be

entirely distinct and separate from the balance of cooler.

The cashier's office is located in the center of room with easy access from all parts of the store. In back of this office there is a small notion department, with notion shelving on one side, and

enter, there is a liberal sized bottle goods case with sliding glass doors in front of shelves. The remaining wall space is devoted to open shelving, with glass front sanitary bins underneath, and the rear wall is equipped with open shelving intended to accommodate pack-

cover, and the average storekeeper is beginning to realize that his best interests are cared for by adopting modern ideas in store fixture arrangement. The up-to-date manufacturer of store fixtures realizes the importance of standardizing his output and in many cases, manufacturers have a full line of fixtures built on the unit plan, which can be shipped on short notice and which enable the merchant to purchase a few sections at a time, should he not think it advisable to install a complete equipment.

There are a great many advantages in buying fixtures made on the unit plan. For instance, let us surmise that we wish to equip a new store room with fixtures on short notice. The goods can be shipped much more quickly if they are made on the unit system than if it were necessary for the manufacturer to build them special. On the other hand, if the merchant only wishes to spend a small amount of money with the idea of increasing his store fixture equipment a little later on, he can purchase on the unit plan, and add to each section as his bank account permits.

There are other features that enter into and form an important part of modern equipment. One of the most important items is the saving of time and labor. Take a store that is systematically arranged with a place for everything, and arranged so that stock can be kept in its place with less trouble than it could be kept out of its place, and you will find that you can do just as large a business with considerably less clerk hire, and conduct your business in a more satisfactory and rapid manner. Then there is the item of waste by goods falling on the floor, which means a total loss, and a very large item in the course of a year's business.—General Store.

Inventory Time.

What will your community amount to in twenty years? In ten? In five?

Is it gaining in population, in living conveniences, in public utilities?

Are the young men satisfied to stay at home, believing there is no better place in which to strike out?

Are your farmers making the most of their soil and keeping pace with the vast science of agriculture?

Are your manufacturing establishments more prosperous than they were five years ago?

Have your moneyed citizens enough confidence in the community to invest their money in it?

Are you, yourself, keeping up with the procession? Or—

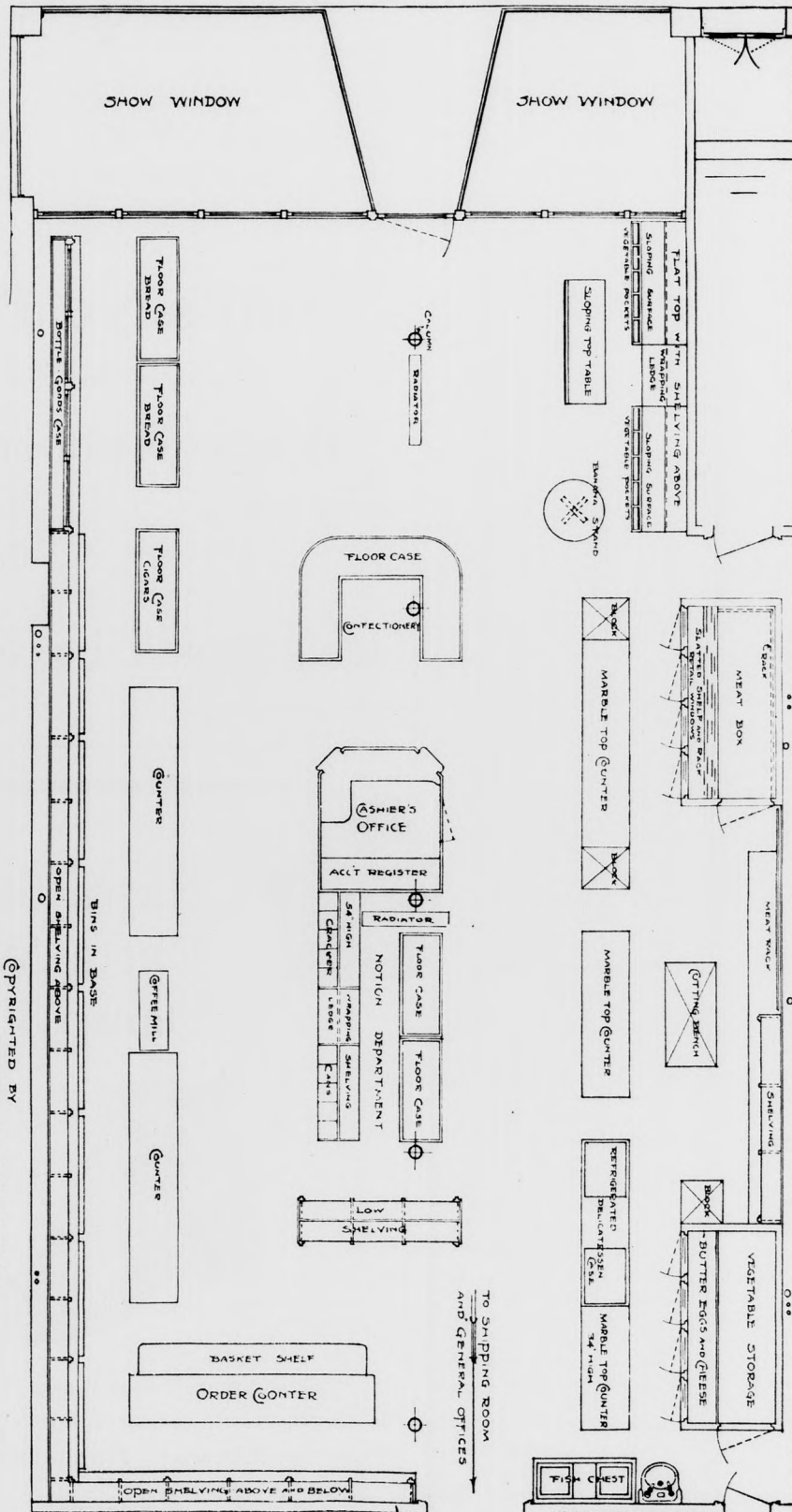
Are your principal products cobwebs, wiregrass or tumbleweeds?

Are you allowing the opportunity of your lifetime to go unheeded—your town to become a "prepay station"—your neighbors to lose confidence in the community and in you?

Perhaps a little ginger is what you need. Next Christmas may be too late. Why not take inventory right away?

Ask the station agent: He will tell you that it is the out freight that brings the money in.

Try to say a good word about the town and it will soon be a habit, not an effort.



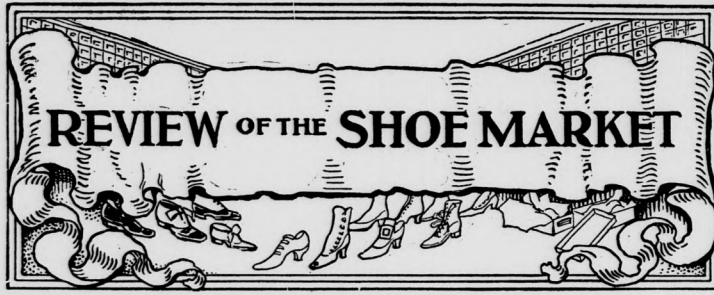
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spaces for cracker cans and package crackers on the opposite side. In back of this department, there is a small section of open shelving, which should be fifty-four inches high, and used for the storage of package cereals.

On the right of the room as you

ages which are prepared in advance, to be used in filling orders.

The merchant cannot attach too much importance to the sanitary features of a modern equipment. In fact, the pure food laws now in force almost compel the merchant to keep edibles under



### Creative Shoe Selling From Both Standpoints.

From the Employer's Standpoint.

"First impressions count with me in hiring salespeople," said a prominent Middle West retailer. "I put myself in my customer's place and try to imagine how the applicant will impress them. You can talk all you want to about 'store appearance' and 'stock display' that create business—all that goes for nothing if the salesmen do not measure up to the standard set by your store. To explain: You say my store and window displays create business by themselves. That is my idea, but I carry it still further—right home to the clerks. Proofs of all advertisements are furnished them before insertion, to read and get down pat, so when customers come in they have a good idea of what is wanted. For instance, when I advertise outing shoes, my clerks know all about those shoes, and in discussing their merits with customers they bring in the fact that they are made waterproof, easy to wear, strong and durable, etc. This way they overcome seeming objections on the part of customers by knowing before hand what will probably be asked for."

I know of a certain retailer who in order to have his sales force feel a personal interest in the store, once each month gives them a dinner. It is conducted like a regular business banquet. After the dinner they spend an hour talking over business conditions, new ideas and plans, how they sold to certain customers, what they did to overcome objections, etc., Plans are then formed for next month's work. By doing this the clerks are interested in the business and work enthusiastically. It furnishes an incentive—puts them on their mettle.

"I believe a great deal in anticipating the wants of my customers, too," said a Western retailer. "I give my salesfolks little talks on how to help the customers get satisfactory shoes. Once a month we hold a mock sale, one of the boys taking the part of a customer to whom a second salesman tries to sell shoes. The customer thinks of every reason why he should not buy the shoes and the salesman thinks of every reason why to sell him. The rest of the boys act as judges."

"The successful shoe clerk of to-day must know human nature," said a New York retailer. "He must be able to recognize every human trait and how to meet it successfully. The salesman who can so please a cranky customer as to make him or her

come back a second time is worth his weight in gold."


"I recognize the fact," says an Eastern retailer, "that the present and future success of my business rests with my clerks. They are the ones that meet the public—they are the ones who give customers the right or wrong impressions of my store, goods and service—their every action speaks for or against me. I cannot personally meet every customer that comes in, so I treat my clerks and recognize their ability in a way that makes them want to do right—make good—if for no other reason than to help and please me."

"I try to impress on my clerks," said another shoe retailer, "that the chances of their advancement in salary and position depends on how business is with me and that, in turn, their work and efforts determines the amount of business done by my store. In other words, if the salesforce works as hard as I do the store cannot help but be a success both for them and myself."

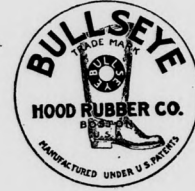
"What opportunities does the retail shoe field offer to young men as compared with other lines of business?" the writer asked a prominent Southern retailer. "And must young men have experience before getting on, if not what natural ability must he have?"

Here is his answer: "The retail shoe business offers just as many opportunities for success as any other business. People have to wear shoes and will continue to wear them long after a good many present lines of business have ceased to exist. No, it is not necessary for young men to have experience in selling shoes before he can get an opportunity. They have got to start in somewhere. The question is, does the young man want to go at it with determination to learn a trade—a line of business, or is he merely seeking a job until something 'better' turns up. There isn't a shoe retailer in the country but would be glad to get hold of one or more young men who would come in and work with a determination to make it his field. That is 'the ability' the prospect must have—a determination to make good and a willingness to work. The proprietor will be glad to help him along—to teach him, as it were. He has got to knuckle down and study shoes."

"What is the keynote of successful shoe salesmanship?" was asked a certain retailer. "Well," he answered, "he must be attractive in appearance, he must be courteous and he must have interest in what he is doing. Interest secures and holds the attention of customers, especially the interest

Look For  This Mark  
It Distinguishes  
The Hood

A Trade  
Puller



The Come  
Back

## Bullseye Boot

The Rubber Boot with the

## White Rubber Sole

Carried in Stock.

Now on the Floor.

Price \$3.25 Net 30 Days.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids



Extra Style  
Extra Wear  
Damp Proof



Made from full stock Brown Chrome Veal Skin, is full double sole and Goodyear welt. Will wear all winter and then some. Fits and feels like a glove.

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



that comes from knowing the goods. Then he must also be alert, watchful and prompt."

From the Employe's Standpoint.

In the retail shoe business can be found examples of men "making good" far beyond expectations. In every city, town and hamlet, there is always a shoe man on the Board of Trade, Chamber of Commerce, Advertising Club, Rotary Club, Business Man's Club and Booster organization. Newspaper accounts of "local measures," or "local celebrations" nine time out of ten quote what Mr. Blank, of the Blank Shoe Company, thinks and what he suggests. He is prominent in social circles and looked upon with respect. What better goal can any young man strive for in starting out to make his fortune?

In a certain shoe store in Chicago is an assistant manager, who started in the same store nine years ago as office and errand boy, "Chief Wrapper" as he terms it. Upon being asked how he did it, he said, "Work, that's all. Just common every day work. I thought when I started in that I had a long road to travel before I would get anywhere and the only way I could see to overcome that was to work all the harder. I used to watch customers come in and guessed to myself—now what quality of shoes do they want and how much can they afford—then when I got the shoes to be wrapped I would glance at the sales slip and see how correct I was. Then I used to try and decide what kind of shoes I was unpacking, what they were made of and how much they sold for. I forget how long it was before I was promoted to the sales force, but I got there.

Chicago Clerk's Success.

"I remember how nervous I thought I would be when my first customer came in, but I wasn't. It seemed to me I was doing something I knew all about. I thought I knew what kind of shoes she could afford and what quality and I went ahead and got them. That was my first sale. Since then I have been just selling shoes—trying to please my customers and broaden my knowledge of shoes in general.

"It's fine to have people come in and ask for you or look around and find you by recognition. That's all I know of it—just work and interest in what you are doing. The boss gave me this position. He is out half of the time and he said when he opens a second store he would give me entire charge of it."

"Work—Just Work!"—Who can tell where this young man will be five years from now? It takes "work—just work," in any line of business to make good—to be appointed "Assistant Manager."

The Gentleman in Indiana.

After talking a few minutes with a salesman who has been in a shoe store in Indiana for a couple of years, I finally asked him the question, "How do you like Mr. — the boss. Is he a good man to work for?"

"Mr. Blank is fine," he said. "He appreciates the boys—knows we are doing our best. He always listens to

any suggestion we make regarding the advertising and show windows and generally uses them. He knows we speak from our contact with the public—his customers—and as a result adopts them and gives us recognition. That makes us want to do better and get more a day. Whenever business warrants it he lets one of us off for a half-holiday. 'To rest up,' as he puts it. Yes, sir, Mr. Blank is all right and there isn't a thing we boys wouldn't do for him."

There you are, Mr. Shoe Retailer, that's the way your clerks will talk about and work for you if you treat them the way the "Gentleman in Indiana" does.

Strength of a Selling Chain.

But here is another phase of the employe's standpoint. "How are you getting on?" I asked a shoe salesman. "Do you like to sell shoes?"—"Yes," he said, "I like the shoe business and hope to have a store of my own some day, but I have got to get out of here or I will lose my ambition." Seeing my enquiring look, he said, "Oh, I don't seem to make a hit with Mr. —. I do the best I can and am always willing to work, in fact, all we boys work like the dickens, but Mr. — always has something to find fault about. He

never seems to be satisfied. If he does he never lets us know. In fact, it's right the opposite. As a result we feel 'what's the use?'"

There's the other side, Mr. Retailer. These boys had no incentive to help this retailer make a success. Can you blame the boys?

All of which goes to show that the strength of any selling chain is as strong as its weakest link. You may have Top-Notch Advertising—Attractive and Compelling Window Displays—Interesting Interior Display of Goods—but if your salesmen are not as good in their way—your selling chain is broken; the other links are no good—they count for nothing. You have created desires only to squelch them at the moment when they would have materialized into purchases—if all your links had been of equal strength.—Ralph K. Davis in Shoe Retailer.

Men deserve not so much credit for doing things as praise for not heeding those who said they could not.

Some men will not read the Bible because it is entirely too personal.

A smiling face in the morning is a good omen for the day.



No. 498

## Tan Elk Blucher

A shoe that sells at sight to the man who takes pride in the appearance of his footwear, and who insists that his shoes shall be comfortable and serviceable as well as sightly.

These shoes are on the floor ready for delivery.

Write for a sample case.



Hirth-Krause Co.

Hide to Shoe  
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

## Rubber Boots For Your Fall Trade

Let us ship you a case or two of famous  
WOONSOCKET BRAND "ELEPHANT  
HEAD" BOOTS.



Bear Brand  
Wales Goodyear  
Connecticut  
Woonsocket

THE MAUMEE RUBBER CO.

224-226 Superior St., TOLEDO, OHIO

## Send Us That Wales Goodyear (Bear Brand) Order Now

So you will not be disappointed when the real  
downright rubber weather comes.

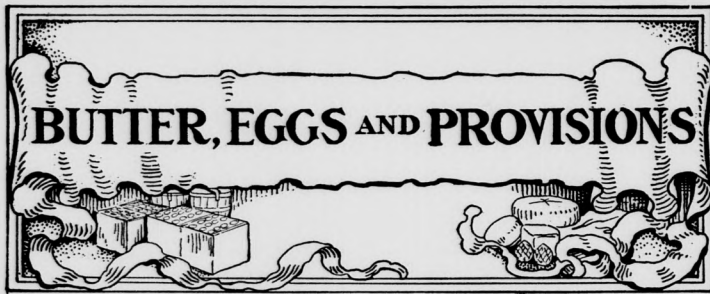
You'll get the weather all right, so don't let it catch you  
trying to make out an order and wait on trade at the same  
time.

If you are not now handling this line,  
you are not giving your customers all they  
are entitled to for their money. The BEAR  
BRAND are and have for years been the  
standard of quality everywhere.

Order now, we can ship at once, but a day delay may  
mean the loss of many sales.

Mfgs. Bertsch and  
H. B. Hard Pan  
Shoes for Men

HEROLD-BERTSCH SHOE CO. (Distributors)  
Grand Rapids, Mich.



### Advantages of Quality Payment for Eggs.

It seems like a very simple and self-evident proposition that all articles of produce should be paid for according to quality and real value. That is, the producer, or the intermediate distributor, should realize different prices for different qualities just in proportion to the range of values that may exist when the goods are offered for final consumption.

Much has been written as to the importance of applying this principle of quality payment for eggs. It has been shown—and it is certainly true—that only when eggs are paid for at different prices according to their real value can there be any effective inducement for producers to market the eggs when fresh, or to take proper care of them. And I believe it to be true that if strict quality payment could be inaugurated at all interior points of collection there would very soon be a marked improvement in the quality of our egg product, and a material lessening of the losses that now result from delayed marketing, improper care and careless methods of poultry culture in general.

It is perhaps unnecessary to enlarge upon these fundamental facts for they are now generally appreciated. Our consideration of the matter may be more to the point if we get down at once to some of the difficulties that may stand in the way of quality payments.

The first difficulty is that in order to establish strict quality payment the egg must be separated into different grades by expert judges of quality before their various values can be determined and this classification cannot often be made in the presence of both buyer and seller, in such manner that the actual quality is apparent to both. And when values are put upon a seller's goods by the buyer of them alone, on a basis of grading of which the buyer is the sole judge, there is likely to arise dissatisfaction and a frequent feeling of injustice, even though there may be no real ground for it. You gentlemen who are shipping eggs to distant markets, where they are purchased by receivers or sold for your account far from your presence, know what this feeling is when the prices obtained are below your expectations and your own ideas of the quality and value of the goods. But this difficulty is inherent in the proposition and it would be unfortunate indeed if it should forever stand in the way.

Of course, the old system of sending out a price per case to be paid

for eggs regardless of the great irregularity of quality and getting along with average results may be easier; but it is unjust and fatal to any advancement in the industry. And even though classification by buyers alone, accompanied by a wide range of prices paid for the different grades, may lead to more or less dissatisfaction in some instances, we can generally depend upon competition to insure just treatment and the manifest correctness of the principle should ultimately win out.

Another difficulty that has barred progress toward proper quality payments by egg packers is a failure to realize the extreme range of values that often exists. Some who buy eggs "loss off," merely throwing out the rots and spots as worthless, seem to consider that method all that is necessary. Some throw out the rots and spots and make a difference of a cent or two a dozen between the better and poorer of the merchantable eggs. This is, of course, a beginning toward better methods; it is better than no grading but it is not "quality payment," and the merits of the latter system cannot be judged by the failure of half-way or inadequate measures.

I ask you to consider for a moment the range of egg values prevailing in the New York market and its significance in this matter. Naturally this range, so far as merchantable eggs are concerned, varies greatly from season to season, being least in the spring when favorable weather and flush production come together, and reaching a maximum in the late fall when production is least, new eggs scarce, and when stale goods are held down by competition with refrigerators. Last week when I left New York various packings of so-called fresh gathered eggs were selling at an extreme range of 16@33c a dozen—ignoring the few nearby hennery receipts and the very poor cull eggs. The lowest price goods were of so low a value partly because of the heavy loss in rots and spots, and the highest price lots were not all new-laid quality. Considering only merchantable eggs I should say the range of actual values would be, at this time, from about 18c for uniformly poor, badly shrunken, dark yolked eggs, free from actually worthless stock, up to say 34c or 35c for uniformly full, strong bodied, fresh production.

Now, whoever heard of interior egg packers making such a range of prices as this when buying eggs from primary sources of supply? Yet this wide range of values is not an imaginary matter, neither is it artificial

and unjustified. It is a real difference of value arising naturally from the scarcity at this season of new laid quality and the over-abundance of lower grades. "Quality payment" at interior points can never be fairly tested as a practical business system until the classification is made upon the same basis as it is made in the great consuming markets and a range of prices is established of an extent as wide as those markets justify.

The effect of such a wide discrimination in the prices paid for eggs

### Satisfy and Multiply

Flour Trade with

### "Purity Patent" Flour

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

### We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

Successors to F. E. Stroup, Grand Rapids, Mich.

## Potato Bags

New and second-hand, also bean bags, flour bags, etc.

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

## The Vinkemulder Company

JOBBER AND SHIPPERS OF EVERYTHING IN

### FRUITS AND PRODUCE

Grand Rapids, Mich.

— ESTABLISHED 1876 —

We are in the market  
to buy or sell

Potatoes, Beans, Onions, Apples

Call or write

MOSELEY BROTHERS

GRAND RAPIDS, MICH.

# PEACOCK BRAND



## Dainty Breakfast Sausage

Made from choice ham trimmings. The purest spices being used and packed in a dainty carton makes a ready seller. In bulk or link (casings) 1 lb. cartons—two, three and four doz. in box.

## Country Style Pork Sausage

Like mother used to make on the farm. Put up in two pound cloth bags, ten bags to the box.

Order of our nearest salesman or mail your order direct to the plant.

Ludington, Mich., F. L. Bents  
Grand Rapids, C. J. Harris, Crathmore Hotel  
Kalamazoo, H. J. Linsner, 911½ N. Burdick  
Lansing, H. W. Garver, Hotel Wentworth  
Adrian, C. N. Cook, 200 E. Maumee St.  
Port Huron, W. C. Rossow, Harrington Hotel  
Metamora, C. S. Nicholas  
Saginaw, W. C. Moeller, 1309 James Ave.  
St. Johns, E. Marx, Steele Hotel

Write to-day

CUDAHY BROTHERS CO.  
Cudahy-Milwaukee



at interior points can be best judged in the light of the common causes through which eggs become poor. Eggs are not all of equally good quality even when newly laid. The relative strength and vigor of the hen affects the quality of the egg and there is, of course, a variation in value according to size. Then the facilities provided for nesting on the farms, the frequency of gathering up the eggs, the places where they are kept and the frequency of marketing, all have an effect upon egg qualities, more or less intensified by the weather conditions. Frequently, also, especially in the late summer and fall, eggs are held back for a considerable period by farmers and others with the idea of getting the benefit of advancing prices, so that from all of these causes the collections are of extremely irregular quality. The great difference in value of these different qualities is not appreciated when the eggs are bought at an average valuation, and there is sometimes an appearance of profit in holding stock back, even until it becomes comparatively poor, which would not be the case under quality payments. Under a range of values such as now prevails in New York—and it must be much the same in all important markets—there is ground for a difference of at least 12c a dozen in the prices that should be paid at interior points for the different qualities of merchantable eggs as disclosed by proper candling. If such a difference were made it seems certain that producers and small dealers would soon "sit up and take notice" and it would be found most profitable to market all eggs while fresh.

A good many packers say that this proposition of quality payments is all right in theory but that it cannot be put in practice in any section unless done by all—that a packer cannot successfully institute quality payments so long as his competitors continue to buy case count at an average and uniform price. I cannot believe that this is so if the candling is properly done and if as much difference is made in the paying prices as the real value of the eggs justifies. Where different packers are competing for goods from the same sources of supply it would seem inevitable that those who paid the full value for new-laid quality would attract such, as compared with those who paid an average price for good and poor together.

Besides the natural tendency of quality payments toward improving the quality of the egg supply and lessening the waste—which would make egg production more profitable—a further advantage is found in that it necessitates candling at most seasons of the year and permits a proper grading of the goods when packed for market, a system which facilitates and cheapens the cost of distribution.

Frank Stowell.

**Buttermilk Cheese Better Than the Skim-Milk Product.**

Buttermilk cheese, closely resembling cottage cheese, but superior to it in flavor and texture, is now a new and attractive food product recently brought out at the University of Wisconsin Experiment Station. It

can be made at any farm dairy and sells in any market where cottage cheese can be sold, even more readily than the latter. The demand for buttermilk cheese is steadily increasing wherever it has been introduced, because of its pleasing buttermilk flavor and its uniformly smooth texture.

There is less difficulty in making buttermilk cheese than in making skimmilk cottage cheese, because the skim-milk curd, if slightly overheated, becomes very dry, tough, rubbery and tasteless, whereas buttermilk cheese is always smooth and fine-grained in appearance and is not injured by overheating.

Buttermilk cheese is also a more sanitary product than skim-milk cottage cheese, because in making the latter the temperature employed is not sufficient to destroy any of the ordinary disease-producing bacteria or germs which might be present in the milk. On the other hand, in making buttermilk cheese the milk is heated to from 130 to 140 degrees for an hour or more, which effectually kills any germs of typhoid fever, dysentery or other diseases which might be present.

Buttermilk cheese is preferred to cottage cheese by bakers because of its uniformly smooth texture. It makes fine sandwiches with or without butter and is used in salads with pickles, nuts, lettuce, and so forth. In addition to its attractive flavor, ease of making and sanitary purity, buttermilk cheese is a profitable article to make and sell at the farm dairy. The value of 100 pounds of buttermilk for feeding swine is about 40 cents, but the same amount of buttermilk will make twelve pounds of cheese, for which consumers will pay 10 or 15 cents a pound.

The most profitable of all ways to dispose of buttermilk is to sell it for drinking purposes. Retailed at 5 cents a pint, 100 pounds of buttermilk bring about five dollars. In many localities near large city markets the creameries and farm dairies have been unable in recent years to supply enough buttermilk to meet the ever-increasing demand from saloons and restaurants for this popular drink. Where farm dairies are located so far from the market that the shipment of buttermilk becomes impossible the manufacture of cheese offers the next most profitable method of disposal. It is always necessary for the maker to take the trouble to introduce his product attractively to customers, and thus establish a demand for it. It can be delivered in pound prints like butter or in paraffined paper containers or in paper pails like those used for pickles and ice cream. It can best be displayed in glass jars, such as grocers use for nuts, pickles, candy, and so forth. For shipment to market in bulk the cheese is packed in paraffined buttermilk tubs, as creamerymen pack butter.

For making buttermilk cheese only ordinary utensils are needed. A large, new, tin dishpan, or washboiler not made of copper, can be kept and used exclusively for heating the buttermilk. Some sort of strainer, as a colander or wire strainer lined with

cheesecloth or even a cheesecloth bag alone, is needed for draining the curd. Where more than three or four pounds is made at once a flat draining-rack is more convenient to use than a bag. Such a rack is made from a wooden box about six inches deep and a foot square. The bottom of the box consists of a piece of one-quarter or one-half inch galvanized iron wire netting, fastened in place with small wire staples. A piece of cheesecloth is used to cover the sides and bottom of the box. Many other uses will be found for such a strainer about the farm kitchen. If the wooden parts are given a coat or two of linseed oil when they are first made they will never split, warp out of shape or absorb moisture and will last a long time. A thermometer such as every experienced buttermaker uses in churning is a help, though not absolutely necessary, in buttermilk cheese-making. The heating can be done at mealtimes, when there is a fire in the stove, as little heat is needed.

Ordinary buttermilk, obtained by churning sour cream, is put on the stove and heated gradually from 130 to 140 degrees Fahrenheit and stirred occasionally. If no thermometer is at hand one can judge the temperature by inserting the finger in the buttermilk. At 140 degrees the finger cannot be held in the liquid longer than 10 to 20 seconds without pain, but the skin is not blistered. After reaching this temperature the buttermilk is set off the stove and left covered and undisturbed for about an hour, and should not cool off a great deal. Where only a little buttermilk is handled at once it may be placed in a tin pail in the hot-water reservoir of the kitchen range, heated to the desired temperature and left there to prevent cooling.

During this time the curd separates from the whey and rises to the top of the liquid in a compact, floating mass. While still hot it is dipped off with a large spoon or skimmer into the cheesecloth, where it is left to drain for several hours or overnight. As soon as it is dry enough the curd is salted by stirring into it thoroughly about an ounce of salt to four pounds of curd. It is best to weigh the curd and the salt carefully, in order to get the same proportion in every lot. As soon as salted the cheese is ready for use immediately.—J. L. Sammis in Country Gentleman.

**Watson-Higgins Milling Co.**  
Merchant Millers  
Grand Rapids :: Michigan

**Hammond Dairy Feed**  
"The World's Most Famous Milk Producer"  
LIVE DEALERS WRITE  
**WYKES & CO.**, Grand Rapids, Mich.  
Michigan Sales Agents

**Rea & Witzig**  
PRODUCE COMMISSION MERCHANTS  
104-106 West Market St.  
Buffalo, N. Y.  
Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs in active demand and will be wanted in liberal quantities from now on.

Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

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

**Do You Sell**  
**Mapleine**





The original flavoring similar to maple but not a substitute for maple.

It fills a long felt want.

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

**Crescent Mfg. Co., Seattle, Wash.**

**SEEDS** WE CARRY A FULL LINE. Can fill all orders PROMPTLY and SATISFACTORILY.  

**Grass, Clover, Agricultural and Garden Seeds**

**BROWN SEED CO., GRAND RAPIDS, MICH.**

**POTATOES WANTED**  
Quote your price on track or delivered at Toledo  
**M. O. BAKER,** - - Toledo, Ohio



### Healthy Condition of the Principal Staples.

People fail to realize, even those directly connected with the dry goods trade, to what extent the volume of business in the country is expanding, or rather growing, toward what has been regarded as a high-water mark. They instance the cotton goods markets as the exception where prices are not so high that resources are overtaxed and where the value of the turnover well represents the actual volume of business passing when compared with the average of years.

The great activity in the woolen goods trade is now acknowledged by the leaders in the business in a public way. The most astonishing thing about it is that all the great gain has been made while a presidential campaign was on and while the tariff issue as it affects textiles has been a live matter on the hustings. Some men say that the activity has been encouraged in order to enhance the effect of the talk about prosperity among the politicians; but those who are in the trade declare that the gain has all come about in a natural way, due in large part to the abundance of the harvests and the increasing ability of people to buy what they need.

The natural readjustment of the market which is looked for at the end of the active period in a jobbers' year is now going on and the fact that it is being accompanied with so many signs of firmness in the West leads agents to feel confidence in their belief that the trading revisions will be very slight and will not be in the nature of a general decline in values. Some bleached goods are being placed on memorandum, in keeping with the policy of houses that follow that practice just before a new jobbing season opens, and one printer has lengthened discounts in shirtings to induce the placings of orders in volume sufficient to make printing in bulk profitable.

As an offset to this condition other printers say they have been selling shirtings at the regular discounts and are not prepared to revise printed goods downward when the demand is not set. Some of the leading bleached goods houses do not see that jobbers are ready to buy at a determined price, and they are quite content to wait awhile before making a price that will stimulate forward business.

The reports from the West continue to show that fall trade is very much better than last year and is moving along in a very healthy way. Advance orders are coming forward for spring deliveries at a better rate

than last year. In fact, at this time last year trading for forward delivery was lighter than usual. Printed wash goods are not selling and all gingham are not selling. Yet it is certain that many more gingham orders have been placed by retailers in the past month than in the preceding four months and jobbers believe that the trade is running into a good distribution of dress gingham for spring 1913.

It is said that weather conditions have been adverse to the full development of the retail trade, and that this accounts for a quiet that has been noted on some lines of dress goods and cloakings. But it is to be remembered that the trend of retail buying at the counters has been hand-to-mouth for several years, and there is much less forehandedness in the cities than there is in the country towns. For this reason, then, it is said that the delay in retail trade is not any indication of poor business so much as it is a reflection of very fine weather and exceptional deliberation on the part of consumers.

The jobbers find that trade is better than a year ago, and at the main distributing centers it is less active now than it is in the smaller agricultural centers. The jobbers continue to do a very much better business than last year in blankets, flannels, curtains and upholstery goods, carpets, and so on, showing that money is more plentiful and that long delays in purchases are now being followed by a desire to take in the things that people will go without when times are hard.

#### Dress Goods.

As the fall dress goods season draws to a close with the mills selling agents are analyzing the business accomplished. That the demand for women's wear has been better than normal is admitted on all sides, but sellers of medium grade suitings state that trade on the whole has not been of great dimensions. It is scarcely necessary to reiterate that what was accomplished was in corporation goods. Most of the mills that make staples for the jobbing and cutting up trades did an abundant amount of business. Were it not for the labor troubles that caused the operatives to drift away from the largest textile centers, thus crippling the mills, the sales would have been even larger. In medium grade suitings the movement was not very brisk throughout the season. At times there was some activity, but in neither worsteds nor woolens was the demand at any time greater than the ability of the mills to supply the fabrics wanted.

The falling off in woolen suitings was more than counterbalanced by the demand for coatings such as boucles and chinchillas. Cloakings were in extraordinary request, and this vogue in a large measure was responsible for the shrinkage that took place in the suiting division. On the other hand, novelty dress goods were in excellent demand, but as the consumption of high price materials of this sort is limited and the production was in few hands the distribution did not cut any very large total when the size of the sales of women's wear was reckoned.

Daily mails contain a large number of orders on spring dress goods from road salesmen, who are searching for business among the retailers. Staple worsteds are evidently highly regarded, but a good share of the commitments are on vigoureux mixtures. The total amount of business booked on vigoureux by the leading mills selling the retailers direct shows a substantial increase over last year for a corresponding period. The call for vigoureux is one of the features of the spring demand, and if the interest is maintained the yardage distributed last year will be exceeded by a large figure.

Dress goods for spring delivery are not being purchased as freely now as a few weeks ago by the cutting up trade. Some novelties, serges and other staples are well thought of by the garment manufacturers, but these purchasers have still to decide what they are going to need in fancies that are moderately priced, and until they come to a decision trade is expected to be rather spasmodic.

#### Broadcloths Generally Slow.

With the month of October past and no marked indications of a revival of the broadcloth demand which manufacturers have been looking forward to for a long time, most selling agents have concluded that broadcloths are not going to be the factor anticipated. The fact that the surplus stock of one well-known broadcloth producer was sold to a prominent retailer who is now offering the goods at very attractive figures is considered as pretty good evidence of the condition of the market generally. What price the retailer paid the mill for the stock is, of course, not obtainable, but no doubt sharp concessions were

made by the sellers in order to move the stock.

The yardage of broadcloths in first hands is not regarded as burdensome. Owing to the rather uncertain position of these fabrics mills did not make many for stock. In fact, it is well known that up to a very short time ago the spot holdings were comparatively small and that when buyers wanted additional lots they had to wait until the goods came from the looms and pay advances from 2½ to 5c a yard. The cheaper varieties of broadcloths, as well as the medium grades, moved in an irregular way all season because of the demand for fancy suitings. Mill men, however, were of the opinion that when buyers tired of fancy goods there would be a drift toward broadcloth, but the development failed to come about except in one or two makes of fine worsted warp fabrics.

There are few broadcloth sellers who believe that much business has been done in these goods all season, but it is nevertheless true that one of the large manufacturers increased this business in a substantial way this year. The amount of broadcloth sold and delivered by this mill makes a very interesting total compared with a year ago, and the call for staple colorings

## To Lease on Percentage

Several departments in Dry Goods store established 31 years in good Michigan city of 25,000 population. No risk—good living and 10 to 20% for suitable parties having \$2,000 to \$3,000 cash. No others need write.

Address "Snap," this paper.



## DOLLS! DOLLS!

ALL KINDS  
ALL PRICES

Bisque Dolls - - \$ 40 to \$ 75 per dozen  
China Head Dolls 40 to 75 per dozen  
Kid Body Dolls - 2.15 to 8.50 per dozen  
Dressed Dolls - - 80 to 8.50 per dozen  
Unbreakable Dolls 4.25 per dozen  
Jointed Penny Dolls 90 and 1.00 per gross

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan



continues in a way that proves that an interest in certain descriptions is not lacking. The fall season is so well advanced that it looks as though broadcloth as a general dress goods proposition will not occupy as prominent a place during the coming winter as had been confidently expected in many parts of the market.

#### Brocade Silks Popular.

Brocades continue to be the style feature of the broad silk market. Buyers are taking the rather limited offerings of these silks as largely, as earlier in the season. As a result, prices have stiffened, one of the most active houses having lately made a material advance in its goods.

The brocade business has thus proved to be exceptionally profitable to those manufacturers who anticipated the return of fashion in this form. With the limited production incident to this kind of weaving, the market has so far remained comparatively a narrow one, escaping the conditions usual in the case of an article of pronounced style success. What the next season brings forth may be less satisfactory, since the report is that more looms are constantly being prepared to turn out brocade effects for the spring demand. If this spreads to a large number of the mills, the usual fate of a popular silk fabric is anticipated.

The buying for next spring so far shows confidence in brocades and jacquard effects, jobbers having placed good advance orders and likewise the retailers, who have already begun to operate for that season. Another popular name in the silk trade, charmeuse, seems to hold its spell over buyers, orders of size having been placed for next season. The opinion of the trade is that it is only a question of quality in connection with the demand for charmeuse, the real fabric having put to rout all of its cheap competitors, and will continue one of the leaders.

While the impression is general that prints do not look so important as in some other years, there is confidence shown in them by members of the trade, few in number, but of highest influence. The very fewness of numbers is expected to materially aid in the print business.

#### Ribbons Advancing.

With a few exceptions, all of the leading ribbon houses selling the jobbing trade have now made advances of 5 to 7½ per cent in their prices. While the sharp rise in raw silks gave the immediate occasion for these advances, the improvement in demand necessarily had great influence. Jobbers were eager, it was found, to cover a large part of their needs for next spring at old prices, and that, from all accounts, has been what has actually happened. A large spring business has been booked by a number of concerns at the old prices.

The advances, however, are being obtained, it is claimed, on many transactions, such as goods from stock. From the present outlook the new basis with higher prices will be established fully before the selling sea-

son for spring goods has been completed.

There appear to be several good signs in favor of a return of a larger ribbon trade, both in dry goods and millinery. Advance styles show a larger use of ribbons for trimmings, and sashes are widely mentioned as coming back. In millinery confidence is felt in the certain return of ribbons, if for no other reason than that they have been out of style favor for a long period.

#### What Some Michigan Cities Are Doing.

Written for the Tradesman.

Building operations are active at Flint, 32 permits for new structures being granted in October.

The Bay City Board of Commerce will take up the problem of an improved water supply at once.

Growers of flowers and vegetables at Battle Creek have formed a horticultural society and it is planned to hold a flower show next August.

The National Association of Automobile Manufacturers will meet in Detroit Nov. 13-15.

Battle Creek's newest industry is a foundry, which will be located in the west part of the city, employing 100 men.

Ironwood will install a filtration system at the waterworks.

Escanaba has plans for an elaborate sewerage system, the total cost of which will reach \$212,000.

The Duluth and South Shore Railroad has placed an order for 400 all-steel ore cars, to be delivered at the opening of the spring shipping season. This is the largest single order for cars of this type that the company has ever placed. The South Shore is the shipping outlet for fifteen active mines of upper Michigan.

The Muskegon City Council has amended an ordinance passed in 1888 regulating the scale of prices charged by cab owners and drivers. The principal change made is that instead of charging 25 cents for carrying a passenger not to exceed a mile, the tariff will now be 50 cents for one or two passengers; three persons, 75 cents and four \$1. Over a mile and not to exceed a mile and a half the charge is 75 cents for one or two persons and increases according to the number carried. If one or two passengers are carried two miles \$1 will be the future charge.

Jackson has directed its street commissioner to bring every plumber to time who fails to properly refill trenches opened in street work. The plumbers have been leaving streets in dangerous condition until the Board of Public Works is tired of it.

A State bacteriological examination of water from the new city well opened at Holland shows it to be entirely safe for drinking purposes. The water has iron in it and many people were afraid of it.

Postmaster Curtis, of Battle Creek, has been investigating the system of letter boxes on street cars in Grand Rapids and reports that he does not think the plan practicable in a city no larger than Battle Creek. The city is about three miles square, the car lines covering a distance of a mile and a half each way

from the center of town, and all of this distance is well covered by carriers and postal wagons.

Public spirited citizens of Saginaw, as represented by the Board of Trade and the West Side Business Men's Association, have offered to advance over \$70,000 to assist in building a network of macadam roads all over the county.

The year has been a record-breaker in building operations in Marquette.

Prisoners in jail at Jackson will be put to work on the county roads this winter and tramps who work so hard to avoid work will steer clear of Jackson.

Main street at Lowell is being paved, the telephone companies are removing their poles and things are beginning to look shipshape in this busy town.

Albion will have a new factory for the manufacture of corrugated packing cases.

The Board of Education of Hancock is taking vigorous steps to check the cigarette habit among students in the city schools.

Provision will be made in Battle Creek's new ordinance dealing with appointment of a sealer of weights and measures for inspection of gas and electric light meters by the city. Meters are to be inspected when consumers believe they are not working accurately.

The Flint schools have boys' classes in cooking and the members are not "sissies" either. While they are supposed to be fitting themselves for cooking in summer camps, they are learning to ease many of the burdens of mothers at home and the practical side of house-keeping. They are learning to be neat and careful and to take pride in their personal appearance. When the cooking lessons are over the boys are required to clean up the zinc covered tables and the floor and all the woodwork on the tables, as well as the gas stoves and the dishes and then they wash the dish cloths. The teachers give the boys credit for greater tidiness about the kitchen than the girls.

With the taking effect of the workman's compensation law the Buick Co., at Flint, has appointed a vigilance committee to make the rounds of the

big plant, with a view of recommending such changes as will tend to reduce to a minimum the danger of accidents.

The winter tax rate in Pontiac is \$11.35 per \$1,000 valuation.

Receipts at the Flint postoffice for October were close to \$9,000, which is a \$2,000 increase over the corresponding month a year ago. Campaign literature helped to make the good showing.

The First National will construct a fine bank building at Lapeer.

The Detroit United Railway proposes to build car tracks into the Fourth ward of Flint from the north side of the river.

Only about 75 per cent. of the hotels and restaurants of Kalamazoo have secured licenses under the new hotel ordinance passed by the city and the Health Board will soon recommend that the non-licensed places be closed.

The Ludington Board of Trade is discussing plans for rebuilding the dam at Hamlin lake. Almond Griffen.

Try discounting your burdens by counting your blessings.

#### What Have You to Sell?

a DRY GOODS stock; or part of it?  
a CLOTHING STORE; or part of it?  
a GENTS' FURNISHING STORE; or part of it?  
a SHOE STORE or an odd lot of SHOES?  
We Buy anything and everything For Cash and do it Quick. Write Today and we'll be there Tomorrow  
PAUL L. FEYREISEN & COMPANY  
Mid-City Bank Bldg., Halsted & Madison Sts., Chicago

## New Bean Bag Same Sells at Sight

MICHIGAN TOY COMPANY  
97 Monroe Ave., Grand Rapids

We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

Corner Commerce Ave. and Island St.

Grand Rapids, Mich.



## Worth More Money To-day

Call and look over our line of Trousers. We are giving customers the benefit of early purchases and advise placing orders now while assortment of sizes is complete.

Grand Rapids Dry Goods Co

Exclusively Wholesale

:::

Grand Rapids, Mich.



### Showing Christmas Toys in the Window.

The following, in merchandise and equipment, will fix you out for building this Christmas toys window:

Merchandise.

(About \$25 worth shown in window.)

Six drums.

1 doz. smaller dolls.



Photograph of Window Trim.

Three airships.  
One doll's house.  
Four Santa Claus masks.  
Two automobiles.  
Six horns.  
Two large dolls.  
Six rubber dolls.  
One piano.  
One-half dozen dogs.  
One tool chest.  
Six games.  
Six auto trucks.  
Miscellaneous iron toys including trains etc.

#### Fixtures.

Five ordinary wooden boxes.  
Five rolls of red crepe paper.  
Nine Christmas bells.  
Nails.  
Price tickets.  
Five 6-inch boards, 30 inches long.  
Two rolls of white crepe paper.  
Tinsel cord, various colors.  
Pins.

This window trim of Christmas toys is elaborate in appearance. If you build it carefully in accordance with

the directions you will have a window to be proud of—one that will pull in the business.

The first step in making the trim is to cover the background neatly with red crepe paper. Be sure the paper is not wrinkled and that no rough edges show.

Over each fold of the crepe paper pin a strip of white crepe paper. This

should be half the width of the regular strip. The white paper should be creased neatly and tied at the center with a piece of tinsel cord. Over each white strip pin a Christmas wreath and bell.

#### Building Up the Background.

Beginning at the center, arrange some tinsel cord in short festoons to the right and left. Then begin again at the center and festoon tinsel cord to the extreme right and left of the window. Hang a large red bell to the top of the window at equal distances from the center.

About 2 feet from the top of the window pin a row of Santa Claus masks. These should be arranged so that each would come between two strips of the white crepe paper.

This completes the background plan, and we think you will agree with us that it is a very handsome one.

Now cover the floor neatly with red crepe paper. Cover three tall boxes, two small boxes and five pieces of board with red crepe paper and

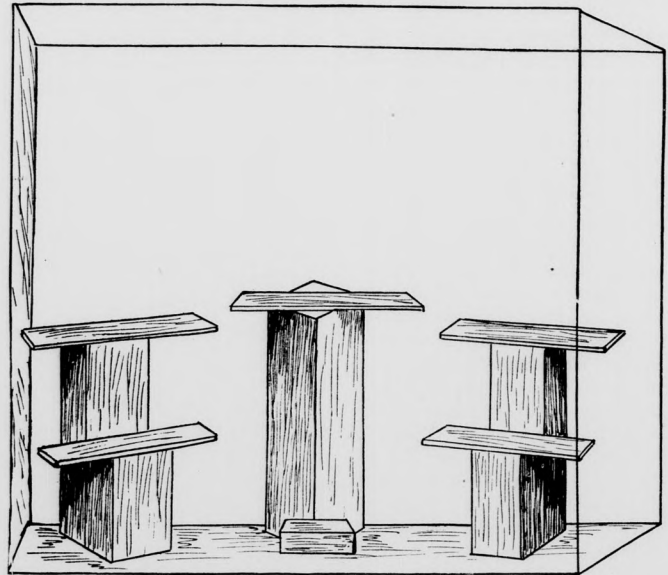
place them in the position indicated by the drawing.

Dolls for the Center Unit.

Build the center unit first. This consists of dolls. Stand a large doll against the background in the center and arrange four other dolls on the board as shown by the photograph. Stand a rubber doll at each end of the board and hang two others over the

After putting in the price tickets there is nothing left but the floor plan. The arrangement of this is made plain by the photograph. While the plan is easy the picture should be followed closely, or the display likely will look mussy.

The merchandise used in making up the floor plan consists of five games, three dolls, a chest of tools and a



Drawing of Fixtures.

front edge. At each end of the board pin a horn. In front of the big standing doll put a woolly dog. Put a small pasteboard box on the floor and stand another large doll upon it. The box should be large enough to bring the doll's hat to the feet of the other big doll above.

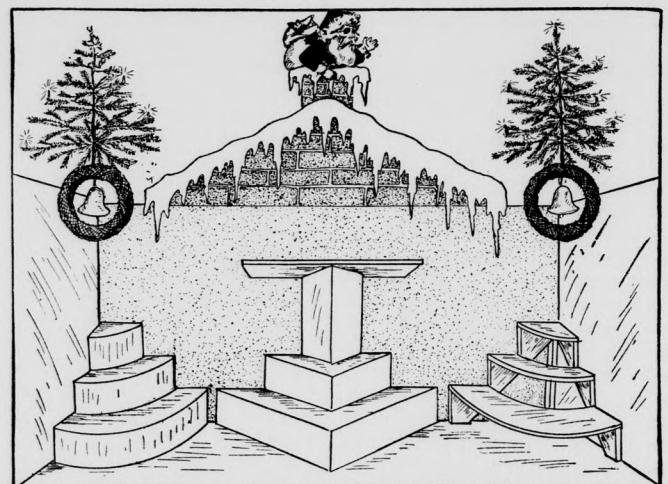
The left unit is easily made. Arrange two boxes and two boards as shown by the drawing. On the top board arrange a pyramid of three drums, and fill in the rest of the space with two or three horns. On the

quantity of the better class of mechanical toys consisting of automobiles, trains, fire engines and the like. Gauge the quantity according to the size of the window, but be very careful not to get the window overcrowded.

A few showy articles, well arranged, are much better than a hodge-podge affair where the merchant apparently is trying to show in his window a sample of every toy in his stock.

Christmas Backgrounds Easy to Make.

Christmas is the time for you to



Crepe Paper Background.

board and box in front of this put a piano and two autos.

#### Hang Up Three Airships.

The unit on the right is made the same way and of the same kind of merchandise with the exception that on the lower box a doll's house and two dogs are placed. Hang three airships from the top of the window as shown in the photograph.

devote special attention to your window backgrounds. Extra work at this time will pay big dividends in the additional attention your windows are sure to attract thereby.

Here is a very effective background idea. You will do well to copy it, as it can be adapted to any kind of window. The background is supposed to represent the gable end of the



house with Santa in the act of dropping down through the chimney.

Cover the top of your background with blue cambric or blue crepe paper to represent the sky. To make the gable end of the house, nail three pieces of molding together to form a triangle. Cover this with red cambric and mark out the brick effect with white chalk. Or you can cover it with crepe paper in brick design. Nail this triangle to the background about four feet from the floor. Cut a chimney out of cardboard, pin it to the top of the triangle and cover it with the same material. Nail two 6-inch boards to the top edges of the triangle to give an extension effect to the roof and make the icicles hang several inches in front of the brickwork. Make the icicles of cotton batting or sheet wadding.

The lower part of the background can be covered with red cambric or crepe paper. Continue the brick effect, if you like. The plain red will make a better backing for the merchandise, though.

Stuff a small coat and use a Santa Claus mask and cap to build up the Santa Claus figure in the chimney.

The Christmas trees in the corners should be decorated with the usual ornaments.

The fixtures are merely suggestive. They can be built up of boxes and quarter circle boards.—Butler Way.

The first and best victory is to conquer self; to be conquered by self is, of all things, the most shameful and vile.—Plato.

#### Useful Inventions a Result of Mere Chance.

It is repetitive history that many a person who has spent hours upon hours combining and recombining the factors of his problem has had the solution thrust upon his attention by some casualty of daily life. Such occurrences are the spice of research and lead on many a weary investigator in hard and exacting labor. Here is the field where the trained observer has all the advantage. For how many fortunes may never have been realized only because no one has had eyes to behold the revelation?

In our own time every beet sugar factory was confronted with these two problems: how most cheaply to move the beets from the storage sheds to the slicers, and how to cleanse the beets from the dirt, small stones and rubbish carried from the earth silos. A German factory happened to have a considerable quantity of beets piled alongside an open drain. A very heavy rainstorm came on and when it was over it was found that the beets had not only been carried to the very door of the factory but were cleaned as well. From that time on every factory has flushed its beets along a pipe from storage to plant and saved money combining the two operations of transportation and washing.

Thomas Kingsford discovered the process of making starch from Indian corn by chance. Starch could be made from potatoes and from wheat, but it had always been found impossible to separate cornstarch from the accompanying gluten.

The wheat-starch methods did not answer. Kingsford was a mechanic working long hours, and all his experiments were made in his own kitchen with his wife's pans, tubs, and buckets as his laboratory utensils.

The unsatisfactory results of one of his experiments—a mush of corn-meal and water—he disgustingly threw into a garbage tub. A little later his wife threw into the same tub some lye wastes (potash solutions.) Upon emptying the tub the next day Kingsford was surprised to find a small amount of fairly pure starch at the bottom. His wife fortunately remembered throwing in the lye, and thus the basic principle was discovered. Kingsford soon worked out a practical process for making cornstarch commercially, and made a great fortune.

The many technical processes of the ancients were without doubt of accidental origin. Until comparatively recent times there was no groundwork of theory in either metallurgy or chemistry, and intelligent investigation, planned to accomplish a certain result, cannot exist without this groundwork. The only opportunity for technical progress was that afforded by chance in conjunction with a keen and enquiring observer. For instance, the Romans knew nothing of the metal zinc. But some observing Roman mechanic had found that when stones of a certain kind were heated with copper a hard, yellow metal was obtained. Thus brass was discovered, and in this manner it was made for centuries.

We know now that the stones which possessed these curious properties were the minerals calamine and smithsonite, the silicate and carbonate of zinc respectively. They occurred together in mines, which were, at that time, worked for the iron ores.

Vitruvius is our authority for the statement that the manufacturer of red lead was the result of an accidental fire. He also tells us that red lead made by calcining white lead in a furnace was much superior to that obtained directly from the mines.

This is similar, in a way, to the legendary story of the discovery of glass by the Phoenicians. The tale runs in this way: Certain of their merchants returning from Africa in a ship loaded with natron (crude mineral soda ash,) found it necessary on account of bad weather to seek harbor. They found themselves on a sandy plain near Mount Carmel. They built fires on the sand and placed their kettles over the fires on lumps of natron. The heat fused the sand and natron together, forming the first glass. Whether or not the story be true in its details as handed down, the essence of it is certain—that glass was discovered in this manner.

G. E. Chamberlain.

To know but one page of the dictionary doesn't give you much of a vocabulary.

A tree without leaves doesn't give much shade and never bears apples.

A man knows more at 21 than he can unlearn between that and 60.



## The Karo Demand is Increasing Everywhere

Karo sales are jumping. Effective advertising in the magazines, newspapers, bill-boards and street cars is proving a powerful sales maker. It is influencing millions of housewives to use more Karo than ever—telling them about the great food value of Karo, its purity, its nourishment, the energy it supplies and what's all important, its economy.

With the cost of living so high, these Karo facts strike home with double force, they are increasing sales quickly.

Karo is the great household syrup—the syrup of known quality and purity—specially wholesome and delicious, and of highest food value.

Your customers know it—they know that the Karo label stands for highest quality, best flavor, and full net weight. Stock generously with Karo. It sells quickly, is easy to handle and pays a good profit.

**Corn Products Refining Company**  
New York



Michigan Retail Hardware Association.  
 President—Charles H. Miller, Flint.  
 Vice-President—F. A. Rechlin, Bay  
 City.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### Mail Order Menace Not a Menace At All.

Back of all the cheap clap-trap about the retail mail order bogey; back of all the real and imaginary evils charged thereto; back of the sensible and non-sensical claims of hysterical pessimists, is the plain unvarnished truth which shows the why and the wherefore of the retail mail order house and both justifies and explains its existence.

Selfishness, or self-interest, makes the world go 'round. When directed through the right channels and kept within bounds, it gives us a healthy determination to succeed. It promotes competition and encourages business activity. As a class we are selfish as individuals, and many of us in this instance have permitted self-interest to magnify our own position and troubles out of all relation to the rights of others.

When the merchant of the country

towns and city had no retail mail order competition he could do pretty nearly as he pleased. He was in the same position in relation to the consumer that the big monopolies are said to be to the smaller industries. His opportunity was big, but either he did not or could not take advantage of it, and as a result halted by the roadside while the procession moved ahead. Into the field then came the institution whose motto is "service." It appealed to the self interest of the consumer. It said: "I will send you anything you wish. I will appreciate your business and show my appreciation by co-operating with you. I am determined to please you." There is no question but that at heart it was just as selfish as a heartless corporation could be, but it knew how to hide that, and it both understood and studied human nature. Then Mr. Inland Storekeeper raised his voice in loud and angry protest, bemoaned and bewailed the fact that he was not treated right, and all this time his selfishness had been as a cloud before his vision, fogging and distorting the situation out of all

semblance of its real condition. For too long a time we have followed along ridiculous lines, in order to correct what we consider an evil. We have not studied the situation; we have been too conservative, too sure of the justice of our position; too certain that we are the victims of injustice. We are now learning that we have been wrong—that our methods must change; that we are the servants of the public and must study its needs and wants if we are to have our share of its business.

The catalogue house was born into the world to fulfill a mission—to fill a gap—and until the duties of discharging that mission and filling that gap shall have been voluntarily assumed by the retailers of this country, it will continue to thrive. The secret is wrapped up in one word, service, and it is in this matter of better service, and more appealing methods that the trained, aggressive dealer has the power to choke the catalogue house loose from the business in his territory.

The retail dealer is on the ground. He is entrenched in his position. His business is the basis of the commercial system in this country, and regardless of changing conditions, regardless of fluctuations of a local character, that basis will never be shifted, because he offers to the public a service which, in its entirety, cannot be duplicated. With this recognized advantage and the prestige of personal acquaintance with his patrons, the progressive dealer who has capital and capabilities, and is in touch with the spirit of the times, has nothing to fear from catalogue house competi-

tion, provided he has the courage of his convictions.

Business is in constant evolution. Methods that were successful yesterday might breed ruinous competition in your territory if persisted in to-morrow. Failure to recognize changed conditions and adapt business policies to them invites disaster.

It requires more skill and money to own and operate a store than it did twenty-five years ago; it requires more skill and capital to conduct any successful business; but these elements are not always given proper consideration. Price, service and the ability to exploit goods in a way calculated to stimulate the speculative faculty of mankind are the cornerposts upon which the catalogue house rests, and unless the retail dealer has a genius for up-to-date methods and ample capital to handle his business, the combination is discouraging. But mark you this; when a dealer has these requisites he will wipe the catalogue house off the map in his territory, every time.

The importance of ample capital is underestimated and lack of high-grade skill in modern merchandising is little short of suicidal. Having a store with shelves full of goods does not make a merchant any more than a room full of books makes a lawyer, or a case of surgical instruments a surgeon. Merchandising is now a highly specialized occupation and is rarely practiced successfully by the inexperienced or the unskilled. There is no more forcible way to illustrate a proposition than by example.

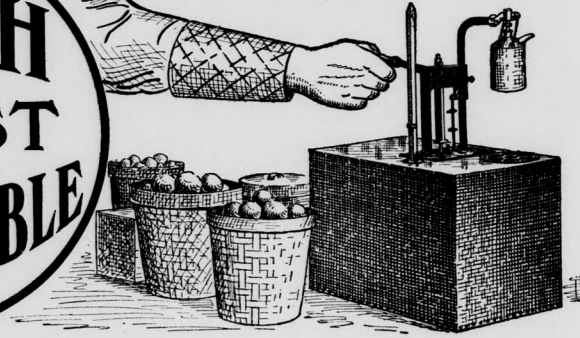
Frank D. Blake.

## OILY HANDS



## CLEAN HANDS

# WHICH IS MOST PROFITABLE



Loss of oil means loss of other articles as well because oil taints everything it touches and even the odor will taint butter, lard, bread and other foods. You will *increase your whole business besides making money on oil* when you get a

## BOWSER SELF-MEASURING OIL TANK

because it will please your customers by its cleanliness and accuracy. Unless you have a BOWSER OUTFIT you not only *lose money on the oil itself* but you also permit the oil nuisance to drive customers off to trade with your competitor who *has a BOWSER*. The grocer who uses the old style tank *pays for a BOWSER OUTFIT without getting it*. The BOWSER OUTFIT does away with measure and funnel, tells the right price to charge for any quantity of oil, tells how much oil is left in your tank. If you want an oil "business" instead of an oil "nuisance" write us for free book and full particulars.

S. F. BOWSER & CO.,

209 Wayne Ave.,

FORT WAYNE, INDIANA

Branches: New York Chicago Minneapolis St. Louis Dallas Atlanta San Francisco Denver Toronto

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems, self-registering pipe line measures, oil filtration and circulating systems, dry cleaning systems, etc.

Established 1885



**SMALL-TOWN MERCHANT.**

**How He Can Combat Parcels Post Competition.**

Written for the Tradesman.

Parcels post, or no parcels post, the small-town merchant should never forget the everlasting advantage given by the lower taxes, insurance, light, heat and living expenses. The mere fact that his large competitors can send merchandise a longer distance at a lower rate will not disturb the unalterable odds which doing business in a small town provides.

The small-town merchant can still be the aggressor, if he cares to use his advantages.

Although parcels post may force him to change some of his methods, his principal efforts will continue to aim at the creation of more "shopping." Parcels post or any other system of distribution will never free him from the necessity of bringing trade into his store. The mere fact that he's "on the ground" and can give buyers a chance to gratify their desire to see the actual goods adds another advantage which lower postage and package delivery cannot affect.

There isn't a sane buyer in America who does not prefer actual goods to printed descriptions when a purchase of merchandise is contemplated, and if a merchant stocks goods equal in quantity and variety to those carried by his mail order competitor, he can surely keep trade at home.

Under parcels post, the retail mail order house will continue practically as at present. It will still resort to freight shipments for the transport of heavier merchandise, so that that feature of its business will alter not an iota. On furniture, implements and all goods weighing more than eleven pounds, the small-town merchant will feel no more nor no less competition than at present. As for the smaller articles, such as variety goods, notions, et cetera, he can sell them just as cheaply now as the mail-order system.

Furthermore, consumers don't ordinarily send away for these smaller necessities. When they are needed, the want is usually an immediate one and the house-wife usually prefers to save time by getting the required items at home.

Another advantage afforded by these smaller wares in this: When such goods are ordered from the mail-order houses, they will be ordered one at a time, and this means a more expensive order-filling system, greater expense incident upon the opening and breaking of cases and the repacking of shipments. To counterbalance this, the merchant can order in original packages and thus secure a still lower proportionate cost.

As for the department stores, their inroads on the trade of the small merchants will be slight, since the catalogues they issue must "go up against" the more elaborate and efficient catalogues of the mail-order houses. Where the department store counts its customers by scores, the mail-order house counts by thou-

sands, and the overhead expense of the department-store catalogue system will be so enormous that their books are bound to be very costly in proportion to the business they create.

More than this, their printed salesmen will suffer from the same troubles that afflict the big mail-order catalogues and will also have to fight the natural human tendency to "shop."

It is pretty safe to say that a live, energetic home merchant will always be able to cope with the competition of distant mail-order houses and department stores. To do this he must develop his advertising ability to a higher point than it has ever reached.

At the present time, the ordinary small town merchant knows neither how, where nor what to advertise. He has not learned to look at things through the eyes of his customers.

His idea of advertising is to fill space with a certain number of words and pictures. He does not know how to drive home a single point in a newspaper advertisement. He does not know the best way to reproduce goods in ink and paper.

These statements are not exaggerated. They're based on a familiarity with types of small town newspaper advertising collected from every geographical section of America.

The small-town merchant must encourage the publisher of his local newspaper to produce a better daily or weekly, so that the medium for advertisements may win the confidence and hold the interest of its readers. The character of a paper always reflects on the advertisements it carries, and it will pay small town merchants to see that their local sheet is newsy, clean, readable and attractive.

If there is no local paper, the small-town merchant must publish one of his own, because, more than ever before, must he present his message to the public of his district in the most readable, consistent and forceful fashion possible.

The new system of distribution will compel many small-town merchants to adopt an iron-clad guarantee. They will have to create absolute confidence in their goods and this is the one way to do it. They will have to adhere to a "satisfaction or money back," policy in order to inspire so much faith in buyers that mail and telephone orders will increase.

The farm trade, in particular, will be affected by an iron-clad guarantee, and the moment they are assured of getting what they order, will they be impelled to buy from you by mail or telephone.

To combat the competition of the department store and mail-order house on the goods you cannot handle, you'll have to use their own weapons and resort to counter catalogues. Such publication will bolster regular lines very effectively, and, given ample publicity, should produce as large a volume of sales as any sub-department of the store.

About this time you'll ask, "But

how can I learn to advertise? Where will I get counter catalogues? Who'll teach me to start a store paper?"

This talk will answer everyone of these questions for you.

Sit down and write to Anderson Pace, care of this journal, asking him to give you, without obligation on your part, full information on all these points.

If you'll do this, he'll agree to show you a way to protect yourself from parcels post competition, and every method revealed will be a new one.

Do you want to solve the parcels post problem?

Then write to-day.

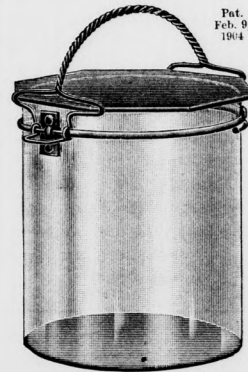
Anderson Pace.

**No Cause for Fear.**

"Is your horse afraid of an automobile?"

"No," replied Farmer Corntossel; "why should he be? He don't know anything about how much it costs to run one."

Cities are built a brick at a time.



Pat. Feb. 9, 1904

**Switzer Glass Sales Jars**

For five years have helped 10,000 up-to-date retailers sell bulk pickles, oysters, pickled and fancy meats, peanut butter, etc.

Jars, clearest tough flint glass. Hinge cover attachment of non-rusting aluminum metal.

Cover, polished plate glass. Always in place, easily removed and stays tilted when raised.

- 1 gal. complete, each.....\$1.32
- 1 1/2 gal. complete, each..... 1.67
- 3 gal. complete, each..... 2.10
- 4 gal. complete, each..... 2.60

F. O. B. Chicago

Send your jobber an order to-day for prompt shipment or we can supply you.

**O. S. SWITZER & CO., PATENTEES SOLE MFRS. Chicago**

**Foster, Stevens & Co. Wholesale Hardware**

10 and 12 Monroe St. :: 31-33-35-37 Louis St.  
**Grand Rapids, Mich.**

We Manufacture

**Public Seating**

Exclusively



**Churches** We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

**Schools** The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

**Lodge Halls** We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

**American Seating Company**

215 Wabash Ave.

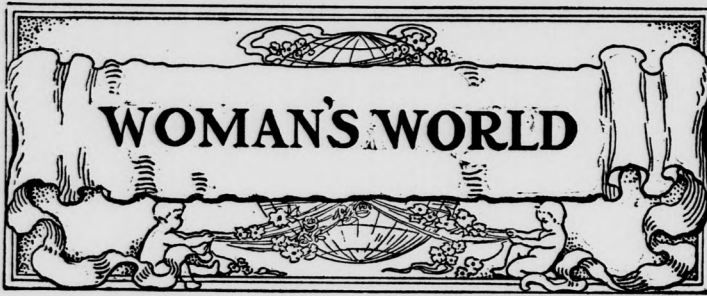


CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA



### The Nervous Wretch Who Rules the Home.

In the early chapters of her life she was the spoiled child. But afterwards she sequeled into the Nervous Wretch.

Of all dreadful conditions in the world for the poor average mortal husband, it is to be married to a nervous wretch. It is better even that a wife be a club bug and buzz through various meetings every day and forget to order the groceries. Or that she chase auction sales and lug home pine that is painted black and claims to be ebony. Or that she thinks she is a genius and spends her time reciting at the looking glass or quotes Shakespeare at the breakfast table when a husband does not feel poetical at all, but wants his soft boiled egg and the newspaper. In fact, the most trying of all trying-to-live-with women, is the nervous wretch.

The spoiled child used to intimate to her mother that that honorable woman was *passee* in the mind, and she was wont to correct her poor papa's English, which did not like to be corrected. In other words, she knew it all and was willing to educate her family. But because she had beautiful doll baby eyes and told him that he had a back like a football player, a trusting, amiable masculine person thought he wanted to marry her, the same which he ultimately did do, as it were.

So the spoiled child, being away from her mamma, had to assume a new role. So she became the nervous wretch and she built for herself the house of don't.

In the house of don't nothing was right unless it was wrong. If husband came home early he was scolded. If he came home late he was reprimanded. And if he didn't come home at all—well, he was scalped when he did. A man has to go home sometimes, otherwise his wife isn't likely to get his money. So she always coaxed him back.

All the poor angel ever heard was "Don't do this" and "Don't do that." If he were sitting down he was made to get up and if he were walking about he was told to sit. If he were awake she made him go to sleep and if he were asleep she made him get out of bed.

The nervous wretch thought she had too much work to do, and that was quite true. Her occupation was that of stirring up strife, and she never took a vacation. If she had been getting money for the job there wouldn't be enough gold in the United States to pay her her just due.

When the babies came they were don'ted just like their papa.

She wouldn't even permit them to eat green apples or play with the little muckers next door.

If she saw the dog playing in the yard she never stopped to laugh at the way a fool dog can act—all she thought about was that he'd bring mud and fleas in the house. The canary bird's songs did not compensate for the fact that once a week he kicked off an unnecessary pin feather and threw it on the floor.



Even the bird and the dog were don'ted.

Downtown every day her poor man husband toiled and moiled and fumed and fussed and tried to be patient. Between the patrons of his shop and the employes he was considerably squashed, as is every business man nearly. When 6 o'clock came he threw down the shovel and the hoe and started for home. He didn't realize himself that it was merely a house of don't. But as soon as he stepped through the doorway—well, he got don'ted. It was "Don't wake the baby" or "Don't leave your hat there," or don't something else. At dinner it was "Don't eat so much; you won't sleep well," or "Don't leave your spoon in your cup."

Like a lot of chance sufferers he did not know how much he was suffering—he being used to it. He meekly obeyed and fancied that that was married life. Which is a good joke. For it usually is.

Bimeby the nervous wretch got thinner and thinner and she grew head-achy and whinned a good deal. She didn't know exactly what the matter was with her. Nobody had ever told

her that it was not intended that she should rule the universe or that the stars were able to stick to their beats without her telling them how. It had not occurred to her that the world would turn around just the same and the sun come up and the sun go down if she were not directly on the job and keeping union hours.

Then her mother came to see her.

Since mother had crawled out from under daughter's thumb, mother had learned a thing or two. She had discovered that a little dust under the bed doesn't kill anybody and that you can do a lot of work without shaking the house like an earthquake and settling it back again.

The nervous wretch's husband got his eyes opened. It was strange that while the mother did not recognize the spoiled child she was wise indeed to the nervous wretch. She listened to the don't for a day or two and then she took the nervous wretch aside.

"My dear," said she to her daughter, "I have half a mind to give you

Graze and ponder!" repeated the nervous wretch. "I am a wife and a mother. I have great responsibilities. I have a house to look after and children to bring up, and a husband to feed and sew for—"

"You are not a wife and mother. You are a don'ter. All you do is to don't."

The nervous wretch wept a tear and its mate.

So the mother of the nervous wretch took her on her lap, just as she did when she was a baby and was told about the piggies that went to market and did not ride in the butcher's wagon—marvelous piggies.

"My dear child," said the mother of the nervous wretch, "you'd be a much better wife if you'd give that poor bewildered husband of yours a smile now and then and call him cute boy or some such nonsense. He is positively lonesome here. Most men are ready for a little play when work is done—they don't want to hear about the second maid eating up all the pie! No! Instead of telling him to call up the landlord and get into a rumpus about something, sit on his lap and tell him what a good boy he is. Mercy dear, he'd perk up his ears and smile and bloom!"

"A house is nothing, my dear—it's the folks that are living in it and how they treat each other. One whiny cat can yowl all the others deaf. Suppose somebody started your talking machine to reeling off dismal tunes

### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Line Co.*

237-239 Pearl St. (near the bridge), Grand Rapids, Mich.



**FLEISCHMANN'S YEAST** is to-day sold by thousands of grocers, who realize the advantage of pleasing their customers and at the same time making a good profit from the goods they sell. If you are not selling it now, Mr. Grocer, let us suggest that you fall into line. You won't regret it. 🍷 🍷 🍷 🍷 🍷



and dreadful complaining whines—what would you do? Kill it. And bury it deep. You couldn't endure it. A lot of people are like that—they stand on their hind legs and yelp all through life. Those who love them are patient, but other people aren't. They want to throw bootjacks at them."

The nervous wretch tuned up. It was the same old song.

"I am very busy. I have great cares. I have heavy responsibilities—"

"Yes, and you have great privileges and much love and a dear family and a good home. What if you had a wooden leg? Or some other real dreadful burden?"

"We-lllllll," started the nervous wretch trying to think of an excuse for herself.

"All these comfortable easy chairs and these sunny windows," said the mother. "What do they amount to? Not a thing. The easy chair means something if you draw it out for somebody you care for and if you sit beside it and have a little love talk. Put your bird in the sunlight and hear him sing. Put yourself in the sunlight of a happier mind and you'll hear your soul warble. It's the real truth."

"I work very hard," insisted the nervous wretch.

"Get up some morning," said her mother, "and go down to the factory districts and see some of the girls getting to work at 7 o'clock. Look at their weary eyes and observe their shabby clothes. Then sit in a dark corner, my child, and be thoroughly ashamed of yourself."

There was an embarrassing pause, during which the nervous wretch said nothing and said it eloquently.

"Your husband goes forth to work every day and he provides for you and the babies, and he should," went on the mother of the nervous wretch, "and if you ever had to earn your living you would know that that is a great deal. It is right that you should work and take care of the home and the family—you surely would not want to be useless and lazy—and it is right that you should go about your tasks bravely and happily, with a song on your lips and courage inside your hand made lingerie blouse. You are whiny cat, and everything here seems mildewed and musty. It is the woman who makes the happiness of a home. She is the barometer usually, as well as the balance wheel. It's according to her mood whether the ship of domesticity sails into calm seas or pleasant weather."

"O, don't" exclaimed the nervous wretch. "That all sounds silly."

"Don't you don't me," cautioned her mother, with a smile. "Or, I'll follow out that threat I made a moment ago. There's an old adage to the effect that it's never too late to spank."

Which made the nervous wretch smile.

Maybe it got her into the habit of smiling. She's been such a nice, sweet girl ever since. At least her husband says so. He ought to know.

Mme. Qui Vive.

**Doings in the Buckeye State.**  
Written for the Tradesman.

The State Board of Health has taken further steps toward the absolute removal of all public drinking cups from trains and waiting stations.

Grocers and meat dealers of Zanesville have signed an agreement to close their stores Thursdays at noon during the entire year. Heretofore the Thursday half holiday has been from April 1 to Nov. 1.

The Peoples Savings Bank of Zanesville is holding its second annual apple show this week, with many entries from Muskingum county.

Dayton's municipal research bureau stands for the principle that public business methods ought to be as efficient and as high in standard as private business methods. The bureau is working to secure a modern, centralized purchasing department, scientific and proper budget-making procedure, the standardization of waste and the securing of best results in all public work.

Negligence of tobacco smokers, carelessness with matches, lightning and faulty chimneys head the list as causes of fires in the State during the past month.

President Stevens, of the Chesapeake & Ohio and the Hocking Valley railroads, predicts that Toledo will in time become the greatest shipping port on the Great Lakes.

Isaac Kinsey, former President of the Toledo Chamber of Commerce, has accepted the chairmanship of the Industrial Committee of that body this year, and is supported on this important committee by some of the leading business men of the city.

The Michigan Central will spend \$75,000 in building repair shops and a round house at Toledo.

A farmers' special train has been operated with success over the Toledo and Akron divisions of the Pennsylvania system under the auspices of the Ohio State University.

During the past three months, in spite of the National campaign, there has been a daily increase in capital invested in State corporations of more than \$400,000. Cleveland leads in the number of new corporations formed in that period, with Toledo second and Columbus third.

Toledo has been considering the matter of building a new high pressure pumping station for over a year. High pressure mains have been laid in the streets.

Toledo has voted a bond issue of \$750,000 for the extension of its parks and boulevards. The city now has 953 acres included in its parks. These improvements, with the proposed civic center, will make Toledo one of the most beautiful cities in the United States.

Ohio ranks first among the states as a domestic consumer of natural gas.

Kenton will have a new postoffice building.

Toledo has taken first steps towards a civic center by appropriating \$5,000 to engage an architect. Almond Griffen.

**Not Counting the Time.**

I was looking at a beautiful cloisonne vase in an art ware store, examining its intricate workmanship and marveling at its price—only \$2

for a splendid piece of work that must have taken a skilled craftsman many days to produce.

"How is it possible to make such a thing for that price?" "I asked the salesman.

"Those Japanese," he explained, "don't count their time as a part of the cost; they are satisfied to make a little profit on the materials they use."

I couldn't help thinking that there are many others who do not count their time as part of the cost. Almost everybody wastes time—and without having anything useful or beautiful to show for it. Even many busy men waste time. If they do it, what shall we say of those who are less busy; and what, indeed, of those who are not busy at all?

Did you ever try saying to yourself, "My time is worth a dollar an hour. Would I pay a dollar an hour for this puttering?" That's a fair test. Every hour of your time is a portion of your life's opportunity and should be worth something to you and others.

Frank Stowell.

**Pasture-ized Milk.**

City Girl: Why is there such a lot of talk nowadays about Pasteurized milk?  
Farmer: Well, you understand what it is, don't you?

City Girl: Oh yes indeed! It's milk from cows that run on pasture all the time.

Unity of purpose and action is essential to the full success of any business.

**Every Housewife will Appreciate a THERMOMETER**



**Send Your Customers a Permanently Useful Advertisement**

Have us put an attractive advertisement of your store upon a TAYLOR THERMOMETER, known the world over as the standard.

Every home needs a thermometer, and the TAYLOR with your ad on it will be hung in a prominent place and call your store constantly to your customer's attention.

Taylor advertising is the kind that lasts—a permanent reminder, which on account of its usefulness and real merit gets into the homes of people you can reach in no other way.

Write for prices on your letter-head, and we will send you a sample TAYLOR No. 839 for your own use, free of charge

*Taylor Brothers Company,*  
Rochester, N. Y.  
Where the Good Thermometers Come From.

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

We have an ambition to largely increase the sale of our old reliable brand of B-B-B COFFEE. To assist in this, we will from this date furnish a vastly improved quality, both in style and drink; in fact, a coffee that we believe to be unequalled at anything near the price. It is a beauty and is just as good as it looks, and we ask our patrons, on receipt of the goods, to open and compare them with anything heretofore offered them. To furnish this quality our margin of profit is seriously interfered with but we believe the natural increase in sales resulting from the improvement will more than offset this. If this fails our patrons and theirs will at least be gainers.

**JUDSON GROCER CO.**  
GRAND RAPIDS



### Why a Tailoring Department Pays.

Pecos, Texas, Nov. 6—I desire to call the attention of your readers to one class of merchandise that especially appeals to me, and one which I consider that the up to date merchant can hardly afford to pass up. I have reference to the sale of made-to-order clothing. I venture to say that any live merchant who works this remarkable business up and works it the way it should be worked, is picking up the greatest margin of profit of all merchandise and the investment is practically nothing. There are many first-class tailoring houses which are willing to furnish without cost everything necessary to start a big tailoring department without any investment on the part of the merchant. Another good thing about a tailoring line is that you do not have to pay for the garments until after they have been sold to the customer. You cannot do this when handling such merchandise as men's furnishing goods, boots, shoes, etc., as the wholesaler expects his money within a certain time, whether you have sold the goods or not, and if by the end of the season you have not sold all the goods you have bought you must either cut the price in order to get rid of them or let them accumulate season after season.

Tailoring is the only line of merchandise that I know of that is always seasonable, as the big tailoring houses will take all display ends at the end of each season to be replenished by newer and more up to date fabrics.

We find that our customers are becoming more and more interested in good made-to-order clothing; not only do we find that the interest is increasing in this special line, but we find that they are buying better shoes and more of them. Our shirt department has begun to grow and likewise the interest increases in all items that men wear. We have also noticed that when the husband buys a new suit of clothes, a pair of patent leather shoes, new hat, shirt, tie, etc., the wife invariably finds that she, too, needs a new outfit. In this way the tailoring line, well cared for, is a great help to the dry goods line, milliner, etc.

George F. Langran,  
(Wm. T. Read Mercantile Co.)

### Large Factor in the Success of Any Business.

Detroit, Nov. 11—Every business has, or should have, character and every business man should guard as carefully his business character as he does his personal character. The same foundation principles enter into each, honesty, integrity, fair minded-

ness, the square deal, courtesy, liberality and energy. All these virtues, and many more, are as applicable to business as they are to one's personality.

I see advertised "The Car with a Conscience." The business that is conducted with a conscience cannot fail to receive the respect and confidence of the public whom it serves. If this be the accepted purpose or ideal of a concern it must be worked out by patient and untiring work, attention to every detail and a good strong administrative head.

A business cannot attain much permanent growth until it has secured the confidence of the public whom it is seeking to serve. This may seem a slow process, but it is sure, and the application of the principles mentioned will win out in the long run.

The slogan in modern merchandising is "Please and Satisfy the Customer," and here is the test of salesmanship: The people who buy goods generally know what they want and appreciate the desire of the salesman to meet their wants, and true salesmanship consists in an earnest endeavor to supply that want. This cannot be done by attempting to force goods on a customer or to dictate what they should buy, but rather prove, by patience and courtesy, that you are trying to meet that want. A salesman should thoroughly acquaint himself with the details of his department, understand the goods he is offering for sale and then present them earnestly and forcibly; above all else, be strictly honest. If a fabric is all wool or silk or linen, say so; and if it is part wool or silk or linen, say so. The salesman should so familiarize himself with the goods that there will be no guess work in his statements. There are many lines of goods that do not require the knowledge spoken of, but every successful salesman must possess energy, politeness, patience and attentiveness in order to make satisfied and permanent customers.

One of the leading advertising men in this country made this statement:

"People are willing to pay for the things they want. They are willing to pay for good work in any line. The man who gives them good work in the way they want it will succeed, and the man who does not will fail."

The establishing of mutual confidence between buyer and seller is a large factor in the success of any business and is a basic principle for all permanent growth. One of the most satisfactory features of the business I am identified with is the fact that we are selling goods to the third

generation of the same family and this without a break during half a century.

However, to sum it all up, a business concern may have the highest ideals and yet fail for lack of ambition and application. The question is often asked, "Are you satisfied with your business?" Answer, "No," for as soon as a merchant is satisfied the business will begin to fall off. The satisfied man should drop out and make way for the men of ambition and application, who seek to build a business, not for a day or a year, nor alone for the profits, but an institution that shall stand for the highest ideals in the commercial world and be an honor to all its constituency.

Frank D. Taylor.  
Pres. Elliott, Taylor, Wolfenden Co.

### The Busiest Spots On Earth.

The most crowded spot in the world for five and a half days of the week is that small tract of territory, covering one acre, bounded by the Royal Exchange, the Bank and the Mansion House in the city of London. It is a veritable human ganglion. If you were to stretch an invisible thread north and south across this space you would find that in the course of each day no fewer than 500,000 persons passed and repassed, together with 50,000 vehicles. And the busiest corner of all this busy acre is immediately outside the Mansion House, for rather more than half the traffic crossing our imaginary boundaries passes that way. The result of a traffic census taken by the city police shows that on an average day some 30,000 vehicles pass this particular corner, while the pedestrian traffic is well over 250,000, and these figures are constantly increasing.

But it is to America that one naturally turns for big figures to rival those of London. Chicago boasts a human ganglion in State street, where nearly 400,000 people pass and repass on foot during the day. In New York the figures approach those of London, and largely exceed it, if we count the actual number of persons on foot and in vehicles alike. For in Broadway, at the junction with Herald Square, it is stated that 700,000 pass daily. But this includes the passengers by the tram car, the foot passengers alone being well under 500,000.

A Real Sherlock Holmes.  
They got off the car together.  
Then they stood and looked at each other.

"Hu!"

"Hu!"

"You were up in Catskills!"

"And so were you!"

"I came home ahead of you, sir, and I've been told that after I left there you spread the report that I was a criminal."

"Yes I did mention something of the kind."

"Oh you did! By what right, sir?"

"Well, you said the courts open the first of September, and you must be back. That made me suspect that you were a criminal out on bail."

"Why, hang you, sir, I'm a judge!"

"Oh, I see. But I had another reason."

"Well, sir!"

"While the rest of us were standing off the hotelkeeper you were paying cash on the nail, and I couldn't figure how you could do it and not be a burglar!"

"Well, you be more careful next time."

"I shall, sir! I shall take you for a grafter!"

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

### Wilmarth Show Case Co.

Show Cases  
And Store Fixtures

Jefferson and Cottage Grove Avenues  
Grand Rapids, Mich.

### Up-to-date Stores use

THE BEST SALES  DUPLICATING BOOKS

Made of good BOOK paper, not print  
15% OFF IN TOWNS WHERE WE HAVE NO  
15% AGENT. WRITE FOR SAMPLES TO  
MIDGARD SALES LIP CO. STOUTON, WIS.

Also manufacture Triplicate Books, Carbonized  
back Books, White and Yellow Leaf Books.

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



**SUNBEAM**



**FUR COATS, TRUNKS  
SUIT CASES, BAGS, GLOVES  
MITTENS**

Satisfy your trade—make selling easy. We give the strongest guarantee on SUNBEAM LINES ever offered. Right prices and advertise strongly. You can't afford to overlook our proposition if more business is any object. Right now is the time to get in touch—we have a classy catalogue waiting for you, and an efficient mail-order department to back it up.

LET'S HAVE THE REQUEST WHILE YOU ARE THINKING OF IT

**BROWN & SEHLER CO.** Grand Rapids,  
Michigan



## SALES LETTERS.

## Some Features Which Should Be Avoided.

Written for the Tradesman.

Entertaining calls, interesting speeches and forceful letters are often spoiled by an inability to make a conclusion.

Instead of being the final center shot that it should be, the ending is often a mere lame excuse for "stopper," that serves only to kill all that has preceded it.

Instead of influencing the reader to put pen to paper or hand into pocket, it just serves as a letter's through-ticket to the waste-basket.

The real purpose of a letter's conclusion is to give a final hard push to the will of the reader. It should give point and force to all that precedes it and leave the prospect in a buying-mood.

The conclusion should close the transaction and "top off" all the sales talk contained in the body.

In the words of the book-agent, the ending should "slap" the signature on the contract.

Therefore, this portion of a sales-letter should be even more carefully planned than the rest and should be under no circumstances merely a "closing line."

First of all, it should be consistent with the remainder of the matter. If the body of the letter is easy, slow and thoughtful, the ending should not be a slap-dash finisher. To find such a conclusion on a leisurely letter is almost like receiving a sudden dash of cold water in the face.

On the other hand, if the body of the letter has a "hurrah-boys" tone the ending should be telegraphic in its brevity. Otherwise it puts a brake on the desires of the prospect.

An ending should nearly always be brief, and in every case should aim to be the climax of the whole epistle.

Sales letters can profitably be constructed on the pattern of the old-time oration, which gradually ascended until the last words, when the highest point was reached.

If the body of a letter is snappy, the conclusion should be more so. If the body of a letter is forceful, the conclusion should be the strongest part.

The conclusion should be personal. It should be as cordial as a leave-taking spoken to a friend. Unless the ending contains a hearty personal note, it is very apt to leave an unpleasant taste with the prospect.

The conclusion should be as near the beginning as it is possible to make it. In other words, the whole letter should be brief.

The conclusion should be new and original. The old-style meandering ending should never be found on a sales-letter.

Here are a few of the monstrosities that frequently stop the progress of a letter.

"Hoping that we'll be favored with an order, we are

Yours very truly."

"Trusting that you'll take advantage of this opportunity, we are

Yours very truly."

Such conclusions as these have

grown gray with use and they attract no attention because they've become so monotonous that they influence nobody.

They lack punch. Nobody is going to buy goods because someone else is "hoping" or "trusting." Consumers usually buy because they need the goods advertised or are attracted by the price.

Therefore an imperative conclusion is more effective than any other sort. People instinctively obey commands. From childhood they're taught to mind and when a superior "orders," obedience is the natural consequent.

This does not mean that Mrs. Jones will buy your goods if you greet her with a brusque, "Buy this" or "Buy that." The spoken and printed commands are diametrically different. A reader is in a receptive mood and a printed command often has the desired effect purely from this fact.

Of course, a letter should never have a domineering tone. Commands can be couched in terms that are not offensive.

Moreover, there is more than one way to issue orders. A command can be concealed and yet be just as effective.

Again the conclusion may appeal to the emulative instincts of the prospect. It may say "So many of our customers have expressed a desire to secure the goods that an early call would be very wise."

Or the conclusion may take for granted the fact that a purchase will be made and say: "And if you will also remind us to show you a particular bargain which we have reserved for a few of our customers, we shall be obliged."

But whether subtle suggestion, or direct command be used, one rule should always be followed. The conclusion puts the final touch on a letter and it should be carved out with infinite care.

Any merchant desiring to use the power of the sales letters, may secure expert advice from the writer. Simply send a letter to Anderson Pace, care of the Tradesman, and describe the situation which the letters are to fit. A series aimed at your particular problem will be immediately forthcoming. Anderson Pace.

Do you cash checks for your customers and friends? In a town where there is no bank it sometimes is hard to refuse for you may send your funds away to some place where checks are easily handled, while the average man or woman, buying altogether in the town, has little opportunity to do this. But where there is a bank, and that is almost every place now, cashing checks should be done very sparingly. It is taking a risk. The paper may be forged, it may be raised or it may have been drawn by some unscrupulous person who has not enough funds in the bank to meet it. This is often done, for it is not criminal. Therefore the chance is taken. You may get this check if you are in the habit of cashing them. It may not be presented for payment by the person making it, but by some innocent holder, in good faith. He may be

honest, too. But you give him the money, he spends it, and then, if the check turns out to be worthless, he has not the funds to make good your loss, even if he has the willingness to do so. There are so many swindlers abroad in the land, and more than usual in the last three or four months, that it is well for the merchant to be very cautious and to learn to say no.

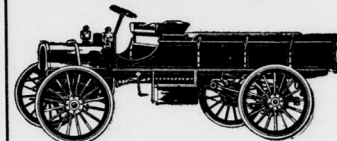
There is one sort of man for whom there is no place in the universe, and that is the wobbler, the man on the fence, who never knows where he stands; who is always slipping about, dreaming, apologizing, and never daring to take a firm stand on anything. Everybody despises him. He is a weakling. Better a thousand times have the reputation of being eccentric, peculiar, even cranky, than never to stand for anything.

The man who is looking for something soft will find it inside his hat. The hard-headed business man succeeds.

A man can get blamed just as hard for trying to do good and failing as for trying to do bad and succeeding.

Unless you are working for yourself you are cheating some one else.

## Chase Motor Wagons



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

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

Established in 1873

BEST EQUIPPED FIRM IN THE STATE

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

THE WEATHERLY CO.  
18 Pearl Street Grand Rapids, Mich.

## G. J. Johnson Cigar Co.

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

## Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of  
Furniture in America

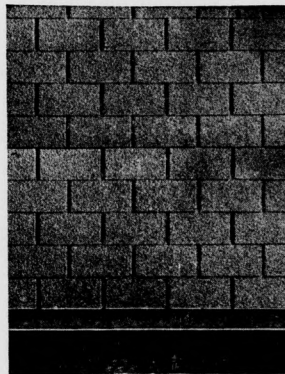
Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

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

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

## REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Beware of Imitations. For Particulars Ask for Sample and Booklet.

Write us for Agency Proposition. Distributing Agents at

Saginaw Kalamazoo Toledo Columbus Rochester Boston Chicago  
Detroit Lansing Cleveland Cincinnati Buffalo Worcester Jackson  
Milwaukee Battle Creek Dayton Youngstown Syracuse Scranton

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.



**Grand Council of Michigan, U. C. T.**  
**Grand Counselor—John Q. Adams, Battle Creek.**  
**Grand Junior Counselor—E. A. Welch, Kalamazoo.**  
**Grand Past Counselor—Geo. B. Crow, Petoskey.**  
**Grand Secretary—Fred C. Richter, Traverse City.**  
**Grand Treasurer—Joe C. Wittliff, Detroit.**  
**Grand Conductor—M. S. Brown, Saginaw.**  
**Grand Page—W. S. Lawton, Grand Rapids.**  
**Grand Sentinel—F. J. Moutier, Detroit.**  
**Grand Chaplain—C. R. Dye, Battle Creek.**  
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**President—C. P. Caswell, Detroit.**  
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**Wafed Down From Grand Traverse Bay.**

Traverse City, Nov. 11—The Grand jurisdiction of Michigan of the Order of United Commercial Travelers of America now boasts of a membership of 2,533, which ranks ninth in the jurisdictions of the United States and Canada.

Harry Piester, who makes Petoskey his headquarters and sells fruits for a Grand Rapids concern is spending a few days deer hunting.

Bill Vandermead, W. J. White and a Mr. Casey were obliged to ride in the engine of a Boyne City, Gaylord & Alpena R. R. en route from Boyne Falls last Monday evening, owing to the fact that the entire passenger train left the rails. Nothing serious resulted.

Thos. J. Bailey, Secretary of Petoskey Council, was confined to his home a few days the past week with a bad cold.

The Hotel Setting, at Kalkaska, will be opened to the public about Thanksgiving, so John Seiting, the proprietor and manager, informs us. Kalkaska can well be proud of her new hostelry, for it will be up-to-date in every respect and the boys will appreciate it. John, please do not forget those individual towels.

Chas. Morford, of Saginaw, spent Sunday here with his brother Bill. L. D. Miller also makes the Morford home his headquarters and, undoubtedly, a few games of rum will be played before Monday morning rolls around.

Otto Carlson, of Cadillac, paid his firm at Saginaw a visit the latter part of this week.

Since woman suffrage carried in Michigan, we already have been obliged to suffer. For the last three nights we have been appointed a committee of one to wean our baby. What's coming next?

E. M. Allen, of Lake City, who sells S. B. & A. candies, attended the Indian convention at Alba one day this week.

L. D. Miller, of our city, sold a large stock order of dry goods on the train en route from Walton to Kingsley this week.

The circular disseminated to the several U. C. T. Councils of Michigan by W. A. White a member of our Council in reference to Enabling Men to Vote Away From Home has received State wide attention and several of the State papers have commented on same very highly. A copy of this circular can be found on page eighteen

friends, Young, Sheldon and Sorenson, at the usual place Saturday noon. They had oysters on the side.

Jim Goldstein, of the largest department store in Mason county, is indebted to a certain degree for the loan of Chas. Perkins' dress suit, which Jim wore at a social function at Chicago. No change in the suit now, only Jim had the vest cleaned, trousers altered to fit and coat pressed. Otherwise, everything was O. K. Thanks.

O. J. O'Reilly, of National Cash Register fame, also claims that woman's suffrage is a farce since he is obliged to sew on his buttons and darn his socks. Let us hear from some of the other brothers.

A. B. Jourdan and W. F. Murphy received election reports at Manistee Tuesday evening.

Have you paid your election bets yet?

True economy is not so much what you pay for what you get as what you get for what you pay. Now fill out that U. C. T. application and send it into your Secretary.

It is rumored that the G. R. & I.

Wood-bridge him over, but Wat-kin he do but make it A-muss.

Mrs. Thos. Travis, of Rapid City, is spending a few days in Detroit. Fred C. Richter.

**Are You Fitted for Your Work?**

When does a man know that he has struck the business for which he is best fitted?

This question was asked four successful Chicago merchants, and here are the four answers in a nutshell:

"When he is glad to get to work in the morning."

"When he no longer begrudges an extra hour in the office."

"When he enthusiastically and unconsciously boosts the business."

"When some one else's job no longer creates envy."

In other words, the four successful merchants are unanimous in their opinion that a man is misplaced until he has learned to love the business in which he is engaged.

"I had that same question asked me not long ago by one of the employes in the store," said one of the merchants. "In turn I asked him two questions. 'Do you look forward to the morning?' to which the young man answered, in a half hearted way, 'Well, sometimes.' 'Does the day pass quickly to you?' to which the response was, 'When I am feeling right.'"

"Young man," I said, "I am afraid you have not found the groove for which you were intended."

"Now understand, this young man to whom I refer was a good workman for me. I never had a fault to find with him, but he asked me a frank question and I made him a frank answer. This young man could keep on in my store for the rest of his life, but he would never succeed to any great extent.

"He isn't enthusiastic about the business, and if a fellow hasn't enthusiasm a man may as well hunt for another job. I tell you success cannot be gained without enthusiasm."

The intention was to ask many merchants this question, but the four answers of the four representatives of Chicago's commercial life were so identical in their text that the task of further search was abandoned.

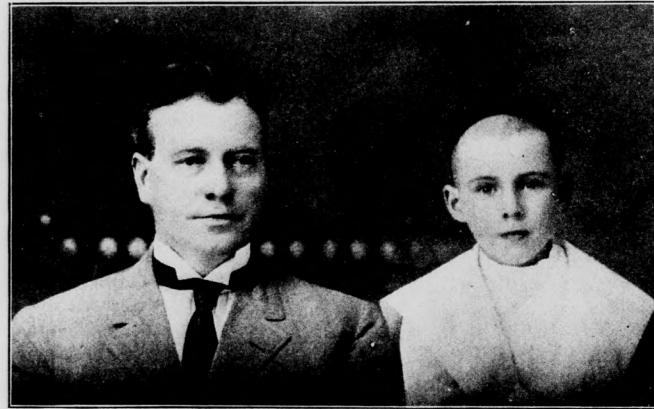
"Can a man learn to love his business?" was another question asked one of the merchants, and his answer was "most assuredly."

"Few men," he said, "unless they have learned to specialize along a certain line ever have enthusiasm at the outset. Most of it, all of it, in fact, must be cultivated. The man who specializes has studied and has studied the thing that he liked best. The man who has not specialized must keep experimenting until he finds his place."

Amos Andrews.

They are slaves who fear to speak for the fallen and the weak; they are slaves who will not choose hatred, scoffing and abuse, rather than in silence shrink from the truth they needs must think; they are slaves who dare not be in the right with two or three.—Lowell.

A wastebasket is one of a business man's best friends.



**CONNELLY & SON**  
**Dealers in Groceries, Hardware, Vehcles and Implements at Bear Lake**

of last week's issue of the Tradesman. Brother White is chairman of our Legislative Committee and a hard worker for the cause. Let us all boost now.

Mrs. M. Hobbs, of Fife Lake, attended an Eagle party at Manistee Thursday evening.

Bill Shrader, of Cadillac, meat salesman, is spending a few days in the U. P. in search of deer.

Will Morford was obliged to remain at home Monday morning to get a check cashed to enable him to get out of town, owing to the fact that Mrs. Morford separated Bill from all his loose change playing rum the night before.

We exceedingly regret to be obliged to decline the cordial invitation from Mrs. H. H. Godfrey, of Grand Rapids, to enjoy Thanksgiving dinner at their home. As this is one of the first invitations we have received since our last week's issue, it seems doubly hard. Mrs. Godfrey is on the Reception Committee of the Convention to be held in Grand Rapids next June. Nevertheless we sincerely appreciate this invitation.

Fred. Bennett entertained his

R. R. is thinking some of giving us an early morning train south out of here. Really, it seems too good to be true.

H. T. Lawrence, of Lansing, is assisting Brother Wyman here in the interests of Osborne harvesting machinery. They both register at the Whiting Hotel.

Fred. Williams, P. M. conductor, was badly bruised and shaken up when a freight train on which he was riding derailed on the Kalkaska branch.

We noticed an item in Honks From Auto City Council that they were pleased to receive Bro. Woodruff of our Council by transfer and we might just add that there really was no need of commenting on this member, as this is only a fair sample. We have a bunch of real good fellows like Bro. Woodruff in our Council—in fact, our entire membership. Let's swap. Can we have Bro. Leonard for an even trade?

Mrs. B. J. Reynolds has returned from Dublin and will spend the winter in our city.

Since Roose-felt Taft and if Musleman would favor a Wood-row it



### News and Gossip Around Grand Rapids.

Grand Rapids, Nov. 12—The third U. C. T. dance of the season 1912-1913, was held last Saturday night in Herald hall. A record breaking crowd was in attendance and a very enjoyable time was had. To give an idea of the size of the crowd, I submit the following illustrations:

After securing the names of all those present, I presented them to the Tradesman to publish, but was informed that, owing to the fact that it was not possible to give two pages to 131—the amount of space it would have taken to publish the names—it was deemed necessary to withhold the names. The hall was beautifully decorated in gold and black, the musicians being hidden behind a lattice work of crepe paper. They looked natural behind bars. Mr. Tuller and his orchestra rendered some very beautiful selections and were called upon for many encores. As usual, refreshments were served.

Sunday afternoon, at 2 o'clock, at St. Andrews Cathedral, James Joseph Christenson—the three weeks old son of Mr. and Mrs. J. M. Christenson—was christened. James Bolen had the honor of being godfather and Miss Margaret Maloney godmother. "The ceremony went off without a hitch," said Mr. Christenson. "The baby never let out a whimper. The dress worn by our son was also worn by his mother and uncle, Fred Worfel, when they were baptized." Rev. Father J. Schmidt officiated. Mrs. Christenson is feeling fine and states that some day James Joseph will be a star on the U. C. T. 131 baseball team, as is his father.

Harry DeGraff is back from a three weeks' trip in Wisconsin. Mr. DeGraff reports business was fine.

Have you seen W. E. Lovelace's new timepiece? Ask to see it. It will give you a surprise. It shows up fine in the dark.

"Doc" Hudson wanted to know how it was he never got his name in the Tradesman. When asked what he had been doing to deserve the honor, he replied he had been doing nothing but "being good." How can he expect to get in these columns by being good?

Charles Corey, who is a member of the Muskegon Council, punctured one of the tires of his auto the other day. There is a mystery about this which will be solved in time.

Mr. and Mrs. J. A. Keane were at the dance Saturday night and brought their baby. J. A. says he is going to leave the boy home next time, as he wants some of the attention of the ladies himself. The baby was very popular. Mr. Keane distributed the November issue of the U. C. T. Bulletin among the crowd. Some Bulletin.

The contest now running in these columns to decide who is the greatest self advertiser in the United States is proving very popular. Many answers are pouring in. Again, I must remind you that Teddy Roosevelt and James Goldstein, of Ludington are barred.

Charles Perkins says, now that woman suffrage has carried, and after reading what the suffragettes of Detroit declare they are going to do, he is going to buy a pick and shovel and hunt for another job.

Hook Visner, who is some hunter, goes hunting every Saturday night. He drives out to a secret spot of his and then spends the night in a boat. The last time Hook went on one of these trips he slept in the boat and when he awoke found he had drifted about ten miles from where his machine and guns were. Hook rowed back in time to get seven birds. Not chickens. He is married.

Saw Mrs. C. D. Lawton the other day and asked her how her husband was and how he was behaving. She said she did not know, as he was out of town.

We have some fine dressers in 131. C. D. Lawton has been seen wearing a swell suit. Hook Visner has a new pair of auto gauntlets. Ed Ryder bought E. F. Goebel two new Lion collars. Walter Ryder is still wearing that shirt he borrowed. R. M. Richards has a new tie. T. W. Parker has a new pair of gloves.

In the U. C. T. Bulletin's new version of Old Proverbs, one is noticed to read, "Look before you lend." That is a good one, unless you are the one who is trying to borrow.

George R. Benson is the new proprietor of the Pike House, at Niles. Mr. Benson is putting the hotel in tip-top shape. He furnishes individual towels, good beds and good meals.

Don't forget your dues. They are payable December 1 and must be paid before January 1, 1913. Your dues are just as essential as your assessments and failure to pay them on time renders your policy void. The Secretary will take your money any time. Better do it before you forget it.

There was one of our U. C. T. Boys, who had room No. 26 at the Wright Hotel, at Alma, Michigan, last week, says that in his ten years' experience, this was the dirtiest room he ever occupied. No bowl, no towels, no nothing. Not even wall paper on the walls. The hotel is just as it was built in 1742.

Mr. Green, of the Phelps Hotel at Greenville, who is remodeling the hotel and making a home for the boys, wishes to state in view of the fact that there is a story in circulation he is buying a certain amount of his goods from mail order houses, that he will give anybody \$500, who can prove he bought one cent's worth of goods from any mail order house since he has been in Greenville.

T. W. Perkins has the loudest vest in town. It is gray, with very distinct black stripes. You can hear it coming a block away. T. W. is the fellow who put Will in Wilson.

Mr. Tuller, the leader of Tuller's orchestra, should have been an actor. He would have starred in the heavy parts. To watch him stamp up and down the musicians' platform, raving and tearing his hair as he did Saturday night during the square dance, made you wonder why you ever spent \$1.50 to \$5 to see Richard Mansfield or Louis James, when we have such fine talent at home. The cause of this raving was because a lot of us got all mixed up in a square dance. We sure have some dances at our regular season sessions. Be sure and come to the next dance and get in on some of this.

Last Friday night Roy Randall, of the Tradesman, J. A. Keane, of the U. C.

T. Bulletin, also salesman and the editor of these columns, had some spirited "nigger billard" game. Randall got stuck.

A fashion book from the East states that "men are taking to the kimona." There are a lot of 131 boys who will never take the kimona unless there's something in it.

A Sunday paper shows there are 117,017 more bachelors in Michigan than old maids. Why should any woman in this State be an old maid, especially this year, which is Leap Year. F. C. Mooney.

### Chirpings From the Crickets.

Battle Creek, Nov. 11—About forty of our counselors got on the U. C. T. special and went to Kalamazoo last Saturday night. Wm. Masters was the first man at the waiting room and he started the sale of round trip tickets. The boys turned out well and all who went sure had a good time. Our special stopped at Urbandale, where Bro. O. J. Wright was picked up. Orin had turned his business over to his wife and clerks for the rest of the day and joined his brother councilmen for the trip to Kalamazoo. It was a jolly bunch that went over and the ride seemed short. We were met at the car by a committee of Kalamazoo U. C. T.'s and escorted to their hall. Seven men took the work, which was put on in a masterful manner by the officers of Kalamazoo Council. After the seven were made counselors, we were invited to the banquet hall, where the boys put on a palatable spread. We then adjourned to the lodge room, where we heard many clever little speeches and a solo and encore by Bro. Ireland, of 253. Bro. Welch was appointed toastmaster by Senior Counselor Roy Lee. We heard from Bros. John Q. Adams, Hoffman, Martin, Dye, Riste and Bullen. Bro. Bullen is a visitor who hails from Lansing and his delivery of The Ray of Hope lecture was beautiful and impressive. His remarks were clever and distinctively original in a short talk he gave in reply to a speech Bro. Chas. Dye, of 253, made in Lansing some time ago. Our special left at midnight and everybody left the Kalamazoo Council chambers well pleased with Kalamazoo's efforts to entertain her visiting brothers. On our way back to Battle Creek the boys gathered around Herb Ireland, who led us in singing some popular songs. Orin J. Wright, the merchant prince of Urbandale got it into his head to place the writer on his head in the aisle of the car. With the assistance of Bill Masters, Herb Ireland and a few other huskies, the deed was done. During the absence of the boys, Mrs. John Adams entertained their wives at her beautiful home. While our Grand Senior Counselor was telling us of the inner workings of the U. C. T., his good wife was doing all in her power to entertain our ladies and she made a grand success of it, too, according to reports.

Our conductor and official comedian, and I might add, premium story teller, Bill Masters, had to buy two chickens before he could enjoy one a week ago last Sunday. Wm. had purchased

(for cash) a plump young chicken for his Sunday dinner and placed same out on the back porch. A stray cat got to it and Bill had to buy another before he and Mrs. Masters could enjoy their dinner.

The sale of tickets on our traveling bag contest is well started.

Geo. Steele, Secretary of 253, was sick and unable to make the Kalamazoo trip.

The Tradesman is getting to be as popular on Thursdays as the Saturday Evening Post. Present advertising rates in Tradesman not as high as Post.

We are talking June 13-14 now, 131. Know you will be prepared.

Some of the best fellows in our Council are Democrats. As C. W. P. says, "There is a Reason."

Guy Pfander.

### Insists He Is Not a Has Been.

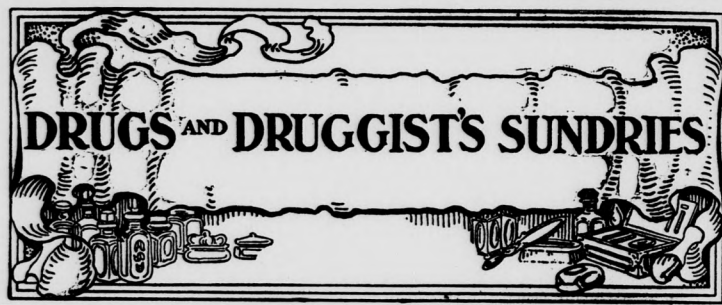
Grand Rapids, Nov. 12—I wish to call J. M. Goldstein's attention to the fact that the writer is not a has been, so far as the personal column in the Tradesman is concerned. If Brother Goldstein will communicate with Brother Mooney, he will learn that I still hand in many personals to the personal column of No. 131. I simply turned the credit and responsibility over to F. C. Mooney. Brother Goldstein must take into consideration that we are all employed by concerns which demand our full services, and when a fellow sits up nights and works Saturdays and Sundays to give the boys a monthly Bulletin, such as I have been trying to do, I think it hardly fair to classify the writer as a has been. From my heavy experience as a writer for the Michigan Tradesman, I thought it advisable to edit a monthly paper in the interest of No. 131. While we are only starting this paper, we are indeed very proud of it, and if J. M. G. will read the November issue of the U. C. T. Bulletin, he will learn that the writer is far from a has been. Remember this is only our second issue. It contains twelve pages of live news, and fifty-five advertisements. If Bro. J. M. Goldstein thinks this is laying down on the job, he has got to show the writer J. A. Keane.

### Death of the Mother of C. P. Reynolds.

Mrs. A. E. Reynolds, aged 74 years, died Sunday at 2:30 a. m., at DeVore Hospital. Mrs. Reynolds had been ailing for some time before her death. Mrs. Reynolds was the mother of Chas. P. Reynolds, a member of 131 and one of the best known salesmen on the road. Funeral services were held at her son's home, 1951 Division avenue, south, Monday morning, at 9 o'clock. The body was taken to Oneonta, N. Y., for burial. Mr. and Mrs. C. P. Reynolds accompanied the body. The brothers of U. C. T. 131 extend their heartfelt sympathy to Mr. Reynolds in his bereavement.

### Finder Will Be Rewarded.

Traverse City, Nov. 11—Lost, between Ludington and Baldwin, a pawn ticket on a Yankee Ingersoll watch. Finder will please send same to F. C. Richter, Traverse City, and receive reward.



Michigan Board of Pharmacy.  
 President—Ed. J. Rodgers, Port Huron.  
 Secretary—John J. Campbell, Pigeon.  
 Treasurer—W. E. Collins, Owosso.  
 Other Members—Edwin T. Boden, Bay City; G. E. Foulkner, Delton.

#### Michigan State Pharmaceutical Association.

President—Henry Riechel, Grand Rapids.  
 First Vice-President—F. E. Thatcher, Ravenna.  
 Second Vice-President—E. E. Miller, Traverse City.  
 Secretary—Von W. Furniss, Nashville.  
 Treasurer—Ed. Varnum, Jonesville.  
 Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Kalamazoo; D. G. Look, Lowell; Grant Stevens, Detroit.

#### Michigan Pharmaceutical Travelers' Association.

President—F. W. Kerr, Detroit.  
 Secretary-Treasurer—W. S. Lawton, Grand Rapids.

#### Grand Rapids Drug Club.

President—Wm. C. Kirchgessner.  
 Vice-President—E. D. De La Mater.  
 Secretary and Treasurer—Wm. H. Tibbs.  
 Executive Committee—Wm. Qutsgley, Chairman; Henry Riechel, Theron Forbes.

#### Some Side Lights on Drug Selling.

On the main street of a certain city in the Middle West, a salesman for a certain proprietary line of household remedies strolled back to the proprietor.

"Good morning, Mr. Bluffton, I represent the Universal Cure Co. We have a special proposition for you and it will pay big. One of the best things we have is a fine window display. It requires the whole window and has electric light and mechanical figure effects."

Bluffton nodded. He did not seem enthusiastic. He glanced to the front of the store and remarked casually, "Window displays, eh? Well, the use of the large window will cost you \$1 a day, the small window \$5 a day."

"Cost me—what's that?" the salesman looked amazed.

"I said the windows would cost you or your concern so much for the displays."

"But, my dear sir, the displays are for your benefit. We sell you the line and then help you dispose of them. Surely this co-operation is worth while. You don't expect us to pay for giving you a good thing."

"Listen," answered Bluffton, "those windows are selling goods for me right along on staples. They cost a large amount for lighting and trimming. They have a definite money value to me every hour of the day. If I allow you to use them I cut out just so much of my own sales to boost yours. You make more on the deal by far than I do. I make no exceptions to this rule. If the windows are used for outsiders, then the outsiders pay for the privilege."

"By the way, you are not doing any advertising in the papers and I don't have any call for your goods.

I can't afford to take time to push unknown brands, so just suppose you get busy on a campaign and when the goods are called for I will talk with you. I might give a small space eventually to the line in a corner of the window, if you get things coming."

"Mr. Bluffton," the salesman leaned closer, "we use the window displays to attract attention, creating a demand in this way. You hire good clerks to push preparations and our advertising money is discounted on your bills. You can make 25 per cent. more on our line than on the newspaper and nationally advertised lines."

Bluffton sighed. It was the old, time worn argument. He hesitated a moment. This chap was in earnest. He may have had extra influence with the house. Anyway a few moments spent on "letting off steam" would soothe Bluffton's feelings.

He turned to the salesman and led him to the back stairway and up into a room in the rear of the second floor. Here, in the half light, he turned on an electric lamp. Pointing to several boxes on the floor, he said:

"See those? Well, those are some of Dashem's Bitters and a good article. I would get a dandy margin if I sold 'em. They are still here, never advertised, and over there is a line of toilet goods which I am holding for a holiday clean up sale. This stock of stuff on the right is another lot of wide margin, push-it-yourself dope. I call this stock room the grave yard, because it is full of dead ones."

"You mean well, but every day a dozen men like you come to me with something to spend my time, and my clerks' time, to push. Now, come downstairs." They went down to the patents counter. Here four young men in white coats were busily selling various articles from the well filled shelves.

"Just sit here by the counter and watch for a few moments, while I take care of that customer over there in the exchange department," and Bluffton crossed the store. The drug salesman did as bid and watched. The first to come near was a pretty young woman, well dressed and refined. "I want a good tooth paste, please."

"Certainly, madam. Here is our own brand, a good one and at 19 cent."

"Is it as good as Colgate's?"

"I believe so."

She looked at it, then pushed it back. "No, guess I will take Colgate's, I know it is all 'right."

Next a man hurried up. He shoved a quarter over the counter.

"Gimme a bottle of Piso's." No

time to haggle, he got Piso's and left.

A fussy old dame came up and looked over a lot of hair brushes. The clerk soon had two or three customers waiting to be served. He spent no time trying to convince the old lady one brush was better than another and she decided herself on a well advertised brand.

It was very evident that the clerks could not stop and push any special brands if they desired. People came and asked for the advertised lines, the known names and packages. The clerks sold what was called for and kept the cash register bell ringing merrily.

Bluffton returned. The salesman rose and shook hands.

"I have had that remark about creating the demand and the goods would be stocked, fired at me in a hundred different towns and in a dozen different ways, but I must say, Mr. Bluffton, you have shown me. But the profits on the advertised goods are so small you have to sell a lot to make good."

Bluffton shook his head.

"I had a man here from Philadelphia the other day with a line of fine goods to be sold under my own name, swell packages and up to the class I would have to handle or lose my trade. He talked profits and the strength of having my own name on the labels. True, I can sell and do sell, a lot of my own brands, but to get down to prices, the chap with the Philadelphia lines had but a very small margin less than many of the most heavily advertised goods. I would rather see my clerks ring up five sales in a given length of time at smaller profits per sale than to see them waste all of the time on trying to make one sale, on which the individual profit might be a little better, but the five sales would total a lot more profit in the aggregate."

"Advertising in the papers, in the windows and by letters helps me wonderfully. The makers of goods I sell help out with letter campaigns and in the papers, I get the benefit of their money in my business and I can't afford to ignore popular demand."

"So, if you get things started here, come in and see me."

The salesman nodded and left. Bluffton turned and ordered the stock clerk to replenish the stock of several low lines of best sellers and retired to his office, rather pleased to have been able to air his convictions in the manner he had.

Hugh King Harris.

#### Cat Medicines.

The following are said to be reliable and perfectly safe. Each powder represents one dose and is usually given twice to three times daily.

#### Tonic.

Quin. Phosphate ..... ½ gr.  
 Ferri phos. .... ½ gr.  
 Ferri carb. sacch ..... 1 gr.  
 Mix. One powder.

#### Laxative.

Hydrag. Cum Creta ..... ½ gr.  
 Sacchari ..... 1 gr.  
 Mix. One powder.

#### For Distemper.

Hydrag Cum Creta ..... ¼ gr.

Pulv. Ipecac co ..... ¼ gr.  
 Sodii bicarb ..... ½ gr.  
 Bismuth subnit ..... ½ gr.  
 Sacch. Lactis ..... 1 gr.  
 Mix. One powder.

#### Vermifuge.

Pulv. Areca Nut ..... ¼ gr.  
 Santonin ..... 1 gr.  
 Sacch. Lac ..... 1 gr.  
 Mix. One powder.

#### Mange Ointment.

Sulpher Flor ..... 1 dr.  
 Zinc Oxid ..... 1 dr.  
 Acid Carbolic ..... 10 mins.  
 Lanolin ..... 1 oz.  
 Mix.

#### Seasonable Display.

Some of the enterprising druggists in the larger cities are making a hit just now by decorating their fountains with the colors of the local football team. This scheme may be used effectively all through the football season, and especially on the days when big games are scheduled. It serves to call attention to your hot soda department and also to the fact that you are alive.

You may, if you wish, combine the colors of two teams. Long festoons and streamers or ribbons are caught up in places with bows and rosettes. Chrysanthemums or other seasonable blooms may be banked about or displayed in jars. Striking and beautiful effects may be obtained at little cost. Such a display is bound to excite favorable comment and attract attention to your store.

It requires very little effort to get up an attractive arrangement of this kind. You may argue that if every druggist tried it the novelty would be gone. Do not let this worry you. Try it yourself. The other druggist probably won't.

#### Greaseless or Peroxide Cream.

Stearic Acid, Pure ..... 18 parts.  
 Sodium Carbonate ..... 2 parts.  
 Borax ..... 1 part.  
 Lanolin (or cacao butter) 5 parts.  
 Glycerin ..... 30 parts.  
 Distilled Water ..... 100 parts.

Heat the stearic acid, sodium carbonate, borax, glycerin and water on a water bath until effervescence ceases, for about half an hour, permitting the loss of water by evaporation from time to time; then add the lanolin, remove the cream from the water bath and stir at intervals until cooler, then mix in a mortar with an egg beater to a smooth cream until cold. Add perfume; if a peroxide cream is desired, add, when cold, 5 per cent. of solution of peroxide of hydrogen and mix.

#### If He Were Not.

An English clergyman turned to a Scotchman and asked him: "What would you be were you not a Scot?"

The Scotchman said: "Why an Englishman, of course!"

Then the clergyman turned to a gentleman from Ireland and asked him. "And what would you be were you not an Irishman?"

The man thought a moment and said "I'd be ashamed of meself!"

To him who hath shall be given, especially when it's trouble.



WHOLESALE DRUG PRICE CURRENT

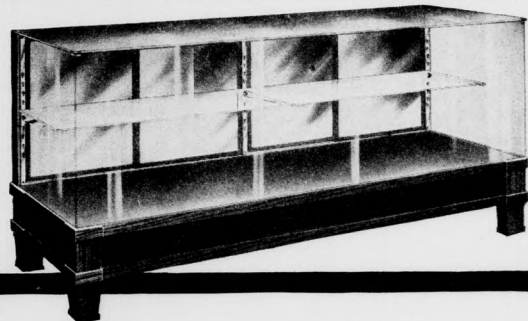
<b>Acids</b>	Cubebs .....	@ 4 50	Digitalis .....	@ 60
Acetic .....	Erigeron .....	@ 2 50	Gentian .....	@ 60
Boric .....	Eucalyptus .....	75 @ 85	Ginger .....	@ 60
Carbolic .....	Hemlock, pure ..	@ 1 00	Guaiac .....	@ 60
Citric .....	Juniper Berries ..	@ 1 25	Guaiac Ammon. .	@ 70
Muriatic .....	Juniper Wood..	40 @ 50	Iodine .....	@ 1 00
Nitric .....	Lard, extra .....	85 @ 1 00	Iodine, Colorless	@ 1 25
Oxalic .....	Lard, No. 1 .....	75 @ 90	Ipecac .....	@ 75
Sulphuric .....	Lavender Flowers	@ 4 00	Iron, clo .....	@ 60
Tartaric .....	Lavender Garden	85 @ 1 00	Kino .....	@ 75
	Lemon .....	@ 2 50	Myrrh .....	@ 60
	Linseed, raw bbls.	@ 52	Nux Vomica .....	@ 50
	Linseed, raw less	55 @ 60	Opium .....	@ 2 00
	Linseed, boiled bbl	@ 53	Opium Camph. .	@ 75
	Linseed, boiled less	56 @ 61	Opium, Deodor'z'd	@ 2 25
	Mustard, true ..	4 50 @ 6 00	Rhubarb .....	@ 75
	Mustard, artifi'l	2 75 @ 3 00		
	Nettsfoot .....	80 @ 85	<b>Paints</b>	
	Olive, pure .....	2 50 @ 3 50	Lead, red, dry	7 1/2 @ 10
	Olive, Malaga,		Lead, white dry	7 1/2 @ 10
	yellow .....	1 50 @ 1 60	Lead, white oil	7 1/2 @ 10
	Olive, Malaga,		Ochre, yellow bbl	1 @ 1 1/4
	green .....	1 50 @ 1 60	Ochre, yellow less	2 @ 5
	Orange, sweet ..	3 50 @ 4 00	Putty .....	2 1/2 @ 5
	Organum, pure	1 25 @ 1 50	Red Venetian bbl	1 @ 1 1/2
	Organum, com'l	50 @ 75	Red Venet'n, less	2 @ 1 1/2
	Pennyroyal .....	2 25 @ 2 50	Shaker, Prepared	1 50 @ 1 60
	Peppermint .....	@ 3 75	Vermillion, Eng.	90 @ 1 00
	Rose, pure .....	16 00 @ 18 00	Vermillion, Amer.	15 @ 20
	Rosemary Flowers	90 @ 1 00	Whiting, bbl. ...	1 @ 1 1/2
	Sandalwood, E. I.	@ 4 50	Whiting .....	2 @ 5
	Sassafras, true ..	80 @ 90		
	Sassafras, artifi'l	45 @ 50	<b>Insecticides</b>	
	Spearmint .....	6 00 @ 6 50	Arsenic .....	6 @ 10
	Sperm .....	90 @ 1 00	Blue Vitrol, bbl.	@ 6 1/2
	Tansy .....	3 50 @ 4 00	Blue Vitrol less	7 @ 10
	Tar, USP .....	25 @ 35	Bordeaux Mix Est	8 @ 15
	Turpentine, bbls.	@ 46 1/2	Hellebore, white	
	Turpentine, less	50 @ 55	powdered .....	15 @ 20
	Wintergreen, true	@ 5 00	Insect Powder ..	20 @ 35
	Wintergreen, sweet		Lead Arsenate ..	8 @ 16
	birch .....	2 00 @ 2 25	Lime & Sulphur	
	Wintergreen, art'l	50 @ 60	Solution, gal	15 @ 25
	Wormseed .....	@ 6 00	Paris Green .....	15 @ 20
	Wormwood .....	@ 8 00		
			<b>Miscellaneous</b>	
	<b>Potassium</b>		Acetanalid .....	30 @ 35
	Bicarbonate .....	15 @ 18	Alum .....	3 @ 5
	Bichromate .....	13 @ 16	Alum, powdered and	
	Bromide .....	40 @ 50	ground .....	5 @ 7
	Carbonate .....	12 @ 15	Bismuth Subni-	
	Chlorate, xtal and		trate .....	2 10 @ 2 25
	powdered .....	12 @ 16	Borax xtal or	
	Chlorate, granular	16 @ 20	powdered .....	6 @ 12
	Cyanide .....	30 @ 40	Cantharides powd.	@ 1 25
	Iodide .....	2 85 @ 2 90	Calomel .....	1 25 @ 1 35
	Permanganate ..	15 @ 30	Capsicum .....	20 @ 25
	Prussiate yellow	30 @ 35	Carmine .....	@ 3 50
	Prussiate, red ..	50 @ 60	Cassia Buds .....	@ 40
	Sulphate .....	15 @ 20	Cloves .....	25 @ 30
			Chalk Prepared ..	6 @ 8 1/2
	<b>Roots</b>		Chalk Precipitated	7 @ 10
	Alkanet .....	15 @ 20	Chloroform .....	34 @ 44
	Blood, powdered	20 @ 25	Chloral Hydrate	1 25 @ 1 45
	Calamus .....	35 @ 40	Cocaine .....	3 85 @ 4 05
	Elecampane, powd	25 @ 30	Cocoa Butter .....	50 @ 60
	Gentian, powd. ...	12 @ 15	Corks, list, less 70%	
	Ginger, African,		Copperas bbls cwt	@ 75
	powdered .....	15 @ 20	Copperas, less ..	2 @ 5
	Ginger, Jamaica	20 @ 25	Copperas, Powd.	4 @ 6
	Ginger, Jamaica,		Corrosive Sulm.	1 25 @ 1 40
	powdered .....	22 @ 28	Cream Tartar ..	28 @ 35
	Goldenseal, powd.	@ 6 50	Cuttlebone .....	25 @ 35
	Ipecac, powd. ...	2 75 @ 3 00	Dextrine .....	7 @ 10
	Licorice .....	12 @ 15	Dover's Powder	2 00 @ 2 25
	Licorice, powd.	12 @ 15	Emery, all Nos.	6 @ 10
	Orris, powdered	20 @ 25	Emery, powdered	5 @ 8
	Poke, powdered	20 @ 25	Epsom Salts, bbls	@ 1 1/4
	Rhubarb .....	75 @ 1 00	Epsom Salts, less	2 1/2 @ 5
	Rhubarb, powd.	75 @ 1 25	Ergot .....	1 50 @ 1 75
	Rosinweed, powd.	25 @ 30	Ergot, powdered	1 80 @ 2 00
	Sarsaparilla, Hond.		Flake White .....	12 @ 15
	ground .....	@ 45	Formaldehyde lb.	12 @ 15
	Sarsaparilla Mexican,		Gambier .....	6 @ 10
	ground .....	@ 30	Gelatine .....	35 @ 45
	Squills .....	20 @ 25	Glassware, full cases	80 %
	Squills, powdered	40 @ 60	Glassware, less 70 & 10%	
	Tumeric, powd.	12 @ 15	Glauber Salts bbl.	@ 1 1/4
	Valerian, powd.	25 @ 30	Glauber Salts less	2 @ 5
			Glue, brown .....	11 @ 15
	<b>Seeds</b>		Glue, brown grd	10 @ 15
	Anise .....	18 @ 22	Glue, white .....	15 @ 25
	Anise, powdered	22 @ 25	Glue, white grd	15 @ 20
	Bird, is .....	7 @ 8	Glycerine .....	23 @ 35
	Canary .....	5 @ 7	Glycine .....	50 @ 80
	Caraway .....	12 @ 15	Indigo .....	85 @ 1 00
	Cardamon .....	1 40 @ 1 50	Iodine .....	3 75 @ 4 00
	Celery .....	45 @ 50	Iodoform .....	4 80 @ 5 00
	Coriander .....	10 @ 15	Lead Acetate .....	12 @ 18
	Dill .....	18 @ 20	Lycopodium .....	60 @ 75
	Fennel .....	25 @ 30	Mace .....	80 @ 90
	Flax .....	5 1/2 @ 10	Mace, powdered	90 @ 1 00
	Flax, ground .....	5 @ 10	Menthol .....	16 00 @ 17 00
	Foenugreek, pow.	6 @ 10	Mercury .....	85 @ 90
	Hemp .....	5 @ 7	Morphine, all brd	4 55 @ 4 80
	Lobelia .....	@ 50	Nux Vomica .....	@ 10
	Mustard, yellow	9 @ 12	Nux Vomica pow	@ 15
	Mustard, black ..	9 @ 12	Pepper, black pow	20 @ 25
	Mustard, powd.	20 @ 25	Pepper, white ..	25 @ 35
	Poppy .....	15 @ 20	Pitch, Burgundy	10 @ 15
	Quince .....	@ 1 00	Quassia .....	10 @ 15
	Rape .....	6 @ 10	Quinine, all brds	2 1/4 @ 3 1/4
	Sabadilla .....	25 @ 30	Rochelle Salts	20 @ 26
	Sabadilla, powd.	35 @ 45	Saccharine .....	2 00 @ 2 20
	Sunflower .....	6 @ 8	Salt Peter .....	7 @ 12
	Worm American	15 @ 20	Seidlitz Mixture	20 @ 25
	Worm Levant .....	30 @ 35	Soap, green .....	15 @ 20
			Soap, mott castile	10 @ 15
			Soap, white castile	
			case .....	@ 6 25
			Soap, white castile	..
			less per bar	@ 65
			Soda Ash .....	1 1/2 @ 5
			Soda Bicarbonate	1 1/2 @ 5
			Soda, Sal .....	1 @ 4
			Spirit Camphoe ..	@ 75
			Spirit Cologne ..	2 80 @ 3 00
			Sulphur roll .....	2 1/2 @ 5
			Sulphur Subl. ...	2 1/2 @ 5
			Tamarinds .....	10 @ 15
			Tartar Emetic ..	40 @ 50
			Turpentine Venice	40 @ 60
			Vanila Ext. pure	1 00 @ 1 50
			Witch Hazel .....	65 @ 1 00
			Zinc Sulphate ..	7 @ 10



Our Home—Corner Oakes and Commerce

Our sales of druggists' sundries and holiday goods for the season of 1912 has been far beyond our expectations. We are yet equipped and stocked to take care of the belated buyer, and can only say that the season is nearly over for this class of goods and if you contemplate making us a visit for the purchase of these lines then the earlier you call the better we can serve you.

Grand Rapids. HAZELTINE & PERKINS DRUG CO.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan  
The Largest Show Case and Store Equipment Plant in the World  
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

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

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with 2 columns: ADVANCED and DECLINED. Rows include Chocolate, Cocoa, Flour, Beans.

Index to Markets

Main index table with columns: By Columns, 1, 2. Rows include Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Breakfast Food, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Cocoa, Coconut, Coffee, Confections, Cracked Wheat, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour and Feed, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Mapleine, Mince Meats, Molasses, Mustard, Nuts, Olives, Pickles, Pipes, Playing Cards, Potash, Potatoes, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Salt Seeds, Soap, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobasco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table with 5 columns: 3, 4, 5. Rows include CHEWING GUM, Extract, CONFECTIONS, Mixed Candy, Grocers, X L O, Special, Conserve, Royal, Ribbon, Broken, Cut Loaf, Leader, Kindergarten, French Cream, Hand Made Creams, Premio Cream mixed, Paris Cream Bon Bons, FANCY-IN PAIS, Gypsy Hearts, Coco Bon Bonns, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, Lozenges, plain, Champion Chocolates, Eclipse Chocolates, Eureka Chocolates, Champion Gum Drops, Anise Squares, Lemon Sours, Imperials, Hal Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Kisses, Coffy Toffy, Molasses Mint Kisses, FANCY-IN 5lb. Boxes, Old Fashioned Molasses Kisses 10lb. bx, Orange Jellies, Lemon Sours, Old Fashioned Household Drops, Peppermint Drops, Champion Choc Drops, H. M. Choc. Lt. and Dark, No. 12, Bitter Sweet, Brilliant Gums, Cryst., A. A. Licorice Drops, Lozenges, printed, Lozenges, plain, Imperials, Mottos, G. M. Peanut Bar, Hand Made Crms, String Rock, Wintergreen Berries, Pop Corn, Cracker Jack, Giggles, Oh My 100s, Cough Drops, Putnam Mental, Smith Bros., NUTS—Whole, Almonds, Tarragona, Almonds, Drake, Almonds, California, Brazil, Filberts, Cal. No. 1, Walnut sft shell, Walnut, Marbot, Table nuts, fancy, Pecans, medium, Pecans, ex. large, Hickory Nuts, per bu., Ohio, Cocoanuts, Chestnuts, New York State, per bu., Salted Peanuts, Shelled, Spanish peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Private Growth, Mandling, Aukola, Wocha, Short Bean, Long Bean, H. L. O. G., Bogota, Fair, Fancy, Spot Market, Strong Package, New York Basis, Arbuckle, Lion, McLaughlin's XXXX, Private Growth, Mandling, Aukola, Wocha, Short Bean, Long Bean, H. L. O. G., Bogota, Fair, Fancy, Spot Market, Strong Package, National Biscuit Company Brands, Butter, N. B. C. Sq. bbl. 7 bx. 6 1/2, Seymour, Rd. bbl. 7 bx. 6 1/2, Soda, N. B. C. boxes, Premium, Select, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Picnic boxes, Gem, boxes, Shell, Sweet Goods, Animals, Atlantics, Atlantic, Assorted, Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Bunty Shortbread, Brittle, Brittle Fingers, Bumble Bee, Cartwheels Assorted, Chocolate Drops, Chocolate Drip Centers, Choc. Honey Fingers, Circle Honey Cookies, Cracknels, Cocoanut Taffy Bar, Cocoanut Drops, Cocoanut Macarons, Cocoanut Hon. Fingers, Coffee Cakes, Coffee Cakes, Iced, Crumpets, Diana Marshmallow Cakes, Dinner Biscuit, Dixie Sugar Cookies, Domestic Cakes, Eventide Fingers, Family Cookies, Fig Cake Assorted, Fig Newtons, Floral Cakes, Fluted Cocoanut Bar, Frosted Creams, Frosted Ginger Cookies, Fruit Lunch, Iced, Gala Sugar Cakes, Ginger Gems, Ginger Gems, Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps N. B. C. Round, Ginger Snaps N. B. C. Square, Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers As. Ice, Honey Jumbles, Iced, Honey Jumbles, Plain, Honey Flake, Household Cookies, Household Cookies, Iced, Imperial, Jonnie, Jubilee Mixed, Cream Klips, Leap Year Jumbles, Lemon Biscuit Square, Lemon Thins, Lemon Wafers, Lemona, Mace Cakes, Mary Ann, Marshmallow Coffee Cake, Marshmallow Walnuts, Medley Pretzels, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Molasses Sandwich, Mottled Square, Oatmeal Crackers, Orange Gems, Orange Sponge Layer Cakes, Penny Assorted, Peanut Gems, Picnic Mixed, Pineapple Wafers, Pretzels, Hand Made, Pretzettes, Hand Md., Raisin Cookies, Raisin Gems, Raspberry Cakes, Revere, Assorted, Rittenhouse Fruit Biscuit, Royal Lunch, Royal Toast, Rube, Lorna Doone Shortbrd, Spiced Currant Cakes, Spiced Ginger Cks Iced, Sugar Fingers, Sugar Cakes, Sugar Cakes, Sugar Crump, Sugar Squares, large or small, Sultana Fruit Biscuit, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Triumph Cakes, Vanilla Wafers, Wafer Jumbles can, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Baronet Biscuit, Bremmer's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Cocoanut Biscuits, Dinner Biscuits, Faust Oyster, Fig Newton.



6

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	50
Oatmeal Crackers	1.00
Old Time Sugar Cook	1.00
Oval Salt Biscuit	1.00
Oysterettes	50
Premium Sodas	1.00
Pretzels, Hd. Md.	1.00
Royal Toast	1.00
Rykon Biscuit	1.00
Saltine Biscuit	1.00
Saratoga Flakes	1.50
Social Tea Biscuit	1.00
Sultana Fruit Biscuit	1.50
Soda Crackers N B C	1.00
Soda Crackers Select S. S.	1.00
Uneda Biscuit	1.50
Uneda Jinjer Wayfer	1.00
Uneda Lunch Biscuit	50
Vanilla Wafers	1.00
Water Thin Biscuit	1.00
Zu Zu Ginger Snaps	50
Zwieback	1.00

Other Package Goods

Barnum's Animals	50
Chocolate Tokens	2.50
American Beauty	2.50
Ginger Snaps, NBC family package	2.50
Soda Crackers, NBC family package	2.50

In Special Tin Packages, Per doz.

Festino	2.50
Minaret Wafers	1.00
Nabisco, 25c	2.50
Nabisco, 10c	1.00
Champagne Water	1.00

Sorbetto

Nabisco	1.75
Festino	1.50
Bent's Water Crackers	1.40

CREAM CARTAR

Barrels or drums	33
Boxes	34
Square Cans	36
Fancy caddies	41

DRIED FRUITS

Apples

Evapor'd, Choice bulk	8
Evapor'd, Fancy pkg.	9 1/2

Apricots

California	14@15
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Citron

Corsican	15
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Currants

Imp'd 1 lb. pkg.	9 1/2
Imported, bulk	9 1/2

Peaches

Muir's—Choice, 25 lb. b	9
Muir's—Fancy, 25 lb. b	10
Fancy, Peeled, 25 lb. b	18

Peel

Lemon, American	12 1/2
Orange, American	12 1/2

Raisins

Connosiar Cluster 1 lb.	17
Dessert Cluster, 1 lb.	21
Loose Muscatels 3 Cr	7 1/2
Loose Muscatels 4 Cr	8
L. M. Seeded, 1 lb.	6 1/2@7

California Prunes

90-100 25lb. boxes	@ 6
80-90 25lb. boxes	@ 6 1/2
70-80 25lb. boxes	@ 7
60-70 25lb. boxes	@ 7 1/2
50-60 25lb. boxes	@ 8
40-50 25lb. boxes	@ 8

FARINACEOUS GOODS

Beans

Dried Lima	7
Med. Hand Picked	2.65
Brown Holland	2.75

Farina

25 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

Hornity

Pearl, 100 lb. sack	2.00
Maccaroni and Vermicelli Domestic, 10 lb. box	.60
Imported, 25 lb. box	2.50

Pearl Barley

Chester	3.00
Empire	3.75

Peas

Green, Wisconsin, bu.	2.75
Split, lb.	.5

Sago

East India	5 1/2
German, sacks	5 1/2
German, broken pkg.	

Tapoca

Flake, 100 lb. sacks	5 1/2
Pearl, 36 pkgs.	5 1/2
Minute, 36 pkgs.	2.75

FISHING TACKLE

1/4 to 1 in.	6
1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 1/2 to 2 in.	11
2 in.	15
3 in.	20

7

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	11
No. 5, 15 feet	12
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.	60

FLAVORING EXTRACTS

Jennings D C Brand

Terpeness Extract Lemon	
No. 1 F Box, per doz.	75
No. 2 F Box, per doz.	90
No. 4 F Box, per doz.	1.75
No. 3 Taper, per doz.	1.75
No. 2 oz. Flat, F M per dz.	1.50

Jennings D C Brand

Extract Mexican Vanilla	
No. 1 F Box, per doz.	90
No. 2 F Box, per doz.	1.40
No. 4 F Box, per doz.	2.25
No. 3 Taper, per doz.	2.00
No. 2 oz. Flat F M per dz.	2.00

FLLOUR AND FEED

Grand Rapids Grain & Milling Co.

Winter Wheat.

Purity Patent	5.70
Scal of Minnesota	5.00
Sunburst	5.00
Wizard Flour	5.40
Wizard Graham	5.60
Wizard Gran. Meal	4.60
Wizard Buckwheat	6.80
Rye	4.80

Valley City Milling Co.

Lily White	5.70
Light Loaf	5.10
Graham	2.30
Granena Health	2.40
Gran. Meal	1.90
Bolted Med.	1.80

Voigt Milling Co.

Graham	5.10
Voigt's Crescent	5.70
Voigt's Flourigt	5.70
Voigt's Hygienic	5.10
Voigt's Royal	6.10

Watson-Higgins Milling Co.

Perfection Flour	5.50
Tip Top Flour	5.10
Golden Sheaf Flour	4.80
Marshall's Best Flour	4.85

Worden Grocer Co.

Quaker, paper	5.40
Quaker, cloth	5.50

Kansas Hard Wheat

Worden Grocer Co.

American Eagle, 1/8s	5.25
American Eagle, 1/4s	5.15
American Eagle, 1/2s	5.05

Spring Wheat.

Roy Baker

Golden Horn, family	5.00
Golden Horn, bakers	4.90
Wisconsin Rye	4.00

Judson Grocer Co.

Ceresota, 1/8s	5.90
Ceresota, 1/4s	5.80
Ceresota, 1/2s	5.70

Worden Grocer Co.

Wingold, 1/8s cloth	5.70
Wingold, 1/4s cloth	5.60
Wingold, 1/2s cloth	5.50
Wingold, 1/8s paper	5.55
Wingold, 1/4s paper	5.50
Wingold, 1/2s paper	5.35
Bakers' Patent	5.35

Wykes & Co.

Sleepy Eye, 1/8s cloth	5.50
Sleepy Eye, 1/4s cloth	5.40
Sleepy Eye, 1/2s cloth	5.30
Sleepy Eye, 1/8s paper	5.30
Sleepy Eye, 1/4s paper	5.30

Bolted

Meal	4.40
Golden Granulated	4.60

Wheat

Red	1.05
White	1.05

Oats

Michigan carlots	37
Less than carlots	28

Corn

Carlots	74
Less than carlots	76

Hay

Carlots	15.00
Less than carlots	18.00

Feed.

Street Car Feed	33
No. 1 Corn & Oat Feed	33
Cracked corn	32
Coarse corn meal	32

FRUIT JARS

Mason, pts., per gro.	5.10
Mason, qts., per gro.	5.50
Mason, 1/2 gal. per gro.	7.60
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.	1.40
Nelson's	1.50
Knox's Acidu'd, doz.	1.25
Oxford	75
Plymouth Rock, Phos.	1.25
Plymouth Rock, Plain	90

8

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19

HERBS

Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

HIDES AND PELTS

Hides

Green, No. 1	11 1/2
Green, No. 2	10 1/2
Cured, No. 1	13
Cured, No. 2	12
Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14 1/2

Pelts

Old Wool	@ 30
Lambs	50@1.00
Shearlings	50@1.00

Tallow

No. 1	@ 5
No. 2	@ 4

Wool

Unwashed, fine	@ 20
Unwashed, med.	@ 15

HORSE RADISH

Per doz.	90
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JELLY

5lb. pails, per doz.	2.20
15lb. pails, per pail	50
30lb. pails, per pail	95

JELLY GLASSES

1/2 pt. in bbls, per doz.	15
1 pt. in bbls, per doz.	16
8 oz. capped in bbls, per doz.	18

MAPLEINE

2 oz. bottles, per doz.	3.00
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MINCIE MEAT

Per case	2.85
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MOLASSES

New Orleans

Fancy Open Kettle	42
Choice	35
Good	22
Fair	20

Mustard

1/4 lb. 6 b. box	16
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OLIVES

Bulk, 1 gal. kegs 1 05@1.15	
Bulk, 2 gal. kegs 90@1.05	
Gal, 5 gal. kegs 90@1.00	
Stuffed, 8 oz.	90
Stuffed, 5 oz.	1.35
Stuffed, 1 doz.	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 19	oz.
Queen, Mammoth, 28	oz.
Queen, Mammoth, 28	oz.
Olive Chow, 2 doz. cs,	per doz.

PICKLES

Medium

Barrels, 1,200 count	.675
Half bbls., 600 count	4.00
5 gallon kegs	1.90

Small

Barrels	8.25
Half barrels	4.65
5 gallon kegs	2.25

Gherkins

Barrels	5.00
Half barrels	5.00
5 gallon kegs	2.25

Sweet Small

Barrels	14.50
Half barrels	8.00
5 gallon kegs	3.25

PIPES

Clay, No. 216, per box	1.75
Clay, T. D., full cont	60
Cob	90

PLAYING CARDS

No. 90, Steamboat	75
No. 15, Rival, assorted	1.25
No. 20, Rover, enam'd	1.50
No. 572, Special	1.75
No. 98 Golf, satin fn.	2.00
No. 808, Bicycle	2.00
No. 632, Tour'n't whist	2.25

POTASH

Babbitt's	4.00
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PROVISIONS

Barreled Pork

Clear Back	22.00@23.00
Short Cut Clear 21	00@21.50
Bean	19.50@20.00
Brisket, Clear	22.00@23.00
Pig	20.00@23.00
Clear Family	26.00

Dry Salt Meats

S P Bellies	13
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Lard

Pure in tierces	.12 1/2@13
Compound Lard 9	@ 9 1/2
80 lb. tubs	advantage 1/4
60 lb. tubs	advantage 1/4
50 lb. tubs	advantage 1/4
20 lb. pails	advantage 1/4
10 lb. pails	advantage 1/4
5 lb. pails	advantage 1/4
8 lb. pails	advantage 1

9

Smoked Meats	
Hams, 12 lb. av.	16 @15 1/2
Hams, 14 lb. av.	15 1/2 @15 1/2
Hams, 16 lb. av.	15 1/4 @16
Hams, 18 lb. av.	14 1/4 @15
Skinned Hams	16 @15 1/2
Ham, dried beef	
sets	20 @20 1/4
California Hams 13	@13 1/2
Picnic Balled Hams	.15
Boiled Hams	.23 1/2@24
Minc'd Ham	.12 1/2@13
Bacon	15 1/2@16

Sausages

Bologna	9 1/2@10
Liver	7 1/2@8
Frankfort	11. @11 1/2
Pork	13 @14
Veal	11 1/2@12
Tongue	11
Headcheese	9

Beef

Boneless	17.00
Rump, new	19.00

Pig's Feet

1/2 bbls.	1.00
3/4 bbls., 40 lbs.	2.00
4/5 bbls.	4.00
1 bbl.	8.00

Tripe

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1.60
1/2 bbls., 80 lbs.	3.00

Casings

Hogs, per lb.	35
Beef, rounds, set	17@18
Beef, middles, set	.90@95
Sheep, per bundle	80

Uncolored Butterline

Solid Dairy	12 @16
Country Rolls	12 1/2@18

Canned Meats

Corned beef, 2 lb.	3.50
Corned beef, 1 lb.	1.85
Roast beef, 2 lb.	3.50
Roast beef, 1 lb.	1.85
Potted Ham, 1/4s	45
Potted Ham, 1/2s	90
Deviled Ham, 1/4s	45
Deviled Ham, 1/2s	90
Potted Tongue, 1/4s	45
Potted Tongue, 1/2s	90

RICE

Fancy	6 @6 1/4
Japan Style	5 @5 3/4
Broken	3 1/2@4 1/4

ROLLED OATS

Roll'd Avena, bbls.	4.75
Steel Cut, 100 lb. sks.	2.60
Monarch, bbls.	4.50
Monarch, 90 lb. sacks	2.15
Quaker, 18 Regular	1.45
Quaker, 20 Family	4.00

SALAD DRESSING

Columbia, 1/2 pt.	2.25
Columbia, 1 pint	4.00
Durkee's, large, 1 doz.	4.50
Murphy's, small, 2 doz	2.25
Snider's, large, 1 doz	2.25
Snider's, small, 2 doz.	1.35

SALERATUS

Packed 60 lbs. in box.	
Arm and Hammer	3.00
Wyandotte, 100 lbs.	3.00

SAL SODA

Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Granulated, 36 pkgs.	1.25

SALT

Common Grades

100 3 lb. sacks	2.40
60 5 lb. sacks	2.25
28 10 1/2 lb. sacks	2.10
56 lb. sacks	4.00
28 lb. sacks	2.00

Warsaw

56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20

Solar Rock

56 lb. sacks	24
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Common

Granulated, Fine	95
Medium, Fine	1.00

SALT FISH

Cod

Large, whole	@7 1/2
Small, whole	@7
Strips or bricks	7 1/2@10 1/2
Pollock	@ 4 1/2

Halibut

Strips	15
Chunks	16

Holland Herring

Y. M. wh. hoop bbls.	12.00
Y. M. wh. hoop 1/2bbl.	6.50
Y. M. wh. hoop kegs	72
Y. M. wh. hoop Michlers	75
Queen, bbls.	11.00
Queen, 1/2 bbls.	6.15
Queen, kegs	68

Trout

No. 1, 100 lbs.	7.50
No. 1, 40 lbs.	3.25
No. 1, 10 lbs.	90
No. 1, 8 lbs.	75

Mackerel

Mess, 100 lbs.	16.50
Mess, 40 lbs.	7.00
Mess, 10 lbs.	1.85
Mess, 8 lbs.	1.50
No. 1, 100 lbs.	10.00
No. 1, 40 lbs.	6.60
No. 1, 10 lbs.	2.25

10

Whitefish	
100 lbs.	9.75
50 lbs.	5.25
10 lbs.	1.12
8 lbs.	.92
100 lbs.	4.65
40 lbs.	2.10
10 lbs.	.65
8 lbs.	.65

SEEDS

Anise	14
Canary, Smyrna	.5
Caraway	10
Cardomom, Malabar	1.20
Celery	40
Hemp, Russian	5
Mixed Bird	5
Mustard, white	8
Poppy	16
Rape	6 1/2

SHOE BLACKING

Handy Box, large 3 dz	3.50
Handy Box, small	1.25
Bixby's Royal Polish	85
Miller's Crown Polish	85

SNUFF

Scotch, in bladders	.37
Maccabay, in jars	.35
French Rapple in jars	.43

SODA

Boxes	5 1/2
Kegs, English	4 1/4

SPICES

Whole Spices

Allspice, Jamaica	9
Allspice, large Garden	11
Cloves, Zanzibar	20
Cassia, Canton	14
Cassia, 5c pkg. doz.	25
Ginger, African	9 1/2
Ginger, Cochin.	14 1/2
Mace, Penang	70
M	

# Special Price Current

12	13	14
Big Chief, 2 1/2 oz. .... 6 00	Sweet Lotus, 10c .... 12 00	3-hoop Standard ..... 2 35
Big Chief 16 oz. .... 30	Sweet Lotus, per doz. 4 85	2-wire ..... 2 10
Bull Durham, 5c ..... 5 90	Sweet Rose, 2 1/2 oz. 4 30	Cedar all red brass .. 1 25
Bull Durham, 10c ..... 10 80	Sweet Tip Top, 5c .. 2 00	3-wire Cable ..... 2 30
Bull Durham, 15c ..... 18 48	Sweet Tip Top, 3 1/2 oz. 2 25	Paper Eureka ..... 2 25
Bull Durham, 8 oz. .... 60	Sweet Tips, 1/4 gro 10 08	Fibre ..... 2 40
Bull Durham, 16 oz. .... 6 72	Sun Cured, 10c ..... 11 75	10 qt. Galvanized ..... 1 70
Buck Horn, 5c ..... 5 76	Summer Time, 5c ..... 5 76	12 qt. Galvanized ..... 1 90
Buck Horn, 10c ..... 11 50	Summer Time 14 oz. ... 5 50	14 qt. Galvanized ..... 2 10
Briar Pipe, 5c ..... 6 00	Standard, 2 oz. .... 5 99	Toothpicks
Briar Pipe, 10c ..... 12 00	Standard, 3 1/2 oz. ... 5 28	Birch, 100 packages .. 2 00
Black Swan, 5c ..... 5 76	Standard, 7 oz. .... 1 68	Ideal ..... 85
Black Swan, 14 oz. .... 3 50	Seal N. C., 1 1/2 cut plug 70	Traps
Bob White, 5c ..... 5 90	Seal N. C., 1 1/2 Gran 63	Mouse, wood, 2 holes 25
Brotherhood, 5c ..... 5 95	Three Feathers, 1 oz. 63	Mouse, wood, 6 holes 70
Brotherhood, 10c ..... 11 00	Three Feathers, 10c 10 20	Mouse, tin, 5 holes ..... 65
Brotherhood, 16 oz. .... 39	Three Feathers and Pipe combination .. 2 25	Rat, wood ..... 75
Carnival, 5c ..... 5 70	Tom & Jerry, 14 oz. ... 3 60	Rat, tin ..... 75
Carnival, 3 1/2 oz. .... 39	Tom & Jerry, 7 oz. .... 1 80	Tubs
Carnival, 16 oz. .... 40	Tom & Jerry, 3 1/2 oz. 3 75	20-in. Standard, No. 1 7 50
Cigar Clip's Johnson 30	Trout Line, 5c ..... 5 95	18-in. Standard, No. 2 6 50
Cigar Clip's Seymour 30	Trout Line, 10c ..... 10 60	16-in. Standard, No. 3 5 50
Identity's & 16 oz. .... 30	Turkish, Patrol, 2-9 5 76	20-in. Cable, No. 1 ..... 8 00
Darby Cigar Cuttings 4 50	Tuxedo, 1 oz. bags .. 48	18-in. Cable, No. 2 ..... 7 00
Continental Cubes, 10c 90	Tuxedo, 2 oz. tins .. 96	16-in. Cable, No. 3 ..... 6 09
Corn Cake, 1/4 oz. .... 2 55	Tuxedo, 4 oz. cart .. 64	No. 1 Fibre ..... 10 25
Corn Cake, 7 oz. .... 1 45	Tuxedo, 16 oz. tins .. 64	No. 2 Fibre ..... 9 25
Corn Cake, 5c ..... 5 76	U. S. Marine, 5c ..... 6 00	No. 3 Fibre ..... 8 25
Cream, 50c pails ..... 4 60	Union Leader, 50c .. 5 06	Large Galvanized ..... 5 75
Cuban Star, 15 oz pails 3 72	Union Leader, 25c .. 2 55	Medium Galvanized ..... 5 00
Cuban Star, 16 oz pails 3 72	Union Leader, 10c ..... 11 60	Small Galvanized ..... 4 25
Chips, 10c ..... 10 20	Union Leader, 5c ..... 5 95	Washboards
Dills Best, 1 1/2 oz. .... 79	Union Workman, 1 1/2 5 76	Bronze Globe ..... 2 50
Dills Best, 2 1/2 oz. .... 77	Uncle Sam, 10c ..... 10 80	Dewey ..... 1 75
Dills Best, 16 oz. .... 73	Uncle Sam, 8 oz. .... 2 20	Double Acme ..... 3 75
Dixie Kid, 1 1/2 foil .... 39	U. S. Marine, 5c ..... 6 00	Single Acme ..... 3 15
Duke's Mix, 5c ..... 5 76	Van Bibber, 2 oz tin 88	Double Peerless ..... 3 75
Duke's Mix, 10c ..... 11 52	Velvet, 5c pouch .... 1 44	Single Peerless ..... 3 25
Duke's Cameo, 1 1/2 oz 41	Velvet, 10c tin ..... 1 92	Northern Queen ..... 3 25
Drum, 5c ..... 5 90	Velvet, 8 oz tin ..... 3 84	Double Duplex ..... 3 00
F F A, 3 oz. .... 4 95	Velvet, 16 oz. can. 7 68	Good Luck ..... 2 75
F F A, 7 oz. .... 11 50	Velvet, combination cs 5 75	Universal ..... 3 15
Fashion, 5c ..... 6 00	War Path, 5c ..... 5 95	Window Cleaners
Fashion, 16 oz. .... 43	War Path, 8 oz. .... 1 60	12 in. .... 1 65
Five Bros., 5c ..... 5 60	Wave Line, 16 oz. .... 2 29	14 in. .... 1 85
Five Bros., 10c ..... 10 70	Wave Line, 15 oz. .... 40	16 in. .... 2 30
Five cent cut Plug ..... 50	Way up, 2 1/2 oz. .... 5 75	Wood Bowls
F O B 16 oz. .... 11 50	Way up, 16 oz. pails .. 31	13 in. Butter ..... 1 50
Four Roses, 10c ..... 96	Wild Fruit, 5c ..... 5 76	15 in. Butter ..... 2 00
Full Dress, 1 1/2 oz. .... 72	Wild Fruit, 10c ..... 11 52	17 in. Butter ..... 3 75
Glad Hand, 5c ..... 1 44	Yum Yum, 5c ..... 6 00	19 in. Butter ..... 6 00
Gold Block, 1 1/2 oz. .... 39	Yum Yum, 10c ..... 12 52	Assorted, 13-15-17 ..... 3 00
Gold Block, 10c ..... 11 88	Yum Yum, 1lb., doz. 4 80	Assorted, 15-17-19 ..... 4 25
Gold Star, 16 oz. .... 38		
Gall & Ax Navy, 5c 5 95		
Growler, 5c ..... 4 42		
Growler, 10c ..... 9 84		
Growler, 20c ..... 1 85		
Giant, 5c ..... 1 55		
Giant, 16 oz. .... 33		
Hand Made, 2 1/2 oz. .... 50		
Hazel Nut, 5c ..... 5 76		
Honey Dew, 1 1/2 oz. .... 40		
Honey Dew, 10c ..... 11 38		
Hunting, 1 1/2 & 3 1/2 oz. 38		
I X L, 5c ..... 6 19		
I X L, in pails ..... 32		
Just Suits, 5c ..... 6 00		
Just Suits, 10c ..... 11 88		
Kiln Dried, 25c ..... 2 45		
King Bird, 7 oz. .... 25 20		
King Bird, 3 oz. .... 11 00		
King Bird, 1 1/2 oz. .... 5 70		
La Turka, 5c ..... 5 75		
Little Giant, 1 lb. .... 28		
Lucky Strike, 1 1/2 oz. 94		
Lucky Strike, 1 3/4 oz. 96		
Le Redo, 3 oz. .... 10 80		
Le Redo, 8 & 16 oz. 38		
Myrtle Navy, 10c ..... 11 80		
Myrtle Navy, 5c ..... 5 94		
Maryland Club, 5c ..... 50		
Mayflower, 5c ..... 96		
Mayflower, 10c ..... 1 92		
Mayflower, 20c ..... 5 94		
Nigger Hair, 5c ..... 10 56		
Nigger Hair, 10c ..... 4 96		
Nigger Head, 5c ..... 9 84		
Nigger Head, 10c ..... 1 44		
Noon Hour, 5c ..... 11 52		
Old Colony, 1-12 gro. 11 52		
Old Mill, 5c ..... 5 76		
Old English Curve 1 1/2 oz 96		
Old Crop, 5c ..... 5 76		
Old Crop, 25c ..... 20		
P. S., 8 oz., 30 lb. cs. 19		
P. S., 3 oz. per gro. 5 70		
Pat Hand, 1 oz. .... 63		
Patterson Seal, 1 1/2 oz. 48		
Patterson Seal, 3 oz. .... 96		
Patterson Seal, 16 oz. 5 00		
Peerless, 5c ..... 5 70		
Peerless, 10c ..... 1 92		
Peerless, 3 oz. .... 10 20		
Peerless, 7 oz. .... 23 76		
Peerless, 14 oz. .... 47 52		
Plaza, 2 gro. cs. .... 5 76		
Plow Boy, 5c ..... 5 76		
Plow Boy, 10c ..... 11 00		
Plow Boy, 14 oz. .... 4 50		
Pedro, 10c ..... 11 80		
Pride of Virginia, 1 1/2 77		
Pilot 5c ..... 5 76		
Pilot, 7 oz. doz. .... 1 05		
Pilot, 14 oz. doz. .... 2 10		
Prince Albert, 10c ..... 96		
Prince Albert, 8 oz. .... 4 92		
Prince Albert, 16 oz. 8 40		
Queen Quality, 5c ..... 4 88		
Rob Roy, 5c foil ..... 5 90		
Rob Roy, 10c gross 10 20		
Rob Roy, 25c doz. .... 2 10		
Rob Roy, 50c, doz. .... 4 12		
S & M., 5c gross ..... 5 76		
S & M., 14 oz. doz. ... 3 20		
Soldier Boy, 5c gross 5 95		
Soldier Boy, 10c ..... 10 56		
Soldier Boy, 1 lb. .... 80		
Sweet Caporal, 1 oz. .... 60		
Sweet Lotus, 5c ..... 6 00		

**15**

Panatellas, Bock ..... 35  
Jockey Club ..... 35

**COCOANUT**

Baker's Brazil Shredded



**16**

Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



**The only 5c Cleanser**

Guaranteed to equal the best 10c kinds

**17**

Marseilles, 100 ck toll 4 00  
Marseilles, 1/2 box toll 2 10

Proctor & Gamble Co.  
Lenox ..... 3 00  
Ivory, 6 oz. .... 4 00  
Ivory, 10 oz. .... 6 75  
Star ..... 3 85

Tradesman Co.'s Brand



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

**SAFES**



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.

**SOAP**

Lautz Bros. & Co.

White House, 1lb. .... Acme, 30 bars, 75 lbs. 4 00  
White House, 2lb. .... Acme, 25 bars, 75 lbs. 4 00  
Excelsior, Blend, 1lb. .... Acme, 100 cakes ..... 3 80  
Tip Top, Blend, 2lb. .... Big Master, 100 blocks 4 00  
Royal Blend ..... German Mottled ..... 3 15  
Royal High Grade ..... German Mottled, 5 bx 3 15  
Superior Blend ..... German Mottled 10 bx 3 10  
Boston Combination ..... German Mottled 25 bx 3 05  
Distributed by Judson Grocer Co., Grand Rapids; Marseilles, 100 cakes ..... 6 00  
Marseilles, 100 cks 5c 4 00


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

**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

# Ceresota Flour

## The Prize Bread Flour of the World



### The U. S. Government Laboratory Test

Shows "Ceresota" Flour to be worth 14 cents to 79 cents per barrel more than are other well known and extensively advertised Flours.

### Why Not Buy the Best and Get Your Money's Worth?

Manufactured by

## The Northwestern Consolidated Milling Company

MINNEAPOLIS, MINN.

H. P. GALLAHER, Vice Pres. and Manager

Registered in U. S. Patent Office

Perfection ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritanos ..... 35  
Panatellas, Finas ..... 35

**AXLE GREASE**



1 lb. boxes, per gross 9 00  
3 lb. boxes, per gross 24 00

**BAKING POWDER**

Royal



10c size .. 90  
1/4 lb. cans 1 35  
6 oz. 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




**CERESOTA**

FLOUR



# BUSINESS-WANTS DEPARTMENT

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

## BUSINESS CHANCES.

For Sale—Drug store and residence combined, in rapidly growing residence district of Dayton, Ohio. Thoroughly modern and up-to-date. It will pay you to investigate. Write for folder showing plans, cuts and terms. The Wyoming Pharmacy, 1300 E. Wyoming St., Dayton, Ohio. 549

**TYPEWRITERS.**  
Write for catalogue and special prices on high-grade guaranteed typewriters. Free trial without deposit. Whitehead Typewriter Exchange, 136 N. LaSalle St., Chicago. 548

For Sale—\$5,000 stock general merchandise. Good location in one of best small towns in Michigan. Address B. care Tradesman. 547

Brick store to rent at Reading, Michigan. Splendid business place of 1,100 population and trading center for six miles around. B. J. Kingston, Jackson, Mich. 545

Flour Mill and Electric Plant—Nearly new 80 bbl. Allis mill and elevator, combined capacity 31,000 bu. No competition for 20 miles around. Also in connection, up-to-date electric plant, lighting town of 800. The entire property cost over \$40,000. Can sell for \$30,000 on easy terms. Profits over \$6,000 net. Rigid investigation invited. Central Michigan; two railroads. Reason, old age and ill health. Mercer Realty Co., Ashton Bldg., Grand Rapids, Mich. 544

For Sale—Drug store on one of best transfer corners in two mile circle. Doing fine business. Will require \$5,200. Address Druggist, Sub. St. 14, Detroit, Mich. 542

We have a big opening in center of rich Toxah Valley for party who can put in general store to supply a rapidly increasing trade; six to seven crops of alfalfa per season. All kinds of fruit; cantaloupes pay \$600 per acre. Country developing fast. No crop failures; climate ideal. Address F. L. Deal, P. V. S. Ry. Immigration Agent, Cleburne, Texas. 540

Wanted—Stock of general merchandise, clothing or shoes. Address O. D. Price, Macomb, Ill. 541

For Sale—Good brick store building for general store in nice village, and good farming country; will sell at a discount if taken at once. Albert Gipp, Cecil, Wis. 539

80 acres, all in cultivation; good improvements, two miles of town. To settle an estate. Price \$60. J. B. Nicely, Lewiston, Mo. 538

## AUCTIONEERS.

Col. W. B. Carpenter, President Missouri Auction School, 14th and Grand Ave., Kansas City, Mo., can convert your stock into cash. Send him \$2 for Fact. Fun & Fiction for Auctioneers, 288 pages, morocco bound. 537

For Sale—The Dolson Drug Co. stock and fixtures. Twentieth Century fountain, Bangs fixtures. Must be sold before January 15, 1913. A bargain for someone. Address H. G. Walz, Rec. 208 Genesee Ave., Saginaw, Mich. 536

For Sale—Good live grocery business, strictly up-to-date stock. Best location in town. Good chance for a live man. Address Lowrie & Coles, Traverse City, Mich. 535

For Rent—Store, 821 Division avenue, south, Grand Rapids. An A1 location for boots, shoes and men's furnishings or any other kind of business. B. S. Harris, 819 Division Ave. S. 550

For Sale—A small stock of drugs and fixtures, formerly owned by C. N. Ware, of Greenville, Mich. Good opportunity for moderate capital. Lee M. Hutchins, Trustee, Grand Rapids. 533

For Sale—Lot 22x120 ft., brick store 22x50 feet. Ice house on lot. J. P. Haner, Sunfield, Mich. 530

Agents—With or without experience, make big money during spare time. Something new. Big seller. Liebig Medicine Co., Richmond Hill, N. W. 529

Extra good opening for a dry goods store in the best new town in Florida. Is less than two years old and has over 2,000 population. Write Box S, Lynn Haven, Fla. 528

Don't lose money on window faded tan shoes. Use "Re-Tan-Um." It does the work. One bottle restores 60 to 75 pairs. Saves \$50 or more. Price \$1 from jobbers. Sent direct prepaid on receipt \$1.25. Two bottles prepaid \$2. Sample 10c. H. L. Brown & Son, Lansing, Mich. 527

Plant And Business For Sale—Fine opportunity for anyone wishing to manufacture furniture, refrigerators, woodenware or automobile bodies and accessories. The A. J. Phillips Co., Fenton, Mich. 526

For Sale—Grocery and hardware stock and fixtures, with or without buildings. A. W. English, Wyocena, Wis. 525

Large profits made with a "Long" crispette machine. One man reports profits of \$1,500 in one month; another \$1,465; another \$600 gross in one week; another \$250 in one day. Many report excellent profits. Splendid locations are open everywhere. Put a machine in a window, small store or small place in any city. It draws crowds—everybody buys. Costs little to start. Big profits soon made. No skill required to operate machine. Send for free book "How To Make Money in the Crispette Business." W. Z. Long, 61 High St., Springfield, Ohio. 524

Physicians and druggists. Will sell my drug store and property in one of the best Central Michigan small towns and five physician a fine unopposed territory. Property first-class. Don't answer unless you mean business. Address 522, care Tradesman. 522

Newspaper—Best proposition in Michigan. One or two-thirds interest in incorporated company, with management. Publishes semi-weekly and weekly newspapers. Will net good man better than \$1,000 yearly. Cheap for quick sale. If you are looking for a good thing come and see me quick. R. M. Rulison, Clinton, Mich. 521

For Sale—Bird's Drug Store, Saugatuck, Michigan. Good clean stock, new fixtures, floor cases. Rent \$25 per month. Brick block on main corner. Fine resort trade and soda fountain. News stand. Good reason for selling. 522

8080 acre stock ranch for half its value for quick sale; address owner for further information. A. J. Johnson, Merchants National Bank Bldg., Springfield, Missouri. 513

For Sale—Only drug store in town of 1,800; railroad division; monthly payroll, \$9,000 to \$12,000; coal mine \$600 to \$10,000. Low rent. Owner in business 50 years; retiring. Address L. B. 309, No. McAlester, Okla. 510

For Sale—Owing to ill health, I offer for sale my general stock, inventorying between \$6,000 and \$7,000, living rooms above, storage below. Location exceptionally good. Business established 18 years. Store has always enjoyed an excellent trade. Address John Harriman, Snover, Mich. 512

Business Opportunity—Modern store for rent, center of Galesburg, Mich. Address N. G. Burdick, 78 La Grave Ave., Grand Rapids, Mich. 509

For Sale—Two fine up-to-date drug stores; having other business requiring all my time. Will sell both stores at inventory, discount for cash. G. Van Arkel, Muskegon Heights, Mich. 508

Free—Investing for profit magazine. Send me your name and I will mail you this magazine absolutely free. Before you invest a dollar anywhere, get this magazine. It is worth \$10 a copy to any man who intends to invest \$5 or more per month. Tells you how \$1,000 can grow to \$22,000—how to judge different classes of investments, the real earning power of your money. This magazine six months free if you write to-day. H. L. Barber, Publisher, 433-28, W. Jackson Blvd., Chicago. 515

To Exchange—Can get you equities in good land at actual value for good merchandise, commission 2 1/2 per cent.; prefer large stocks \$10,000 and up. Only want to hear from parties actually wanting a change. Address A. M. Kauffman, Lockridge, Ia. 506

Mr. Man—Do you want to sell out for cash? I handle the sale of stores, factories, business places and real estate. Write me if you want to buy or sell. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 398

Drug Store—For sale or exchange. Our drug store, situated on one of the best semi-central corners; old established stand; clean stock; exceptional opportunity; will take part in good real estate; have a good business; can be increased. If interested address Schlosser Bros., 132 W. Chestnut St., Louisville, Ky. 494

Auctioneers—We have been closing out merchandise stocks for years all over this country. If you wish to reduce or close out, write for a date to men who know how. Address Perry & Caukin, 440 South Dearborn St., Chicago, Ill. 134

For Sale—Drug stock and fixtures, inventory about \$1,500. Must be sold at once. For particulars write Peoples National Bank, Bronson, Mich. 481

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

## HELP WANTED.

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

## SITUATIONS WANTED.

Situation Wanted—Young man with good habits, five years experience in general store, one year in shoe store. Wages not as essential as chance for advancement. Lock Box 5, Paris, Mich. 543

Wanted—Position in general store by married man, who has had twelve years' experience. Address A. B. C., care Tradesman. 546

Want ads. continued on next page.

## Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

- File and 1,000 printed blank bill heads..... \$2 75
- File and 1,000 specially printed bill heads..... 3 00
- Printed blank bill heads, per thousand..... 1 25
- Specially printed bill heads, per thousand..... 1 50

Tradesman Company, Grand Rapids.

**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—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

## CLOVERLAND.

## Traveling Zephyrs From the Land of Promise.

Marquette, Nov. 12—On a recent visit to Munising, we noticed a new face behind the desk at the Beach Inn. On enquiry, we learned that the new proprietor is a Mr. French, of Minneapolis. He made an excellent impression and we have been informed he had considerable hotel experience. We welcome him and bespeak for him the loyal support of the boys on the road. In fact, we welcome any old change and believe that any kind of a change would be in the nature of an improvement, as the last management was a most unpopular one and the last manager leaves without any of the tears of the traveling boys.

Charlie Wheeler isn't a man who says much about his attainments. He is a fellow we have to keep constantly finding out. He at first demonstrated his ability as a salesman, then as popular hail fellow, well met. Then we made the important discovery that he is about the best toastmaster and after dinner speaker in the State. We then discovered that as a poet he has few equals and now it turns out that, while he guarded the secret most carefully, he is an expert target shot who has few if any equals. He had a neat 22 rifle among his samples on his last trip, which he recommended to Will Fairbairn, of the Portage Lake Hardware Co., Houghton, for accuracy and made some claims for the rifle which Will questioned and said he was from Missouri and would have to be shown. They immediately repaired to the Douglass House tennis grounds and Charlie took the gun, handed a piece of sheet steel 1¼ inches square to Lena, the head waitress at the Douglass, told her to toss it into space a certain way. Charlie shot it through the center on its way down, asked Lena to repeat the operation six times and, five times out of six, Charlie punctured the steel while in midair. In substantiation, the writer holds the piece of steel and will show it on demand.

We were both surprised and delighted yesterday to receive an announcement of the marriage of our old and dear friend, Si. Hebbard, the popular and capable manager of the hardware department in the mammoth general store of J. P. & G. H. Petermann, at Mohawk, on Monday, Nov. 4, to Miss Maybelle Anne Berryman, of the same place. We understand that this is one of those beautiful affairs of the heart, as both the bride and groom grew up together as boy and girl. You have our best wishes, Si, old boy, and your wife, for a long and happy voyage on the sea of life.

The Soo line has been notified by the Michigan Railway Commission to conform at once to the 2 cent fare law, as its last annual report showed earning more than \$1,200 per mile, the amount necessary to bring it under the law.

The D. S. S. & A. injunction against the operation of the 2 cent fare law is still operative, but the case is being investigated by the State authorities.

We wondered what it was that made it so difficult to obtain a quorum at our last meeting, but Lester Boyd, who is

always anxious to see the meetings go on like clockwork, phoned down to Armour's branch office to Charlie Haid to ask him to come up, but in subdued tones Haid coaxed Boyd to come down there instead and Boyd reported that he found an opposition U. C. T. meeting in full swing, with Charlie Haid as Senior and Junior Counselor, Bob Richards as Conductor and Page, and they were breaking Fred Edlund in as Sentinel and were having a "halibut" time to get his feet to track. They were so discouraged with him that they wanted Boyd to take his place as Sentinel and try him, as a candidate.

Ura Donald Laird.

## Seven Initiations in Kalamazoo Council.

Kalamazoo, Nov. 11—Kalamazoo Council, No. 156, held its regular monthly meeting at 3 p. m. Saturday and disposed of the regular business, leaving the initiations to be held at the evening session at 7 o'clock. Grand Counselor Adams, with his deputies, John A. Hoffman, of Kalamazoo, and John Martin, of Grand Rapids, attended the evening meeting, accompanied by a delegation of thirty-five members of the Battle Creek Council who came in a special car.

The Council was called to order by Senior Counselor Roy E. Lee, of Kalamazoo, and opened at once under initiations. The following candidates were acquainted with the mysteries of the order: R. J. Concannon, Wm. Standard Grolle, Fred E. Knox, Geo. A. McGinnis Ben Rankin, W. F. Speicher and Verne V. Wilson. After the ceremony was over, the party assembled in the dining room, where an informal luncheon was served, afterwards re-assembling in the lodge room for the toasts.

Brother E. A. Welch acted as toastmaster and ably introduced the speakers. Brother Ireland, of Battle Creek Council, rendered a very fine vocal selection with an encore. After listening to a very instructive speech from Grand Counselor Adams, the toastmaster called upon J. A. Hoffman, of Kalamazoo, Chas. Dye, Grand Chaplain, of Battle Creek, Brother Bullen, of Lansing, John Martin, of Grand Rapids, J. N. Riste, of Battle Creek, C. C. Bronaugh, of Battle Creek, F. H. Bowen, of Kalamazoo, and Roy E. Lee, Senior Counselor of Kalamazoo Council.

It was after midnight when the meeting finally adjourned and the Battle Creek delegation returned in their car, but the boys one and all were ready to stay and enjoy the fine things which were being said. Grand Counselor Adams, of Battle Creek, offered a banner for the Council making the greatest percentage of gain in membership during the year and his deputy, John A. Hoffman, offered a silk flag to the Council making the same gain.

Battle Creek Council holds a very warm place in the hearts of the members of Kalamazoo Council and the pleasant rivalry between the two Councils draws them closer and closer. On account of the short distance between the two cities, it is very easy to exchange visits and these

visits serve to stir up a worthy ambition among the officers to make their work individually and collectively the best possible.

Brother H. D. Bullen, of Lansing, occupied the Past Counselor's chair and gave the Ray Of Hope lecture during the initiation ceremonies.

R. S. Hopkins, Sec'y.

## Industrial Display of Local Productions.

Lansing, Nov. 12—During the week of November 4 the manufacturers of Lansing held an industrial display in the windows of several merchants in the retail district under the auspices of the Lansing Chamber of Commerce.

It proved a big success and Lansing's commercial association feels doubly repaid for the infinite amount of labor spent on the project. From 150 to 175 displays enjoyed prominence during the entire week.

In connection with the window displays several streets intersecting the main thoroughfare were brought into service and the large articles, such as traction engines, cement mixers, automobiles, auto trucks and any number of other heavy articles were given display room on these streets.

The fact that a large portion of our citizenship did not know their own city was evidenced in the many declarations that they did not know such and such an article was manufactured here.

Many strangers who happened to be in the city during the week came to the Secretary's office to congratulate the association and said they were going to take the idea home with them and ask their particular association to put such a display into effect.

The idea is not a new one, it having been used in a number of cities throughout the country.

Its value was brought up for discussion at the convention of the Central Association of Commercial Executives, from which I derived the intention of offering it to Lansing.

I firmly believe that it has been a source in awakening much civic pride and will be of infinite value to the city and to the association.

Thos. H. Stambaugh, Sec'y.

## Twenty-five Business Men Touch Elbows.

Hastings, Nov. 11—About twenty-five business men of this city met last Friday evening at Jamieson's restaurant to enjoy a supper and also to discuss methods and plans for the organization of a business men's consolidation whose object should be the furtherance of everything good for Hastings and vicinity.

The meeting was an enthusiastic one, although it was only in the nature of a preliminary gathering. The spirit was decidedly good and it was decided to meet Thursday evening, November 14, to perfect an organization. At this time John C. Ketcham will talk on the subject of parcels post, taking up the topic in its relation to the city merchants and also to the farmer. There has been a great deal of misunderstanding on

this subject, but it is thought that when the present law is carefully considered it will be found to be of advantage to both the small town merchant and the farmer.

A matter of importance which came up at the meeting was the signing of a petition to secure a new Michigan Central passenger station here. Our present station is entirely inadequate and ridiculously mean, for the business taken out of Hastings by the Michigan Central.

There was also some discussion of the proposition of securing an agricultural expert for Barry county under the provision of the recent Federal law. An expert of this sort would be of incalculable benefit to the county and the sense of the meeting seemed to be that the question should be seriously considered.

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

Buffalo, Nov. 13—Creamery butter, 28@33c; dairy, 25@30c; poor to good, all kinds, 20@24c.

Cheese—Fancy, 17½@18c; choice, 16½@17c; poor to common, 10@15c.

Eggs—Choice, fresh, candled, 30@35c; cold storage, candled 24@25c.

Poultry (live)—Turkeys, 17@19c; cox, 10@11c; fowls, 11@14c; springs, 11@15c; ducks, 15@16c; geese, 13@14c. Extreme prices will, no doubt, be obtained for fancy turks, ducks and geese for Thanksgiving.

Beans—Red kidney, \$2.50; white kidney, new \$3; medium, new \$2.65; narrow, new \$3; pea, new \$2.65.

Potatoes—55@60c per bu.

Rea & Witzig.

## Third Re-union of Old Guard.

Detroit, Nov. 12—The Veteran Traveling Men's Association will hold its third annual re-union on Thursday, Dec. 26—not Dec. 27, as previously reported—at Hotel Cadillac, followed by a dinner at 6 p. m.

Samuel Rindskoff, Sec'y-Treas.

Jackson—The Michigan Mirror & Art Glass Co. has been organized with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$400 being paid in in cash and \$2,100 in property.

Detroit—The Hahn Machine & Specialty Co. has been organized with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed, \$500 being paid in in cash and \$2,500 in property.

## BUSINESS CHANCES.

Bakery—Will stand investigation. Particulars given. A. J. Johnston, 846 Grand Ave., Port Washington, Wis. 554

For Sale—Drug store in one of the best towns in Southwestern Michigan. Located on best corner. Last inventory, \$5,300. A moneymaker for the right man. Address No. 553, care Michigan Tradesman. 553

For Sale—General store, invoicing about \$1,000, including fixtures. Will take 60c on dollar. Rent low. Act quick. Every & Burcroft, Brooklyn, Mich. 552

Enterprise power meat grinder, engine, stuffer and press, for cash, cheap. Used less than three months. Address No. 551, care Tradesman. 551

## HELP WANTED.

Wanted—A first-class shoemaker to run shop and Champion machines. Good permanent place for right man, no other wanted. Must be steady and a good workman. Give full particulars in first letter. Address No. 555, care Tradesman. 555





## How Much of Your Net Profit Do You Get?

**Y**OUR success is determined, not by the volume of your sales, but by the net profit you actually receive. Losses caused by carelessness, mistakes, forgotten charges and temptation must be paid for out of net profit—you have just that much less for your family, your future and yourself.

A modern **National Cash Register** stops losses and increases trade and profits. It shows how much money should be in your cash drawer and how many sales were made by each clerk. It records all charges, bills paid and money received on account.

It insures your getting that part of every dollar which rightfully belongs to you as a fair return on your labor and investment.

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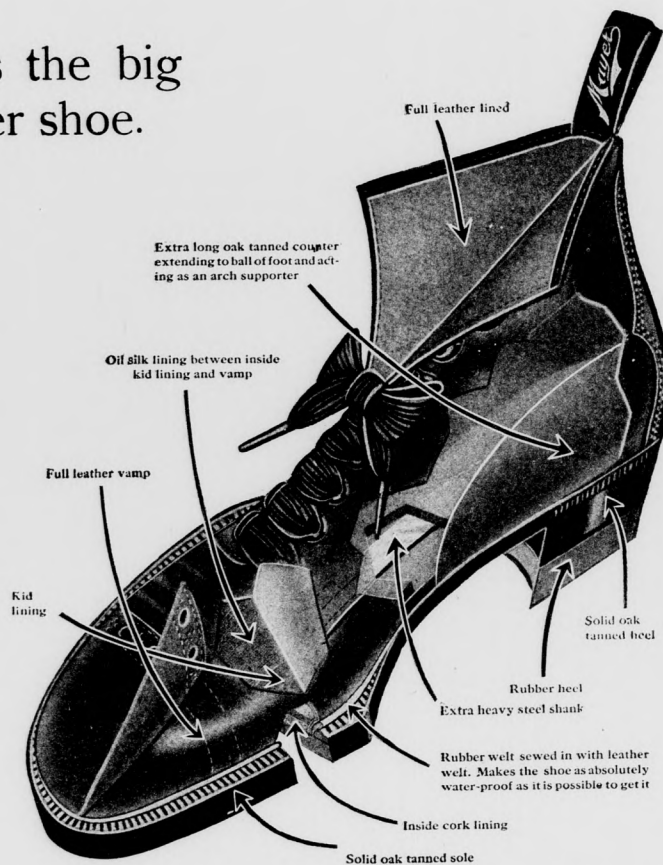
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By supplying your trade with the “Dry-Sox,” Mr. Dealer, you furnish them with a most extraordinary shoe value.

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This peculiar construction of the “Dry-Sox” has caused its sale for winter service and comfort to be enormous, and, consequently, makes it a most profitable shoe for you to handle. Write us for information concerning this famous shoe and how we coöperate with you to get business on it.



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Makers of the famous HONORBILT SHOES  
for Men, Women and Children

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Gentlemen: Send us full information regarding the “Dry-Sox” Shoe.

Signed \_\_\_\_\_

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