



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
FREE**

when returned to us or your jobber
properly endorsed

PUTNAM FACTORY, National Candy Co.
Makers
GRAND RAPIDS, MICH.

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo

Penn Yann
FIRST PRIZE

New York
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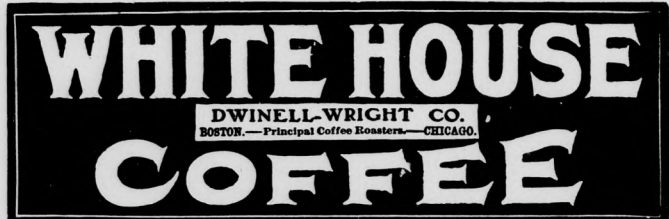
BUCKWHEAT FLOUR

Kiln Dried None Better

JUDSON GROCER CO.

Wholesale Distributors
GRAND RAPIDS, MICHIGAN

From Any View-Point



there's no other coffee on the
market to-day SO certain to
bring satisfaction to both seller
and user.

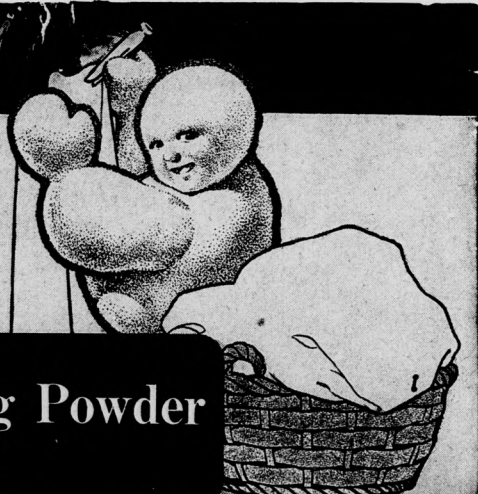
JUDSON GROCER CO., Distributors.
GRAND RAPIDS, MICH.

next time

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

Lautz **Snow Boy** Washing Powder

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



MICHIGAN TRADESMAN

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 27, 1912

Number 1523

SPECIAL FEATURES.

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NO EXPERT NEEDED.

A leading wholesale grocery house of Grand Rapids was recently importuned to avail itself of the services of an expert who was under the impression that he could very materially reduce the losses incident to mistakes made in billing, packing and shipping goods. The head of the house, who is something of a philosopher as well as an energetic, progressive and representative business man, thereupon had a careful compilation made to ascertain exactly how many mistakes originated in his establishment and how many were made by the transportation companies. He found that during the month of October, for instance, his house handled, in round numbers, one hundred thousand packages and that during that time 105 mistakes occurred in the house, to be equally divided between the billing, packing and shipping departments. Thirty-five people are employed in these branches of the business, so that the aggregate of errors in all departments involved in this compilation represented only three mistakes per person per month. This record appeared to be so insignificant, compared to the total number of packages handled, that the head of the house very wisely concluded that he could get along without the assistance of the alleged expert who was so anxious to reform and revolutionize his business.

On tracing the matter further, it was found that during the month of October, the transportation companies made 243 mistakes in the shipment of the goods which were not delivered to city customers. In other words, while the house employes made only 105 mistakes in the total transactions of the house—which included the city trade as well as the outside trade—the railroads made two and one-half times as many mistakes on the rail shipments alone. Even this is not considered a bad record, by any means, but it is thought that by the elimination of indistinct and illegible handwriting and the insistence of greater care on the part of the employes of the railroad companies and more rigid scrutiny on the part of

conductors, station agents, superintendents and foremen, this record can be very materially improved.

BEING THANKFUL.

"No one can observe Thanksgiving Day as it should be observed," says Russell Sewall, "unless he has been grateful through the 365 days of the year before it. No one has rightly observed Thanksgiving Day unless he has gained an impulse for gratitude through the 365 days ahead of him."

Those who bolt down a big dinner and fancy that they have observed Thanksgiving entirely miss the subtle power which entitles it to be a National day of commemoration. It is not the size or condition of the turkey, but of the heart which determines whether or not the day is properly spent. The humble home in which salt pork may be substituted for the time-honored bird may be a more real Thanksgiving feast than that which the menu is most elaborate.

We cannot do our thanksgiving all in a bunch without suffering in consequence, any more than we can do our feasting all on the last Thursday in November without finding out the need of a physician. The blessings are so evenly scattered throughout the whole 365 days that to strive to wait and lump them all up in one sweeping statement of gratitude is sure to lead to the elimination of many. The woman who was glad when it rained because "this was nice growing weather" had the advantage of the one who scowled because it was going to dampen her plumes. Both will have entirely forgotten the incident before the end of the year.

There are things which do not go to suit us in everyday life and yet we may be thankful that they are no worse. Some of them we can remedy and here again is a reason for being thankful. It is the little things which really make up the best of life; matters which we may forget in themselves to-morrow and yet the results of which cling for all time, even though we do not take the trouble to analyze them. It is the habit of being thankful which grows with practice which enables us at this Thanksgiving season to really and truly come with thankful and appreciative heart.

Cleveland has gained clear title to its lake front land and erection of a great municipal passenger and freight terminal at Lakeview park, to become a part of the lake front development scheme is now planned.

R. J. Condon, head of the Providence, R. I. schools has accepted a similar position in the Cincinnati public schools.

Manufacturing Matters.

East Jordan—The East Jordan Lumber Co is making extensive repairs on its mill A this week. The company is also installing an edger and trimmer.

Kalamazoo—The Hanselman Candy Co. has purchased the confectionery stock of the Baker-Hoekstra Co. and will consolidate the two stocks at its own establishment.

Detroit—The Detroit Motor & Machine Co. has incorporated with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed and paid in in property.

St. Joseph—The Metallurgic Motor Car Co. has been organized with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Cragg Motor Manufacturing Co. has been incorporated with an authorized capital stock of \$4,000, of which \$2,080 has been subscribed and \$1,540 paid in in cash.

Muskegon—The Great Western Mat Co. has been organized with an authorized capital stock of \$5,000, which has been subscribed, \$1,400 being paid in in cash and \$3,600 in property.

Henderson—Windsor Boyce, butter maker for the Henderson Creamery Co., has leased the plant and will continue the business under the same style. He has also engaged in the coal and wood business.

Muskegon—The Muskegon Tool & Stamping Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, of which \$13,000 has been subscribed and \$2,000 paid in in cash.

Allegan—The Marshmallow Cream Co. has been organized to manufacture and sell proprietary medicines and drugs, with an authorized capital stock of \$15,000, of which \$9,000 has been subscribed and paid in in cash.

Boyer City—The Boyer City, Gaylord & Alpena Railroad is rapidly extending its lines into the big tracts of timber east of Gaylord and will have that part of the new line completed by the time cold weather sets in.

East Jordan—The A. M. Haight Cooperage Co., one of East Jordan's industries for the last few years, has begun to move its plant to a location near Charlotte, N. C., where the company has secured a favorable site for its operations.

Detroit—The Sorensen-Frank Nut Co. has engaged in business to manufacture, buy, sell and deal in burs and nuts and metal goods, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Crystal Falls—The Sawyer-Goodman Co. is logging briskly on its

Mastodon tract near this place. Considerable new railroad has been built this year and about 100 men will be kept in the woods as long as the railroad will serve the tract with cars.

Detroit—F. Deinzer & Son, upholsterers, have merged their business into a stock company under the style of The Deinzer Manufacturing Co., with an authorized capital stock of \$150,000, of which \$75,200 has been subscribed, \$1,000 being paid in in cash and \$74,200 in property.

Detroit—The Gearless Differential Co. has engaged in business to manufacture and deal in automobiles, engines, motors, appliances, accessories and equipments connected therewith, with an authorized capital stock of \$20,000, which has been subscribed, \$800 being paid in in cash and \$19,200 in property.

Lansing—J. E. Rork, promoter and manager of the Central Welding Co., has disposed of his interest in that industry to take charge of the Pioneer Welding Co., which he has established at Kalamazoo. Mr. Rork's new industry will make a specialty of automobile parts. He is succeeded in the management of the Central Welding Company by Messrs. Tilden and Taylor.

Saginaw—Coryell & Knapp, of Bay City, have completed a derrick to sink an oil well just south of the field where the Saginaw Development company is now engaged in operating. There is some doubt expressed as to the advisability of drilling this shaft, as it is too close to other wells in that neighborhood. Oil is being pumped from No. 2 well and No. 3 is down about 2,000 feet. Oil may be struck any day, and just as soon as evidence of it shows, the well will be shot. No. 4 is down about 1,000 feet, and on the east side of the river good progress is being made on the natural gas well. Within half a mile there are five wells at present.

Learned the Business.

A little story is going the rounds of the press which it will do no harm to adapt to the shoe business as follows: A farmer's son got the notion that the shoe dealer's lot was a happy one, that the profits were immense, and that if he became a shoe dealer he would soon be rolling in wealth and ease. So he went to town and hired out to a prosperous State street shoe man, to learn the business. At the end of a week he was found at home again, somewhat blue. "Well, Bill," said his father, "how'd ye like the shoe business?" "It ain't what it's cracked up to be," responded Bill, gloomily; "I'm sorry I learned it."

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, Nov. 25—We regret to report that there are a few supposed first-class hotels in this part of the State which persistently adhere to that antiquated and much-hated old roller towel. We tolerate it only because we have to tolerate it, but we want it understood that we resent it. If you want us to make it plainer we will do so, but we hope you will take the hint, Mr. Marriot, of the Park Hotel, at the Soo, and Mr. Mallette, of the Ossawinamakee, at Manistique. There are some others which we will mention later.

We are of the opinion that it would be quite apropos on the part of Brother Hach, of Coldwater, chairman of the Legislative Committee, to frame an article on what constitutes a \$2 a day hotel and a \$2.50 a day hotel, with a view to safeguarding the commercial traveler against imposition and discrimination on the part of hotel keepers in this regard. We have in this part of the State several hotels which are first class in rate only, in which we are subjected to the indignities and inconveniences of a \$1 a day mill boarding house. Then, after he determines the requirements of the higher priced houses, would it not be a good idea to introduce a good bill at the next session of the Legislature, covering the ground in detail? Let us hear from you through the columns of the Tradesman, Brother Hach.

There are three Bull Moosers whom we know took the defeat of their party to heart very much and with whom we admit we have a sort of sympathetic feeling. They are Jay R. Pearce, Hancock, Theodore Roosevelt, Oyster Bay, and Wilbur S. Burns, of Grand Rapids, but we believe that Jay takes it to heart more than either of the other two.

We are often reminded of the proneness to err on the part of man—sometimes in a sadly forcible way in a great railway wreck caused by the unintentional but fatal error of a well meaning train dispatcher; sometimes by an equally well meaning and inoffensive hunter shooting his friend, mistaking him for a deer; sometimes taking a bottle of poison instead of a bottle of liniment or cathartic; but yesterday a humorous side of this situation presented itself to us. Allen Wheeler, of Detroit, an erstwhile Marquette boy whom we used to know when he went to kindergarten in his little sailor suit here and who afterward went through the kneepants period here getting his education; and we remember his pathetic conditions of bashfulness when he sallied forth one day with long trousers on, wrote to us on a subject of a personal nature, as I am—I am happy to say—considered a friend of the family. The letter itself was really a gem of literature and told a beautiful story of faithfulness and application to his studies and I could readily see that young Wheeler is possessed of the grey matter which will enable him to use his

wits and his education in making good in life. The amusing part of his letter, however, is that he inadvertently enclosed a beautiful poem on Thanksgiving, which he seemingly intended to be sent to his father, Charles A. Wheeler, instead of to me. This theory was established when I met his dad, who, in conversation, mentioned the missing poem. I take the responsibility of publishing it and I feel sure the readers of the Tradesman will agree with me that Allen Wheeler, though young, is some poet:

Speed forward, yet faster
Oh, time, in thy flight!
And bring us Thanksgiving
Six days from to-night.
Twelve days are too long—
We're too lonesome to wait—
So Time, I beseech thee,
Please double thy gait
For daddy is coming
On Thanksgiving Day
To greet us, to join us,
To make us all gay.
He's coming! he's coming!
Oh! how I delight
To say that his coming
Comes nearer each night!
He'll bring us a game—
Some new fancy of his.
Now Time, you old loafer,
Gosh darn it! gee whizz!
You've got to put "pep" in
Your weary old wings
To bring us the sooner
The many good things
That come with Thanksgiving—
Oh! best be the day!
And may our old daddy
Stay with us for aye!

When they ask you how business is, even if you haven't taken an order for three days, tell 'em it is great. Keep that smile on. It is worth a million to you.

When a bit of sunshine hits ye
After passing of a cloud,
When a fit of laughter fits ye
An' yer spine is feelin' proud
Don't forget to up and fling it
At a soul that's feelin' blue.
For the minnit that ye sling it
It's a boomerang to you.
(Apologies to Jack Crawford.)

One day last week we met one of the boys from Grand Rapids Council. He's a fine fellow, but we don't know his name. He told us how hard they were working to make a success of the convention in 1913 and he most gently touched us for \$1 worth of tickets on the automobile. It just happened that the only one dollar bill we had that day was the dollar that Mark Brown, of Saginaw, donated to the Salvation Army cause at Bay City, which we prized very dearly and which we guarded with a sacredness that was at least commendable, but the temptation to invest it in four chances on the auto was too great for us and alas! we fell. Wouldn't it be a fine joke if we won the doggone automobile with Mark's dollar, eh?

We noticed M. C. Empey, of Bay City, in church in this city Sunday.

We note with much interest that the U. S. Government is going after the National Cash Register Co., of Dayton, Ohio, with vigor. We must say we are glad of this, as we consider this one of the most pernicious and grasping and parasitical trusts with which the American consumer and retailer is afflicted to-day. Their methods of "getting the money" is, in our opinion, both unfair and inequitable, as in 75 per cent. of their sales they pit the wits and the course of training which their agents receive at Dayton before starting out against the ignorance and the unweariness and the unsophisticatedness of the poorer and smaller class of tradespeople. We have no more use for a

cash register than a cat has use for two tails. Salesmanship is all right in its place. The good salesman is all right, so long as he plies his vocation in the path of rectitude and confines his energies to lines which are honest and legitimate, based, to a reasonable extent, upon the law of supply and demand; but the abuses of the arts and crafts of salesmanship come in the creating of wants which do not exist and selling an article for which the want has been created and not made at an exorbitant price which amounts to extortion and not with any thought or consideration toward a legitimate profit on an honest manufacturer's cost. Time was when the country merchant was satisfied with a cash till which cost \$2. He was happy in the use of it and it served its purpose well. I know of a large business in this region which uses the old system yet and it is as up-to-date a concern as there is north of the Straits at that. The National Cash Register Co.'s agent's first training on salesmanship in doing away with the old \$2 cash drawer and replacing it with a \$4,000 cash register which never cost \$40. He must impress the prospective customer with the fact that it is barely possible his clerk is dishonest and that, with the use of the register, he may "get" him. Isn't this a reflection on the judgment of the merchant in the first place in the selection of the proper kind of help to conduct his business? It is, from start to finish, even on the large and affluent merchant who thinks he can afford to give as a donation \$350 in profits

to the National Cash Register Co. on an investment of \$400, but the greater injustice comes in the roping in of the small dealer in the country towns who cannot afford the thing at all, nor has any use for it, but is put up against it by pitting the wits of a trained salesman against his own, which is in nearly all cases an unfair battle. In consequence of which the dealer falls an easy prey to the wiles and ways of the trained vulture.

Ura Donald Laird.



Why Not Have The Best Light?

STEEL MANTLE BURNERS. Odorless, smokeless. Make the home cheerful and bright. Three times as much light as an ordinary burner. Every one guaranteed. Just what you need! If your dealer doesn't keep them send his name and address with your name and address and we will mail you as many as you wish at 25c each. Agents Wanted everywhere. THE STEEL MANTLE LIGHT CO. 310 Huron Street, Toledo, Ohio

THIS AD

Is Creating Business for YOU
Prepare for a Big Demand

The advertisement reproduced above is running in a large list of select publications. It will certainly send customers to your store. Are you prepared to supply them? If not, order a stock of our burners at once. Accept no substitutes, the genuine is stamped "STEEL MANTLE, TOLEDO, OHIO."

If you are not handling these burners you are certainly missing a big thing. When shown to the people they will sell by the hundred. If your jobber doesn't handle them, send us his name and we will make quotation direct to you.

Sample Burner mailed to your address. 25 cents.

The Steel Mantle Light Co.

310 Huron St., Toledo, O.

Our Stock is Always Complete on the
Following Lines

Compo and Perfection
Certainteed Roofing

Also Michigan Rubber Roofing

Genuine Fibretto, Protector

And

Red Rosin Sheathing

Blue Plaster Board

And

Tarred Felt

Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Nov. 19.—A voluntary petition was filed by Lois Gage, engaged in the bakery business at 615 Lyon St., Grand Rapids, and she was adjusted bankrupt by Referee Wicks, in the absence of the judge. An order was also made by the referee calling the first meeting of creditors to be held at his office on December 5th, 1912, for the purpose of electing a trustee, examining the bankrupt, proving claims, etc. The bankrupt's schedules show the following assets:

Stock in trade	\$100.00
Fixtures	300.00
Household goods and wearing apparel	25.00

The household goods and fixtures are claimed to be exempt

The following creditors are scheduled:

F. E. Stroup, (secured by mortgage on fixtures)	\$ 15.88
Worden Grocer Co.	25.00
Swift & Company	16.60
Putnam Candy Co.	13.44
G. R. Stationery Co.	15.71
Breen & Halladay	21.08
Mueller Brothers, Chicago ..	10.00
Roy Baker	19.70
G. R. Grain & Milling Co. ..	71.80
H. Hamstra & Co.	5.43
VanWestenburbge & Erb	25.18
Wolverine Spice Co.	31.53
H. J. Heinz Co.	37.85
G. R. Butchers Supply Co. ..	5.18
C. Fitzpatrick	3.15
Wolverine Tea Co.	5.00
A. S. Levinson, Chicago	2.93
Collins Ice Co.	5.36
National Biscuit Co.	2.35
Edward J. Killian	100.00
F. E. Stroup	6.05

\$439.22

Nov. 20.—In the matter of the Montague Iron Works Company, bankrupt, of Montague, the first meeting of creditors was held, and James F. Knowlton, of Grand Rapids, elected trustee by creditors and his bond fixed at \$10,000. M. B. Covell, of Whitehall, C. S. Clovers, of Muskegon, and James K. Flood, of Hart, were appointed appraisers. Geo. D. Mason, Secretary and Treasurer of the bankrupt, was sworn and examined, and the first meeting was then adjourned, without day.

In the matter of Julius Vande Kople, bankrupt, formerly merchant at Grand Rapids, the trustee, Mr. William B. Holden, of Grand Rapids, filed his supplemental final report and vouchers showing compliance with the final order of distribution, and an order was entered closing the estate and discharging the trustee. No cause to the contrary having been shown by creditors a certificate was made by the referee recommending that the bankrupt be granted a discharge.

Nov. 21.—In the matter of G. W. Stevens & Son, bankrupt, formerly hardware merchants at Greenville, a special meeting of creditors was held. The first report and account of James Gracey, trustee, was considered and approved, and a first dividend of 10

per cent. declared and ordered paid to ordinary creditors.

Nov. 22.—In the matter of Edward M. Andrews, bankrupt, of Clarksville, the inventory and report of appraisers was filed and shows the following assets; not including consignment goods:

Stock on hand	\$1,996.45
Cash received from book accts	269.86
Book accts and notes on hand	1,044.34
	<hr/>
	\$3,310.65

A general order for sale was made, authorizing the trustee to sell all the assets at public or private sale after giving ten days' notice to all creditors.

Nov. 26.—In the matter of Charles Emery, bankrupt, formerly merchant at Pellston, the trustee, Wm. J. Gillett, of Grand Rapids, filed his supplemental final report and vouchers showing compliance with the final order of distribution, and an order was made closing the estate and discharging the trustee. No cause to the contrary having been shown by creditors, a certificate recommending the bankrupt's discharge was made by the referee.

In the matter of Roy W. Calkin, bankrupt, of Holland, the first meeting of creditors was held. It appearing from the bankrupt's examination and schedules filed that there were no assets excepting exemptions, an order was made that no trustee be appointed. Unless further proceedings are desired by creditors the estate will probably be closed at the expiration of twenty days.

Honks From Auto City Council.

Lansing, Nov. 25—Yes, Brother Richter, if our Mr. Leonard has moved to Traverse City or within the jurisdiction of your Council, not a single member of Auto City Council would object to the transfer. We believe, however, that the request for transfer should originate with Brother Leonard.

Brother A. O. Bosworth has returned from his hunting trip in Dickinson county, bringing home a fine large deer. A. O. usually gets whatever he goes after, whether business, pleasure or a headache.

We are informed that Brother Lewis Zacharias, a member of our Council, living at St. Johns, has just returned from his vacation, which he spent in the north woods. It is said that he secured the full limited number. Brother Zacharias is some hunter, as well as salesman.

The twelve-year-old son of one of our counselors was recently sent to a certain hardware in our city for a certain article usually kept in stock by up-to-date stores in this line. The boy, fairly well dressed, and with his usual good manners, asked one of the salesmen for the article wanted and received the reply, "No! we haint got it, git out of here." He lost no time in making his exit and made the purchase at another store, saying nothing to his parents of his unusual experience until asked to make another purchase at this particular store. Both the boy and proprietor of this store are well known to the writer of this column, who will

give the names of either or both to those interested enough to enquire.

On page 25 of the Michigan Tradesman issued October 2, we read an account of the annual banquet of Marquette Council, No. 186, which seems complete, but from information which has just found its way into the Capitol City, we infer that practical jokes on the visitors were carried much farther than reported. We are not criticising the jokes, but why swear into secrecy anything so rich, which in time is bound to leak out anyway.

Please allow us just one comment on the political situation. We believe there is no excuse for such late election returns except for political trickery. We hope the time is not far distant when those in charge of counting the ballots, like a jury on an important case, will not be allowed their liberty or daily papers until their work is complete and report made to the Secretary of State.

We notice some daily papers are commenting favorably upon the possible selection of Brother James F. Hammell as member of the Railroad Commission. No doubt, Mr. Ferris will have something to say about it, but we can assure our Governor-elect that such an appointment would be eminently satisfactory to 5,000 Michigan traveling men, as well as a host of merchants throughout the State.

Home seemed very dear to us when we were quarantined out of it, and doubly so when the quarantine was raised just as it became necessary for the writer to stay in bed for ten

days. Aside from the pain, however, we have thoroughly enjoyed taking our meals in bed and listening to the gentle scoldings of a loving wife; engaging in air rifle practice with our two young Americans until mamma discovered that her best ironing board was being peppered and splintered with B. B.'s; counting the roses on the wall paper; wondering if the Executive Committee would O. K. our claims and how we would get rid of the doctor's collector if they didn't; assisting our youngest hopeful with his arithmetic and covering each ear with a pillow as he pounded through his music lesson; reading all the daily papers and the Michigan Tradesman from cover to cover; eating apples and throwing cores at the cat; admiring the beautiful flowers sent over by the U. C. T. and taking a snooze whenever we felt like it. Altogether it has been more or less pleasant as we have been home continuously for a whole week or more, for the first time in eight long years.

H. D. Bullen.

The man who won't sometimes make a sacrifice play doesn't belong on the team.

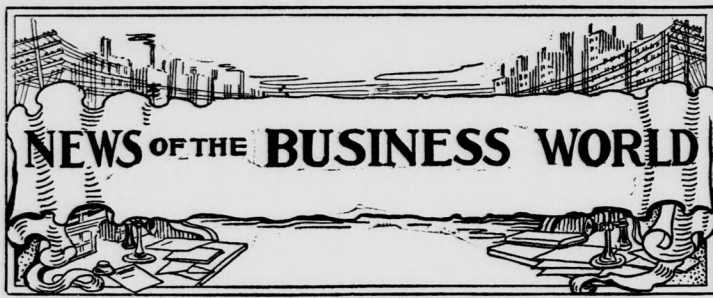
Isn't it queer that only sensible people ever agree with you?

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.

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



Movements of Merchants.

Park Lake—John Spike has engaged in general trade here.

Ishpeming—L. Getz will open a clothing store here about Jan. 1.

Lansing—J. Thalmier has opened a bakery at 529 East Michigan avenue.

Kingsley—Charles Weaver will shortly engage in the dry goods and shoe business.

Owosso—Miss May Smoyfield succeeds Miss Mae Everett in the millinery business.

Saginaw—Charles A. Pierson has opened a jewelry store at 112 North Franklin street.

Detroit—The Delbert C. James Co. has increased its capital stock from \$6,000 to \$10,000.

Detroit—The Detroit Planting Co. has increased its capital stock from \$1,000 to \$50,000.

Grawn—D. W. Reynolds & Son have added a line of meats to their stock of groceries.

Harbor Springs—G. W. Melson has added a line of meats to his grocery and provision stock.

Falmouth—C. E. Bishop has engaged in the cigar, tobacco and confectionery business here.

Adrian—The Kennedy Wolstein Farm Co. has increased its capitalization from \$10,000 to \$20,000.

Rapid City—H. H. Crandall has sold his meat stock to B. O. Hager, who will continue the business.

Greenville—L. H. Christoffersen has engaged in the grocery business at 1005 North Lafayette street.

Hillsdale—O'Meara & Sweeney are closing out their stock of clothing and will retire from business.

Owosso—Merrill Kerby and E. I. Rogers have formed a copartnership and engaged in the drug business.

Glenn—Alpha Leach has closed out his stock of groceries and will engage in a similar business in the west.

Kinneyville—H. K. Haynes has closed out his stock of general merchandise and retired from business.

Escanaba—Robert Norship, who conducts a meat market on Ludington street, lost his stock by fire November 23.

Laporte—S. D. Shaffner has sold his store building and meat stock to Eugene Terrel, who will continue the business.

Lowell—Pottruff & Clark, grocers, have dissolved partnership, John C. Clark taking over the interest of his partner.

Saline—Charles Burkhardt, President of Saline Savings Bank, died at his home last Thursday after a brief illness. He was 76 years old, and had for years been prominently identified with the business life of the village.

Burr Oak—J. B. Kessler & Son have succeeded to the business of B. E. Seaver, who conducted a hardware store here.

Sturgis—Burglars recently entered the clothing store of Rehn & Swinhart and removed goods to the value of about \$100.

Otsego—D. R. Reed has sold his dry goods stock to R. J. Power, traveling representative for Crowley Bros., of Detroit.

Marshall—Charles E. Culver, of Jonesville, has entered into partnership with B. W. Pinch, the firm name now being Pinch & Culver.

Caro—A new bank has been organized under the style of the Peoples State Bank of Caro, with an authorized capital stock of \$40,000.

Whitehall—Mrs. Jennie Twins and Miss Nina Hansen have formed a partnership and opened a restaurant and confectionery store here.

Holland—A. C. Rinck, who has conducted a furniture store here for the past twenty years, has closed out his stock and retired from business.

Dorr—Weaver Bros. have purchased the business which was formerly operated under the style of the Dorr Elevator Co. and will continue same.

Kalamazoo—A. H. Prehn has sold his stock of dry goods and notions to L. J. Stewart, who has taken possession and will continue the business.

Mendon—Mrs. W. M. Caldwell has engaged in business here under the style of the Ladies Shop, carrying a stock of fancy work, laces and perfumes.

Benzonia—B. B. Spellman, of Cadillac, has purchased the general stock of the Case Mercantile Co. and will continue the business at the same location.

Rockford—George A. Porter, recently of Greenville, has purchased the H. Miller & Son grocery and provision stock and will continue the business.

Detroit—The Record Drug Co. has been organized with an authorized capitalization of \$5,000, of which \$2,900 has been subscribed and \$1,100 paid in in cash.

Adrian—W. B. Purdy and W. N. Ball, both of Milford, have formed a copartnership and purchased the W. J. LaFraugh bakery and will continue the business.

Pontiac—The Commercial Association has established a new department through which business men will be relieved from dealing with fake solicitors. Notices have been posted that solicitors will be given hearings only when they bear the proper credentials from the Commercial Association.

Petoskey—S. C. Newton has sold a half interest in his jewelry stock to Aaron Parker and the business will be continued under the style of Newton & Parker.

Detroit—The Rulaw Cash Fruit & Grocery Store has engaged in business with an authorized capital stock of \$1,000, of which \$600 has been subscribed and paid in in cash.

Albion—Victor Morse has sold his stock of jewelry to William H. Foster, recently of Charlotte, who will continue the business at the same location under the style of W. H. Foster & Co.

Ishpeming—Louis N. Toutloff has engaged in the drug business under the style of the Red Cross Store. Edward Whitaker, formerly connected with the Tillson Drug Co., is manager.

Shepherd—C. I. Johnson has sold his interest in the Conley & Johnson stock of general merchandise to his partner, George Conley, who will continue the business under his own name.

Flint—William A. Hicks, who conducted a grocery store at 612 East Ninth street, has sold his stock and fixtures to W. H. Switzer, recently of Mt. Pleasant, who will continue the business.

Kalamazoo—The Hoover-Bond Home Furnishing Co., which conducts a chain of stores throughout the country, has engaged in business here on East Main street, occupying three floors of the Desenberg block.

Ishpeming—H. B. Silverman, who conducts a women's clothing and furnishing store here, under the style of the Fashion Suit Co., has purchased the millinery stock of Miss Enright and consolidated it with his own.

Hillsdale—Frank L. Shiley, formerly engaged in the drug business at St. Johns, has purchased the S. E. Parrish drug stock and will continue the business at the same location under the style of the South End Drug Store.

Lowell—Harm Raimer and Bert Hays have formed a copartnership under the style of Raimer & Hayes and engaged in the meat business. They have also taken over the stock of the Central Produce Co. and will continue the business.

Muskegon—Peter J. Wierenga, who has conducted a meat market at 52 Mason street for the past twenty-six years, has sold his interest in the stock of Wierenga & Cooper to his partner, Henry Cooper, who will continue the business.

Springport—E. C. Comstock & Co., have engaged in business to purchase, sell and store all kinds of farm and garden produce, including seeds and fruits, with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed and paid in in cash.

Kalamazoo—The first meeting of creditors of Clyde E. Walker, voluntary bankrupt, who formerly conducted a grocery and meat store at 735 Portage street will be held on December 11 before Referee Briggs. The liabilities of the bankrupt concern are \$976.40 with assets valued \$626.70 beside \$250 worth of household furniture.

Bay City—Rosenberg & Miller, dealers in hides, furs, wool, etc., have merged their business into a stock company under the style of Rosenberg & Hutton Bros., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Freeland—Barbarin & Beach, elevator operators, have merged their business into a stock company under the style of the Peoples Grain Co., with an authorized capital stock of \$20,000, which has been subscribed, \$8,000 being paid in in cash and \$12,000 in property.

Lansing—R. H. Kelley, who conducts a hardware store on South Washington avenue, has sold his stock to the Freeman Hardware Co., who will continue the business at the same location as a branch store under the management of Eugene Freeman, recently of Hastings.

Port Huron—The grocers and butchers of Port Huron are considering the advisability of inaugurating a co-operative plan of delivery. This system is at present in vogue in Battle Creek and the merchants of the food town have expressed themselves as pleased with its workings.

Alden—Hon. Daniel B. Oviatt, the Alden banker, was stricken with apoplexy at Lansing while en route to visit a sister in New York, and died in a hospital there after a few hours' illness. He was 65 years old, leaves a widow, one son and a daughter, and had lived in Alden for sixteen years. He also represented Antrim county in the Legislature for two terms, besides holding several county offices, and was well known in the northern part of the State.

Royal Oak—Fire which started in the Theodore Goodfellow bakery damaged the building, stock and equipment to the amount of about \$6,000. Insurance, \$3,000. Other merchants sustaining loss in the same fire are D. W. Barnard, grocer, \$3,000; insurance, \$1,500; Palace meat market, \$2,999; insurance \$500; Mrs. J. Lochbiler, dry goods, \$100; Smith & Blair, druggists, \$500; Gillette & Heavens, feed and produce dealers, \$200; J. F. Codling, jeweler, \$500.

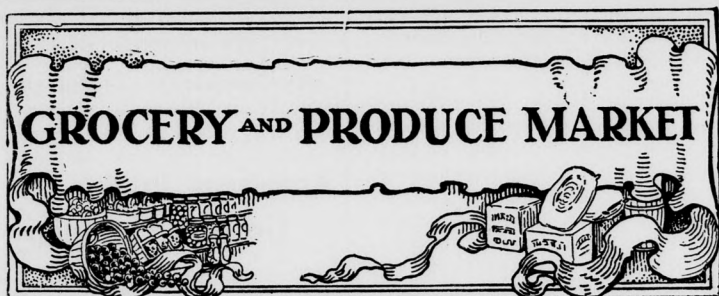
Detroit—James W. Helme, Deputy State Dairy and Food Commissioner, asked one of the assistants in the prosecuting attorney's office Friday to file a complaint in police court against a Michigan avenue butter and egg company, charging violation of the pure food laws. Helme alleges he purchased oleomargarine for butter, and declares analysis by an expert showed it to be oleomargarine. Mr. Helme's last sample was obtained at the store November 13, he says, when he left a receipt of the state dairy and food department for it.

Manufacturing Matters.

Hesperia—The Commercial Orchard Co. has engaged in the fruit canning business.

Detroit—The Detroit Lumber Co. has increased its capital stock from \$150,000 to \$300,000.

Detroit—The Morse-Beauregard Manufacturing Co. has increased its capital stock from \$10,000 to \$100,000.



The Produce Market.

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

Bananas—Declined to \$3.25 per 100 lbs.

Beets—60c per bu.

Butter—Receipts of fresh continue to decrease in volume, and prices have continued to hold firm since recent advances. The market quotations are on about the same level as a year ago. The supply of fresh creamery extras is much too small to meet present requirements, which has caused buyers to turn their attention to other grades and firsts and seconds are much firmer than a short time ago. There is a heavier demand for cooler stocks and it is said by good authority that stocks in storage on January 1, will be much smaller than a year ago. Creamery extras are held at 33c in tubs and 34c in prints. Local dealers pay 25c for No. 1 dairy grades and 20½c for packing goods.

Cabbage—\$1.50 per bbl.

Carrots—60c per bu.

Celery—\$1 per box for home grown.

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

Cranberries—\$9 per bbl. for Late Howes. The demand has not been very heavy on account of the warm weather of the past month or six weeks, but a little more activity is shown during the week on account of the nearness of Thanksgiving. It is possible that with colder weather there will be a great increase in consumption.

Eggs—The consumptive demand for new-laid eggs is very brisk and the market is but slightly supplied. Receipts meet with ready sale at 2c above the price quoted a week ago. Receipts have been much larger for November than in 1911 and not a great deal of attention has been given to storage eggs as yet. The market, will, it is thought be affected by the weather from now on, and should it turn cold and stormy, prices are liable to advance rapidly. Local dealers pay 32c for strictly fresh, loss off.

Egg Plant—\$1.50 per doz.

Grape Fruit—\$4.25 per crate for all sizes of Florida fruit.

Grapes—California Tokey \$2 per crate of 40 lbs. Malaga, \$4@5.25 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—Home grown hot house head, 15c per lb.; hot house leaf, 10c per lb.

Onions—Spanish are in fair demand at \$1.40 per crate; home grown com-

mand 40@50c per bu. Country buyers are paying 28@30c.

Oranges—Navel, \$4@4.25; Florida, \$3 for small and \$3.50 for good size.

Poultry—Local dealers pay 10c for springs and fowls; 6c for old roosters; 8c for geese; 10c for ducks; 13c for turkeys. These prices are for live-weight. Dressed are 2c higher. The market on turkeys in New York is demoralized, owing to the enormous receipts.

Potatoes—Country buyers are paying 35@40c at outside buying points. Local dealers quote 45@50c in small lots.

Quinces—\$1.75 per bu.

Squash—\$1.50 per bbl. for Hubbard.

Sweet Potatoes—Kiln dried Jerseys, \$5 per bbl.; Delewares in bushel hampers, \$1.50.

Veal—6@10½c according to the quality.

Edward Miller, Jr., the leading retail merchant at Evansville, Indiana, who has been a contributor to the Michigan Tradesman for the past half dozen years, has in compliance with many requests from his friends and admirers, made a compilation of his contributions and published them in book form under the name of Miller's Business Philosophy. The price of the book is \$1 and it need hardly be stated that Mr. Miller's admirers will be delighted to be able to secure in compact form so complete a collection of his contributions.

The Peninsular Tire & Rubber Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash. The stockholders and the number of shares held by each are: Wm. O. Hughart, Jr., 33 shares; Geo. T. Kendal, 33 shares; Herbert B. Gillett, 33 shares and Thos. P. Bradfield, 1 share.

Loren D. Pierce, 289 Bridge street, has uttered a chattel mortgage for \$600 covering his stock of cigars and tobacco to Meinert Ochsenbein.

A. H. Nabel has leased the store building at 819 South Division avenue and will occupy it with a shoe stock.

The mental attitude of the subscriber is of fully as much importance as his purchasing power.

Even a wisdom dispenser shouldn't prolong the performance until people get weary.

Our most unforgiving enemy is the one who has done us the greatest injury.

The Grocery Market.

Sugar—Raws are not materially changed, and refined sugar is precisely on last week's basis. The demand is very fair. It looks as though quotations would remain low for some time. There may be slight advances, but it is hardly probable that the market will go very high.

Coffee—The consumptive demand for coffee is about normal for the time of year, but with the arrival of cold weather an increase is looked for by all roasters. Mild grades are unchanged and steady to firm, with fair demand. Mocha and Java are unchanged and quiet.

Canned Fruits—Jobbers are busy completing their future shipments and it is thought, that as soon as real winter sets in consumption will increase, as prices are much lower than in 1911.

Canned Vegetables—Tomatoes show no change and very light demand. Without doubt the fact that the market has maintained itself on a steady basis without any demand to speak of, shows the undertone is strong. No official figures covering the pack will be forthcoming until about January. There is not a great deal doing in corn. Prices are very low and it would seem that grocers who are looking for an article to sell as a leader, would find it in canned corn. There was a shortage in the pack of string beans during the past season and it is thought it will be felt later on. Peas are still very firm and opening prices for 1913 are still higher than in 1912.

Dried Fruits—Peaches are firmer on the coast, as are apricots, holders of both asking a higher price than a week ago, but in the East there is no change; both fruits can be bought on the same basis as a week ago. Raisins are stronger on the coast, but unchanged in the East. The demand is good. Currants are unchanged and dull. Dates, figs and citron are wanted at ruling prices. Prunes are unchanged on last week's basis, small and medium sizes being unchanged, but a heavy premium being asked for large sizes. The demand for prunes is fair.

Syrups and Molasses—No change in either glucose or compound syrup. Business is light. Sugar syrup and molasses are both unchanged. Some new crop molasses reached Northern markets during the week, and ruled about the same as last year. It is only the fancy grades of new crop molasses which will rule higher than last year.

Spices—Cloves are a short crop this season, which has caused a firm market. All other varieties are firmly held and the demand is about normal for November.

Rice—Prices remain on a firm basis, both at primary points and in the local market.

Cheese—Prices are high and although there is a good fair demand, there is no doubt about the extremely high prices cutting down the consumption to some extent. Cheese men state that the future market will depend to a great extent on just how late in the season manufacturers can run.

Fish—The demand for mackerel is very light and prices are steady to firm, particularly on large Norways, which are scarce and strong. Cod, hake and haddock are strong and higher in the primary markets, although the warm weather has reduced the demand to a rather small volume. The demand for stock fish is increasing every year and wholesalers are looking for a heavy demand during the coming winter. Smoked fish of all kinds is meeting with good success from the retail trade and prices on some varieties are lower than in 1911. Canned salmon is moving freely, said to be caused by the low prices of the present season. Domestic sardines are low and it is not likely prices will advance much as the carry-over was large in 1911.

Provisions—Smoked meats are firm and unchanged. Both pure and compound lard are in good consumptive demand at firm prices. Dried beef, barreled pork and canned meats are steady with only a fair consumptive demand.

Federation Meeting a Success.

D. D. Alton, the Fremont druggist, was in St. Louis last week, whither he went as the delegate of the Michigan State Pharmaceutical Association to the first annual convention of the National Federation of Retail Merchants. Mr. Alton was very much surprised and delighted to find so large a representation of intelligent and progressive men. He said the papers were of a high character and that the debates on the papers and the other topics introduced by report, resolution and otherwise, were handled in a masterly manner by experts in their respective lines. The entire list of officers and directors was re-elected, but the selection of the next place of meeting has not yet been decided upon. The Tradesman hopes to publish from time to time the papers that have a particular bearing on trade relations in the Middle West and also sections of the discussions which would be of interest to the merchants in the territory in which the Tradesman circulates. On account of the space given to the Implement and Vehicle Dealers convention in this week's issue, the Tradesman regrets that it is not able to devote more space to the St. Louis convention.

No Forests in China.

In China there are no forests. The great plain never had forests, being entirely of delta formation, and the mountainous regions to the north and west were denuded of their trees centuries ago. The surface soil has been washed away, and to reforest it would involve uncertainty, much time, and great fortunes. A British corporation has a concession for coal mining in the Kalping district, about eighty miles northeast of Tientsin, where the surface of the whole region is broken by hills 50 to 200 feet high, and absolutely bare of trees. The company, however, has begun the work of afforestation, and already has 1,000,000 young trees growing, chiefly acacia, and is preparing to establish a nursery on a much larger scale.



Working for a Reform of Our Currency System.

A. D. Welton, former editor of the St. Louis Post-Dispatch, now of the National Citizen's League, addressed the Fountain street church Class in Applied Christianity Sunday and the Association of Commerce Committee of one hundred Monday on currency reform and the latter meeting was notable for its large attendance of local bankers and bank directors. In his address Monday Mr. Welton said that the currency question had advanced from the bottom to the top of the questions now before the American people demanding attention, rivaling the tariff for first place. It is no credit to this country that the question was not settled thirty years ago, but we have been going on in the same old way, with recurring panics to disturb our own business affairs and those also of our foreign friends. When at intervals we have come to a realization that there was something wrong we have chased after such false gods as greenbackism, free silverism and populism, instead of taking the straight path of sanity. In the last five years, since the panic precipitated by the bankers in 1907, serious thought has been given to the matter of currency reform and the prospects are now encouraging that something will be done. An important factor in the educational work for reform that is being done is the National Citizens League, with branches in forty-four states and more than 10,000 members. This League is publishing a monthly magazine, maintains a publicity bureau for the benefit of the newspapers, sends out speakers and publishes pamphlets—all intended to reach the popular intelligence. Under the laws of '46, which with some modifications still obtain, the United States Treasury is independent of the banking system of the country, and the Government itself is responsible for some of the troubles which the business world suffers from. When the Government revenues exceed its expenditures a surplus piles up in the National Treasury and this at times reaches such enormous proportions that not enough money is left for business purposes and there is a financial stringency. The amount of money in this country is about three and a half billions of dollars, the amount of bank deposits is about fourteen billions and the commerce of the country reaches far up into the thousands of billions. The commerce of the country and the deposits in the banks all rest on the three and a half billion of actual cash and, when anything happens to disturb the balance,

there is trouble, as the country has repeatedly found out by experience. The banks are required by law to carry a cash reserve of from 15 to 25 per cent, but this reserve, so far as the needs of business are concerned, is something of joke. The minute the reserve is impaired the banker is subject to penalties under the law. When money is needed to move the crops or for other purposes of business it is met not by drawing upon the reserve but by calling loans and this may aggravate the trouble, instead of relieving it. What is needed is some system for the mobilization of reserves and the rediscounting of securities. With such a system it would be possible for the banks to secure funds when needed for purposes of business, without a sacrifice of assets. It would give elasticity to the currency system and safety to the business world. The Aldrich plan had some good features and some that were not good; it was not enacted and perhaps this is just as well. The Aldrich plan has served a good purpose, however, as furnishing a basis for discussion and out of this discussion should come a system that will meet the requirements of the business world and the needs of the people.

The Detroit banks are discussing the appointment of a clearing house examiner to exercise a supervision over the banks of that city. The central reserve cities, New York, St. Louis and Chicago have examiners who periodically go through the clearing house banks just as do the National and state bank examiners. Several of the reserve cities also have their examiners, including Philadelphia, Cleveland, Cincinnati, Milwaukee, Minneapolis, St. Paul, Kansas City, San Francisco and New Orleans. Now the bankers of Detroit, which is also a reserve city, think they ought to have an examiner of their own. The advantage of the clearing house examiner is that through him the banks are protected against overextension of credit, duplication of credit and similar dangers to which the banks are subject. The clearing house examiner, acquainted with local conditions and with access to state and National banks alike, would be greater protection to the banks than the present system of examination by state and National examiners. The matter of having a clearing house examiner in this city has been discussed at various times, but never very seriously. The need for such supervision in this city is not great because the banks through interlocking directorates are pretty well protected already.

In the larger cities, however, where there are more banks, the situation is different and the need greater.

The recent meeting of the Investment Bankers' Association in New York was productive of much good in giving the bankers who make a specialty of investment securities a better idea of their own needs. The Association will work for uniform laws in the different states relating to the issuing of municipal bonds, uniformity in the methods of taxation of bonds and for wise regulations in the issuing of industrial, utility and other securities. Another matter that will receive attention is the ethics of dealing in securities. The bond house that sells bonds should protect them by showing a willingness to buy them

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back or find another purchaser when the holder wants to realize. Too often bonds are put out that may be perfectly good, but which the holder cannot realize upon except at a sacrifice. Setting such orphan issues afloat tends to injure the whole trade in bonds and make investors shy.

It is pretty certain that the next State Legislature will enact some sort of blue sky law against the issuing or selling in the State of securities of questionable value. The State already protects investors to some extent by the law which requires the sanction of the State Railroad Commission to securities issued by the public utility corporations, but there is no law now on the statute books to forbid the vending of securities issued by some corporation under the easy laws of Maine, Delaware, New Jersey or some other state. It will be to reach this latter class of securities that the new law will be aimed and any body familiar with conditions in the State will recognize the need. The lead in securing such legislation will probably come from Grand Rapids but other parts of the State will be heartily in accord with the movement. Governor-elect Ferris has already expressed himself in favor of such legislation.

The very latest labor saving machine for use in the banks is a calculating machine, and the Grand Rapids National City Bank is the first to install one. It is a development of the adding machine and is used in making up statements of accounts. The operator begins by indicating his balance brought forward, and then in different columns are given the deposits and their dates and the checks drawn and their dates, and after each operation the exact status of the balance is shown. The machine adds the deposits and subtracts the checks drawn and carries forward the balance and there is no brain fog or broken nerves about it and no mistakes. The machine not only simplifies the making of the monthly statements, but serves as a check on the book-keepers.

Special Features in the Grocery and Produce Market.

Special Correspondence.
New York, Nov. 25—Spot coffee remains mighty quiet and only the barest necessities are considered when a buyer is ordering. He takes enough to keep his assortments from being badly broken, but, beyond this, he is simply waiting. The feeling, however, is one of confidence, and a brisker trade is looked for when the option market is not a "worriment." Quotations are about as last noted, Santos 4s being quoted at 15 3-16c and Rio 7s at 15 5-16c. In store and afloat there are 2,446,301 bags, against 2,225,404 bags at the same time last year. Milds are quiet, with quotations steady. Good Cucuta, 16 1/4@16 1/2c.

Teas are firm, with a demand that seems to be growing in activity day by day. Especially is this true of Formosas. Orders are not individually large, but they come quite frequently and there is a better feeling.

Granulated sugar is dull and moving along at same quotations—4.90. No change of importance is looked for, although the turn of the year may see some more enquiry than prevails now.

Rice is well held and more activity was noted in the demand all the week. There is a tendency to a higher level of values, although it has not materialized in advanced quotations as yet. Prime to choice domestic, 5 3/8@5 1/2c.

Spices are steady. No one article is attracting much attention, but the line, as a whole, is in better condition than a month ago. No change has taken place in quotations and supplies are, apparently, large enough to meet all requirements.

A slight advance in molasses has checked trade and buyers are taking only sufficient to keep the wheels going round. It is thought that the supply of N. O. molasses will be rather light. Syrups are in light supply and unchanged.

With quiet demand for canned tomatoes in this part of the country and the closing of navigation, so that Western demand has been throttled, the position of this article is rather discouraging at the moment. The rate for standard threes is 82 1/2c f. o. b. Baltimore. Packers say that at this quotation the goods will not meet the test; but buyers say they can get the "all-right" article at this figure. Good corn is meeting with free sale, Southern being quoted at 50@55c. N. Y. fancy stock is in light supply. Peas are steady, but buyers are not taking supplies much ahead of current needs. Beans are firm and other goods are in moderate enquiry.

Butter shows some advance and at the close creamery specials are quoted at 35c; firsts, 32@34c; held stock, 32@33c; process, 27@28c; imitation creamery, 25c; factory, June, 24 1/2c.

Cheese is firm, with whole milk specials worth 17 3/4@18c, a price probably higher than at any time since the Civil War. Skims, 14 1/4@14 3/4c.

The supply of eggs other than nearby is large—too large for sustaining the prices which have lately prevailed and some decline has taken place. Best Western, 33@38c, although possibly very choice selections will fetch more, say 40@41c; fresh-gathered firsts, 29@33c.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	86	90
Am. Gas & Elec. Co., Pfd.	46	48
Am. Light & Trac. Co., Com.	429 1/2	432
Am. Light & Trac. Co., Pfd.	108	110
Am. Public Utilities, Com.	68	69
Am. Public Utilities, Pfd.	81	82 1/2
Can. Puget Sound Lbr.	3 3/8	3
Cities Service Co., Com.	113	114
Cities Service Co., Pfd.	88	90
Citizens' Telephone	97	98
Com'w'th Pr. Ry. & Lt. Com.	67 1/2	68 1/2
Com'w'th Pr. Ry. & Lt. Pfd.	90	91 1/2
Dennis Salt & Lbr. Co.	95	100
Elec. Bond Deposit Pfd.	78	80
Fourth National Bank	200	203
Furniture City Brewing Co.	60	65
Globe Knitting Works, Com.	115	117
Globe Knitting Works, Pfd.	99	100
G. R. Brewing Co.		175
G. R. Nat'l City Bank	180	
G. R. Savings Bank	212	212 1/2
Holland-St. Louis Sugar Com.	8 1/2	9
Kent State Bank	266	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	38	40
Macey Company, Pfd.	97	98
Michigan Sugar Co., Com.	75	80
Michigan State Tele. Co., Pfd.	100	101 1/2
National Grocer Co., Pfd.	91	93
Old National Bank	208 1/2	
Pacific Gas & Elec. Co., Com.	65	66

Pacific Gas & Elec. Co., Pfd.	91	93	
Peoples Savings Bank	250		
Tennessee Ry. Lt. & Pr., Com.	23 1/2	25 1/2	
Tennessee Ry. Lt. & Pr., Pfd.	77 3/4	78 1/2	
United Light & Railway, Com.	79	81	
United Lt. & Ry., 1st Pfd.	84	85 1/2	
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.	1943	95 1/2	96 1/2
Flint Gas Co.	1924	96	97 1/2
G. R. Edison Co.	1916	98 1/2	100
G. R. Gas Light Co.	1915	100 1/8	100 1/2
G. R. Railway Co.	1916	100	101
Kalamazoo Gas Co.	1920	95	100
Saginaw City Gas Co.	1916		99

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E. A. STOWE, Editor.

November 27, 1912

VEGETABLES BY WEIGHT.

George R. Holloway, one of the members elect of the Legislature from this city, has in mind the introduction of a bill at the coming session requiring the selling of vegetables by weight instead of by measure. It is questionable if such legislation will meet with wide popular endorsement if selling by weight is made compulsory, because it will mean the upsetting of the methods and traditions of generations. A very good idea—and one which would fall in with frequent usage, however—would be to establish weight standards for the various commodities and leave to buyer and seller the choice of weight or measure in making their deals. The present standards prescribe how many cubic inches shall be contained in a quart or a bushel, and why should not the law say how many pounds a bushel shall weigh? In the business world weights are used far more frequently than measures, especially dealing in quantities. Except in a small way potatoes are measured entirely by weight, 60 pounds to the bushel. Grain is all measured by weight and more apples are bought by the hundred weight or ton than by measure. Cabbage may be sold by the dozen or by the bushel, but in a wholesale way it is by the ton, and the same applies to sugar beets and squash. Onions are still measured by the bushel, but turnips and other root crops often go by weight, and to everybody's satisfaction. In the matter of apples it would be difficult, perhaps, to establish a weight standard, because different varieties vary and whether the apples are large or small also makes a difference, but in large deals this difficulty is avoided by making the hundred-weight the standard, ignoring the bushel entirely. Peaches are usually sold by the bushel or package and this method will, undoubtedly, prevail because peaches are so perishable that it is rarely they are handled in bulk and there is nothing to be gained by weighing them. The same is true of plums, cherries and the small fruits. Establishing weight standards for such crops as can be easily measured by weight might be desirable, but such legislation should be as a companion for the old bushel standard, instead of trying to supplant them entirely. A difficulty in the way of establishing weight standards in apples

might be the Government regulations respecting interstate shipments. The Federal law, which goes into effect next summer, prescribes that a barrel shall contain 7,000 cubic inches, and the matter of weight is ignored. State regulations determining that a bushel of apples shall weigh so many pounds would not stand up against the Government requirement of cubic inches.

The matter of selling eggs by weight, instead of by the dozen, has received considerable attention in recent years and some dealers make use of this plan. There is little question but that it is the fairest way to sell eggs that could be devised, but its adoption should be by custom rather than by legal enactment.

THE CHRISTMAS SPIRIT.

With the passing of Thanksgiving the Christmas spirit will begin to develop. It is up to the merchants to encourage this development in every way possible. The first step in this encouragement is to have the goods and then to display them. Show them in the windows, and show them early and attractively. Let people see them in the store. There is nothing like seeing things to make people want them. Start your publicity campaign without delay. Let people know that you are loaded, that yours is the place to get what they want, how they want it and when. One of the essentials of the Christmas season is cheerfulness, and of all months in the year December is the time for the smile that nothing will fade. It is the time to be accommodating, willing to serve, anxious to please, and the merchant who is in his manner and mood a personified Santa Claus will surely help make others Santa Clauses in fact. In the large cities the newspapers have already taken up the early shopping movement, and if this is good for the big city merchant, why is it not equally good for merchant in the smaller town? All the arguments are in favor of early shopping—convenience, satisfaction, first choice of fresh stock, welfare of the clerks, comfort of the shopper and there are other good reasons as well. In the big cities the papers are already keeping daily tab of the number of shopping days left, and why should not the town paper do the same? While encouraging the early shopping movement the merchant should arrange to hold goods for delivery until the day before Christmas or when wanted. Be sure your system is right, that there may be no disappointments.

The Christmas season this year ought to be one of prosperity. It has been a good year on the farms and good in the cities. In spite of the high cost of living there is reason to believe the people have money to spend. The up-to-date merchant will lose no time getting into the game for his share of the surplus.

It is just as easy to think of a mountain as a hill when you turn your mind to it.

Spontaneity is the goose that lays the golden eggs.

AN UNEVENTFUL WINTER.

The last session of the present Congress will open next Monday. It will be the short session, to end with inauguration day next March. It ought to be a busy session, with many odds and ends to gather up and put into shape, but it is not likely to be a very eventful session in the matter of important new legislation. The recent election was very chastening to the party in power and there will be many statesmen in both houses who will feel subdued and even suppressed, and this spirit will not invite to aggressive action in any direction. There may be some fireworks to indicate what the triumphant Democracy will do when they come into their own in March next and the old line Republicans and the Progressives may have an occasional clash, but there should be nothing alarming in these demonstrations. The real business of the country will begin when President-elect Wilson enters upon his administration. He has indicated an intention to call a special session of Congress in April, with the tariff and currency legislation on the programme for special attention, and then will be the time to watch out. Why the Democratic party insists that the tariff should be amended is not quite clear to the careful thinker. Mr. Wilson received 2,000,000 less votes than a popular majority—and the majority registered their votes in favor of a continuation of the present tariff policy. If this is a government of the people, Mr. Wilson is an usurper if he insists on overriding the will of the people by tampering with the tariff. It is, indeed, unfortunate that Mr. Wilson should go into office with the knowledge that he is a minority president—that he actually received less votes than Mr. Bryan did four years ago, twelve years ago and sixteen years ago.

The winter in Washington will probably be not as gay as some in history. President Taft will not likely be in a joyous mood and his official family will have little disposition to make merry. Many of the Congressmen and some of the Senators will be in Washington to mark time until their exit from public life. There will be fear and trembling among the heads of departments and clerks, with serious thoughts as to the future instead of the cheerful carelessness which certainty induces. Of course, there will be many expectant ones around the edges. Anticipation often makes people good money spenders and gaiety in Washington is largely based on the activity of the circulating medium, but all that anticipation may do will not remove the cloud that hovers over official life.

SURE WE ARE THANKFUL.

We are thankful for what we have had, for what we have and for what we are going to have.

We are thankful for what we are and for what we are not.

If there is anything else to be thankful for, let us know what it is and we will be in on that, too.

Good crops, peace, a fair degree of prosperity, freedom from pestilence,

flood and conflagrations, a climate that will average fair—these are the good old staples of Thanksgiving day, and we have them all. And why should we not be thankful and rejoice? Individually, we may think we see a fly in the ointment, but if we look closely and think rightly, we will find that the fly is in reality a very small fly—too small to be worth noticing in comparison with the world of good ointment all around it. Don't use a microscope in looking at your troubles. It will be as disastrous to your enjoyment of life as to examine too closely the vinegar you use to give relish to the baked beans. Look at life in a big way and you cannot help being thankful. Take an inventory of what you have, and the man who cannot find something to be thankful for is, indeed, in hard luck. If it is a boil, you can be thankful that it is not a carbuncle.

You can be thankful that you are a good American citizen. Suppose you were a Russian, a Prussian or a Turk. or a Chink, a Jap or a Greaser? Just to be a plain, ordinance, everyday good American citizen with the privilege of saving your country every four years and throwing your Governor or Congressman out of office every other years and changing your municipal officers every spring and saying what you think at all times—isn't this something to be thankful for?

Yes, as we have said, we are thankful. If you have doubts just watch our dust when the turkey passes tomorrow. A little of the white meat, please, and also some of the dark.

The Legislature will convene January 1 for the regular session. The new year is not so very far away—a matter of five weeks only—and it might be suggested that the legislative committees of the various trade and business organizations should be getting their wants into proper form for the lawmakers to pass upon. The implement dealers, the grocers, the druggists, the hardware dealers, the retail clothing merchants and all the other lines of business which have organizations—now is the time for them to formulate their ideas and put them into shape. There is advantage in early introduction of bills and those who want new legislation enacted or old legislation amended or repealed should be prepared not only with their bills, but with the arguments to back them up as soon as the Legislature meets. The various organization also should be getting up their lines for keeping a close watch on legislation. It should not be forgotten that, in matters of legislation, a defensive campaign against undesirable measures is often as necessary as an aggressive fight for what may be wanted, and from the opening of the session until the final adjournment there should be no relaxation in the vigilance.

That little experiment of Columbus cost seven thousand dollars—it's a good thing he had the nerve to try it.

The angels keep track of quality, and the boss of quantity. See that you please both.

Michigan Implement and Vehicle Dealers.

Proceedings of the Ninth Annual Convention at Saginaw.

Tuesday Forenoon Session.

President Reid: Gentlemen, if you will come to order please, we will open our ninth annual convention with a song. Everyone will have to help sing in order to fill the room with music. I will ask you gentlemen to come up forward. You act like—

Rev. Montanus: As if they were in church.

President Reid: Yes, as if they were in church—the pastor helped me out. Please come forward and fill the front seats and leave room for the last comers.

Whereupon all joined singing America.

President: We will be lead in our opening prayer of this convention by the Rev. Emil Montanus, of St. Johns' Episcopal church.

Rev. Montanus: Let us pray. All Mighty God, who has appointed the season for seed time and harvest, and without whom no enterprise can come to a good end, look down upon this convention assembled in Thy presence, direct us in all our doings with Thy most gracious favor and further us with Thy continual help, that in all our work begun, continued and ended in Thee, we may goeth by Thy holy name. Amen.

President: We will now have the address of welcome by Mayor Stewart, of Saginaw.

Mayor George W. Stewart: In the back of my vehicle this morning was a big card. It said, "Michigan Retail Vehicle Implement and Dealers Association." It was to jog my memory this morning, and that is why I am here. Any association organized for the purpose of bettering its environments, which has for its purpose trying to increase efficiency of service and not adding expense to the work should be encouraged, both by the manufacturers and by the people whom they serve, and each one of you should endeavor to make an association of this kind something lasting, because you can not attend a convention, as you are associated here, without learning something to take home with you; something that will help you in your business. Not alone that, but you meet men with whom you are glad to associate, who leave an everlasting remembrance, and you will be glad that you have come to Saginaw and have met those friends. I see quite a number of younger men here and I just wish to say this: That when you attend a convention I believe it is your duty to attend the meetings. There is plenty of time after the meetings to play and Saginaw can furnish you all the enjoyment you want after you attend the meeting. I wish to assure you of the hearty welcome of the citizens of Saginaw. We wish you to enjoy yourselves. Don't work too hard in your labors here, but make every effort to make this an enjoyable occasion because the implement dealers of Saginaw have put forth every effort, in conjunction with the Board of Trade, and citizens, to make this an enjoyable occasion for you. We want you to accept it, so that when you go away you will not be five years again in returning. I welcome you to the city of Saginaw.

President: In the absence of our Vice-President, who is detained, I will call upon the Secretary to respond to this fine address of welcome.

Secretary Witbeck: As you see, this is all coming up in a moment and as a speaker I am rather L. T. D. After hearing the address of welcome by the Mayor, I don't know what to say only that we remember five years ago Saginaw's welcome was the greatest we had ever had, and I think that to-day they are going to do a little bit better in the welcome line than they ever extended to the dealers of Michigan. In behalf of the dealers of Michigan who are organized for the purpose of bettering their condition permit me to say that the implement dealers have been looked upon as the lowest and bottommost class of merchants there are. Perhaps the reason for that is that they sell implements. They are only dealers and that means only traders. We class horse traders in one class, by themselves, and some think that we come next. I want to show you, before this convention is over, that we keep the factory wheels going—that we keep the travelers fed with orders. They furnish the means for the farmer to increase his crop by better tillage implements, they furnish the banker with paper on which he takes the interest and a little of the principal sometimes; and to-day the implement dealer is doing more business in comparison and doing more good in comparison than any other one line of merchants. I will prove it to you before the convention is over. He furnishes the machinery to increase the farmers' crops. You have heard of the railroads not being able to get cars to carry the enormous crops we have this year. Who is behind it all? The dealer, for he furnishes the machinery to the farmer who is not able to get help otherwise to produce those enormous crops. We come here to educate ourselves, one with

the other, and in this convention we are going to have the united efforts of the traveling men to help the dealer. We are going to make this a school of instruction for the dealer, so that he can make himself a larger business man, a better salesman, a better cost keeper and a better man all around. We are going to have the co-operation of the manufacturers. This is the bunch of men we have brought to your city. They are called "dealers." They should be called progressive merchants and will be in the years to come. Remember, we are here as dealers and we create prosperity in the country by helping the farmer to raise better crops and keep the wheels going. As such we accept your welcome and your hospitality and we believe that before we go away we will have no regret, any of us, in coming here.

The President: Howard Seeley was scheduled for the address on behalf of the travelers, in response to the address of welcome, but I notice he is not present, and so will call upon S. K. Miller to respond on behalf of the travelers. I wish to say to the Mayor that we have with us the traveling men representing the lines of goods the dealers handle and that they are among our most honored and progressive traveling men of the State.

Mr. Miller: I did not know about this, so I will have to be excused. I am a little bit too young in the game. I think I had better have some of the older travelers who have been in the game longer than I have. I would hate to see the business fall down or anything like that. You gave us a good little speech, and the Mayor did, so we want our inning. I will leave it to Brother Reid to furnish somebody else.

Whereupon the President called upon Martin O'Connor.

Martin O'Connor: This is taking advantage of a man. I want to shake hands with the Mayor first. (Shaking hands with the Mayor). If I could speak now as I do at 2 o'clock in the morning sometimes, I think I would be good at it. I am a very poor speech maker. I don't know why they should call upon me without any preparation. I ought to have about two or three weeks. However, I know this, that the traveling men are always very glad to meet the dealers. It is a fact that this is not so much a dealers' meeting as it is a traveling man's association. I think sometimes there are more traveling men here than dealers. However, the dealers are here to-day and we are here with you and we are glad to be here. We will try to do our part the best we can.

President: We have tried to arrange this convention along somewhat different lines than conventions for the last nine years. We want the traveling men to feel this is their convention, as much as it is the dealers' convention, because we believe that, working together, we can accomplish considerable more to our advantage. So we want to ask the traveling man to come to all the sessions, except one session to-morrow morning, which is for the dealers alone. Heretofore we have had a number of closed sessions. That made the traveling men rather homesick. It may be we will take action so that hereafter we will have no closed sessions. I don't believe there is anything about our business that is secret or needs to be kept secret. I am sure, so far as I am concerned, that we should be in favor of the traveling men being present at all of the meetings. If you had a dealer alone you could talk both his arms off in less than any time. It seems strange you can't talk to the bunch of us. You must be afraid of us when we get together. The time has changed so there are not so many secret agreements. We hope that you will all be present at the meetings and take part and be present promptly on time. Now, I wish to call your attention to the committees. These committees are not appointed simply as figure heads. We expect every member on the committees to work along the matters that pertain to the various committees.

Whereupon the President read the list of committees and the convention took a recess until 2 o'clock p. m.

Tuesday Afternoon Session.

Meeting opened by singing America. President: Custom has made it imperative upon me as President to deliver an annual address, and as I am not a public speaker, I have written down a few thoughts as they have occurred to me to give to you this afternoon:

We have assembled in this, our ninth annual convention, and for the second time in this progressive city of Saginaw, for the purpose of making us better business men. Those who were here five years ago will remember the fine reception and entertainment given us at that time and we are anticipating as good if not a better time now. I trust that we have all come here

to learn how to do our business better and not for the purpose of doing business. We have frequently asked the travelers and members, how we could improve our conventions and nearly all have said that if the dealers, the travelers and the manufacturers attend our conventions would all come for the purpose of friendly exchange of ideas and for the purpose of helping each other to solve the problems and overcome the obstacles in the retail implement and vehicle business in this State and for the cultivation of more friendly relations between the dealers and between the traveling men and manufacturers and dealers, and not for the purpose of taking orders or selling goods, it would be a great step in advance, and I hope we will all try to carry out this idea and see if it does not result in a great improvement. I trust you will all attend all the sessions and be prompt in doing so.

I wish I had the power and ability to show you the peculiar advantages that the retail implement dealers have in developing their business in its commercial relations with the farmers and manufacturers, who are the two greatest forces in the development of our country. We stand between them and are the logical and only means of developing both. We are the link uniting them and should cultivate the acquaintance and counsel of each of them. More than any other class of business men, we are closer to both and understand each of them better than other business men and should supply information to each and direct in the improving of both.

Compared with other lines of retailers, we are the first ones to be affected by any changes for better or worse among both the farmers and the manufacturers.

There is no class of retail merchants we know of where the percentage of those who go out of business for various causes each year is so great as in the retail implement and vehicle business. We all know some of the various reasons why this is so, but, no doubt, the chief reason is that they have failed to make money. We do not believe there is any other class of retail merchants where the dealers hang on so long and tenaciously after they find they are not making money. It sometimes seems as though the manufacturers were willing to take enormous risks in order to market their goods or hold their trade in certain localities, and yet there is no good reason why the man selling agricultural implements and vehicles should not make a reasonable amount of money above the expense of doing business.

We have only to study the methods and business history of those who have succeeded and we will learn how to do better, for surely the men who have been over the road successfully know it and can help those who are starting or making mistakes, and if each one will only keep in mind the objects of this meeting, we are sure we will all go home from this convention feeling that it has been good and profitable for us to be here.

We have asked a number of the older and more successful travelers in this State what kind of business they would go into if they were younger or without a job and nearly all of them say: "The retailing of implements and vehicles."

The work of our Association for the past year will be given to you in detail by our Secretary, and it is for this convention to take such action for the future as in your judgment will result in improving the Association and, through it, the retail implement and vehicle trade in Michigan.

Our Association has been very successful from the start nine years ago and has had the loyal support of its members, its honorary members and the manufacturers.

We have tried out a number of plans that other associations have not and have found their worth or otherwise to members and the Association, and believe there is no organization of business men who have been and are to-day giving their members more for the money than we are.

It is only the men who do not stop to think who ask, "What is the good of such an association?" We are sure that no thoughtful manufacturer, traveler or

dealer, who has been at all familiar with the trade conditions in this State since this organization was framed, will not admit that the improvements in the methods of doing business and the conditions surrounding the business are due, in a great measure, to the work of our Association, and yet there is plenty for it to do in the future. It seems to me that we can accomplish more at this convention by giving more consideration to the details of the four departments of our business, as follows:

1. Buying. Consider the needs of the locality; how well supplied; how many lines of each variety; changing seasons; large or small stock; relation of capital to stock.

2. In selling, the question of canvassing, advertising, one price, displaying goods, keeping store clean, terms of settlement understood by buyer and seller, trading, dealing, the price and service.

3. In collecting, sending statements, early collections, changes in crops out of which payments are usually made, promptness, making notations on notes and accounts or by card system, expecting promises to be kept, firmness, sympathy and interest.

4. In the department of paying, cash discounts, a discount book or memorandum, insurance, simple book-keeping.

We all know there are two ways to increase our profits. One is by increasing the amount of business without increasing the expense and the other is to do the same amount of business and decrease the expense.

There are three questions I would like to have you consider in your relation to your business:

How much are you worth to your business?

How much do you earn your business? How much do you get from your business?

We believe the rights of the retail implement dealers are better understood

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BEST EQUIPPED FIRM IN THE STATE

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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.

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YOU Mr. Implement and Hardware man, will find the above live sellers right now. We have other winter winners, backed by the Sunbeam advertising and guarantee—why not get acquainted?

WHICH CATALOGUE SHALL WE SEND? Implement. Clothing. Harness. Collars. Trunk. Bags. Blankets.

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and more respected by the manufacturers as well as the farmers than ever before. This is due entirely to our Association's power and influence.

A friend of mine who has been in the implement and vehicle business in this State for nearly forty years and has had experience in every department of the vehicle and implement trade except that of manufacturer, having been shipping clerk, correspondent, book-keeper, canvasser, collector, sales manager, general manager and jobber and also a retail dealer, tells me that he has made greater progress since meeting with the dealers of this State in our annual conventions for the past eight years than in all of the previous years.

Seven years ago, after attending the convention, he determined to know what was costing him to canvass and carry on trades as he had been doing. So he kept an exact account of the cost of each of these and found that each was losing him money. So he cut them out, and determined to get upon a cash basis of doing business, having only one price and that the cash price on all his goods and requiring interest bearing notes where his customers wanted any time.

It required a great deal of courage and determination, especially in the training of his men, who had been accustomed to the old manner of doing business, and more especially with his customers, but at the end of the year he found he had reduced the business from fifty to forty-five thousand dollars, and had reduced the expense of doing business from 22 to 13 per cent, and the cash business has steadily increased in proportion to the charged business, until now it is more than the credit part of the business.

This same friend has changed partners five times during this period, and in cleaning up the old business has invariably found that 33 1/3 per cent of the accounts and notes would be promptly paid when due, another third would cost as much to collect as it was worth, and the other third would have cost more if he had not continued in the business and kept an accurate account of the cost of collecting.

In our business, as well as in many other retailing lines, we find two kinds of merchants—the guessers and the knowers.

The guessers guess at the cost of doing business, guess at what prices should be, guess at the profits and guess where the money that should have been made has gone.

To-day, with the modern methods of retailing, every retailer should know just what he is doing and why. In talking with the buyer of a large department store recently, he gave me the following as rules for knowing:

First, get rid of the traditions or personal likings and prejudices in making decisions or purchases.

Second, buy nothing you can't sell at a profit, either in money or advertising, and judge every article but from the customer's standpoint of values.

Third, turn your stock as often as possible.

Fourth, give value and exact value, but no more on each sale.

Fifth, know your costs and what makes them and cut them to the lowest point without sacrificing quality or service.

We believe there is no class of merchants giving their customers better service or as much accommodation as are we. We are even extending more accommodations to the farmers of our respective communities than are the banks. Our dealers are bankers in that sense. It may sound like an extravagant statement, but it is one that is nevertheless true that the retail implement dealers are loaning more money to the farmers than are the banks. If any one is inclined to dispute that, let them stop and figure it out for themselves. Every time a retail dealer sells a customer on credit, he loans that much money to the buyer. The seller has either bought and paid for the article or has pledged his credit for payment. Possibly the dealer has gone to his bank to borrow the money with which to settle the obligation. In any event he is loaning the buyer the money with which to pay for the articles taken away.

Are these people's banks as careful in placing their loans as they would be if they were chartered by the Government or state? Do they insist that the interest be met as promptly as do their brother bankers? Do they declare that the security shall be unquestionably good before the loans are made? Think of these things, you retail dealers, who are the people's banks, and in the future be a real banker and demand a banker's protection and respect.

From our experience, we believe there is no class of retail merchants who are so close to the farmers of their respective communities and who can use their influence to advance the interests and education of their communities as well as the retail implement and vehicle dealers or who can secure the united co-operation between the cities and country. There is nothing that will give the dealers a better hold on their trade than to co-operate with the State Agricultural College and all their agencies for the extension of the work of corn improvement, crop experiments, good roads and fruit improvements.

We have had some experience along

these lines, having organized a Corn Improvement Association among the farmers of our county four years ago and having an annual corn show, and in connection with it a Boys' and Girls' Corn Club show. Two years ago we organized a Fruit Growers' Association which has held two very successful fruit shows. These shows have been held in our stores and several of our merchants have said they were worth ten times the trouble in advertising, but it is not for that purpose that we should work. We have also organized a Crop Experiment Association for the purpose of studying the soils and crops of Jackson county and taking practical steps to increase their fertility and production.

We have had a great deal of satisfaction in knowing that it was helping our farmers and the community generally. The implement dealers should be the leaders, as it is hard to find leaders among the farmers on account of the jealousies existing between them.

Through the medium of our Question and Suggestion Committee, you can ask any questions or make any suggestions, and they will receive the attention of this convention, even if we have to prolong the sessions. We have arranged the program so as to give abundant time for this important work, instead of having set addresses, and we urge the traveling men and manufacturers present to participate in this, as it is our desire to make this convention so practical and helpful to every one who attends that he will not only go home satisfied, but will tell his neighbor dealers and the travelers that it is a good thing to co-operate with us in pushing it along.

It is the spirit of co-operation which makes any association successful. Its officers can only perform or initiate such work as the members expect or require, and with the exception of our Secretary they are all busy men, who can not give much time, aside from the conventions to its work.

Co-operate means "together work." Co-operate first with yourself. Get into line with nature and health, get enough sleep, keep clean and do not worry.

Co-operate with your family; be or time; do your part.

Co-operate in business, pulling with the men around you. Do not pull against them. No man will ever succeed who has not learned to work smoothly with other men.

Co-operate with your neighbors; attend to your business; discourage gossip; think and speak well of people; do not allow yourself to be looking for trouble.

Co-operate with your city and with the Nation.

Co-operate, not only with those who live in the present, but those who have lived in the past and with those who will people the world when we are gone.

Finally, let us practice true co-operation here, as expressed in the following motto, which I would suggest as the motto of this convention:

If I help you and you help me, We both are helped, that's plain to see.

Secretary Witbeck then read his annual report, as follows:

At the eighth annual convention much work was laid out for this office, owing to the fact that it was the first year in our history when the Association felt strong enough to install a Secretary who could give the necessary time to the work of the Association and, as a result of this arrangement we now place before you our report covering the period intervening between our Lansing meeting and up to November 1, the end of our fiscal year.

I have no apologies to offer and no misgivings and if the work done meets with your approval, I have my reward. If not, censure me as any public servant should be for not serving his master. While I may have failed in accomplishing full results of our expectations, we assure you that our heart, hand and mind have been centered in doing all possible to bring results that would be a benefit to you as a body.

That we all have failings and shortcomings is true as nature and if these failings are pointed out to us, we should seek to correct them, as I am frank to confess that I do not know it all and want your counsel and advice in the administration of this office.

I shall likewise endeavor to place before you in this report such recommendations as will help you and place the Association in a still higher sphere by your united action in the eyes of the commercial world.

Directors' Meeting.

During the year your directors have held two very important sessions. The first was held on November 9, immediately after adjournment, at which time the following committees were appointed:

Legislative—C. L. Glasgow.

Insurance—Isaac VanDyke.

Cost Accounting—J. E. Palmer.

Local Clubs—Joseph Wagner, C. A. Slayton and Warren Lisk.

Auditing—William Godes and C. A. Slayton.

At this meeting, the subject of insurance was discussed and the Secretary was instructed to make an investigation which was done. For sufficient reasons the findings were deferred until they could be acted upon properly. The result will be given you under another report. The action at our last convention relative to holding an exhibition in connection with this convention was re-

considered as for the best interests of all to not hold this year. This action was taken after submitting same to you and the manufacturers—to you on a return post card and to the manufacturers in a letter, asking your ideas regarding the exhibition feature. Of 1,000 cards sent to dealers, we received 214 replies and these answers should be separated under several heads, but will make only two—Yes and No. Of the 214, 172 were favorable for the exhibition while 42 were opposed. Of the 125 manufacturers asked for their opinion, we received 81 replies, while 44 did not answer. Twenty-eight of the former were favorable to hold the exhibition, while 53 were opposed or indifferent as to same, but those opposed seemed to have posted themselves in the matter and showed that an exhibition here at this time would detract from the real object of the Association and in this the directors agreed, so that the exhibition feature was dropped for this year, but can be taken up at any time conditions are ripe for same.

At our last convention a resolution was submitted to you endorsing the National Federation of Retail Merchants, formed in Chicago, October last. In the report you adopted was a resolution that we provide for the forming of a Michigan Federation of Retail Merchants and your Secretary was recommended to open up correspondence with the officers of all State associations in Michigan with a view of effecting a State Federation of Retail Merchants. In pursuance of these instructions, your Secretary issued a call for a meeting of all the Presidents and Secretaries of all the State associations of retailers to meet with this in view. The date was set for February 8 at the Downey House, but, owing to the disastrous fire the night before, several delegates did not know whether the meeting would be held or not, so did not come. This meeting was held in the Hotel Wentworth with nineteen delegates of the twenty-eight which were supposed to attend, representing fourteen State associations and the Michigan Federation of Retail Merchants was formed, with E. S. Roe, of Buchanan, President, and your humble servant as

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Secretary, with a full quota of officers. The prime object was to furnish a working tribunal through which all associations and members can work on matters of joint interest, such as legislation, transportation and many other matters that effect all classes of merchants.

As the Michigan R. I. & V. D. Association was the first to start the work and put it through the formative state, we would recommend your further action in the matter by your endorsement of same and further that you become affiliated with this new organization, the per capita tax of which has been fixed at the small sum of 5 cents per member and an individual membership of \$1 per year. During the convention, President Roe will give you further details and it is hoped and we ask for him, your hearty support.

Membership.

During the last three years, we have tried the plan of increasing membership under the co-agent system, which worked fine at first, but during the last two years has shown an increased cost to get members far in excess of what it ought to be and during the month of March we abandoned this system as too costly. Not but what County Agents tried to do the work in a satisfactory manner. Some of them were not familiar with the objects of our Association or what we sought to do for the dealer, so they could not present them in a manner that appealed to those who had never attended conventions or made any effort to post themselves.

As a substitute for County Agents, we would recommend a monthly letter to all dealers, whether members or not, to take the place of a bulletin.

It is an old saying, which is true, "That continual dropping of water will wear away a stone," but some stones are of a hard flinty nature and wear slow. This might apply to some dealers.

Our membership at the last convention showed that we had nearly 500 on the rolls and that 331 had paid dues during the year 1911, the balance being carried as members, but who had not paid in advance. This has now been cut out and only those counted who have paid since November 1, 1911.

We now have 311 paid active members, who paid at the last convention and since and 212 honorary members.

This shortage can be accounted for by our new system and the many new conditions which are causing the ranks to change more and more each year, but it does not indicate that we are not progressing, for we are, as has been prophesied that five years hence the implement men will be less in numbers but more in power, as those who avail themselves of just such meetings as you are now holding here and fit themselves to do business and do it right will be holding their own and progressing, while the has been and un-progressive dealers will step out.

The Association does not prosper with dead members, but by the live ones, and the live ones are generally out to the convention unless by sickness or good causes are kept away, and a dead member is to be pitied rather than scorned.

Hundreds of letters have been sent out to all dealers during the year and our membership since our convention has been increased eighty-four members, through this method as against ninety-three sent in by County Agents and the bulk of these by six County Agents—R. C. Zike, of Capac; Leonard Reichel, of Saginaw; Warren Lisk, of Howard City; W. O. Barton, of Portland; Warren Slack, of Bad Axe; E. Davies, of Reading. The cost of the former was the postage and stationery, amounting to about \$1.20 per member, while under the County Agent system we paid \$435.85 or a trifle more than \$4.65 per member or \$1.65 more than we received for membership.

We wish to state that no fault is to be found with those who did the work, as we have several County Agents who did their best to get members, but did not seem to get the results and we wish to extend them the thanks of this office for their co-operation and best endeavors.

Allow me, if you please, to state here that selling memberships is like selling goods. The better one is posted on his goods the larger his sales will be and while with the publicity our Association has had during the last nine years, it ought not to require a salesman to have a man protect his own interest, it seems as if our united efforts fall on some.

Our Program.

Many of our members, and especially the new ones, do not understand how this is put out or who pays for same and for those I will state that this is our annual book and the issue of same is only made possible by the patronage we receive from the manufacturers who buy space in same. It is now looked upon as a business investment in which the manufacturers and members are co-partners. It answers several purposes. It tells you where and of whom to buy goods, as these advertisers are supposed to be loyal to the regular dealer and sell their wares through them exclusively, and it also furnishes the manufacturers and travelers a list of all dealers in the State as complete and as up-to-date as it is possible to make it and while there may be advertisements in same that you may question, there is one point I wish to impress on your mind, that in patronizing the advertisers in this program, so

far as possible all things being equal, you are making it more valuable to the Association in the way of finances to extend the work.

I ask you to do with these advertisers just what many of you do with your insurance. You give it to some home agent because he is a customer, regardless of what you could save on same. Patronize these firms because they patronize you.

This book has been cut down this year, but as the pages are less we will net on this year's book about as much or more revenue than last year, as our printing and postage bill is much less and the net balance on same will pay the salary of your Secretary for the year, leaving your dues to be applied to extending the benefits of co-operation amongst our members.

Our Finances.

At the end of our last fiscal year, we had \$319.43 left in the treasury. Our receipts since that time from advertising and memberships amount to \$3,329.50, making a total of \$3,648.93. During this time we have paid bills amounting to \$3,088.28, leaving a balance on hand for the year of \$560.65, plus interest \$25.95, or \$586.60 on hand.

Our disbursements to November 1, are as follows:

Conference and Complaint Committee	\$ 80.20
Printing	60.00
Badges	51.30
Program 1911	737.89
Directors	44.34
Convention expense	45.45
Postage and stationery	264.31
Office	11.56
National Federation	157.25
County Agents	435.86
Rent, Stenographer and Secretary's salary	1,200.00

Our National Federation.

During the past year, several good things have been brought before that body and such measures taken as would bring benefits to all dealers, regardless of localities, which will be brought about by legislation, such as the Campbell Bill, a Peddlers' License Law, One Cent Letter Postage Rates and a National Honest Advertising Law. Through co-operation we expect to induce manufacturers and jobbers to refrain from the placing of retail stores in competition with retail dealers already established. We expect to renew the agreement made by the Thrasher Manufacturers' Association to sell their output through regular dealers as agreed and through education through the several State Associations to encourage Local Clubs, Learning costs, Better staying, Better Selling and more co-operation amongst members. All of which will be taken up and discussed at the proper time.

Complaint Committee.

At the last convention this work was placed with the Secretary and I will bring up this report under the proper heading as assigned on the program, but will say that if our members will post themselves more fully on how to do business in a right way there will be fewer complaints and more adjustments of same. I speak of this in this connection from the fact that we have received several complaints from manufacturers and travelers, in the form of letters, and it is a golden rule that will apply here. We must pluck the beam from our own eyes, that we may see more clearly the beam that shines in our brother's eye.

Many of these complaints could have been handled by the dealers themselves if they had gone at it in a proper manner, as during my thirty years' experience I have never yet failed to see the time manufacturers were not more willing to adjust grievances than I was with my customers, and as an inducement for them to adjust matters for you, if you handle their lines or if you do not. There is one way to appeal to them and that is to make your services so valuable as a dealer that they will make any reasonable concessions to secure your best efforts. This you can do only by adopting modern methods, better buying, better credit risks, better settlements, better advertising, better salesmanship and better paying methods on your part. Too many of you are wanting the mountain to come to you instead of your going to the mountain, so far too many of you are not using or trying to develop the natural ability born in you, to the best advantage.

When you buy or contract for goods of a standard make, you want the goods, the territory, the service and the price and then some of you want the maker to come and re-sell them for you and turn you in the profit, if any. Now, gentlemen, if you want all this, you must or ought to give something in return, and if you will do this many of the causes that lead up to complaints will be removed and you will enjoy the confidence and co-operation of your community, the traveler who calls on you and sells to you and the maker who furnishes you the goods.

Conclusion.

One year ago, you selected me to carry on the work of this Association as its Secretary and as such I have endeavored to interest all factors to more co-operation and to show that better methods should be adopted by many of our Michigan dealers if they wish to enjoy this co-operation. The sales managers of all the manufacturers are willing to help you. The travelers are willing to help

you and now, gentlemen, it is up to you to do your best.

If my work has been satisfactory, the results of this convention will be our proof and if not tell me where I failed to do my duty, for I have endeavored to give you my best efforts.

Our Convention Program.

In the arrangement of our work at this convention, I have endeavored to cover the ground thoroughly and have so arranged the program that all could have a chance to discuss all questions. Heretofore we have been limited as to time and we want you all to feel that you are a necessary unit in making the final success of Association work and hope you will consider and take such action as is necessary on:

- Adjustment of our insurance laws.
- Adjustment of the employer's liability law.
- A peddlers' license law.
- An honest advertising law.

The endorsement of our Michigan Federation, the National one cent letter postage movement and a proper consideration of one subject we have never looked after, transportation and such other matters as will come before you during the convention.

With this, I conclude my report as Secretary, with the one wish that all dealers in our State could see and realize that in this day and age that results can only be accomplished by more co-operation through association and education that will bring returns through proper legislation, that will protect all the people in one common interest, to better home conditions by the sale of implements and vehicles through the only logical distributor—the retail dealer.

To the many who pray for "Wishes" To bring in the golden pence, Don't keep on making those wishes, While others sit straddle the fence.

There is nothing gets there like hustle To reach the goal of "Success," May you ever keep up a rustle, Are the "Wishes" I hope you possess.

No "Wishes" alone can make you prosper But digging from morning till night With hope and contentment in working And "Value received" keep in sight.


Here's a motto for your closing, That is best for all to see, "Don't ever wear your wishbone Where your backbone ought to be."

The Secretary then read the minutes of the eighth annual convention, held at Lansing.

President: If there are no corrections the minutes will stand approved as read. I hear of none, so they will stand approved. I wonder how many have your programs with you? I would like to see all who have the programs hold them up. I am doing this for a purpose. In talking with some of the officers we thought that our members and the honorary members who received these programs did not bring them to the convention with them, and we thought it might be a good plan in the future when it was on the press and in type that we print a proper number of the programs to be distributed at the convention. Now, as many of you as would like to have us to do that signify by the uplift of the hand. Thank you. I think that is sufficient expression to warrant us to do that. On page 51 you will notice a list of the committees made prior to the convention and we may doubtless have to make some changes, but will not attempt to make them before the morning session and I will read them as they stand.

President Reid then read the list of committees.

President: We will now take up the next thing on the program, what M. A. Miller, of Grand Rapids, has to say on, "As a traveler sees you." Will Mr. Miller please take the platform?



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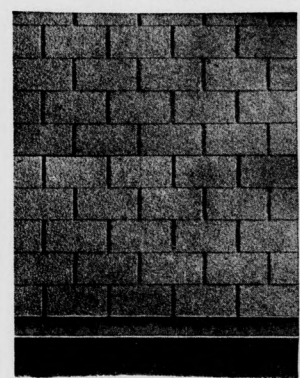
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Mr. Miller: This is almost a joke, being on this program. There is something about being in Michigan that makes you feel that you are at home almost before you are inside of the State, makes you feel as if you were a Michigander or a Wolverine; almost before you get in to it, I was away for awhile and I always felt like as if I wanted to get back, and when I had a chance to get the territory I wanted I at once grabbed Michigan. It puts me in mind of a story about an Irishman and an Englishman coming to America and as they came into New York harbor it was July 4. As they were approaching, the Irishman came upon the deck and said to the captain, "What is all this noise about?" The captain said, "This is the day the Americans celebrate because they whipped England. It is in commemoration of that day." Of course, the Irishman had not yet been in America, and after a little while the Englishman came up and said, "What is the reason for all of this blooming noise?" and the Irishman said, "This is done to show the spirit of the Irish. I am Irish."

[Mr. Miller then read his paper, which appeared verbatim on pages 36 and 37 of the Michigan Tradesman of November 20.]

President: You will notice that these subjects were to be discussed. Mr. Miller has brought some very fine points out, but no doubt there are many more traveling men in this room who have some other ideas they would like to give us about the traveler as he sees the dealer, and we will give you this opportunity of doing so. I know you are all bashful men—afraid of one another and afraid of us as dealers here—but think you will overcome it in a little while or I will have to call on you. We want to start this meeting off rapidly. Who will be the next to tell us dealers who are present how the traveling men consider us? I want to hear from Mr. Sutton.

Mr. Sutton: Not having made any preparation and not expecting to be called upon it is a pretty hard proposition for me to get up and talk off-hand. I think that the gentleman who has just talked has said a good deal to tickle the fancy of the dealer and make him think life is pretty good in Michigan. I think the dealer in Michigan is an average dealer. As to being the best dealer in the United States, it is probably the best thing to state—while we are here. If we were meeting with men in Ohio or Indiana or Illinois, it might be the best thing to say that they were. As a rule, I believe the Michigan dealer is coming into his own and that he is gaining. I have been in Michigan four years and in that time I can see a decided improvement in the dealers with whom I have come in contact and have had to deal with. It shows that they are studious, and that they are anxious to get somewhere in the business they are engaged in, and, as long as that inclination is shown on the part of the dealer, there is no question but what they will finally be the best or at least as good as the best there is in the country. Michigan dealers have to contend with quite a lot of things that we do not find in other states. The crop conditions can get hit, it seems to me, just a little bit harder than in some of the other states, and that always affects a dealer to a great extent. But as the farming lands of Michigan improve, the dealer is bound to improve with them, and, as a whole, I believe the future of the Michigan implement dealer is as bright as it has ever been.

President: Has any one else got courage enough to stand up and tell us what he thinks about us? We don't want it all one sided. We would like to know some of the faults we have.

Martin O'Connor: I made a little speech this morning. I don't think I ought to be called up now with reference to the dealers. I think I can say my relations have been the most pleasant with the dealers here. They are certainly loyal to the goods they sell and they always receive you courteously, as a rule. The only fault I find is that they do not really value the traveling man's time as they ought to. They don't realize what that means to the traveling man. Many times we have programs ahead and dates ahead for different towns and have to make them and we are held over where there is no reason whatever. For some reason or other the merchant does not seem to realize what that means to us. They will stand around and talk with you and wait on their trade and you are compelled to miss your train. Otherwise, my relations have been very pleasant with them, indeed.

George Waters: There are men here with a great deal more experience than I have had. As a general thing I have been treated courteously. I have seen men that I would like to tell what I thought of them, but as a general thing they are a very nice lot of people. I am not in the habit of speaking, so will leave that for someone else.

President: I am afraid there is a tendency on the part of a great many dealers, as well as travelers, to look only upon the troubles in that business. I think the reason why so many of the boys leave the farm is because they find so much fault with the farm. They have a hard time all the time. I have four sons whom I thought I would make implement men out of. I put them into my business as they finished school and

business college and found them inclined otherwise and wondered sometimes why it was. I guess it was simply because I thought there was more trouble in my business than any other and was anxious for them to find something else, that would not have so much trouble in it. I believe that we have a little trouble as any other class of merchants. It is a business that requires as much thought and ability and care, perhaps, as any other business on earth. While I am waiting for Mr. Goodes to come and take up the other side of this discussion, I want to call your attention to a new departure this year by our Secretary. Mr. Witbeck has tried to make up an annual directory of implement dealers—a perfect directory. He has written a good many letters and has tried to get people to respond, but they do not seem to like to write letters except to their wives and their firms. I am not finding fault with you, but it is a fact that it is hard work to get such a matter as this before you in such a manner as you will take an interest in it. So this year he has had printed in this handy pocket for a directory of the Michigan vehicle implement dealers. We know it is not correct. Some have already spoken of errors and omissions. We believe that now is the time to get it on a good substantial basis, so we are going to sell these books to the traveling men and manufacturers at \$1 apiece. We are going to ask you to correct your books and send them to the Secretary and he will issue another edition that will be correct and return it to you right away. We believe if you put a little money into it you will pay attention to it. You will be more apt to have it correct, and so we are going to ask you to do that in that way. Perhaps there are some manufacturers present who can take up in an informal way the subject that was assigned to Mr. Bement, who told our Secretary when he was asked to take this part of the program that he would be present and would gladly take the part and I have not heard from him so as to know the reason why he is not here. Mr. Bement's subject was, "How to correct trade evils and improve our conditions, from the manufacturers' standpoint." That is a large subject. Mr. Goodes is here to take his part. We will call upon the manufacturers later. He will present what we all need from the dealer's standpoint.

William Goodes: A week ago to-day I picked up our souvenir program, I got it just about night and I didn't have time to look it over very much that evening. In fact I was busy at 10 o'clock that evening because I was going away in the morning. On Wednesday morning I left town and got home last night at 11 o'clock, so you can see I have not got much to say on the needs of the dealer from the dealer's standpoint. Mr. Witbeck has kind of got it in for me, but you know that advantage is to look for money where you lost it, and I am going to follow that rule, so the first screw I find loose on him I am going to tighten it up so as to pinch him a little.

Mr. Goodes then read his paper, as follows:

It is hard to paint a word picture of anything good that will do it justice. During the past few years this Association has been constantly striving to bring about reforms which would make implement selling one that would mean profit to the dealer and close alliance with the manufacturer.

What we now need is unity, for in union there is strength. The retailer of to-day who essays to stand alone—who is cocksure that he can run his own business without an association to help—is, indeed, shortsighted, and in the greater number of instances, in this policy, we might well feel that the business, while necessarily somewhat hazardous in the matter of credit risks, would without the prop and support of invited efforts as expressed in state and National organization be not all worth while. In that event it would before long degenerate into a mere agency and a money house proposition and be a mighty poor form in which to invest and intrust the large capital required.

Any line of retail business considered worth while to-day is protected, fostered and built up and made much better by its own peculiar forms of co-operation and mutual support, its incentive to fair dealing and the adoption of fair methods and practices by its members; the pride of its united achievements; the help and recognition that the association idea teaches and fastens on the part of the strong toward the weak financially among its members.

Success is within the power of every business man. The paths that lead to it, the means of gaining it are varied as the natures which seek it. Success is not found to-morrow, it exists to-day, and if you are cheerful to-day, you can be happy to-morrow, for the business man, like the carpenter and mason, as they proceed should apply rules, measuring lines, plumb and compass and other tools to see that his work is correct.

Brother dealers, we should adopt these business rules of knowing how to conduct our business so that we know the profit on every article we sell over and above the cost of selling, handling, freight, etc. If we do this, when we come to take our inventory and sum up our year's business, we will find our

balance sheet on the right side of our ledger.

President: Let us have a discussion of this subject. I don't believe the dealers present are as bashful as the traveling men. I am going to put them on their honor. You may think this is a convention for the dealers, but it is not for dealers alone. It is for all who are interested in the business. I am sure there are some dealers here who can give us some of the needs of the business and I shall take the liberty of ordering the same treatment to the dealers as I did to the travelers. If you do not speak up, I will call upon you, so those who voluntarily will speak will render a better service than those who are called upon.

Mr. Bertram: I don't know of anything that we need any more than good judgment in making our purchases. Purchase the right kind of lines and buy right. Have the right kind of salesmen and have the right kind of zeal to make success.

Mr. Slayton: The only thing that ever troubled us in our affairs is the competition we have lots of times. They are not good business men—such men as belong to this Association. They haven't much money invested. They are farmer agents. They think if they sell an article for a dollar, more than they give for it, they have made a clean dollar. I know that is a fallacy.

E. O. Valentine: I would say, so far as competition is concerned, I don't buy one dollar's worth of goods from a house which sells to the farmer agent. I am satisfied with the traveling men. They come along and tell me what I ought to buy and how much I ought to buy, and I buy it. I haven't any fault to find with any of these people who sell to farmer agents. When they come along and sell to those fellows, I tell them I don't want any of the goods, and if they insist upon my buying I tell them to go to hell.

Mr. Falmer: You know what the old saying is, when writing to the traveling man that what we need is orders. I guess that is what we are hustling for as much as anything else. It is not any trouble to get a big stock of goods on hand, but you have to hustle about nine months to get rid of it. It seems to me all the time what I need is first-class help—help of ability to sell the goods. I don't believe in the last four or five years I have had that. I don't know of any of my competitors who have had it. I don't know just what the remedy is. I believe that I can state that I pay good wages. To get a good man to stay when he is told to do business is pretty hard work. I don't know whether or not the rest of you dealers have had the same difficulty or not. That is one thing that bothers me all the time.

Mr. Sutton: I want to make a suggestion along this line. It might possibly be one of the troubles of the dealer that he is not familiar with the goods that he sells. I believe that the dealer should be more familiar, as a rule, with what he has to sell. I believe it is up to the traveling man who sells him the goods to teach him the talking points of the machinery that he sells him. It is one thing to sell a dealer a carload of stuff and go off and leave him and another thing for the dealer to pick up the points and go on and sell them to his customers. I think that the traveling men should co-operate with the dealer in teaching him the point and in that way enable the dealer to increase his volume of business and be in a position to make a more satisfactory settlement when the year's business is over.

A Member: This being the first time I have attended an implement dealers' convention in Michigan, I ask the privilege to say just a few words along the line that the member has just started. He spoke of the dealer as becoming better acquainted with his goods and the gentleman just prior to him spoke about having trouble to get help with any proficiency. My idea on that line is that an implement dealer, in hiring a salesman to represent him in his trade, should put the man he hires out in his place of business just as the manufacturer puts a man on the road. He puts it absolutely upon him to make good. If the traveling salesman goes into his terri-

tory in Michigan or any other place and falls down, the chances are his employment ends in a short time. It ought to be so with the dealer. While he might not find it out as soon, because he has no expense account, he would find it out sooner or later. I believe the implement dealer can take the average man and make a good salesman out of him.

C. E. Slayton: In my own business, when a man comes in and talks to my clerks and he reports that he was offered a certain article at such a price, I say, "Don't talk about the price, but talk about the quality of your goods and show him the difference between your goods and the other fellow's goods. Don't run down the other men's goods, but show him the points of ours."

Mr. Valentine: So far as the price is concerned, I only have one price on my goods. It doesn't make any difference what the other dealers in my town have. I show that my goods are better goods than the other fellows. It wouldn't make any difference whether they are or not, but I try to make the farmer's believe that they are.

Mr. Waters: Suppose the other fellow cuts the price and has got the same kind of goods you have?

Mr. Valentine: I don't buy that fellow's goods. I buy somebody else's.

Mr. Waters: If you have not got rid of those goods?

Mr. Valentine: I always get rid of those goods. I haven't got any old back numbers in my place.

Mr. Falmer: Take it back thirteen years ago when the canvasser went out to sell a farm implement. He took a catalogue and showed the machine in detail. To-day we take Mr. Sutton's catalogue. To-day the catalogue is only one-half the size it was four years ago, and it covers four times as many different things. You have not got to exceed three detailed cuts. You have got to draw a picture in the dirt to show what it does. I think we ought to have a little bit more catalogue and a little bit more money spent in the catalogue. Maybe we would come home with an order. The other way he has got to come home and snow the machine before he does business.

Mr. Sutton: That is all right, but we have got better catalogues for next year.

President: We have with us a man who has had experience on both sides and he will be able to tell us some things. I am sure, which will be a benefit to both sides. I am going to ask our Secretary to tell us the needs of the implement business.

Secretary: You always expect anything of your Secretary and I always expect to do whatever I can to make the meeting successful. What I am going to give you is just a little premature, because I had kind of fixed that up as a set of a filler, but inasmuch as some of it comes along the line that you have been talking, I am going to give it to you now. I trust you will appreciate it in the spirit in which I give it to you. It is gospel truth, although it is given in jingle. I want you to take it home with you. The title is "Only a Dealer."

[The poem will appear in the Tradesman of next week.]

The convention then adjourned until 9 o'clock Wednesday morning.

[The remainder of the report will appear in the Tradesman of next week.]

Freak advertising may amuse its originators, but common sense advertising will sell more goods.

It isn't worth while trying to weigh a stack of hay on fish scales.



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



High Price Tendency in the Clothing Trade.

Paraphrasing a saying much quoted some time ago, who's croaking now? In vain during the past fortnight have we sought a merchant or manufacturer disgruntled with existing conditions or the outlook. From the point of view of the latter, the most outstanding fact is the willingness of the public to pay prices never known heretofore in the realm of haberdashery. Shirts selling wholesale at ten dollars each are being made for next spring because there is a demand for them. Twenty dollars soft hats adorn many a window and are not dead stock. Two-piece and combination undersuits running to silk and silk mixtures and bringing fancy prices are finding ready buyers, together with forty dollar suits, six dollar shoes, eight dollar day waistcoats, dollar half hose, and five dollar cravats, in shops that never before, even including the halcyon days of Nineteen Six, dared to carry them.

This is due in large measure, doubt-

less, as some retailers have informed us, to our persistent advocacy of the trading-up policy. Also it must be taken to reflect splendid conditions of employment, high wages and satisfactory savings. It is particularly notable coming as it does just at a Presidential election. Summer clearances were so successful, generally, that "C. Q. D." calls for autumn goods have been numerous, with manufacturers in many cases unable to comply.

There is wide satisfaction in retail realms with the new autumn clothing.

The change in cut and contour is sufficiently noticeable to incite buying, with jackets shorter and more shapely, waistcoats high, trousers tighter and straighter. The belted overcoat of heavy fabric and in outspoken patterns has awakened new interest. Best of all, our manufacturers have not contented themselves with direct aping of the foreign models in clothing but have eliminated many of the objectionable details of construction.

Looking toward next season, it is apparent that some of the recent tendencies in custom clothes will work their way into the "ready." For example, while jackets will remain shapely, they will be somewhat longer, with deeper roll to the lapels and closing with two buttons. Waistcoats will not be so high, showing only slightly above the jacket opening. Trousers will be more roomy, not by peg-topping but by less snugness over the instep. Equally interesting is the reappearance of the novelty details, such as narrow cuffs on the sleeves of the jacket, bias and patch pockets and waistcoats with roll and fancy collars. There is danger in this trend. Three years ago it went to the ridiculous extreme.

Crepe Silk Shirts to the Fore.

If you want to get into real extended atmosphere, visit the progressive makers of shirts. By progressive we mean not only energetic but also keen to modern requirements, which decline to accept garments lacking in quality, however widely exploited to the consumer. The principal development in shirtdom is the call for silk numbers, now far beyond any previous record. Crepe silks are in special favor.

The New Trend in Collars.

In collars, the cutaway model has taken immediate hold in popular quarters, just as it has done in the shops of the upper strata. It doesn't do, either, to swing out a shape directly at the meeting point at the top, yet the curve must not be so pronounced

as to reveal much of the cravat band. In two-for-a-quarter goods this style may now be had in heights up to two-and-a-quarter inches.

Re-enter the Imperial.

With the wider-spaced collars are coming, as predicted, ampler forms in cravats. The open-end four-in-hand is being made broader at the knot. The Ascot has had a decided revival in some sections, while the old Imperial, with two wide ends, is distinctly the new note in the costlier grades. It produces a long knot when tied as a four-in-hand, with marked spread of the ends below the knot, and is also adaptable to the once-over adjustment.

Ties have become better property with the growing popularity of the high-cut waistcoat. They are specially favored in rather bold bias stripes of contrasting colors. Evening ties of grenadine are being shown with very striking waistcoats to match. Among well-dressed men the preferred formal evening tie is of white pique, with either rounded ends to harmonize with the round-tab wing collar or square. The old "shaped" evening tie is being sponsored by an exclusive Gotham shop. It makes a snug knot and the ends spread more noticeable fanwise. The informal evening tie is either black or with self figures or stripes, or black with grey under-shot, sometimes in panel effect. Fringed ties of black satin are seen much in the company of the black satin waistcoat, though they are somewhat ultra.—Haberdasher.

\$9.93 For This Coupon

That's the proposition.

The minimum profit that you make is \$9.93. No telling how much more. Dealers everywhere are enthusiastic over the Richardson Plan. It brings the women right into your store time and time and again. Here is the great new trial offer that we are making in order to introduce the Richardson Plan to dealers everywhere.

You Give Away Pillow Tops

That's all there is to it. We put up our embroidery outfits in handsome packages. You give away a pillow top and back absolutely free to every woman who will purchase six skeins of Richardson's Grand Prize Grecian Silk Floss and a diagram lesson at the regular retail price of 25c. The pillow tops are made of pure linen Russian Crash. No wonder every woman wants one. And every time you give away a pillow top you have made a new customer.

The Richardson Plan

Here is where the plan makes new customers for you. Each woman must have ten or twelve additional skeins of silk to finish her pillow. Also cord, ruffles, fringe and other accessories. She will come to your store two, three, four and often five times to buy floss and every time she will buy some other goods, too. **You make her a new customer in no time.**

Send the \$9.93 Coupon

Just notice the coupon. We have selected here an especially attractive order for you. Just fill out the coupon and mail it to us today. It means \$9.93 as a minimum profit. No telling how many new customers you will make from it. We have put together these special outfits in order to prove to you how remarkably successful our plan really is. Fill out the \$9.93 coupon. Get the outfits. **If they are not all and more than you expect, send them back to us, express collect.** That's our proposition. You take no risk. Fill out the \$9.93 coupon now.



Richardson Silk Company
 648 Broadway, New York Dept. 7308 305-309 West Adams St. Chicago

\$9.93 COUPON

Richardson Silk Company, Dept. 7308 305 Adams Street, Chicago 648 Broadway, New York

Gentlemen: Please ship at once via your Special Assortment in accordance with your Introductory Offer as below:

	COST	SELL	PROFIT
1 Art Needlework Catalog, containing 500 designs	FREE		
1 Newspaper Electrotpe No. 7091	FREE		
3 Dozen Pillow Outfits at \$2.25	\$ 6.75	\$ 9.00	\$ 2.25
1 Counter Carton, containing 16 ounces Richardson's Grand Prize Wash Embroidery Silk	12.80	20.48	7.68
500 Notion Bags, (for counter distribution)	.35		
Total	\$19.90	\$29.48	\$9.93

If everything is not as represented, the above order may be returned at your expense and we will receive full credit.

Name.....
 Address.....



Window Display of Dolls for Christmas.

In building the doll window, the following will fix you out in good shape:

Merchandise.

About \$20 worth of dolls ranging in price from 10 cents to \$1.00 and up.

Fixtures.

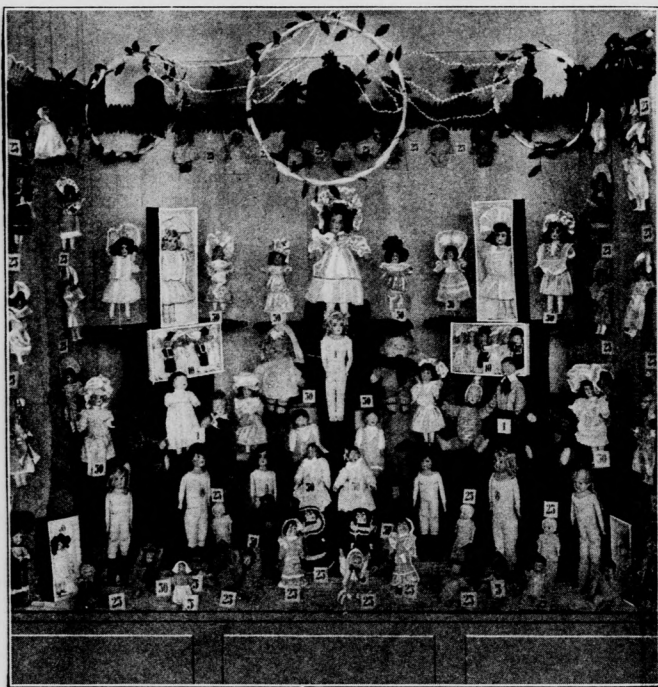
Five rolls of white crepe paper.

Next, tack seven wire doll hangers to the background at each end—fourteen in all. If your window has glass at one end of course you will need only seven of the hangers.

This completes the background plan. Incidentally, most of the work in building the display is put out of the way also.

Center Unit Comes First.

The next thing is to cover all the



Photograph of Window Trim.

Five wooden boxes.
Thirty-seven wire doll hangers.
One large hoop.
Three Christmas bells.
Some tinsel cord.
Pins.
Three rolls red crepe paper.
Two pasteboard boxes.
Five short boards.
Two small hoops.
Some holly leaves.
Nails.
Plenty of price tickets.

The first thing in making this display is to cover the background with white crepe paper. Then make a border of red crepe paper as shown by the drawing. Cover one large hoop or two small ones with white crepe paper or tissue paper. Nail them to the background, the larger one in the center.

Run a line of holly leaves around the hoops, and to the top of each hang a red paper Christmas bell. Drape three strands of tinsel cord loosely over the hoops.

boxes with red crepe paper. The relative dimensions of these will be seen in the drawing. The positions they should occupy in the window also are shown. Arrange them thus, and then we can put in the dolls.

Fix the center unit first. The feature of this is a big doll on the top—the biggest and most expensive in the lot. Use a doll stand and a pasteboard box to keep this doll in place. If you have none of the stands you can make some by attaching some of the hangers to blocks of wood.

These hangers are inexpensive, by the way—about 15 cents a dozen. You can make them out of wire if you want to. There is nothing much to a doll hanger.

Easy to Build, but Follow Details.

The arrangement of the other dolls on the center unit, by means of hangers and stands is shown in the photograph and drawing. We advise you to use the same kind of dolls as we have, as nearly as possible. The plan was carefully studied out so as to cause the various makes of dolls and

teddy bears to present as harmonious an appearance as possible.

The left unit consists of two boxes and two boards. The center piece is a doll in a box with a smaller one in a stand on each side. Pin a box of 10-cent dolls to the board in front.

On top of the lower box and board should be three dressed dolls and two teddies. Standing against the box should be three large undressed dolls.

Remember the Price Tickets.

The arrangement is the same for the large right unit.

Before beginning the floor plan see that plenty of price tickets are in place. Every doll in the window should have a card on it telling how much it can be bought for.

The arrangement of the floor plan is so apparent in the picture that it is useless to take up space in telling about it.

Proper Color Effects.

In all Christmas displays, window or interior, proper attention should be devoted to combining colors in the most effective manner. The colors should be of the warm, friendly type best suited to fall and winter. Let red, bright yellow and orange be among those predominating.

Let the colors be blended in harmony. Botchy effects in colors will spoil what might otherwise be a good window. The object of window trimming is to sell goods, and the object of proper color combinations is to make the people see the beauties of the merchandise at their best.

An attractive display for the sake of giving the people something good to look at is not the object of good window trimming. You want the peo-

and if the whole display is blended properly its effect will be compelling.

Good Christmas color effects can be worked out in crepe paper as follows:

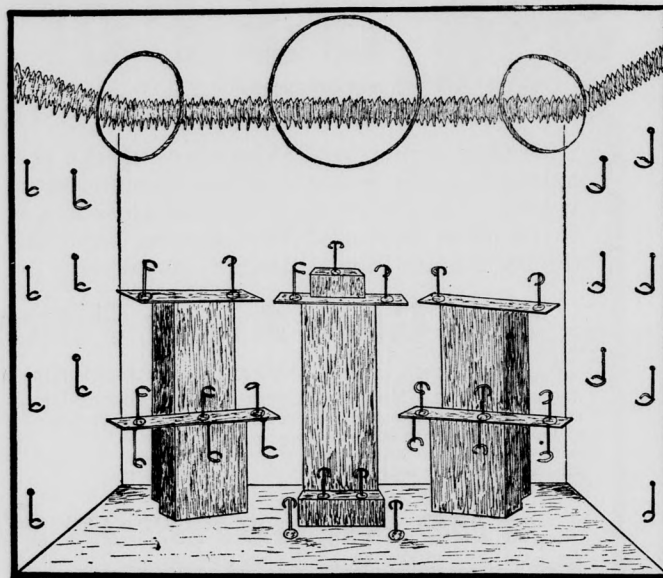
White and green.

Red and white.

Light yellow, dark yellow and white.

—Butler Way.

Thanksgiving day is the time for annual stock taking of your life and character assets. It is a good opportunity for sitting down and looking yourself square in the face. Scrutinize what you are, what you have done and where you are going as carefully as if you were taking account of your business. Appeal to your reason. If you think you might be in a more satisfactory condition with more favorable circumstances surrounding you, be honest with yourself and determine how much of the shortcoming is your own fault. If you find yourself blameless, be thankful for that, for you are to be congratulated. The man who does not make mistakes has yet to be born, but the man who might do better than he has done is in all of us. If there were a perfect man he would be very lonely, in a class all by himself. It is not expected that you will be that person, but you should be grateful for all the good things that have come to you, and you will be much happier for it. Sometimes our deepest humiliations are our greatest blessings. They come to keep us from getting in the wrong track. If we were successful in all our attempts it would be a sure sign that we were going astray somewhere, for our judgment is not so accurate as to justify all that we do. Looking back we may see that some of



Drawing of Fixtures.

ple to buy. If the window can attract them so they will do this, you will have gained your object. In this latter case they may not notice the excellent color combination. But if you have the wrong colors the chances are very much against the people being attracted by the merchandise to the buying point.

Most people—particularly the women—prefer the brighter hues. Christmas merchandise in itself is bright,

our fair hopes which turned to disappointment would have been ultimate troubles if we had been allowed to go our own way without hindrance. We might have gotten in too deep. Or our hindsight may show us that we have failed in some undertaking because we were not energetic enough. Let us be thankful that we have an opportunity to retrieve our fortunes. Be glad you are living, and go forward to make your life a better one.



50 Per Cent

is your profit on the cost price of these assortments.

And the goods will sell. Every item was picked by a retail expert whose "know how" developed behind the counter.

It's not too late to get a stock of holiday money-makers.

Merely specify which of the three you want and we'll send you at once an expert-chosen assortment, picked wholly from merchandise that retailers' orders have already stamped as the best-sellers for 1912.

The eleventh hour is here and this is opportunity's last knock.

Which of these assortments do you want?

\$50.00

Asst. of 5 and 10 cent Goods

Comprising 29 doz. items to retail at 5 cents and 48 doz. at 10 cents. Total 77 doz.

\$75.00

Asst. of 5, 10 and 25 cent Goods

Comprising 36 doz. items to retail at 5 cents; 47 doz. at 10 cents and 11½ doz. at 25 cents. Total 94½ doz.

\$100.00

Asst. of 5, 10, 25, 50c and \$1.00 Goods

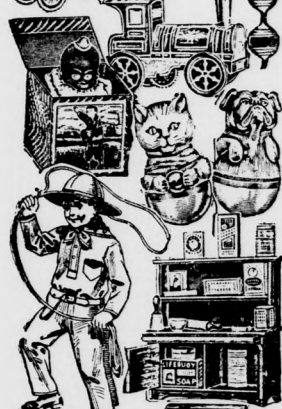
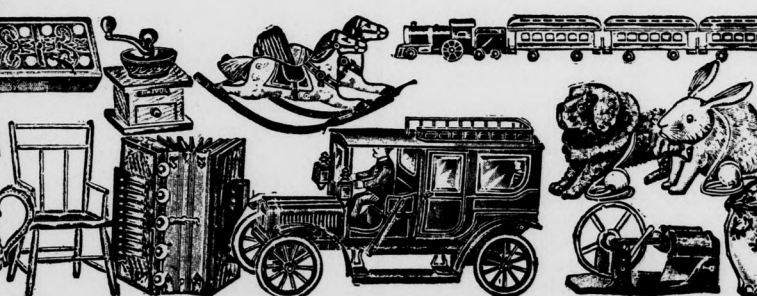
Comprising 25 doz. items to retail at 5 cents; 30 doz. at 10 cents, 11 doz. at 25 cents, 5 doz. at 50 cents and 3 doz. at \$1.00. In all 74 doz.

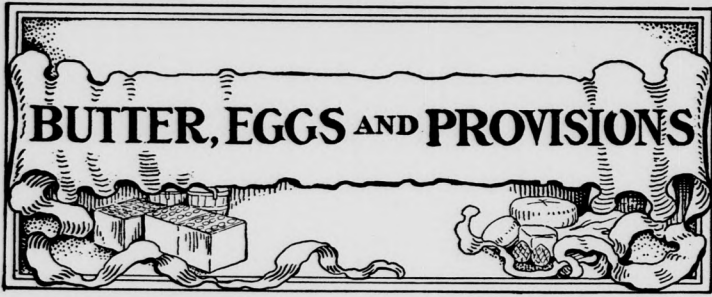
Butler Brothers

Exclusive Wholesalers of General Merchandise

Chicago New York St. Louis Minneapolis Dallas

Sample Houses: Baltimore, Cincinnati, Kansas City, Milwaukee, Omaha
San Francisco, Seattle, Philadelphia.





The King Bird of the Feast.
Written for the Tradesman.

Ever since the days of the Pilgrims the annual feast of turkey at Thanksgiving gradually increased to the Yuletide season, has been a source of pride to the New Englander and finally extended to all well-to-do American homes. Of late the high prices prevailing have forced many to substitute a cheaper meat and the turkey is far beyond the reach of many homes.

It may be wondered, taking into consideration the exorbitant rates demanded during the past few years, that all farmers do not make a specialty of turkey raising and thus find the "get rich quick" road; while it is a fact that though chickens are regarded as a necessity on the farm, with ducks, geese, and guineas as frequent adjuncts, comparatively few make a practice of rearing the noblest of all domesticated birds.

Though there is no danger of the turkey becoming a drug upon the market, there are several reasons why the farmer looks upon the business with doubt. There are ups and down in all branches of the poultry department—more in this particular one—and those most familiar with the details are aware that they are courting risk and disappointment along with the work. In some instances the birds may be said almost to rear themselves, but as often the work is attended with much care, even though it prove profitable in the end.

A recent drawback is the prevalence in many regions of the disease called blackhead, which often proves fatal to entire flocks during the first few weeks of their life. Though a disease of the liver and intestines, due to a minute parasite, the most noticeable symptom gives rise to its common name. Prevention is the best cure thus far found, and to this end those where the disease has appeared are advised by experts to quit the business, at least for a time. Thus it is that Rhode Island is no longer the great turkey growing state, and that the center of the present supply must now be sought in the West.

Another feature which renders undesirable to the small farmer is the tendency to ramble. The Bronze variety, the largest and most popular with both producer and consumer is especially susceptible to this failing. Originally a cross between the common black turkey and the wild Mexican turkey, the characteristics in disposition of the latter cling as closely as do its immense form and sturdy nature. Only those having a wide range can satisfy this bird, which looks with disdain upon a turkey house, preferring to roost in a tree, and delights in picking its living among the woods and fields, even though it becomes a trespasser. Certain it is that there is

no surer breeder of contention in a neighborhood than a band of wandering turkeys.

The rambling propensity may be, in many instances, controlled by careful watching on the start. One woman of our acquaintance carefully drives her flock of poults with the mother to the farther side of the farm every morning, leaving them to feast among the insects in a clover field, and as carefully goes for them at night, rewarding the home trip with a liberal feeding. Of course, it is work, but not so much as to feel that they are annoying a neighbor's grain field or mingling with some other flock and thus laying the foundation for a future quarrel.

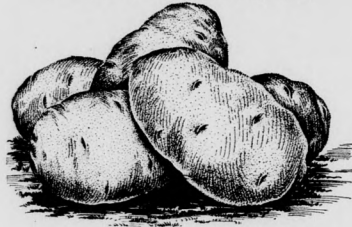
If all parties are strictly honest, homemade legbands of some strong cloth like denim or ticking are adopted, each party having his own color as a badge of ownership, but if some one happens to be more greedy than honest there may be juggling with this evidence. The man who always claims "his number," despite the inroads which mink and hawk may have made during the summer, spoils the profits of those who wish to be honest. It is safe to say that, barring poor fences, no other source can more quickly stir up a brisk neighborhood quarrel than two or more flocks of rambling turkeys, especially if they chance to be of the same breed, in which case they have the same colors and markings.

Some, to dispel the roving nature, mate a Bronze Tom with a White Holland hen, claiming thereby to get the large size of the former with the more domestic proclivities of the latter. As is usually the case in poultry crossing save among experts, there are disappointments quite overbalancing any good results.

The hen commences to lay early in spring, often before the snow is gone, from one to two dozen eggs being laid before there is an inclination to sit. If she is then broken up and the eggs given to chicken hens, she will soon commence laying again. The second clutch is usually left in her care and she may even rear a third during the season.

Though ever so tame, when assuming maternal duties she suddenly regards her owner as an avowed enemy. The secretive nature becomes as forceful as in the wild bird. When going to the nest she will quietly slip away from the flock, eating as she slowly walks, and always moving in the most indifferent manner. Her mate joins her in the ruse, strutting with more than usual animation, as if to direct personal attention entirely to himself, but uttering his warning "gobble" if he sees any attempts to watch her movements. He

H. BECKER
Wholesale Produce and Commission
210 Third St. Bay City, Mich.




POTATOES IN CAR LOTS A SPECIALTY

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

POP CORN
Wanted in car lots or less.
Let me know what you have.
H. W. Eakins Springfield, Ohio

The Vinkemulder Company
JOBBER AND SHIPPERS OF EVERYTHING IN
FRUITS AND PRODUCE
Grand Rapids, Mich.

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

PEACOCK BRAND




**Mild Cured
Hams and Bacon
100 per cent Pure
All-leaf Lard**

Quality Our Motto

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

Ludington, Mich., F. L. Bents
Grand Rapids, W. T. Irwin, 153 Fountain St.
Kalamazoo, H. J. Linsner, 911 1/2 N. Burdick
Lansing, H. W. Garver, Hotel Wentworth
Adrian, C. N. Cook, 200 E. Maumee St.
Port Huron, C. J. Harris
Metamora, C. S. Nicholas
Saginaw, W. C. Moeller, 1309 James Ave.
St. Johns, E. Marx, Steeple Hotel

Write to-day
CUDAHY BROTHERS CO.
Cudahy-Milwaukee

will very quickly detect the least outward evidence of this.

If a thicket or brush land is near, she usually prefers this. More than once we have followed her for hours and over many rods of ground; have seen her, when convinced that she was pursued, creep into some brush and settle down as if her nest were there, and again creep on as stealthily when she believed that we had returned satisfied, deceived by the little ruse. As each egg when deposited is carefully covered by leaves or straw, placed one at a time with her bill, it is useless to hope to find the nest except through her presence.

One particularly provoking bird led the entire family in turn on a hopeless quest, taking them regularly the rounds of a large piece of newly cleared land on which the brush still remained, yet always managing to lose herself before the detour was completed. Each was confident that the nest was in that field, but the exact spot none could locate. If they followed too closely she halted or re-traced her steps. If they maintained a respectful distance, she provokingly disappeared in spite of their best efforts. Yet when the nest was accidentally found, just as she was about to hatch, it proved to be under a low branched evergreen in the yard. The long circuitous route was only a successful device to elude her arch-enemy!

The eggs are much larger than those of the hen, chalky white, more or less blotched with chocolate. As they are easily chilled, and a number of wild things find in them a choice morsel, the importance of daily gathering is apparent. They require careful handling, a rude jar destroying the germ as surely as will extremes of heat or cold.

While the incubator has been used with fairly good success, artificial conditions in rearing are less fortunate. Even the chicken hen does not understand the nature of the poults like their turkey mother. She fusses and bustles about too much, and if allowed free range she will run until the poults are exhausted. If kept in confinement, they suffer even more. The turkey mother is slow and deliberate in all her movements and seems to know intuitively just when her wards need rest. She leads them by easy steps into the fields where insect life abounds and they thrive better upon this than any other food.

If the first clutch is given to hens, the turkey will furnish more eggs during the season than if allowed to follow her own inclination. It requires a very large hen to cover more than six or seven eggs, although the turkey mother will manage twice this number successfully. Incubation lasts four weeks and the poults are more helpless and more stupid than chicks at the start. They are correspondingly more tender and the utmost caution is necessary that they receive no chill. Dewy grass or an unexpected shower prove fatal in the early days. They bear confinement poorly, even in infant days. Free range is a necessity, y^{et} it must be given by easy stages and under favorable conditions.

For the first few days dry bread crumbs, grit and water constitute the bill of fare. Later, cottage cheese produces excellent results, with chopped dandelion or onion leaves for a tonic.

Soon they can manage wheat. By the time they are "shooting the red" or getting the promise of a comb there are enough insects in the fields to practically keep them, the careful grower giving a liberal feed at night solely to induce them to come home to roost; for having once firmly acquired the habit of staying away nights, they become almost as useless to the owner as so many wild turkeys.

As the summer advances they are of material advantage to the farmer in keeping the grasshoppers at bay. Later the grain fields are carefully gleaned and waste seeds of all kinds converted into the choicest of flesh at practically no cost and often some gain to the owner.

Turkeys never fight like cocks, but in the fall, when the gobblers have reached the "smart age," a favorite custom is to single out one a trifle smaller, follow it closely, sounding perpetually the most aggravating taunt, frequently seizing the head of the victim. So violent do these attacks sometimes become that human intervention is necessary. The hen is a quiet bird, her call of "turk, turk" or, when in danger, a succession of sharp "quit, quit," being her only vocal attainments. When disturbed at nesting time, she strives to drive away the intruder by a snake-like hiss; failing in this, the danger "quit" is given.

The male is conspicuous for his large facial adjournment, bright red in health and rapidly changing to a livid purple in anger. The tail feathers are erected into a wheel at will, aptly characterized by an observing child as a "covered buggy." He is easily enraged, as the little one with the red cloak has more than once found out to its sorrow. In many instances he is a mere bully, speedily put to rout when convinced that all his fine strutting and talk make no impression upon your courage.

The origin of the name is uncertain. Some suppose it to have come from the name of the country once erroneously supposed to have been its original home. Its American origin, however, is now unquestioned and it was probably reared by the Indians before the days of Columbus. Another theory for the name is founded on its well-known call; and it is not unreasonable to believe that like the whip-poor-will, Bob White, killdeer, chickadee and several other well known birds it really named itself.

Bessie L. Putnam.

Goats Used as Fire Preventers.

California forest fire fighters have hit on a practical idea to prevent the spread of conflagrations. In their primeval forests when a fire has once started it is liable to devastate enormous tracts of country, and so the fire fighters make huge clearings—or breaks, as they are locally termed—on the possible line of fires. These breaks, which are fifty feet wide or so, according to the height of the forests, are, however, rapidly filled with new vegetation, and so to keep it from destroying the usefulness of the fire breaks, thousands of goats are being pastured free of charge by the Government in order to keep down the growth of weeds and brush. Goats will perform this service while picking up a living, thus saving the forest

service much money every year, which would otherwise go to gangs of men armed with hoes and other weed exterminators. Such small growths are a serious menace in case of forest fires, as during the dry season they will carry the flames right across the barrier designed to check them, and then no one knows what will happen.

Big Receivers Of Apples, Potatoes, Poultry, Hay and Straw and General Produce

We handle on commission or will buy outright and pay cash on arrival here.
Write or wire us for market quotations at our expense.

W. G. BUTLER & CO.
Wholesale Commission Merchants
512 Western Market DETROIT

What Have You to Offer?

We Want Butter, Eggs and Poultry

A. M. PADEL T
64 Eastern Market Detroit, Mich.

Ship Your Poultry and Calves, Etc.

To
Detroit the Great Market

H. R. PFEIFLE
68-70 Market St. Detroit, Michigan

Geo. L. Collins & Co. DETROIT, MICH.

Car lot jobbers

Now operating heavily in
**Apples, Potatoes
Onions**

What have you to offer? Write or wire.
**Live and Dressed Poultry
Veal Calves, Etc.**



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.

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM
Successors to F. E. Stroup, Grand Rapids, Mich

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

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.

GRAND RAPIDS BROOM CO.

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

G. J. Johnson Cigar Co.

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

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.

— ESTABLISHED 1876 —

We are in the market to buy or sell **Potatoes, Beans, Onions, Apples** Call or write

MOSELEY BROTHERS
GRAND RAPIDS, MICH.



Shoe Store Advertising Logical Out-growth of Competition.

Newspaper copy is expected to bring people into the store. It creates actual sales in very few instances. In considering newspaper or any kind of advertising one must consider if his field has any greater responsibilities for securing business. You must consider if you can reasonably expect to get more business by using newspapers. Do your present prices of merchandise permit of this expenditure? When you see a man well dressed you will perhaps unconsciously say to yourself that such a man is a walking advertisement for his tailor. Likewise a man or woman wearing a good looking pair of shoes should be a good advertisement for your store.

Different Mediums of Advertising.

Newspapers are only one means of advertising and they cannot be used by the smaller, or outside, dealers for obvious reasons. But there are your windows, your show cases, your letterheads and envelopes, also your bill heads, different forms of literature which may be sent out by mail or distributed by hand, street car cards, and so on.

John Wanamaker uses every car in New York city every day, and each day his car advertising is changed and bears a date line, just the same as a newspaper has its reading changed daily. You may call attention to your merchandise through small signs, bill boards, electric signs and so on.

Put News in Newspaper Copy.

In most minds the subject of advertising deals with newspaper advertising. The newspapers are published so frequently that a merchant is permitted to make his announcements frequently, a sort of a rapid fire advertising, ranging from a few lines to entire pages. The fact that a newspaper is filled with news, and that its primary object is to disseminate news naturally suggests that you insert news in your advertisements. Some merchants who use newspapers and who do not get returns in two or three days, feel that they have sustained a loss or condemn newspaper advertising as worthless.

For some dealers newspapers are not desirable but to all the windows are accessible. If I were a merchant and I had to choose between newspaper and window advertising I would pick out the window. A window display shows the actual goods just where they are on sale. They are there when the person looking in the window may step in and buy. There is not the difference in time that must be reckoned with in newspapers advertising.

The goods and the possible purchaser are on the spot together and the window makes many sales.

Results from window displays are immediate. The question, then, is how to best use the window. Some believe in putting a great deal of merchandise on display—some very little. A change of trim, at least once a week, or oftener if possible, say every two or three days, is desirable. Some color scheme should be used in every window. There should not be too great a variety of shoes.

Two Kinds of Window Displays.

There are two kinds of window displays. One is the sensational, or bargain, window trim. This appeals to the sense of economy. In this window the appeal is based on the price of the goods displayed. Its object is either to get rid of undesirable goods, or to try to influence passers-by to become customers, and to bring them into the store, where you have a chance to sell them goods at a profit.

Then there is the aesthetic trim, which has as its object the selling of goods without regard to price. That sort of a window will illustrate best the character of your store and of your merchandise. Price cards are desirable and helpful in the window as a rule, but in a window of the latter kind it is not necessary to mention prices, because the people to whom such a display will appeal totally disregard prices.

Advertising by Store Service.

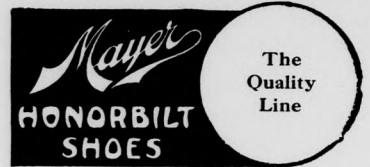
A good merchant will advertise his business by rendering store service, a feature as important to-day as anything in business. It supplements every other form of advertising. Store service can be developed only through years of experience. It has principally to do with courtesy, on the part of the proprietor and the salespeople, with skilled salesmanship and deals with the question of accurate and prompt delivery service. In choosing the way to advertise you should select a method the cost of which will in the quickest time produce the largest returns.

Advertising is Education.

Published advertisements should be educational. They should disseminate information. A published advertisement should be an invitation to buy goods. Then there is a sentimental side to published advertising. Illustrations are helpful and may suggest sentiment favorable to the advertiser. I have heard of a shoe dealer who watches the published list of births and who sends a pair of baby soft soles to every child born in his town.

Newspaper advertisements should

be attractive and fairly complete. They should not be too verbose, but comprehensive. You will recall that at the dedication of the Gettysburg National cemetery Edward Everett spoke for two hours and was followed by Lincoln, who paid his tribute in a



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.

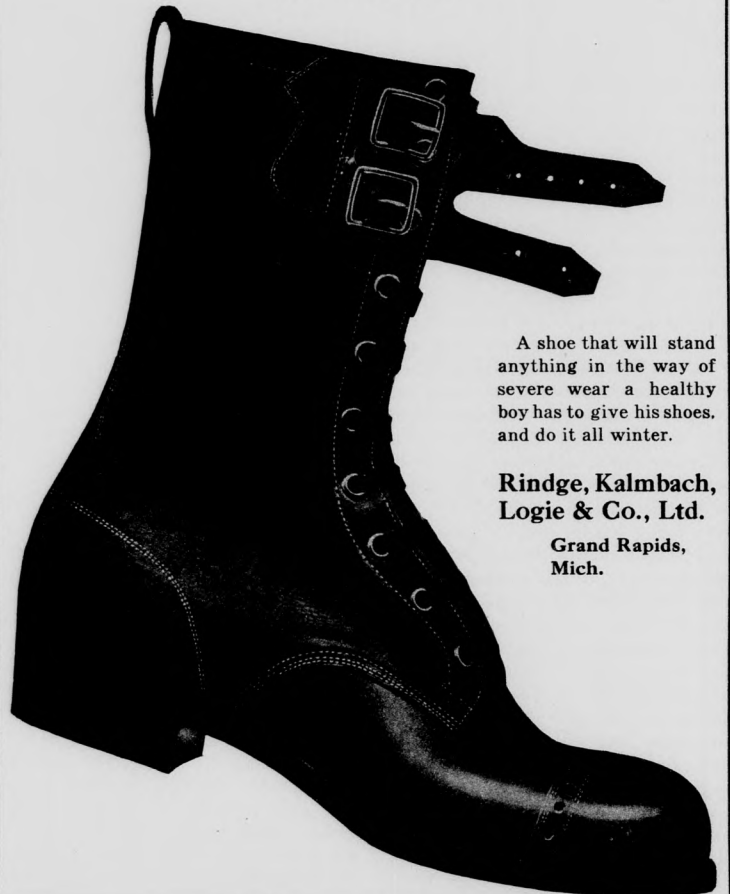
If you are not now handling this line, you are not giving your customers all they are entitled to for their money. The BEAR BRAND are and have for years been the standard of quality everywhere.

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.

Our No. 314



A shoe that will stand anything in the way of severe wear a healthy boy has to give his shoes, and do it all winter.

Rindge, Kalmbach,
Logie & Co., Ltd.

Grand Rapids,
Mich.

Use Tradesman Coupons

speech but three minutes in length. Everett declared that Lincoln caught more of the spirit in three minutes than he did in two hours.

True Test of Advertising

What is the test of advertising? The advertisement should please. It should satisfy. It should win the confidence of the reader. First, then, is it true? Every advertisement should stand the test of truth. You should cut out anything "smart." It hurts. It should be clean and informative. Are your advertisements sufficiently informative? Some stop too short. Is your advertisement newsy? Every advertisement should have an element of news in it just as a newspaper item has the news element. Publishers of large newspapers employ men to write attractive headlines. Are your catch lines catchy? The catch phrase has a wonderful force in advertising. You can all finish out such catch phrases as "The beer that—;" "If it isn't an Eastman—;" "The smile—;" "The home of—;"

Copy should be changed and never repeated. Despite this there should be something uniform about every advertisement to distinguish it from other advertisements in the newspaper, either by type, panels, location of pictures, or by using a peculiar border.

Use the Trade Journals.

The shoe trade journals can be used primarily for information on styles and methods in the shoe business and many of the articles we read may be used to great advantage in connection with your advertising and dealings with customers.

Some people look for returns from advertising altogether too soon. You can't get your money back the first week, or the first month. A couple of years can be expected to pass before real, tangible returns may be expected.

What Should be the Expenditure.

The expenditure for advertising depends altogether on circumstances. In some instances $2\frac{1}{2}$ to 3 per cent. of the gross sales is thought about right. Some large advertisers spend 5 per cent. of their gross sales, while others spend more.

Who pays for the advertising? Does advertising pay for the advertising, or does the consumer pay for it? There are two or three ways to look at it. It is a matter of arithmetical calculation. Some may contend that advertising is an asset. Personally, I prefer to regard it as a store expense. Does it raise prices? If a merchant pays \$10 a day rent and sells ten pairs of shoes, it means that he must add \$1 to the price of each shoe to meet his rent. If he sells 100 pairs a day by reason of advertising and the advertising costs \$10, he reduces the selling cost and must add but 25 cents a pair.

O. K. Johnson.

Proposed Amendment Is Not Class Legislation.

Traverse City, Nov. 25—I have read with interest the comment of Brother Ura Donald Laird, of Marquette, in the Nov. 20 issue of the Tradesman, relative to the proposed legislation

regarding the election laws. From his remarks, I am forced to the conclusion that he made a very superficial reading of the circular in question, as the heading stated plainly, "Of particular interest to commercial travelers and others whose business might take them away from home on election day." As a matter of fact, the commercial traveler is the smallest factor, in point of numbers, that this law would effect. By far the largest number, as a class, that this proposed law would benefit would be the railroad employes; then come about 10,000 legal student voters in our schools and universities; the vessel men and tug men and, besides, thousands of other individual cases. It surely is not a case of class legislation, as circumstances might so develop with any voter that he might wish to avail himself of this much of his right of franchise rather than return to his home to cast his ballot in full.

Again, he is wrong in stating that this would have to apply to all citizens of the United States. If he had said all citizens of Michigan, he would have been correct, for it is a matter for the states to settle individually as they now settle matters relative to carrying out the election laws. No citizen from another state would have any more right to demand a so-called short ballot in Michigan than he has now to go into a voting precinct and vote.

I have recently learned that in Minnesota they have some such law, but I am not familiar with its detailed workings. Also in Kansas they have some law that permits a voter to mail in his ballot, providing he is a legal voter of the State and is away from home on election day. I would respectfully ask Brother Laird how he reconciles his statement as "applying to all citizens of the United States," with these two cases. No, those are matters that apply to the individual states. Under this proposed law, as outlined, no non-resident could get a certificate as the election board or whatever authority issued the certificate would have to be satisfied that the applicant is entitled to vote just exactly in the same manner that the election board now has to be satisfied that a voter is entitled to a regular ballot when he demands of the election board in his voting precinct a ballot.

I have had so many favorable comments on this move from prominent men throughout the State that I am forced to the conclusion that Brother Laird is "seeing things" when he raises so many objections, but fails to point out any specific one. His comment reminds me of one who has hastily read something and who hastily criticises same, without giving the matter any thought or study.

I welcome criticism, but come across with your objections in the concrete, without condemning the whole subject in the abstract by merely expressing a hasty adverse opinion.

W. A. White.

Chairman Legislative Committee, No. 361.

THE MICHIGAN DAIRYMAN'S SHOE



Sound, Solid
and Substantial
Shoes.

For the Man
Who Works.

No. 2730—10 inch
black @ \$2.90.

No. 2770—12 inch
choc. @ \$3.15.

Less 10% in ten
days.

Net 30 days.

Grand Rapids Shoe & Rubber Co.

THE MICHIGAN PEOPLE

GRAND RAPIDS

Rouge Rex High Cuts

For the Man Who Works

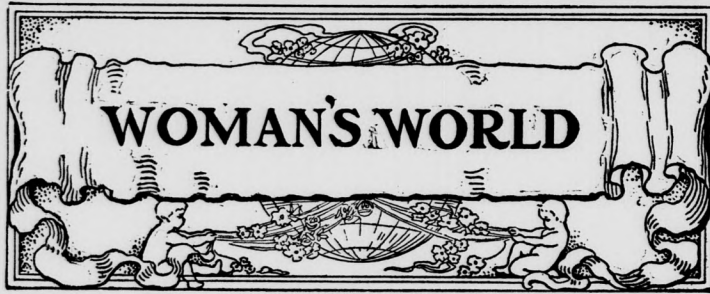


No. 471

This is a 12 inch Tan Moose Shoe, made just as illustrated, full bellows tongue, half double sole, blucher cut, with buckle top. A quick, profitable seller and trade builder. Write for prices, or let us send you sample pairs.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
GRAND RAPIDS, MICHIGAN



Can Women Achieve a Dual Personality.

When you look down into the face of a baby girl, if you are a thoughtful and observant person with a heart for the sorrows of your kind, a feeling of sadness steals over you as you think of the years crammed with experiences of various kinds that in all likelihood stretch before her. For you know she will run up against things for which she is wholly unprepared, conditions she is utterly unable to cope with.

"Can't she be trained and fitted so that she will be ready to meet whatever is likely to befall her?" I hear someone hopefully enquire.

I wish I were able to say that she can be so trained and fitted that she will be ready for anything, for I like to be optimistic and I have at least as much faith in the educational processes as the results they are able to show will justify. But candor, which is the polite name for a proper regard for cold facts, compels me to take the other side of the question

and state that you can't do much in training and fitting the little mite for things she doesn't like and for which she has no natural aptitude. You can develop what is born in her, but it is next to impossible to implant a talent.

Let me take some illustrations:

Mrs. Arbell has just recently lost her husband. All they owned in the world, beyond their household goods and personal effects, is tied up in a stock of china, glassware, light hardware, notions, and five and ten-cent goods. It is a nice clean stock, well located in a thriving town, and Mr. Arbell, in spite of his wretched health, always had a good business. In all logic the thing for her to do would be to go on with their store—that is, if she were the sort of person who could do it.

During all the ten years they have been here, she has helped her husband, more or less, but she always has regarded staying in the store as a punishment. Simple as this sort of a business is, she has failed utterly to get any grasp of it. She does not

know how to order goods or check up an invoice or pay a bill. She does not want to know.

For three years, at least, she has realized—everybody has realized—that it was only a matter of time with her husband, and why in the name of reason and common sense hasn't she gotten hold of that business? Simply because she is one of the kind of women who are by nature hopelessly domestic. It isn't the lack of business training that ails her. A woman with the right kind of a man could get hold of it all in three months—in three weeks maybe.

But Mrs. Arbell can see nothing beautiful and nothing interesting in a business transaction. She would rather experiment with a new recipe for making a catsup or a marmalade than to count gold pieces. She wants to dispose of the stock of goods, indeed she is now offering it at a heavy reduction from cost value, and then she plans to keep boarders.

It is of no use to talk to her and try to show her that she is turning down a far better proposition than keeping a few boarders. It simply isn't in her to conduct the store. She would be likely to make a failure if she attempted it. An even sadder phase of the matter is that she lacks the financial ability to keep boarders with profit.

Let us now take another illustration: Here is Mrs. Haskell who has business ability to burn. She has no need of it and it really is a damage to her and to her husband and to the

little Haskells, of which last there are three. Mr. Haskell is making money and he would be happier and more contented and it would be better in every way if Mrs. Haskell could devote herself to making a pleasant home and training the children.

She means all right and intends to do her duty, but she just naturally hates to cook and wash dishes. Recipes for marmalade and catsup possess no interest for her. She cannot abide fancy work or any of the little things with which many women occupy their spare moments. The one thing that Mrs. Haskell really enjoys is making money. When she isn't right at it she is studying how to do it.

For a time she managed a business for a man who had to go East on a prolonged trip to dispose of some interests there. She proved a very capable manager and the business flourished exceedingly in her hands, but her family had to take their meals out and she found it very hard to give much attention to their morals and health and wardrobes. The business took the cream of her energies. So when the man got back and took charge of things himself, Mr. Haskell and the little Haskells were very happy because mamma could be home again.

For a whole year Mrs. Haskell walked the path of domesticity, but not always contentedly. She was like a horse that, while trotting along in the beaten track of the roadway, is all the time watching to see if there



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

may not be some good browsing at the sides.

When a year had passed she saw a chance which she considered altogether too good to let go by. She bought out a stock of dry goods (at a bargain price, it must be acknowledged) and put in a friend of hers, a teacher who had worn out in her profession and needed a change, to run it. But soon it became evident that the teacher lacked business capability, so in order to save her investment and make the thing pan out properly, Mrs. Haskell felt compelled to take hold of it herself. The business began to pick up at once and it has increased right along, but her home work is neglected.

Under present conditions a woman needs business capacity when she needs it, but she ought also to be able to put it completely away from her, to be summoned only when occasion demands. The trouble is that almost every woman is a born specialist and is bound to work in her own line regardless.

But there is no such thing as controlling circumstances so that each sister can work at her specialty and not be required to do anything else. The one of domestic tastes may never succeed in drawing anything at all in the matrimonial lottery and may have to get out and hustle all her days, when she would far rather be planning appetizing little meals or making pretty dresses for children. Or, if this kind of woman marries, she is just as liable to lose her husband or that he become sick or incapacitated

and she be obliged to put her shoulders to the wheel, as is the kind of woman who has a natural hankering for "doing things."

On the other hand, the woman of the most thoroughgoing business proclivities is almost sure to take unto herself a husband at some stage or other of her career and have children, even though wifely and maternal duties must in the very nature of things conflict seriously with business activities.

You can't guarantee to the woman of domestic tastes a sheltered life—not always. You can't keep the business woman out of domestic life, nor make her happy and contented in it. There seems to be needed a type of woman embodying both sets of tendencies and able to put one or the other out of sight and mind entirely, as occasion may demand. For this combination woman the world waits. Will she come? Or if women persist in being specialists, can some way be devised by which each can perform her whole duty to society by following her natural bent? Quillo.

Knew the Remedy.

The meek-looking man walked up to the book counter. "I want something to keep me at home at night, show me my faults, tell me how to spend my—"

"Hold on, old man," said the clerk, "you're in the wrong department. Marriage bureau on the left, three aisles down."

Why Woman Are Idle.

"The modern wife," murmured the sad-eyed sociologist, "is too frivolous and idle."

"But it isn't our fault," objected the young matron.

"Whose fault is it?"

"It's the result of present conditions. We're forced to be idle, and we have to be frivolous to kill the time."

"The old-fashioned wife could darn her husband's socks—my husband wears socks that are guaranteed for half a year and never need darning."

"Years ago the housewife had the washboard to break the tedium—and the back. Automatic washers do the work now with little time and no trouble."

"Instead of a broom, sanitary dangers force us to use the modern vacuum cleaner. In the place of the hot kitchen range, we have the fireless cooker that doesn't have to be watched."

And the sad-eyed sociologist, seeing his error, humbly asked her pardon for it.

Sure of Her.

"Would you permit your wife to wear a harem skirt?"

"Oh, yes, if she wished to wear one."

"I thought you had more respect for her than that?"

"I have respect for her. That's why I say I would permit her to wear a harem skirt if she wished to do so. I am sure she would never put one on if it is permissible to refer to a harem as 'one.'"

"You never can tell."

"Oh, yes, I can. In this case I'm sure of her."

"Why do you feel so confident?"

"Well, I suppose I ought not to tell you, but I will. Don't let it go any further. My wife is bow-legged."

Canaries Aid Church Choir.

Canaries, caroling an unusual accompaniment to the organ and choir, were used in a London church recently. The pastor, the Rev. Fenwick L. Holmes, decided to surprise his flock with the unique plan. The congregation accordingly filed into a church brightened by the melody of a dozen pretty yellow birds, imported from Germany, their cages swinging at advantageous points high above the heads of the worshipers. The canaries interrupted the sermon very little. But when the choir and the congregation arose to sing hymns the feathered songsters burst forth into a musical cadence which greatly enhanced the human praise of the Creator. Mr. Holmes does not know that canaries were ever used before at church services, but he thinks them of great help to sincere worship. They will be used every Sunday hereafter.

Caused a Frost.

"What caused the coolness between you and that young doctor? I thought you were engaged."

"His writing is rather illegible. He sent me a note calling for 10,000 kisses."

"Well?"

"I thought it was a prescription, and took it to the druggist to be filled."

Consumers are Wedded to the

Hart Brand Canned Foods

Because Quality is Always Notable

All products packed at our five plants in West Michigan, in the finest fruit and vegetable belts in the Union, are grown on our own lands adjacent to the various plants; packed fresh from the fields and orchards, under best sanitary conditions, insuring exquisite flavor, fine texture, natural color. Every can is well filled.

The HART BRANDS Satisfy Consumers
They Are Trade Winners and Trade Holders

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.



Utilize the Beauties of Your Handkerchief Stock.

Written for the Tradesman.

It would be hard to select any one article of woman's apparel in which beauty always reigns supreme as it does in the handkerchief. As regards millinery, fashion issues her mandate and speedily every mother's daughter of the civilized world who makes any pretensions in the way of dress covers her caput with a creation marvellous for its ugliness, if ugliness is the caprice of Fashion at the moment. It is the same with skirts, blouses and wraps. Indeed, it is the exception rather than the rule when the fitful dame sets the seal of her approval upon that which is beautiful or convenient or becoming to appropriate.

Regarding the dainty little square of lace or linen which my lady carries as a handkerchief, Fashion seems to have made a tacit agreement, not to keep her hands off exactly, but rather that she always will permit it to be a thing of beauty.

Make the most of your handkerchief trade. There is no item that you carry which is more satisfactory in the handling. Before this you have or should have your Christmas handkerchiefs in stock. See to it that they are appropriately displayed.

Anyone with a scrap of ingenuity can make an attractive display of handkerchiefs, whether the stock includes the exquisite creations of lace and sheerest cambric, valued at any figure my lady may be able to expend for this one item and shown under glass or the low-priced stock, the bulk of which retails at 10 cents, 15 cents, and 25 cents each. It is truly wonderful the really beautiful goods that can be retailed and give a fair profit at 10 cents apiece.

Use care and taste in buying. Study the demands of your trade. Here is a customer who has to economize and wants just the plain hemstitched linen. Be sure to have them, attractive in style and serviceable in quality, and make it a little object to buy by the dozen or the half dozen.

The careless buyer or one lacking in taste or discrimination will fail to lay out money to the best advantage in handkerchief stock. Even in those which retail at 5 cents each or six for a quarter there is a wide range in quality as also in the wholesale prices. One buyer will take the first thing offered, being unwilling to bestow any thought upon what he considers a trifling matter. Another will have a large margin of profit as his main idea and so will be ready to take anything that will pass for a handkerchief and retail it at 5 cents. The

really good buyer, the one who tries to build up as large and as permanent a trade as possible, will aim to secure the best goods that can be sold at a reasonable margin of profit.

As you mount the scale in prices there is more and more opportunity for the good buyer to get in his work. Be on the lookout for genuinely exceptional values. With these you can secure a larger profit than the ordinary, or else—what is sometimes better—you can give unusually good goods for the money.

While one associates the word handkerchief with the dainty affairs of lace and embroidery carried by women, do not fail to make provision of the plainer goods used by men.

In this day and age it ought to be unnecessary to caution against marking handkerchiefs with a lead pencil, but alas! it is still done and all too frequently. Use a small string ticket, or else, what is even more satisfactory, fasten on each handkerchief with a tiny pin a little square of white paper marked with the price. Handkerchiefs are so much used as gifts that the pencil mark is a decided blemish. See to it that the price is on every single one you have in stock before the busy days just preceding Christmas.

Merchants Need to Use Suggestion.

In all psychological writings we see a great deal about the power of suggestion. The busy merchant has little time to study the theoretical minutiae of the subject, interesting as these may prove to the person of leisure, but he should make constant application of the practical idea.

The successful dealer is not content merely to supply what people want—he is constantly on the alert to increase their demands and to make them want new things.

Display windows should be a constant school of suggestion. It is here that a demand for the latest novelties should be created; here that you make a new kind of belt or handbag or some attractive thing in neckwear "all the rage" among the customers.

Of course, you must display many things which are not novelties, but even with very staple articles suggestion must be made to play its part. We will say my lady has determined to be very economical and wear her last year's suit another season. Then she sees a suit in your window that is just her style and of such excellent material and so attractive in design! Speedily she makes a mental overhauling of her cash account and decides that she wants and must have a new suit and that it would be mistaken

economy to try to get along without it.

Recently I saw a window embodying this idea of suggestion. It contained the sweetest little aprons and the daintiest materials for breakfast caps. Attractive to feminine eyes? Well, yes! And calculated to awaken desires in their hearts that would bring some coin into the cash register.

By the way, don't attempt to suggest too many different ideas in the same window. When you try to make an impression regarding a half dozen articles, the effect is a confusion, a blur in the mind of the onlooker. This is true, no matter how excellent the values offered. Be content to make just one suggestion to-day. Put all your emphasis upon one article—perhaps confine your efforts to one kind and one price of one article. Change your displays frequently, each time making a strong, clear, distinct suggestion about some one item.

It is a good idea to watch the passers-by as they look at your windows. Stand at some point inside where you will not be seen and observe the effect your displays are having upon those who notice them in passing. Are these possible purchasers grasping the

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.

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



Handkerchiefs

Remember now is the time to fill in your line of handkerchiefs for Xmas trade. Our lines are still complete, and we show a splendid assortment of Ladies', Gents' and Children's in cotton and linen, hemstitched, embroidered lace trimmed, initials, some of which are packed in attractive boxes especially for holiday trade.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan

IF you have not seen our line of "Lincoln Mills" Underwear and Hosiery for next spring, drop us a card and we will have our representative call upon you.



QUALITY AND PRICES RIGHT

GRAND RAPIDS DRY GOODS CO.

WHOLESALE ONLY

GRAND RAPIDS, MICHIGAN

idea as you intended they should? Is your appeal meeting with right response in the minds of these observers? A display should be striking enough that now and then some one not too hurried nor too preoccupied will stop to note closely. Fabrix.

Musings of a Married Man.

A "perfect dream" of a hat is invariably followed by a nightmare of a bill.

About the only time a fellow can be sure of his wife's absorbed, undivided attention is when he talks in his sleep.

Look out for the miss with a mission. She's generally after a man with a mansion.

An old married man can usually predict rain by his rheumatism, but he can never tell when there's going to be a storm at home.

The trouble with voyaging on the sea of matrimony is that too often the cook wants to be captain.

Too often wives fail to realize that accidents will happen to the best regulated husbands.

Before marriage a fellow promises that he will never deceive her. After marriage he finds that he can't.

Why don't society editors ever come right out and say that it was the bridegroom who was "led to the altar?"

Probably a man's opinions would be received with more respect at home if he possessed the ability to talk ninety words a minute with his mouth full of hairpins.

Chirpings From the Crickets.

Battle Creek, Nov. 25—The rural population in the past has been accused of being easy and willing to believe things, which, on the surface, were entirely out of reason. I made a nice little town last week where an epidemic of smallpox was on. Patients all had the disease light, none very sick and no deaths. The nearby farmers have had some startling stories told them of conditions and the following is an example of a funny story which has taken seriously and passed along, each party, no doubt, adding to it: An old lady who lives alone on a small place a little ways from this town, asked a passing farmer how the smallpox condition was in ——. Seeing she was in a highly wrought condition over the epidemic and, being a natural joker, he told her if present conditions continued there would not be enough live ones left to bury the dead. He told the old maiden lady they were dying so fast that they had a steam shovel and were throwing them into a gravel pit. The last he saw of the old lady, she was running to the house ready to phone everybody of the awful state of affairs. The young farmer, seeing he had made it too strong, went back and posted the lady on the true situation.

A. E. Patton, Cloverdale, is in Chicago, buying Christmas goods. Mrs. Patton accompanied him.

In looking over the Tradesman in the columns devoted to the commercial traveler, it seems that some of the talent in No. 131, are asked to

explain some things that they have reported in these columns. James M. Goldstein apologizes for insinuations and he does that in well chosen language. F. C. Mooney sends in a lot of live readable items and I dare say Brother Goldstein enjoys reading them as well as anybody. Some of the boys think there is a salary connected with this weekly letter. Joke! Market value of these lines hard to compute. The writer succeeded Chas. R. Foster in sending in items for this department and has tried hard to hold up the standard that Charles started. Mr. Stowe has given us the white paper and it is up to No. 253 and the Tradesman to be benefitted by its use. You boys calling on retail and jobbing trade through Michigan need the Tradesman and, if not a subscriber, line up.

I consider these columns a good thing for U. C. T. ism and particularly No. 253. We want you boys to attend the regular meetings of your Council and hear the things that are being done for you. U. C. T. ism is a good, broad, clean spirit and you should come to your Council meetings to fully realize its breadth. No. 253 has a large modern council chamber and everything to do with. To have it at its best we want the members and visiting brothers to attend our regular conventions. No council in the State has a better Senior Counselor and you fellows should show your appreciation of his efforts in your behalf by attending your Council. We know you are with us

in spirit, but we are not all spiritualists. Present yourselves.

We are mapping out an entertainment calendar for this winter. Come up and give us your views and advice. We are going to entertain some out of town councils this winter. Come up and get wise to what your Council is doing. Grand Rapids is going to have, next June, the biggest and best convention the U. C. T. have ever pulled off in Michigan or any other old state.

Don't stay away from your Council meetings and feel like a stranger "within the gates" when these things are pulled off.

It is not only No. 253 that don't get out its men. There are others. Your Senior Counselor, and rank and file, talk to have you boys come to your meetings and see and hear what is being done for 70,000 U. C. T.'s every day in the year, Sundays and holidays not excluded.

Guy Pfander.

Rubbing It In.

"What is young Suburbo so mad about?"

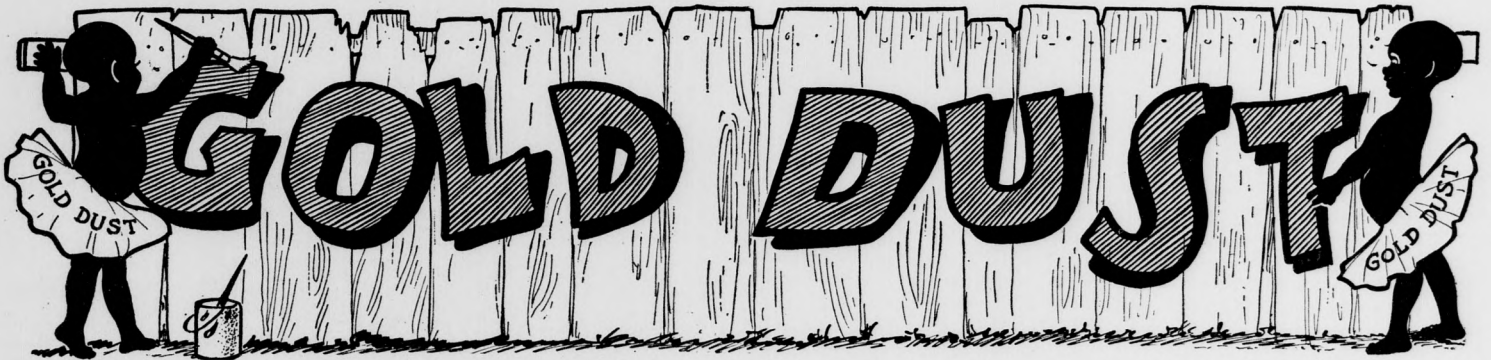
"His wife presented him with triplets yesterday."

"Well, that's nothing to get mad about."

"No. But this morning he received a circular letter from a man advising him to invest in one of his brooders."

Good enough is not good enough for the man who would make his mark.

Sometimes the height of one's ambition is rather low.



Billboards, street cars, magazines and newspapers have carried the GOLD DUST message to housewives everywhere and GOLD DUST is recognized by your customers as the cleanser that saves them most work.

GOLD DUST is so well known that it sells itself if displayed, but a word from you as to its qualities means quicker sales.



"Recommend GOLD DUST—Every Sale Means Another"

"Let the Gold Dust Twins do your work"





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. Craw. 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.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

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Wafted Down From Grand Traverse Bay.

Traverse City, Nov. 25—Traverse City U. C. T. council held its regular meeting last Saturday evening. It was by far one of the most successful meetings we have held. W. F. Murphy presided and the subject of changing our election laws to enable travelers and others who happen to be away from home on election day to vote, took up considerable time. Brother W. A. White, chairman of our Legislative Committee, read several letters from officials throughout the State commending his letter which was sent out along these lines and also gave us a nice talk explaining the contents in general, and we are assured that we will receive some benefit from Brother White's efforts. Wilbur S. Burns, of Grand Rapids Council, and T. W. Dray, of Cadillac Council, Detroit, were visitors and favored us with a few chosen words. It is a cinch that Brother Burns is out boosting for the next Grand Council meeting at Grand Rapids, for he certainly extended us a most cordial invitation. After the business session, we sat down to a luncheon which was being prepared by our committee and it seemed more like a banquet. Fried chicken, think of it! Of course, Bill Bennett assumed the position of toastmaster and did fairly well in his modest manner. Brother Burns, of Grand Rapids, was again called on and favored the ladies with a very much appreciated toast and from all appearances he has made a hit with our ladies and we can all assure you, Wilbur, that the latch string of Traverse City Council is always out for you. Other members of our Council were called upon, including Archie Jourdan. About sixty members and their wives and sweethearts were present. E. C. Knowlton

said he did not object to do certain things since woman suffrage was rampant, but he did object to wearing pink ribbons in his night-gown to fool the baby.

Our next dancing party will be held next Friday evening and, as most of the boys will be home, we expect a full attendance. Let's all go up.

John Novak, of the Potato Implement Co., has returned from a business trip to Cleveland and other points.

John Hondorp, of Grand Rapids, enjoyed his annual rabbit hunt at Kingsley, last Sunday. John tells us he expressed his game home.

The Ann Arbor and the Manistee & Northeastern R. R. changed time this week, so boys better consult their cards. Morning train out of here on the M. & N. E. is about 30 minutes earlier and the afternoon train about 30 minutes later.

At last we have a rumor that the P. M. R. R. will put on its early morning train out of here December 1. This is the most authentic information we have received.

Geo. Williams, of the Judson Grocer Co., of Grand Rapids, was seen making a house to house canvass at Edgerton one day this week. Must be that Harry Hydorn's trip last summer to the same city was a success.

Pete Anderson, of Grand Rapids, of Yankee Girl fame, is now jubilant over the arrival of a Yankee Boy, in their already large family. Best wishes for you, Pete.

A. E. Knight, of Beulah, seemed to enjoy his supper at the White Hotel, of the same city, last Wednesday evening. So report the boys.

A. E. Copping, who once held the position of salesmanager of the International Harvester Co., for the Reed City district, was seen in Cadillac one day this week and we understand he will again be with us in this northern section. Mr. Copping has been in Cleveland for some time with this same concern. We certainly welcome you, A. E.

Joe Carscadden, of Iroquois fame, went a hunting with Jim McCoy, Took along plenty of ammunition, And advice from all the boys. But when he reached his destination, He didn't have much fun, For after all his planning, He forgot to take a gun.

It really seems to me that the Bulletin, of Grand Rapids, is exceeding the speed limit when it publishes the names of the suspended members, of No. 131, as this is a part of our secret work. Think it over, Brother Keane.

If the snow storm which is raging over this section continues, some of the boys will be delayed in getting home for Thanksgiving.

Fred C. Richter.

Oil and Acid.

There have been great lovers who were not great men, but never a great man who was a great lover.

To make what men call a soldier means the breaking down for all time of that which is thrillingly brave and tender in man.

There is so much gray sorrow in the cities; so much unuttered pain—so many lives that seem to mean nothing to the gods who give life.

Two women there are in every great man's life; the woman who visions his greatness in the mothering, and the woman who saw it potentially afterward.

The true diplomat is the man who has advanced more than others in the gentle art of getting along with his fellow men.

There is but a small portion of the year left, but there is time for accomplishment if you start something now.

For Dealings in
Show Cases and Store Fixtures
 Write to
Wilmarth Show Case Co.
 Grand Rapids, Mich.

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

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

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 Flour's.

Why Not Buy the Best and
 Get Your Money's Worth?



Registered in U. S. Patent Office

Manufactured by

The Northwestern
 Consolidated Milling Company

MINNEAPOLIS, MINN.

H. P. GALLAHER, Vice Pres. and Manager

News and Gossip Around Grand Rapids.

Grand Rapids, Nov. 26—That sure was some dance 131 had last Saturday night at Herald hall and a large crowd was on hand. During the programme a goold old-fashioned Virginia reel was danced and, as usual, one square dance. Just to show how popular these old time dances are and how they stir up one's feelings, Walter Lawton joined in them. When the fact that Mr. Lawton has not danced for twenty-five years is placed before you, it proves our statement. Mr. Lawton sure can dance some and, now that he has started again, he says he is going to keep it up. The hall was prettily decorated and refreshments were served. The music was furnished by Tuller's orchestra and was up to its usual standard of fine selections.

Next Friday night at 8:30 p. m., U. C. T. Council 131 will give their benefit ball at St. Cecilia hall. This dance is for 131 members and their invited guests and, judging from the way tickets are selling, is going to be well attended. The party is to be an informal dress affair. Tuller's orchestra of eight pieces will render a selected programme of music. Be sure and come up, boys, and bring your wives or sisters or sweethearts and boost for our 1913 U. C. T. convention.

The last time Fred May was in Muskegon, on retiring about two bells, he left a call for 6 o'clock. Fred was snoring his head off when he was awakened by the telephone. Visions of fire or something as terrible came to his mind and he jumped out of bed and, after barking his shins on a chair, reached the phone. "Hello," shouted Fred. The clerk asked him if he had left a call for 5 o'clock. Fred then went up in the air and also back to bed, after telling the clerk to call him at 6 o'clock. Fred just got back to sleep when the phone rang again. He was told it was 5:30. Fred got up and dressed and went down stairs and what he didn't tell that clerk—well, "nuf" said.

Geo. F. Wenkler, a member of 131, but who makes his headquarters in Milwaukee, was at the dance Saturday night, meeting old friends. He left on the late train for Chicago.

The next dance of the regular season dances is going to be a leap year party. Programmes will be furnished for the ladies. Now there is going to be some class to this dance.

F. H. Buck, the well-known pill doctor and one of the liveliest and best fellows of 131, is minus a front tooth. No, it was not knocked out during a family quarrel, as Mr. Buck says Mrs. Buck can not throw that straight. Mr. Buck claims he pulled out the tooth himself. Well, let it go at that.

Doc. Hudson and Howard Harwood, of 131, and Ed. Snyder, of Albon, went to the Jeffries theater, at Saginaw, the other night and sat in a front box. Nothing too good for those three. One act especially appealed to them and they gave it a grand ovation. The young lady in the act came back in response to the applause and her male partner after

her. He asked her who her friends were. She replied that she was surprised he didn't know the man who has made "Life Saving Station Bitters" famous.

Have you noticed that the man on our stickers, advertising our 1913 convention, has five fingers and a thumb on the hand carrying the grip. Talk about lunch hooks!

Fred Rowe, the high mogul of the Valley City Milling Co., took seven out hunting near Ada, Saturday, in his machine. James Bolen, of 131, was one of the party. He got two rabbits and also a good soaking. Mrs. Bolen was real cross at James for going on such a terrible day. Don't blame her.

Fred Richter, who has been made famous by a picture, has gone into the lottery business.

Frank Starkey, the once-famous Everett dude, had some reputation as a "hookey player" while attending school. It was some record if he was at school two days a week.

V. C. Lando and wife are in Oklahoma on a six weeks' trip. The couple will be home for the holidays.

Mr. and Mrs. E. A. Clark have just returned from a ten days' visit at Caro, or, rather, near Caro. Mrs. Clark went there upon an invitation from an uncle whom she had not seen for twenty years. When they arrived at Caro they were met by their uncle and the drive of twenty miles to his home was made behind a pair of mules. Ever ride behind a team of jacks? No? Well then you never knew what fun it is to get out and build a bon-fire under them when they balk and just won't go. It was some ride the Clarks had. Mr. Clark says they burnt up all the fences along the road before they arrived at their destination. Mr. and Mrs. Clark had a fine time.

"Doc" Hudson says he does not like Wor Mein, a well-known chink dish. It makes him sick. Now in writing about Bert, have you noticed what he is growing on his upper lip?

R. J. Ellwanger tells us that the Winter Inn Hotel, at Greenville, has put a new bus in operation to bring its guests to and from the depot. The new bus is bigger than the old one, which was built in 1672.

It is said by good authority that R. G. Zahule is soon to become a benedict. Mr. Zahule has recently transferred from Toledo Council 10 to 131. Mr. Zahule is a representative of the Diamond Crystal Salt Co. and is very well-known about the State.

If Bill Drake ran an expense account, Wood House Payette?

Our friend, Bill Drake, finds that, with Xmas near by, it is necessary that he take to the road for a couple of weeks in order to use the expense account. He will cover the towns around Traverse City. This will enable our brother, Homer Bradfield, to eat turkey with his wife in Grand Rapids on Thanksgiving.

Your annual dues are due, boys. Better be a little early than a day late. Harry's address is R. F. D. No. 5. Do it now.

Dave Robbins, 1107 Jefferson avenue, is confined to his bed, being

seriously ill. Mr. Robbins is a member of Traverse City Council, but expects to transfer to 131 in the near future. The boys all wish you a speedy recovery, Bob.

Mr. and Mrs. C. P. Reynolds have returned from their sad trip to New York State, where Mr. Reynolds' mother was buried.

Mr. and Mrs. J. A. Keane will spend Thanksgiving with Mr. Kean's mother in Detroit. The Keane's baby boy was one year old November 22.

What were you and your gentleman friend waiting for in your big machine on Monroe avenue the other night, Mr. Ernie Gyhsels?

Otto Weber is suffering from an attack of rheumatism, but is able to be on the job.

Ned Carpenter entertained a party to a dinner at Chan Hoy's one evening last week. Ned says he is coming up to the next meeting. It is a sure thing that he has not heard I am going to sing.

Lots of people these days are wasting lots of time at Monroe and Division avenues, waiting for street cars. It would be a good idea for the Street Railway Co. to put up a sign at that corner, letting people know the cars are going around by the union depot.

Mr. and Mrs. Glenn Finch are going to give a dinner next Sunday for the editor of these columns and his girl. That's nice of you, Mr. and Mrs. Finch.

Mrs. Harry McCall is confined at home on account of illness.

F. C. Mooney.

Never Rains, But Pours.

Lansing, Nov. 25—H. D. Bullen, your able correspondent from Auto City Council, is rather reticent in reporting anything about himself. If he has not mentioned it in his report for this week, this is for your information.

Brother H. D. Bullen, our worthy Conductor, has been having his troubles for the past six weeks. His family was quarantined, one of his boys having diphtheria, but, being of sturdy stock, he overcame the dreaded disease and his convalescence was rapid. The day the quarantine was raised, Brother Bullen met with an accident which put him to bed for ten days, but we are glad to say he is out again and nearly himself once more.

Geo. O. Tooley, Sec'y.

Minor Notes From the Capital City.

Lansing, Nov. 26—Have you heard Brother Dye's hub and spoke speech yet?

Brother Brandamore hasn't forgotten his old trade.

Mr. Guiver says he will forgive Jay if he will pay for that water bottle. Did you hear about Brother Bullen begging at Kalamazoo? All right, Herb, Battle Creek is laughing yet.

Brother Hastings wants to know if bass is still biting and here it is almost December. Hurry home, Fred. Had the buck fever yet?

Brother Allen recently went bird hunting and it was almost a week before Brother Olney could impress upon Allen that his gun had two barrels. Then Allen shot a real live Pat!

M. E. S.

Doings in the Buckeye State.

Written for the Tradesman.

The Steel Co., Ltd. of Cleveland has bought 200 acres in the upper valley of the Cuyahoga river and will invest \$10,000,000 in a big steel plant there.

Plumbers and gas fitters of Cincinnati claim that a trust exists among the supply firms, including a price agreement and a "black list." They will ask the prosecuting attorney to see what may be done about it under the Valentine law.

Plans have finally been approved and construction will soon begin on Cleveland's new Museum of Art building, to be located in Wade park. It was six years ago that Cleveland was assured this art structure.

The United Commercial Travelers of Zanesville have engaged new quarters in K. of P. hall on Main street and the rooms are being newly furnished. A ladies' card room is also provided.

A recent get-together meeting and dinner held at the Business Men's Club, Cincinnati, was attended by about 200 shippers and railroad officials and methods of improving the package freight service were discussed.

In the enquiry of the State Public Service Commission into the shortage of coal cars it develops from the testimony of coal carrying main roads that the chief difficulty lies in the practice of holding cars indulged in by connecting lines.

Failure of express companies of Toledo to comply with the demands of the Toledo Heights people for service will result in the matter being taken before the State Public Utilities Board.

Toledo estimates the number of new residences built this year at 1,000 and thus for twenty-nine factories have been completed.

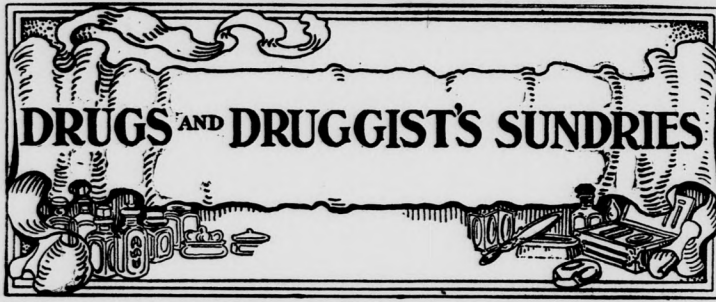
Reductions ranging from 15 to 65 per cent. have been made in the rates charged to employers of labor for industrial accident insurance. These reductions are made after only eight months trial under the new law and further cuts are looked for.

Almond Griffen.

What Is the Answer?

Cadillac, Nov. 25—A dapper little hardware salesman who lives in Traverse City and answers to the front name of Fred or Frederick Carl, was seen the other day in Cadillac, pacing up and down the platform of the Ann Arbor depot, and ever and anon he would come to a full stop, shade his eyes with his hand and make a sweeping look up all the streets leading toward the depot, and those near him could hear in his mutterings something like this—ding-a-ding-ding-bling ding-thing. Did I get the wrong steer, or was it the other depot she said, ding-ding-bling, but just at this point the train pulled in, and with a sorrowful downcast last look up the streets "Freddy" got aboard the train going toward Mesick, and we all wonder how he works the game, and yet manages to save so much "coin."

John D. Maritn.



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

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. Quigley, Chairman; Henry Riechel, Theron Forbes.

Keeping Up and Taking Care of Stock.

This is one of your difficult problems. Every time you tell a customer that you are "just out" of the article wanted, you feel "cheap," for you have a guilty feeling that the customer is blaming you for being out of such a good selling article. You suffer not only a money loss, but a loss of prestige, besides it is a dangerous practice to let customers go to other stores even once. They may be used better where they go that once and the first thing you know you miss them from your list altogether. Try to hold them in some way, if you have to give them a plate of ice cream to keep them good natured until you can send a clerk across the street to the nearest pharmacy to get the article. Offer to get it for them even if they won't wait. When the clerks have calls for articles not carried, instruct them to offer to send for the article direct, or try to get it for them in the next order. If you don't do this the next pharmacist they go to will. Anyhow, have a record made of all articles called for that are not carried, then you can look them up, enquire about them and see if you should stock them. New articles should be stocked as soon as any demand is created by advertising or distributing campaigns. Oftentimes if you haven't the particular size called for, with the exercise of a little tact and salesmanship you can persuade them to take another size. Either do that or send out and get it. Don't let them walk out of your store without making some effort to supply their wants.

The want book is a constant source of terror to a pharmacist. It is almost impossible to keep it up properly. Clerks seem to like to dodge it. Many are the times when you have

sent in your order only to learn that a half dozen good sellers were omitted. If there is any way that a want book can be properly kept up, the writer has never discovered it. Stock cards are often used, which show every clerk the minimum stock of that article to be carried, and when the stock reaches that minimum the article should be entered on the want books. But such records will not do the work if the clerks will not take time to look at the cards. They will even sell the last bottle of a remedy and forget to put it down.

If the spaces on your shelves are not numbered you won't know what belongs in that empty space until you get another call for the article. In the hardware stores the name of every article is copied on a card with its position on the shelf or in the drawer. The writer used this scheme and it worked pretty well. Every space was numbered, then the day before the order was to be sent, all the empty spaces were checked up to see what was missing, and many of the articles were not on the order book, the clerks having sold the last bottle without entering it in the book. The lists in such cases are of great value. A slip of paper torn off the reel of wrapping paper could be used in a hurry; the name of the article written on it, then the paper dropped into a box with a slit in the top. This would do away with the trouble of rushing out to the back room for the want book. The order could then be made up from the different slips of paper in the box. Keep your want book in the front store if you can find a convenient place there.

The stock in a pharmacy requires great attention. You should not have on hand more stock than you really have use for or than you can find room for. Goods are easily spoiled by packing them away in small out-of-the-way places. Pretty packages of toilet water, especially those like lilac and violet lose their color when exposed to the sun and when their color is gone it is hard to sell them. Packages that have been soiled or fly specks should be set back out of the way. Send to the manufacturers for new cartons. If the articles are your own make, scrape off the label, polish the bottle, put on a nice clean label, then top the cork with a pretty bottle cap. Try it some time on a dozen of beef, iron and wine that have become dirty looking, and see what a difference taking a little pains with an article does for it. Have epsom salts, borax, sodium bicarbonate, licorice powder, rochelle salts, alum, put up in folding boxes already for hand-

ing over the counter. Old bottles can be used for benzine, gasoline, turpentine. Tinctures, essences, and similar articles in great demand can be already put up in ten and twenty-cent bottles with paper caps.

Dampness in the cellar spoils a lot of goods. Find out what goods are effected by heat, sunlight, dampness, and see that such goods are placed and always kept in the best places for them. Handling goods spoils them, especially delicate goods like Christmas booklets, stationery, valentines. If one of these falls on the floor the sale is lost, for the least little speck of dirt is enough to spoil its sale. A nail file drops out of a toilet set and is lost, the sale of the whole set is stopped unless you can get a nail file to exactly match the set. A chamois vest falls to the floor, it will be hard to get the spot off the face of the chamois. You will have to sell the vest at a big reduction. The sale of a fountain syringe is prevented because you find out at the last minute that some clerk lost the shut off or one of the pipes. Rough handling breaks cigar wrappers. A box of cigars dropped to the floor will break many of the ends. The least smudge or finger mark spoils a pretty hand-painted candy box. A label drawer left open receives the overflow from a kettle of some boiling liquid and many labels are spoiled.

Everything in order.—The oft repeated phrases, "Order is heaven's first law" and "Cleanliness is next to godliness," have a strong bearing on the business of pharmacy. You should keep in mind the importance of applying these principles of order and cleanliness. Your store must be orderly. By that is not meant so much the conduct of people in the store, but the orderly arrangement of the goods, and the store in general. "A place for everything and everything in its place" is the rule to insist on. It is just as easy to train your clerks to return everything to its proper place after using it or after having shown it to a customer, as it is to allow them to throw it down on a show-case or table and trust to luck that somebody else in the store will put it back where it belongs. Every thing in the store should present an orderly appearance. The goods on the shelves, the shelf bottles, should be close together or equally spaced. Empty spaces or shelves look badly. Fill top shelves with extra stock of effervescent salts, seidlitz powders, lithia tablets, your own remedies, surplus stationery stock, anything rather than have them empty.

Have a uniformity about the entire store, so that when a customer comes in he is at once struck with the uniformity and orderliness of your show-cases, fixtures, signs, price tickets, and display of stock. When the price tickets fall on the floor and get soiled, make new ones, don't put the dirty ones back on the goods. Have the store signs and price tickets of the same color of cardboard and lettering. Use cool colors in summer and warm colors in winter. If you cannot carry out this idea for the whole store, carry it out for each separate show-case or

counter display. A candy case filled with pretty boxes doesn't look well with a brown price ticket on one box, a green on another, a red on another; have them all brown, all green, or all red. All these details give a proper balance to your store; it proves that you take an interest in having everything orderly. Have the cigar lighter always in order, as many cigar customers are in a rush to light up a cigar.

Everything Clean and Sweet.—People are quick to notice dirt and uncleanliness. Have everything scrupulously clean. Keep a special eye on the soda fountain. Have the soda menu clean and in its proper place on the ice cream table. A sticky soda counter, an unwiped stool or chair, a gummy ice cream table, a dusty show-case, a fly specked window, a cloudy mirror, a disorderly, tumbled arrangement of goods, price tickets half falling off of some article or turned upside down, empty spaces, dirty floor, all these conditions are quite common in pharmacies. They will drive customers away. People nowadays won't stand for a disorderly, untidy store. Remember that a large portion of your trade is women's trade and women are good housekeepers. The first thing they notice when they visit their neighbors or friends is the floor, then the walls, the furniture, the bric-a-brac. It is just the same when they visit your store. They look at your floor, especially in front of the soda counter, then your glass cases, mirrors, and the fixtures in general, and if they are not up to the proper standard of cleanliness you get some advertising of the wrong sort.

Have it said of your store that it is spotless, the clerks immaculate, and the minute a customer gets inside the door he is met with that sweet, wholesome smell, which comes from a clean, orderly, and inviting store. Then the women will say: "I just love to go in there; that proprietor is a good housekeeper as well as a good business man." That is the kind of a reputation you want to strive for. It is aggravating to take down an article from a shelf to show to some nicely dressed woman and have to say: "Just wait a minute until I wipe the dust off it." A cleanly person don't like to trade in a dirty store, neither does a dirty person. Perhaps you don't know it, but it is a fact that Dun and Bradstreet's agents take particular notice about the cleanliness or uncleanliness of your store when reporting to their agencies. Also, if your store is clean you stand in better with the bank, with the traveling salesman and with the credit department of the concerns you do business with. That is one subject you can afford to be crank on.

D. Chas. O'Connor.

Pro Bono Publico.

"Good morning. I came to tune your piano."

"Piano? But I didn't send for you."
 "No ma'am; but the neighbors said I ought to call."

Man proposes, but woman has the last word on the subject.

WHOLESALE DRUG PRICE CURRENT

Acids	Acetic 6 @ 8	Cubeb @ 4 50	Digitalis @ 60
Boric 10 @ 15	Erigeron @ 2 50	Gentian @ 60	Ginger @ 60
Carbolic 24 @ 28	Eucalyptus 75 @ 85	Gualiac @ 60	Gualiac Ammon. @ 70
Citric 45 @ 50	Hemlock, pure .. @ 1 00	Iodine @ 1 00	Iodine, Colorless .. @ 1 25
Muriatic 1 1/4 @ 5	Juniper Berries .. @ 1 25	Ipecac @ 75	Iron, clo @ 60
Nitric 5 1/2 @ 10	Juniper Wood... 40 @ 50	Kino @ 75	Myrrh @ 60
Oxalic 13 @ 16	Lard, extra 85 @ 1 00	Nux Vomica @ 50	Opium @ 2 00
Sulphuric 1 1/4 @ 5	Lard, No. 1 75 @ 90	Opium Camph. ... @ 75	Opium, Deodorz'd .. @ 2 25
Tartaric 38 @ 42	Lavender Flowers @ 4 00	Rhubarb @ 75	
	Lavender Garden 85 @ 1 00		
Ammonia	Lemon @ 2 50		
Water 26 deg. ... 6 1/2 @ 10	Linseed, boiled bbl @ 49	Paints	Lead, red, dry 7 1/2 @ 10
Water 18 deg. ... 4 1/2 @ 8	Linseed, raw less 52 @ 55	Lead, white dry 7 1/2 @ 10	Lead, white oil 7 1/2 @ 10
Water 14 deg. ... 3 1/2 @ 6	Linseed, raw blis. @ 48	Ochre, yellow bbl 1 @ 1 1/4	Ochre, yellow less 2 @ 5
Carbonate 13 @ 16	Linseed, boiled less 53 @ 56	Putty 2 1/2 @ 5	Red Venetian bbl 1 @ 1 1/2
Chloride 12 @ 15	Mustard, true .. 4 50 @ 6 00	Red Venet'n, less 2 @ 5	Shaker, Prepared 1 50 @ 1 60
	Neatsfoot 80 @ 85	Vermillion, Eng. 90 @ 1 00	Vermillion, Amer. 15 @ 20
	Olive, pure 2 50 @ 3 50	Whiting, bbl. 1 @ 1 1/2	Whiting 2 @ 5
	Olive, Malaga, yellow 1 50 @ 1 60		
	Olive, Malaga, green 1 50 @ 1 60	Insecticides	Arsenic 6 @ 10
Balsams	Orange, sweet .. 3 50 @ 4 00	Blue Vitrol, bbl. @ 6 1/2	Blue Vitrol, less 7 @ 10
Copaiba 70 @ 75	Organum, pure 1 25 @ 1 50	Bordeaux Mix Est 8 @ 15	Hellebore, white powdered, white 15 @ 20
Fir (Canada) ... 1 00	Organum, com'l 50 @ 75	Insect Powder .. 20 @ 35	Lead Arsenate .. 8 @ 16
Fir (Oregon) ... 25 @ 35	Pennyroyal 2 25 @ 2 50	Lime & Sulphur Solution, gal 15 @ 25	Paris Green 15 @ 20
Peru 2 40 @ 2 40	Peppermint @ 3 75		
Tolu 1 25 @ 1 40	Rose, pure 16 00 @ 18 00		
	Rosemary Flowers 90 @ 1 00		
Berries	Sandalwood, E. I. @ 4 50		
Cubeb 65 @ 75	Sassafras, true 80 @ 90		
Fish 15 @ 20	Sassafras, artif'l 45 @ 50		
Juniper 6 @ 10	Spearmint 6 00 @ 6 50		
Prickly Ash ... 40 @ 50	Sperm 90 @ 1 00		
	Tansy 3 50 @ 4 00		
Barks	Tar, USP 25 @ 35		
Cassia (ordinary) 25	Turpentine, blis. @ 4 1/2		
Cassia (Saigon) 65 @ 75	Turpentine, less 48 @ 52		
Elm (powd. 25c) 25 @ 30	Wintergreen, true @ 5 00		
Sassafras (pow. 30c) @ 25	Wintergreen, sweet birch 2 00 @ 2 25		
Soap (powd. 25c) @ 15	Wintergreen, art'l 50 @ 60		
	Wormseed @ 6 00		
	Wormwood @ 8 00		
		Miscellaneous	Acetanalid 30 @ 35
Extracts	Bicarbonate 15 @ 18	Alum 3 @ 5	Alum, powdered and ground 5 @ 7
Licorice 24 @ 28	Bichromate 13 @ 16	Bismuth Subnitrate 2 10 @ 2 25	Borax xtal or powdered 6 @ 12
Licorice powdered 25 @ 30	Bromide 40 @ 45	Cantharides powd. 7 @ 1 25	Calomel 1 25 @ 1 35
	Carbonate 12 @ 15	Capsicum 20 @ 25	Carmin @ 3 50
Flowers	Chlorate, xtal and powdered 12 @ 16	Cassia Buds @ 40	Cloves 25 @ 30
Arnica 18 @ 25	Chlorate, granular 16 @ 20	Chalk Prepared .. 6 @ 8 1/2	Chalk Precipitated 7 @ 10
Chamomile (Ger.) 25 @ 35	Cyanide 30 @ 40	Chloroform 34 @ 44	Chloral Hydrate 1 25 @ 1 45
Chamomile (Rom.) 40 @ 50	Iodide 2 85 @ 2 90	Cocaine 3 85 @ 4 05	Cocoa Butter 50 @ 60
	Permanganate .. 15 @ 30	Corks, list, less 70% @ 75	Copperas, bbls cwt @ 20
Gums	Prussiate yellow 30 @ 35	Copperas, less .. 2 @ 5	Copperas, Powd. 4 @ 6
Acacia, 1st 40 @ 50	Prussiate, red .. 50 @ 60	Corrosive Subim. 1 25 @ 1 40	Cream Tartar 25 @ 35
Acacia, 2nd 35 @ 40	Sulphate 15 @ 20	Cuttlebone 25 @ 35	Dextrine 7 @ 10
Acacia, 3d 30 @ 35		Dover's Powder 2 00 @ 2 25	Emery, all Nos. 6 @ 10
Acacia, Sorts .. @ 20	Roots	Emery, powdered 5 @ 8	Epsom Salts, bbls @ 1 1/4
Acacia, Powdered 35 @ 40	Alkanet 15 @ 20	Epsom Salts, less 2 1/2 @ 5	Ergot 1 50 @ 1 75
Acacia, Powd. 22 @ 25	Blood, powdered 20 @ 25	Ergot, powdered 1 80 @ 2 00	Flake White 12 @ 15
Aloes (Barb. Pow) 22 @ 25	Calamus 35 @ 40	Formaldehyde lb. 12 @ 15	Gambier 6 @ 10
Aloes (Cape Pow) 20 @ 25	Elecampane, powd 25 @ 30	Gelatine 35 @ 45	Glassware, full cases 80%
Aloes (Soc. Powd.) 40 @ 50	Gentian, powd... 12 @ 15	Glassware, less 70 & 10% 10 @ 15	Glauber Salts bbl. @ 1 1/4
Asafoetida 1 00 @ 1 25	Ginger, African, powdered 15 @ 20	Glauber Salts less 2 @ 5	Glue, brown 11 @ 15
Asafoetida, Powd. Pure @ 1 50	Ginger, Jamaica 20 @ 25	Glue, brown grd 10 @ 15	Glue, white 15 @ 20
U. S. P. Powd. @ 2 00	Ginger, Jamaica, powdered 22 @ 28	Glue, white grd 15 @ 25	Glycerine 23 @ 35
Camphor 55 @ 60	Goldenseal, powd. @ 6 50	Hops 50 @ 80	Hops 85 @ 1 00
Gualiac 35 @ 40	Ipecac, powd. ... 2 75 @ 3 00	Iodine 3 75 @ 4 00	Iodoform 4 80 @ 5 00
Gualiac, Powdered 40 @ 50	Licorice 12 @ 15	Lead Acetate 12 @ 18	Lycopodium 60 @ 75
Kino @ 40	Licorice, powd. 12 @ 15	Mace 80 @ 90	Mace, powdered 90 @ 1 00
Kino, Powdered.. @ 45	Orris, powdered 20 @ 25	Menthol 16 00 @ 17 00	Mercury 85 @ 90
Myrrh @ 40	Poke, powdered 20 @ 25	Morphine, all brd 4 55 @ 4 80	Nux Vomica @ 10
Myrrh, Powdered @ 50	Rhubarb 75 @ 1 00	Nux Vomica pow @ 15	Pepper, black pow 20 @ 25
Opium 8 25 @ 8 50	Rhubarb, powd. 75 @ 1 25	Pepper, white .. 25 @ 35	Pitch, Burgundy 10 @ 15
Opium, Powd. ... 9 20 @ 9 40	Rosinweed, powd. 25 @ 30	Pitch, Burgundy 10 @ 15	Quassia 10 @ 15
Opium, Gran. ... 9 50 @ 9 70	Sarsaparilla, Hond. ground @ 45	Quinine, all brds 2 1/2 @ 3 1/2	Rochelle Salts 30 @ 25
Shellac 25 @ 30	Sarsaparilla Mexican, ground 25 @ 30	Saccharine 2 00 @ 2 20	Salt Peter 7 @ 12
Shellac, Bleached 30 @ 35	Squills 20 @ 25	Seidlitz Mixture 20 @ 25	Soap, green 15 @ 20
Tragacanth 1 00 @ 1 25	Squills, powdered 40 @ 60	Soap, mott castile 10 @ 15	Soap, white castile case @ 6 25
Tragacanth, Pow 60 @ 75	Tumeric, powd. 12 @ 15		
Turpentine 10 @ 15	Valerian, powd. 25 @ 30		
Leaves	Anise 15 @ 20		
Buchu 1 85 @ 2 00	Anise, powdered 22 @ 25		
Buchu, Powd. ... 2 00 @ 2 25	Bird, ls 7 @ 7		
Sage, bulk 18 @ 25	Canary 5 @ 7		
Sage, 1/4s Loose 20 @ 25	Cardamom 1 40 @ 1 50		
Sage, Powdered 25 @ 30	Celery 45 @ 50		
Senna, Alex. 25 @ 30	Coriander 10 @ 15		
Senna, Tinn. 15 @ 20	Dill 18 @ 20		
Senna, Tinn, Pow. 20 @ 25	Fennel @ 30		
Uva Ursi 10 @ 15	Flax 5 1/2 @ 10		
	Flax, ground 5 @ 10		
Oils	Foetigreek, pow. 6 @ 10		
Almonds, Bitter, true 6 00 @ 6 50	Hemp 5 @ 7		
Almond, Bitter, artificial ... @ 1 75	Lobelia @ 50		
Almonds, Sweet, true 80 @ 1 00	Mustard, yellow 9 @ 12		
Almond, Sweet, imitation .. 40 @ 50	Mustard, black .. 9 @ 12		
Amber, crude .. 25 @ 30	Mustard, powd. 20 @ 25		
Amber rectified 40 @ 50	Poppy 15 @ 20		
Anise 2 00 @ 2 25	Quince @ 1 00		
Bergamot @ 9 00	Rape 6 @ 10		
Cajeput @ 75	Sabadilla, powd. 35 @ 45		
Cassia 1 50 @ 1 75	Sunflower 6 @ 8		
Castor, bbls. and cans 12 1/2 @ 15	Worm American 15 @ 20		
Cedar Leaf @ 85	Worm Levant .. 30 @ 35		
Citronella @ 60			
Cloves @ 1 40	Tinctures	Aconite @ 60	Aloes @ 60
Cocanut 18 @ 20	Aloes @ 60	Asafoetida @ 1 00	Belladonna @ 60
Cod Liver 1 15 @ 1 25	Asafoetida @ 1 00	Benzoin @ 70	Benzoin Compound @ 75
Cotton Seed 70 @ 85	Belladonna @ 60	Buchu @ 90	Cantharides @ 75
Croton @ 1 60	Benzoin @ 70	Capicum @ 50	Cardamom @ 75
	Benzoin Compound @ 75	Cardamom, Comp. @ 75	Catechu @ 20
	Buchu @ 90	Turpentine Venice 40 @ 50	Cinchona @ 60
	Cantharides @ 75	Vanilla Ext. pure 1 00 @ 1 50	Colchicum @ 60
	Capicum @ 50	Witch Hazel 65 @ 1 00	Cubebs @ 75
	Cardamom @ 75		
	Cardamom, Comp. @ 75		



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.

6

7

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11

Faust Oyster1 00
 Fig Newton1 00
 Five O'clock Tea1 00
 Frota1 00
 Fruit Cake3 00
 Ginger Snaps, N. B. C. 1 00
 Graham Crackers, Red Label1 00
 Jack Frost Gems 8
 Lemon Snaps 5
 Oatmeal Crackers1 00
 Old Time Sugar Cook. 1 00
 Oval Salt Biscuit1 00
 Oysterettes 50
 Premium Sodas1 00
 Pretzettes, Hd. Md. 1 00
 Royal Toast1 00
 Rykon Biscuit1 00
 Saltine Biscuit1 00
 Saratoga Flakes1 50
 Social Tea Biscuit1 00
 Sultana Fruit Biscuit 1 50
 Soda Crackers N B C 1 00
 Soda Crackers Select 1 50
 S. S. Butter Crackers 1 50
 Uneeda Biscuit 50
 Uneeda Jinjer Wayfer 1 00
 Uneeda Lunch Biscuit 50
 Vanilla Wafers1 00
 Water Thin Biscuit1 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 2 50
 Butter Crackers, 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 Wafer 2 50
 Per tin in bulk
 Sorbetto 1 00
 Nabisco 1 50
 Festino 1 50
 Bent's Water Crackers 1 40

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

DRIED FRUITS
Apples
 Evapor'd, Choice bulk 7
 Evapor'd, Fancy pkg. 8 1/2

Apricots
 California 12@14

Citron
 Corsican 15

Currants
 Imp'd 1 lb. pkg. 9 1/2
 Imported, bulk 9 1/4

Peaches
 Muirs—Choice, 25 lb. b 9
 Muirs—Fancy, 25 lb. b 10
 Fancy, Peeled, 25 lb. 18

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

Raisins
 Cluster, 20 cartons 2 25
 Loose Muscatels 3 Cr. 5 1/2
 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. packages1 50
 Bulk, per 100 lbs.4 00

Original Holland Rusk
 Packed 12 rolls to container
 3 containers (36) rolls 2 85
 5 containers (60) rolls 4 75

Hominy
 Pearl, 100 lb. sack2 00
 Maccaroni and Vermicelli
 Domestic, 10 lb. box 90
 Imported, 25 lb. box2 50

Pearl Barley
 Chester 3 00
 Empire 3 75

Peas
 Green, Wisconsin, bu.2 60
 Green, Scotch, bu.2 60
 Split, lb. 5

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

Tapioca
 Flake, 100 lb. sacks 5 1/2
 Pearl, 130 lb. sacks 5 1/2
 Pearl, 36 pkgs. 2 25
 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

Cotton Lines
 No. 1, 10 feet 5
 No. 2, 15 feet 7
 No. 3, 15 feet 9
 No. 4, 15 feet10
 No. 5, 15 feet11
 No. 6, 15 feet12
 No. 7, 15 feet15
 No. 8, 15 feet18
 No. 9, 15 feet20

Linen Lines
 Small 20
 Medium 26
 Large 34

Poles
 Bamboo, 14 ft., per doz. 55
 Bamboo, 16 ft., per doz. 60
 Bamboo, 18 ft., per doz. 80

FLAVORING EXTRACTS
Jennings D C Brand
 Terpeness Extract Lemon
 No. 1 F box, per doz. 75
 No. 2 F Box, per doz. 75
 No. 4 F Box, per doz. 1 75
 No. 3 Taper, per doz. 1 75
 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
 2 oz. Flat F M per dz. 2 00

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat.
 Purity Patent 5 70
 Seal of Minnesota 5 00
 Sunburst 4 80
 Wizard Flour 5 40
 Wizard Graham 5 60
 Wizard Bran, Meal 4 60
 Wizard Buckwheat 6 00
 Rye 4 40

Valley City Milling Co.
 Lily White 5 70
 Light Loaf 5 10
 Graham 2 30
 Granena Health 2 40
 Gran. Meal 1 85
 Bolted Med. 1 75

Voigt Milling Co.
 Graham 5 10
 Voigt's Crescent 5 70
 Voigt's Flouring 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 80
 Quaker, cloth 5 40
 Quaker, Buckwheat, 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 50
 Ceresota, 1/4s 5 70
 Ceresota, 1/2s 5 60

Worden Grocer Co.
 Wingold, 1/8s cloth 5 50
 Wingold, 1/4s cloth 5 40
 Wingold, 1/2s cloth 5 30
 Wingold, 1/8s paper 5 35
 Wingold, 1/4s paper 5 20
 Wingold, 1/2s paper 5 15
 Bakers Patent 5 15

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

Meal
 Bolted 4 40
 Golden Granulated 4 60

Wheat
 Red 1 05
 White 1 05

Oats
 Michigan carlots 35
 Less than carlots 37

Corn
 Carlots 56
 Less than carlots 58

Hay
 Carlots 15 00
 Less than carlots 17 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. large1 75
 Cox's, 1 doz. small1 00
 Knox's Sparkling, doz. 1 25
 Knox's Sparkling, gr. 14 00
 Nelson's 1 50
 Knox's Acidu'd. doz. 1 25

Oxford 75
 Plymouth Rock, Phos. 1 25
 Plymouth Rock, Plain 90

GRAIN BAGS
 Broad Gauge 18
 Amoskeag 19

HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25

HIDES AND PELTS
Hides
 Green, No. 111 1/2
 Green, No. 210 1/2
 Cured, No. 112
 Cured, No. 212
 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, med. @ 20
 Unwashed, fine @ 15

HORSE RADISH
 Per doz. 90

JELLY
 5lb. pails, per doz.2 20
 15lb. pails, per pail 50
 30lb. pails, per pail 95

JELLY GLASSES
 1/2 pt. in bbis, per doz. 15
 3/4 pt. in bbis, per doz. 16
 8 oz. capped in bbis, per doz. 18

MAPLEINE
 2 oz. bottles, per doz. 3 00

MINCE MEAT
 Per case2 85

MOLASSES
New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20

Half barrels 2c extra

MUSTARD
 1/4 lb. 6 lb. boxes 16

OLIVES
 Bulk, 1 gal. kegs 1 05@1 15
 Bulk, 2 gal. kegs 90@1 05
 Bulk, 5 gal. kegs 90@1 00
 Stuffed, 5 oz. 90
 Stuffed, 8 oz.1 35
 Stuffed, 14 oz.2 25
 Pitted (not stuffed) 2 25
 14 oz. 90
 Manzanilla, 5 oz 90
 Lunch, 10 oz.1 35
 Lunch, 16 oz.2 25
 Queen, Mammoth, 19 oz. 3 75
 Queen, Mammoth, 28 oz. 5 25
 Olive Chow, 2 doz. cs, per doz. 2 25

PICKLES
 Medium
 Barrels, 1,200 count 6 75
 Half barrels, 600 count 4 00
 5 gallon kegs1 90

Small
 Barrels 8 25
 Half barrels 4 65
 5 gallon kegs 2 25

Gherkins
 Barrels 15
 Half barrels 8 00
 5 gallon kegs 3 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 count 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 fin. 2 00
 No. 308, Bicycle 2 00
 No. 632, Tourist whist 2 25

POTASH
 Babbitt's 4 00

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 23 80
 Clear Family 26 00

Dry Salt Meats
 S P Bellies13

Lard
 Pure in tierces12 1/2@13
 Compound Lard 9 @ 9 1/2
 80 lb. tubsadvance 1/2
 60 lb. tubsadvance 1/2
 50 lb. tubsadvance 1/2
 20 lb. pailsadvance 1/2
 10 lb. pailsadvance 1/2
 5 lb. pailsadvance 1
 8 lb. pailsadvance 1

Smoked Meats
 Hams, 12 lb. av. 16 @16 1/2
 Hams, 14 lb. av. 15 1/2@15 3/4
 Hams, 16 lb. av. 15 1/2@16
 Hams, 18 lb. av. 14 1/2@15
 Skinned Hams 16 @16 1/2
 Ham, dried beef sets 20 @20 1/2
 California Hams 13 @13 1/2
 Picnic Balled Hams 15
 Boiled Hams 23 1/2@24
 Minced Ham12 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
 Tongue 11
 Headcheese 9

Beef
 Boneless 17 00
 Rump, new 19 00

Pig's Feet
 1/2 bbis, 40 lbs. 2 00
 3/4 bbis, 40 lbs. 4 00
 1 bbl. 8 00

Tripe
 Kits, 15 lbs. 90
 1/4 bbis, 40 lbs.1 60
 3/8 bbis, 80 lbs. 3 00

Casings
 Hogs, per lb. 35
 Beef, rounds, set 17 @18
 Beef, middles, set 90@95
 Sheep, per bundle 80

Uncolored Butterine
 Solid Dairy 12 @16
 Country Rolls12 1/2@18

Canned Meats
 Corned beef, 2 lb.3 80
 Corned beef, 1 lb.1 95
 Roast beef, 2 lb.3 80
 Roast beef, 1 lb.1 95
 Cotted Ham, 1/4s 50
 Deviled Ham, 1/4s 50
 Deviled Ham, 1/2s 90
 Potted Tongue, 1/4s 90
 Potted Tongue, 1/2s 90

RICE
 Fancy 6 @6 1/2
 Japan Style 5 @5 1/2
 Broken 3 1/2@4 1/4

ROLLED OATS
 Rolled Avena, bbis. 4 75
 Steel Cut, 100 lb. sks. 2 60
 Monarch, bbis. 4 50
 Monarch, 90 lb sacks 2 10
 Quaker, 18 Regular 1 45
 Quaker, 20 Family 4 00

SALAD DRESSING
 Columbia, 1/2 pt 2 25
 Columbia, 1 pint 4 20
 Durkee's, large, 1 doz. 4 50
 Durkee's, small, 2 doz 5 25
 Snider's, large, 1 doz. 2 35
 Snider's, small, 2 doz. 1 35

SALERATUS
 Packed 60 lbs. in box.
 Arm and Hammer3 00
 Wyandotte, 100 1/2s, .3 00

SAL SODA
 Granulated, bbis. 80
 Granulated, 100 lbs. cs. 90
 Granulated, 36 pkgs.1 25

SALT
 100 3 lb. sacks2 40
 60 5 lb. sacks2 25
 28 10 1/2 lb. sacks2 10
 56 lb. sacks 40
 28 lb. sacks20

Warsaw
 56 lb. dairy in drill bags 40
 28 lb. dairy in drill bags 20

Solar Rock
 56 lb. sacks 24

Common
 Granulated, Fine1 05
 Medium, Fine 1 10

SALT FISH
Cod
 Large, whole, ... @7 1/2
 Small, whole @7
 Strips or bricks 7 1/2@10 1/2
 Pollock @ 4 1/2

Hallibut
 Strips 15
 Chunks 16

Holland Herring
 Y. M. wh. hoop bbis. 12 00
 Y. M. wh. hoop 1/2 bbl. 6 50
 Y. M. wh. hoop kegs 7 50
 Y. M. wh. hoop Milchers kegs 75
 Queen, bbis. 11 00
 Queen, 1/2 bbis. 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, 10 lbs.16 50
 Mess, 40 lbs. 7 00
 Mess, 8 lbs. 1 85
 Mess, 10 lbs. 1 50
 No. 1, 100 lbs.10 00
 No. 1, 40 lbs. 6 60
 No. 1, 10 lbs.1 25

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. 15
 8 lbs. 65

SEEDS
 Canary Smyrna 14
 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, small1 25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85

SNUFF
 Scotch, in bladders37
 Maccaboy, in jars35
 French Rapple in jars43

SODA
 Boxes 5 1/2
 Kegs, English4 1/4

SPICES
Whole Spices
 Allspice, Jamaica 9
 Allspice, large Garden 11
 Cloves, Zanzibar 20
 Cassia, Canton14
 Cassia, 5c pkg. doz.25
 Ginger, African9 1/2
 Ginger, Cochin,14 1/2
 Mace, Penang 70
 Mixed, No. 116 1/2
 Mixed, No. 2 10
 Mixed, 5c pkgs. doz.45
 Nutmegs, 70-8030
 Nutmegs, 105-11022
 Pepper, Black15
 Pepper, White25
 Pepper, Cayenne22
 Paprika, Hungarian 45

Pure Ground in Bulk
 Allspice, Jamaica12
 Cloves, Zanzibar 25
 Cassia, Canton12
 Ginger, African18
 Mace, Penang 75
 Nutmegs, 75-8035
 Pepper, Black16
 Pepper, White 35
 Pepper, Cayenne24
 Paprika, Hungarian 45

STARCH
 Kingsford, 40 lbs.7 1/4
 Muzzy, 20 lb. pkgs. 5 1/4
 Muzzy, 40 lb. pkgs. 5

Gloss
 Kingsford
 Silver Gloss, 40 lbs. 7 1/4
 Silver Gloss, 12 3lbs. 6 1/4
 Silver Gloss, 12 6lbs. 8 1/4

Muzzy
 48 lb. packages 5
 16 3lb. packages 4 1/2
 12 6lb. packages 6
 50lb. boxes 3 1/2

SYRUPS
Corn
 Barrels 28
 Half barrels 31
 Blue Karo, No. 21 70
 Blue Karo, No. 2 1/22 06
 Blue Karo, No. 52 00
 Blue Karo, No. 101 91
 Red Karo, No. 21 91
 Red Karo, No. 2 1/22 31
 Red Karo, No. 52 26
 Red Karo, No. 102 17

Pure Cane
 Fair 16
 Good 20
 Choice 25

TABLE SAUCES
 Halford, large3 75
 Halford, small2 25

TEA
Japan
 Sundried, medium24@26
 Sundried, choice30@33
 Sundried, fancy36@40
 Basket-fired medium 30
 Basket-fired, choice 35@37
 Basket-fired, fancy 40@43
 Nibs30@32
 Sittings10@12
 Fannings14@15

Gunpowder
 Moyune, medium 35
 Moyune, choice 35
 Moyune, fancy 50@60
 Pingsuey, medium 33
 Pingsuey, choice 35
 Pingsuey, fancy50@55

Young Hyson
 Choice 30
 Fancy 40@50

Oolong
 Formosa, Fancy50@60
 Formosa, medium 28
 Formosa, choice 35

English Breakfast
 Medium 25
 Choice 30@35
 Fancy 40@60

India
 Ceylon, choice30@35
 Fancy 45@60

Scrap
 All Red, 5c 5 76
 Am. Union Sera p. 5 40
 Bag Pipe, 5c 5 88
 Cutlas, 2 1/2 oz. 26
 Globe Scrap, 2 oz. 30
 Happy Thought, 2 oz. 30
 Honey Comb Scrap, 5c 5 76
 Honest Scrap, 5c1 55
 Mail Pouch, 4 doz. 5c 2 00
 Old Songs, 5c 5 78
 Old Times, 1/2 gro. 5 50
 Polar Bear, 5c, 1/2 gro. 5 76
 Red Band, 5c 1/2 gro. 5 76
 Red Man Scrap 5c 1 43
 Scraple, 5c pkgs. 48
 Sure Shot, 5c, 1/2 gro. 5 78
 Yankee Girl Scrp 2 oz 5 76
 Pan Handle Scrp 1/2 oz 5 76
 Peachy Scrap, 5c 1 90
 Union Workman, 2 1/2 6 00

Smoking
 All Leaf, 2 1/2 7 oz. 30
 BB, 3 1/2 oz. 6 00
 BB, 7 oz.12 00
 BB, 14 oz. 24 00
 Bagdad, 10c tins11 52
 Badger, 3 oz. 5 04
 Badger, 7 oz.11 52
 Banner, 5c 5 96
 Banner, 8 oz. 1 60
 Banner, 16 oz. 3 20
 Belwood Mixture, 10c 94

TOBACCO
Fine Cut
 Blot 1 45
 Bugle, 16 oz. 3 84
 Bugle, 10c 11 00
 Dan Patch, 8 and 16 oz 32
 Dan Patch, 4 oz.11 52
 Dan Patch, 2 oz. 5 78
 Fast Mail, 16 oz. 7 80
 Hiawatha, 16 oz. 60
 Hiawatha, 6c5 40
 May Flower, 16 oz. 9 36
 No Limit, 8 oz. 1 78
 No Limit, 16 oz. 3 55
 Ojibwa, 8 and 16 oz. 40
 Ojibwa, 10c11 19
 Ojibwa, 5c 1 85
 Potosky Chief, 7 oz. 2 00
 Potosky Chief, 14 oz. 4 00
 Peach and Honey, 5c 5 76
 Red Bell, 16 oz.3 96
 Red Bell, 8 foil1 98
 Sterling, L & D 5c5 76
 Sweet Cuba, canister 9 16
 Sweet Cuba, 5c 5 76
 Sweet Cuba, 10c 9 30
 Sweet Cuba, 1 lb. tin 4 00
 Sweet Cuba, 16 oz. 4 80
 Sweet Cuba, 1/2 lb. foil 2 25
 Sweet Burley 5c L&D 5 76
 Sweet Burley, 8 oz. 2 45
 Sweet Burley, 24 lb. 4 90
 Sweet Mist, 1/2 gro. 5 70
 Sweet Mist, 3 oz.11 10
 Sweet Mist, 8 oz. 7 75
 Telegram, 5c 5 76
 Tiger, 5c 6 00
 Tiger, 25c cans2 35
 Uncle Daniel, 1 lb. 60
 Uncle Daniel, 1 oz 5 22

Plug
 Am. Navy, 16 oz. 32
 Apple, 10 lb. butt 38
 Drummond Nat Leaf, 2 and 5 lb 60
 Drummond Nat Leaf, per doz 96
 Battle Ax 28
 Bracer, 6 and 12 lb. 30
 Big Four, 6 and 16 lb. 32
 Boot Jack, 2 lb. 86
 Boot Jack, per doz. 86
 Bullion, 16 oz. 48
 Climax, Golden Twins 48
 Climax, 14 1/2 oz. 44
 Climax, 7 oz. 47
 Days' Work, 7 & 14 lb. 37
 Creme de Menthe, lb. 62
 Derby, 5 lb. boxes 28
 5 Bros., 4 lb. 65
 Four Roses, 10c 90
 Gilt Edge, 2 lb. 50
 Gold Rope, 6 & 12 lb. 58
 Gold Rope, 4 & 8 lb. 58
 G. O. P., 12 & 24 lb. 38
 Granger Twist, 5 lb. 46
 G. T. W., 10 1/2 & 21 lb. 36
 Horse Shoe, 6 & 12 lb. 43
 Honey Dip Twist, 5&10 45
 Jolly Tar, 5 & 8 lb. 40
 J. T., 5 1/2 & 11 lb. 35
 Kentucky Navy, 12 lb. 32
 Keystone Twist, 6 lb. 45
 Kismet, 6 lb. 48
 Maple Dip, 20 oz. 25
 Merry Widow, 12 lb. 32
 Nobby Spun Roll 6 & 3 58
 Parrot, 12 lb. 34
 Parrot, 20 lb. 28
 Patterson's Nat. Leaf. 93
 Peachey, 6-12 & 24 lb. 48
 Picnic Twist, 5 lb. 45
 Piper Heidsieck, 4 & 7 lb. 98
 Piper Heidsieck, per doz. 98
 Polo, 3 doz., per doz. 48
 Redcut, 1 1/2 oz. 38
 Red Lion, 6 & 12 lb. 30
 Scraple, 2 & 4 doz. 48
 Sherry Cobbler, 8 oz. 32
 Spear Head, 4 & 8 lb. 44
 Spear Head, 14 1/2 oz. 44
 Spear Head, 7 oz. 47
 Sq. Deal 7, 14 & 28 lb. 28
 Star, 6, 12 & 24 lb. 48
 Standard Navy, 7 1/2, 15 & 30 lb. 34
 Ten Penny, 6 & 12 lb. 31
 Town Talk, 14 oz. 30
 Yankee Girl, 6, 12 & 24 30


Special Price Current

12	13	14
Big Chief, 2 1/4 oz. 6 00	Sweet Lotus, 10c 12 00	No. 1 common 80
Big Chief, 16 oz. 30	Sweet Lotus, per doz. 4 85	No. 2 pat. brush holder 85
Bull Durham, 5c 5 90	Sweet Rose, 2 1/4 oz. 30	Ideal No. 7 2 00
Bull Durham, 10c 10 80	Sweet Tip Top, 5c 2 00	12lb. cotton mop heads 1 45
Bull Durham, 15c 18 48	Sweet Tip Top, 3 1/4 oz. 23	Pails
Bull Durham, 8 oz. 60	Sweet Tip Top, 1/4 gro 10 08	2-hoop Standard 2 00
Bull Durham, 16 oz. 6 72	Sun Cured, 10c 11 75	3-hoop Standard 2 35
Buck Horn, 10c 11 50	Summer Time, 5c 5 76	2-wire Cable 2 10
Briar Pipe, 5c 6 00	Summer Time, 7 oz. 1 65	Cedar all red brass 1 25
Briar Pipe, 10c 12 00	Standard, 7 oz. 1 68	3-wire Cable 2 30
Black Swan, 5c 5 76	Standard, 2 oz. 5 90	Paper Eureka 2 25
Black Swan, 14 oz. 3 50	Standard, 3 1/2 oz. 5 90	Fibre 2 40
Bob White, 5c 5 90	Seal N. C., 1 1/2 cut plug 70	10 qt. Galvanized 1 70
Brotherhood, 5c 5 35	Seal N. C., 1 1/2 Gran 63	12 qt. Galvanized 1 90
Brotherhood, 10c 11 00	Three Feathers, 1 oz. 63	14 qt. Galvanized 2 10
Brotherhood, 16 oz. 11 80	Three Feathers, 10c 10 20	Toothpicks
Carnival, 5c 5 70	Three Feathers and	Biral, 100 packages .. 2 00
Carnival, 3 1/2 oz. 39	Pipe combination .. 2 25	Ideal 85
Carnival, 16 oz. 30	Tom & Jerry, 14 oz. 3 60	Traps
Cigar Clip'g Johnson 30	Tom & Jerry, 7 oz. 1 80	Mouse, wood, 2 holes 22
Cigar Clip'g, Seymour 30	Tom & Jerry, 3 oz. 8 75	Mouse, wood, 4 holes 45
Identity, 3 & 16 oz. 30	Trout Line, 5c 5 95	Mouse, wood, 6 holes 70
Darby Cigar Cuttings 4	Trout Line, 10c 10 00	Mouse, tin, 5 holes 65
Continental Cubes, 10c 90	Turkish, Patrol, 2-9 5 76	Rat, wood 80
Corn Cake, 14 oz. 2 55	Tuxedo, 1 oz. bags 48	Rat, spring 75
Corn Cake, 7 oz. 1 45	Tuxedo, 2 oz. tins 96	Tubs
Corn Cake, 5c 5 76	Tuxedo, 4 oz. cart 64	20-in. Standard, No. 1 7 50
Cream, 50c pails 4 60	Tuxedo, 16 oz. tins 64	18-in. Standard, No. 2 6 50
Cuban Star, 5c foil 5 72	Wave Line, 3 oz. 94	16-in. Standard, No. 3 5 50
Cuban Star, 16 oz. pails 7 72	Union Leader, 50c 5 06	20-in. Cable, No. 1 8 00
Chips, 10c 10 20	Union Leader, 25c 2 55	18-in. Cable, No. 2 7 00
Dills Best, 1 1/2 oz. 79	Union Leader, 10c 11 60	16-in. Cable, No. 3 6 00
Dills Best, 3 1/2 oz. 77	Union Workman, 1 1/2 5 76	No. 1 Fibre 10 25
Dills Best 16 oz. 73	Uncle Sam, 10c 10 80	No. 2 Fibre 9 25
Dixie Kid, 1 1/2 foil 39	Uncle Sam, 8 oz. 2 20	No. 3 Fibre 8 25
Duke's Mix, 5c 5 76	U. S. Marine, 5c 6 00	Large Galvanized 5 75
Duke's Mix, 10c 11 52	Van Ribber, 2 oz. tin 88	Medium Galvanized 5 00
Duke's Cameo, 1 1/2 oz. 41	Velvet, 5c pouch 1 44	Small Galvanized 4 25
Drum, 5c 5 90	Velvet, 10c tin 1 92	Washboards
F A A, 3 oz. 2 45	Velvet, 8 oz tin 3 84	Bronze Globe 2 50
F A A, 7 oz. 11 50	Velvet, 16 oz. can 7 68	Dewey 1 75
Fashion, 5c 6 00	Velvet, combination cs 5 75	Double Acme 3 75
Fashion, 16 oz. 43	War Path, 5c 5 95	Single Acme 3 15
Five Bros., 5c 5 60	War Path, 8 oz. 1 60	Double Peerless 3 75
Five Bros., 10c 10 70	Wave Line, 16 oz. 40	Single Peerless 3 25
Five cent cut Plug 29	Way up, 2 1/4 oz. 5 75	Northern Queen 3 25
F O B 10c 11 00	Way up, 16 oz. pails .. 31	Double Duplex 3 00
Four Roses, 10c 96	Wild Fruit, 5c 5 76	Good Luck 2 75
Full Dress, 1 1/2 oz. 72	Wild Fruit, 10c 11 52	Universal 3 15
Glad Hand, 5c 1 44	Yum Yum, 5c 6 00	Window Cleaners
Gold Block, 1 1/2 oz. 39	Yum Yum, 10c 12 52	12 in. 1 65
Gold Block, 10c 11 88	Yum Yum, 1lb., doz. 4 80	14 in. 1 85
Gold Star, 16 oz. 38	TWINE	16 in. 2 30
Gail & Ax Navy, 5c 5 95	Cotton, 3 ply 22	Wood Bowls
Growler, 5c 4 94	Cotton, 4 ply 22	13 in. Butter 1 50
Growler, 20c 1 85	Jute, 2 ply 14	15 in. Butter 2 00
Giant, 5c 1 55	Hemp, 6 ply 13	17 in. Butter 3 75
Giant, 16 oz. 33	Flax, medium 24	19 in. Butter 6 00
Hand Made, 2 1/2 oz. 50	Wool, 1 lb. bales 6	Assorted, 13-15-17 0 00
Hazel Nut, 5c 5 76	VINEGAR	Assorted, 15-17-19 4 25
Honey Dew, 1 1/2 oz. 40	White Wine, 40 grain 8 1/2	WRAPPING PAPER
Honey Dew, 10c 11 88	White Wine, 80 grain 11 1/2	Common Straw 2
Hunting, 1 1/2 & 3 1/2 oz. 38	White Wine, 100 grain 13	Fibre Manila, white 3
I X L, 5c 6 10	Oakland Vinegar & Pickle	Fibre Manila, colored 4
I X L, in pails 32	Co.'s Brands.	No. 1 Manila 4
Just Suits, 5c 6 00	Highland apple cider .18	Cream Manila 4
Just Suits, 10c 11 88	Oakland apple cider .14	Butchers' Manila 2 1/2
Kiln Dried, 25c 2 45	State Seal sugar 12	Wax Butter, short c't 13
King Bird, 7 oz. 25 20	Oakland white pickling 10	Wax Butter, full count 20
King Bird, 3 oz. 11 00	Packages free.	Wax Butter, rolls 19
King Bird, 1 1/2 oz. 5 70	WICKING	YEAST CAKE
La Turka, 5c 5 76	No. 0, per gross 30	Magic, 3 doz. 1 15
Little Giant, 1 lb. 28	No. 1, per gross 40	Sunlight, 3 doz. 1 00
Lucky Strike, 1 1/2 oz. 94	No. 2, per gross 50	Sunlight, 1 1/2 doz. 50
Lucky Strike, 1 1/2 oz. 94	No. 3, per gross 75	Yeast Foam, 3 doz. 1 15
Le Redo, 3 oz. 10 80	WOODENWARE	Yeast Cream, 3 doz. 1 00
Le Redo, 8 & 16 oz. 38	Baskets	Yeast Foam, 1 1/2 doz. 58
Myrtle Navy, 10c 11 80	Bushels 1 00	AXLE GREASE
Myrtle Navy, 5c 5 94	Bushels, wide band .. 1 15	MICA
Maryland Club, 5c 5 76	Market 40	AXLE GREASE
Mayflower, 5c 5 76	Splint, large 3 50	STANDARD OIL COMPANY
Mayflower, 10c 96	Splint, medium 3 00	INDIANAPOLIS
Mayflower, 20c 1 92	Splint, small 2 75	BAKING POWDER
Nigger Hair, 5c 5 94	Splint, medium, large 3 25	Royal
Nigger Hair, 10c 10 56	Willow, Clothes, large 3 25	10c size .. 90
Nigger Head, 5c 4 96	Willow, Clothes, small 6 25	1/4 lb. cans 1 35
Nigger Head, 10c 9 84	Willow, Clothes, me'm 7 25	6 oz. cans 1 90
Noon Hour, 5c 1 44	Butter Plates	1/2 lb. cans 2 50
Old Colony, 1-12 gro. 11 52	Ovals	3/4 lb. cans 3 75
Old Mill, 5c 5 76	1/4 lb., 250 in crate 30	1 lb. cans 4 80
Old English Curve 1 1/2 oz 96	1/2 lb., 250 in crate 30	3 lb. cans 13 00
Old Crop, 5c 5 76	1 lb., 250 in crate 35	5 lb. cans 21 50
Old Crop, 25c 20	2 lb., 250 in crate 45	BAKING POWDER
P. S., 8 oz., 30 lb. cs. 19	3 lb., 250 in crate 55	Royal
P. S., 3 oz., per gro. 5 10	5 lb., 250 in crate 85	10c size .. 90
Pat Hand, 1 oz. 63	Cartons, 20 2 1/2 doz bxs 60	1/4 lb. cans 1 35
Patterson Seal, 1 1/2 oz. 48	Churns	6 oz. cans 1 90
Patterson Seal, 3 oz. 96	Barrel, 5 gal., each 2 40	1/2 lb. cans 2 50
Patterson Seal, 16 oz. 5 00	Barrel, 10 gal., each 2 55	3/4 lb. cans 3 75
Peerless, 5c 5 70	Clothes Pins	1 lb. cans 4 80
Peerless, 10c 1 92	Round Head	3 lb. cans 13 00
Peerless, 3 oz. 10 90	4 inch, 5 gross 45	5 lb. cans 21 50
Peerless, 7 oz. 23 56	4 1/2 inch, 5 gross 50	CIGARS
Peerless, 14 oz. 47 52	Cartons, 20 2 1/2 doz. bxs. 55	Johnson Cigar Co.'s Brand
Plaza, 2 gro. cs. 5 76	Egg Crates and Fillers	SEW
Plow Boy, 5c 5 76	Humpty Dumpty, 12 dz. 20	S. C. W., 1,000 lots 31
Plow Boy, 10c 11 00	No. 1, complete 40	El Portana 33
Plow Boy, 14 oz. 4 50	No. 2, complete 28	Evening Press 32
Pedro, 10c 11 80	Case No. 2, fillers, 15	Exemplar 32
Pride of Virginia, 1 1/2 77	sets 1 85	Worden Grocer Co. Brand
Pilot, 5c 5 76	Case, medium, 12 sets 1 15	Ben Hur
Pilot, 7 oz. doz. 1 05	Faucets	Perfection 35
Pilot, 14 oz. doz. 2 10	8 in. 70	
Prince Albert, 10c 96	9 in. 80	
Prince Albert, 8 oz. 4 92	10 in. 90	
Prince Albert, 16 oz. 8 40	Mop Sticks	
Queen Quality, 5c 48	Trojan spring 90	
Rob Roy, 5c foil 5 90	Sweet Caporal, 1 oz. 60	
Rob Roy, 10c gross 10 20	Sweet Lotus, 5c 6 00	
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. 4		

15


Perfection Extras 35
 Londres 35
 Londres Grand 35
 Standard 35
 Puritanos 35
 Panatellas, Finas 35
 Panatellas, Bock 35
 Jockey Club 35

COCOANUT
 Baker's Brazil Shredded



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

COFFEE
 Roasted
 Dwinell-Wright Co.'s B'ds




12 in. 1 65
 14 in. 1 85
 16 in. 2 30

Wood Bowls
 13 in. Butter 1 50
 15 in. Butter 2 00
 17 in. Butter 3 75
 19 in. Butter 6 00
 Assorted, 13-15-17 0 00
 Assorted, 15-17-19 4 25

WRAPPING PAPER
 Common Straw 2
 Fibre Manila, white 3
 Fibre Manila, colored 4
 No. 1 Manila 4
 Cream Manila 4
 Butchers' Manila 2 1/2
 Wax Butter, short c't 13
 Wax Butter, full count 20
 Wax Butter, rolls 19


YEAST CAKE
 Magic, 3 doz. 1 15
 Sunlight, 3 doz. 1 00
 Sunlight, 1 1/2 doz. 50
 Yeast Foam, 3 doz. 1 15
 Yeast Cream, 3 doz. 1 00
 Yeast Foam, 1 1/2 doz. 58

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

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



S. C. W., 1,000 lots 31
 El Portana 33
 Evening Press 32
 Exemplar 32
 Worden Grocer Co. Brand
 Ben Hur
 Perfection 35

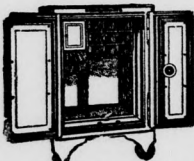
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Royal Blend
 Royal High Grade
 Superior Blend
 Boston Combination
 Distributed by Judson
 Grocer Co., Grand Rapids;
 Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

KITCHEN
WRENZER
 5c
 Cleanser

Guaranteed to equal the best 10c kinds

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
 Lantz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
 Acme, 25 bars, 75 lbs. 4 00
 Acme, 25 bars, 70 lbs. 3 80
 Acme, 100 cakes 3 00
 Big Master, 100 blocks 4 00
 German Mottled 3 15

Scouring
 Enoch Morgan's Sons


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

17

German Mottled, 5 bx 3 15
 German Mottled 10 bx 3 10
 German Mottled 25 bx 3 05
 Marseilles, 100 cakes 6 00
 Marseilles, 100 cks 5c 4 00
 Marseilles, 100 ct 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 8 85

Tradesman Co.'s Brand



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

A. B. Wrisley
 Good Cheer 4 00
 Old Country 3 40

Soap Powders
 Snow Boy, 24s family size 3 75
 Snow Boy, 60 5c 2 40
 Snow Boy, 100 5c 3 75
 Gold Dust, 24 large 4 50
 Gold Dust, 100-5c 4 00
 Kirkcoline, 24 4lb. 3 80
 Pearlina 3 75
 Soapine 4 00
 Sabitt's 1776 3 75
 Roseline 3 59
 Armour's 3 70
 Wisdom 3 80

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

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.

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.

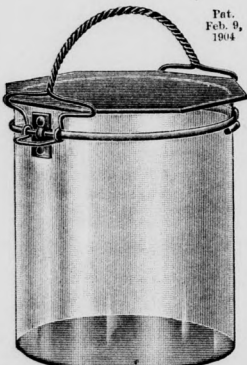
Jars, clearest tough flint glass.
 Hinge cover attachment of non-rusting aluminum metal.
 Cover, polished plate glass. Always in place, easily removed and stays tilted when raised.

1 gal. complete, each \$1.32
 1 1/2 gal. complete, each 1.57
 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



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—Dry goods stock in good condition, inventories for \$3,500. Located in good resort town of about six hundred population. In fine farming and fruit section. Best reasons for selling. Enquire Baumberger Dry Goods Co., Northport, Mich. 583

For Sale or Trade—720 acres land, a good lumber, coal and feed business, 60 head cattle, 12 head horses. Health resort in sight of Rocky Mountains. Good paying proposition. C. O. Dodder, Keota, Colo. 581

Meet Parcel Post Competition. Study cash methods and plans. These solve competitive difficulties. Thirty-one years successful cash grocer. Prospectus free. S. R. Grebill, Lancaster, Pa. 580

For Sale or Trade—Property consisting of two lots, new eight room house, with porches, furnace, cistern and other conveniences. Located in excellent town, equipped with electric lights. Has five good stores. Good business center. The property is a bargain. Address Lock Box 345, Jewell, Kan. 579

Summer Resort—Northern Michigan; big moneymaker; four boats daily; no hay fever; 160 acres on point; two miles shore; most beautiful spot in Michigan; fine bathing beach; dandy young orchard; 25 acres cleared; fine garden; pine and hardwood timber; hotel building and cottages completely furnished; barn, ice-house, laundry, row-boats, launch swings, tents, docks, cow, horse, tools, etc., \$16,000. This is a going concern and a big bargain; reason, old age. Terms. W. S. Everts, 46 Hague Ave., Detroit. 578

Farm For Sale—An extra fine quarter section in Jefferson county, adjoining the celebrated Scott land near Winchester; 60 acres blue grass; everlasting water; 20 acres orchard, third year bearing. Two-story house and all necessary outhouses, \$110 per acre, part on time, if desired. Address Dr. T. C. Craig, Easton, Kansas. 577

For Sale—Variety store in good town in Southern Michigan. Stock in fine condition, about \$1,400. Best location, brick, low rent, only store of kind. Good business. Bargain for someone. Address No. 576, care Tradesman. 576

Wanted—A first-class, clean, up-to-date stock of drugs and fixtures, inventory about \$5,000. Will pay cash. Give full particulars when writing. Address Quinine, care Tradesman. 575

Get ready for spring by getting nice little seven acre fruit and poultry farm in suburbs of Grand Haven; house electric lighted; three outbuildings, tools and chickens, \$1,700. A. Stone, Route 1, Grand Haven, Mich. 574

For Sale or Rent—Store building 54 x 24, in a German inland town. Address Katherine Braus, St. Leo, Minn. 573

Merchants closing out, an absolute guarantee of 100 cents or no pay. Sell now when money is plentiful. L. H. Gallagher, Auctioneer, 384 Indiana Ave., Toledo, Ohio. 584

For Sale—One large carpet rack, holding 12 large rolls carpet; one curtain rack, holding 30 curtains; one shoe rack holding 96 pair shoes. All in good condition. Address 567, care Tradesman. 567

I'll sell a Smith Premier typewriter, good condition, regular price \$97.50, only \$9 cash with order. Speak quick. Burton M. Osborne, Camden, New York. 568

For Sale—I have several very desirable timber investments, ranging in price from \$1,650 to \$5,000 each. B. B. Luten, 310 Lumbermen's Bldg., Portland, Oregon. 565

Wholesale ice cream and candy factory needed in town of 8,000 population. Widow wishes to retire from active life. 15 year established business for sale. Territory comprises 300 miles \$12,000 business yearly. Write Pine Hill Land Co., L. B. 744, Cheboygan, Mich. 562

For Sale—Good clean stock general merchandise, about \$2,000. Will invoice and discount or trade for small home in Michigan. Address Geo. Coffenberry, Conrad, Indiana. 560

TYPEWRITERS.

Write for catalogue and special prices on high-grade guaranteed typewriters. Free trial without deposit. Whitehead Typewriter Exchange, 186 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

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, Ceell, Wis. 539

Wanted—Stock of general merchandise, clothing or shoes. Address O. D. Price, Macomb, Ill. 541

Flour Mill and Electric Plant—Nearly new 80 bbl. Allis mill and elevator, combined capacity 21,000 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

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

Wanted—A party with capital to invest in a good theatrical enterprise. Shows cleared up \$14,000 last season. This is a sure winner and a real moneymaker. Best of reference furnished. Address Edwin Gary, 203 W. Washington St., Ann Arbor, Mich. 569

Physicians and druggists. Will sell my drug store and property in one of the best Central Michigan small towns and give physician a fine unopposed territory. Property first-class. Don't answer unless you mean business. Address 522, care Tradesman. 522

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 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

Agents—With or without experience, make big money during spare time. Something new. Big seller. Liebig Medicine Co., Richmond Hill, N. W. 529

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

Are you looking for a buyer for your business or real estate? I bring buyers and sellers together. Write me to-day if you want to buy, sell or trade any kind of business or property. I can save you time and money. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Illinois. 569

Bakery—Will stand investigation. Particulars given. A. J. Johnston, 846 Grand Ave., Port Washington, Wis. 554

Enterprise power meat grinder, engine, fixtures and press, for cash, cheap. Used less than three months. Address No. 551, care Tradesman. 551

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, Mo. 524

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. 532

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

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

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

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 Ferry & Calkin, 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

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

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—Salesman to call on retail grocery trade, Detroit, introducing new store fixture. Saylor Mfg. Co., 168 N. Michigan Ave., Chicago. 559

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

SITUATIONS WANTED.

A young married man with five years' experience in general store, wishes employment. A. references. Allen Pratt, 1101 Caulfield Ave., Grand Rapids, Mich. 582

Wanted—Position as traveling salesman. No experience. Will work on commission. Good references. Address 571, care Tradesman. 571

Want ads. continued on next page

Office Stationery

LETTER, NOTE AND BILL HEADS

STATEMENTS, ENVELOPES, COUNTER BILLS.

TRADESMAN COMPANY

GRAND RAPIDS.

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO.

You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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

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

What Some Michigan Cities Are Doing.

Written for the Tradesman.

A \$45,000 addition to the Lull Carriage Co.'s factory at Kalamazoo will be completed early in December.

A city retail market, a convention hall, public comfort station, union depot and other improvements for Lansing are under consideration by the Chamber of Commerce of that city. The matter of a county fair for next year is being discussed.

Battle Creek horsemen are trying to form a stock company for construction of a \$10,000 race track, so that the city may enter the Short Ship or some other circuit races.

The Lansing Harrow Co., capital \$20,000, has been formed at Lansing for the manufacture of farm tools.

Battle Creek's new industry, the Seator Manufacturing Co., with \$50,000 capital, will occupy the hulled bean factory at Merrill park. The company will manufacture a machine for wrapping and tying loaves of bread for use in the retail trade.

The Pere Marquette is trying out the first gasoline motor car ever used on its system, the car being placed on the Harbor Beach and Port Hope run.

D. D. Aitken is the newly elected President of the Flint Board of Commerce, and in a brief talk following election he said things worth thinking about and worth repeating to a much larger audience than the one that assembled to hear him. "I have the utmost contempt for the fellow who flunks, therefore I take the position because I do not want to be a flunker. There are not very many of us who add much to the material wealth of the community. It is the man who labors, and the man who affords the opportunity to labor, who make the city, but all of us should do something to make what he has more valuable to the community. Too many of us are willing to sit in our office or store and say 'that's all right, go ahead and we will chip in,' and too few of us willing to go around and make a success of the thing through physical and mental effort. A city is its people! Flint is what we make it. We have been fortunate in having citizens who provided labor and in having exceptionally good men to do the labor. But it is up to us all to make the city better for everybody."

Leading citizens of Saugatuck and Douglas met and formed the Lake Shore Commercial club, with Frank J. Comstock as President. The best citizenship of the twin villages is enlisted in the organization, which will work for improved transportation facilities, better roads, new industrial enterprise, etc.

Prospects are bright for a sugar beet factory at Cheboygan.

Four night schools have been opened at Bay City and cooking and manual training are taught in addition to elementary English branches.

A big sign board erected at Buchanan has involved its owner and the village in a suit, the village claiming the board to be in violation of the village ordinances and of civic decency.

Plans for Battle Creek's new \$150,000 city hall are completed and will be submitted to the council for ratification. The Chamber of Commerce desires to have a rest room for farmers provided in the building. Cadillac has recently provided a rest place, which includes two large rooms, the smaller one being a ladies' rest room, also toilet rooms, a sick room, a nurse-janitress and a janitor. Merchants put in the furnishings and the expense of maintenance is paid for out of a fund provided by the Rest Room Society, each member of which pays a fee of 50 cents a year.

Battle Creek has bought a stone crusher and will build macadam streets next year.

Since the smallpox outbreak at Mason 1,000 persons have been vaccinated and the epidemic is under control.

Charlotte is asking for bids for keeping snow and ice off the sidewalks this winter.

Holland is preparing for its 13th annual poultry show, the dates being December 20-25 inclusive. The Association this year offers six cups valued at \$175, besides \$200 in sweepstake prizes.

After a year's trial Battle Creek pronounces its children's playgrounds a success.

Muskegon has been considering plans for a municipal coal yard, but the letters received from mine operators on the subject are decidedly chilly. The city feels now that it is not in position to supply the public with fuel unless it can obtain funds to buy a coal mine, and even then it would doubtless be necessary to buy a railroad. The head of one concern said: "We are surprised to know that any city would sanction the handling of coal through a municipal yard to the detriment of the legitimate coal dealers who no doubt are taxpayers in your city and have their capital invested in the business. We imagine that should the city start a business under municipal control that would in any way react against the business that anyone of the 800 signers of the petition you mention might be in, that there would be a considerable kick from them, and I hope every producer of coal will take the same action as we are taking and endeavor to protect coal men of your city against such action as you propose to take, which is no more nor less than confiscation of private business."

Flint is working for removal of all wires in the business district to underground conduits and the wire companies have promised co-operation.

The Ekenberg Co. has started a powdered milk factory at Ovid. This is the second plant of the kind in Clinton county, the other being at Elsie.

The Lansing Chamber of Commerce has appointed a committee to endeavor to secure better roads for Ingham county.

Free mail delivery will start in Durand December 1.

Saginaw is taking steps toward a city retail market.

An ordinance governing the drill-

ing for oil or gas within the city limits is being prepared at Saginaw.

Poker and gambling rooms at Adrian are being closed up by the police.

A post card vote is being made by members of the Saginaw Merchants and Manufacturers' Association on the question of going to Saginaw bay for water and so far the majority have voted "yes."

Bay City will add four men to its police force.

The success of public school buildings as social centers is being demonstrated at Flint.

The cabbage crop was big around Jonesville this year, the local kraut factory making up 1800 tons and in addition the carload shipments were sufficient to bring the total up to 2400 tons.

North end residents of Flint threaten to secede and start a little city of their own, alleging unfair treatment.

The Manton Board of Trade is taking steps toward incorporation.

Holland merchants are talking boulevard lights.

Kalamazoo milk dealers have boosted the price of milk to 8 cents per quart, while cream is raised from 7 to 8 cents per half pint.

Almond Griffen.

Doings in the Hoosier State.

Written for the Tradesman.

Mayor Goetz of South Bend has asked the police authorities to put all nickel-in-the-slot machines out of commission. A similar order was given two years ago, which proved effective for a time.

The contract has been awarded to a Chicago firm for construction of the new Pennsy. depot at Ft. Wayne.

An improved street car service is promised at Ft. Wayne. Ten new pay-as-you-enter cars will be added the first of the year.

The Knife and Fork club of South Bend has reached its membership limit of 400 and a waiting list is now provided. At a recent dinner at the Oliver hotel the leading speakers were S. A. Thompson of National waterways fame and Hon. G. Bie Rayndal, U. S. Council General to Turkey.

This year's fair at Ft. Wayne was not a financial success and although two of the principal stockholders are convinced that the fair will never be a success without the bar privilege and are in favor of disbanding there are other members who have faith in the future of the "dry" fair and will endeavor to keep the organization intact.

The erecting and construction shops of the American Car and Foundry Co., recently destroyed by fire at Terre Haute, will be rebuilt at once on a larger scale. The new building will be 200 x 400 feet and will be under roof in thirty days.

Shuttle train service between South Bend and Goshen, similar to the suburban train service out of Chicago, was inaugurated November 24 on the Lake Shore road, to compete with the electric interurban service. The twenty-seven miles will be covered in fifty minutes.

The Universal Wheel Co. a new

concern at Ft. Wayne, has purchased a five-acre site for a factory in the rolling mills district and will erect five buildings, employing about 1,000 men.

Governor-elect Ralston will have 154 appointments to office to make during his four-year term, and to date he has made only one of them, that of B. B. Johnson of Richmond as his private secretary. Of the fifty appointments to be made during his first year all but six will likely be Democrats, while the others may be Progressives or Republicans to fill vacancies on non-partisan boards of State institutions.

The City Council of Elkhart has named a Public Utilities Commission, made up of the Mayor, city attorney and three councilmen. One of its jobs will be to probe the alleged coal trust in the city and another will be to devise a way in which the city may take over the local gas, electric and water companies now owned by private corporations.

The Indiana Better Roads convention will be held in Indianapolis December 11-13, with many experts on the programme. The exhibit to be made in connection will be an interesting feature, including a display by the United States Government and another by the Purdue University.

Almond Griffen.

Mountain Changes Its Height.

The discovery that the Eiffel tower in Paris varies in height according to the temperature of the air elicits a still more remarkable piece of information of the same sort. It appears that Mount Everest, still believed to be the highest mountain in the world, varies in altitude from time to time as much as 800 feet. During the daytime the snows will often melt to that extent on the summit of the mountain between sunrise and sunset. On the other hand, often between sunset and sunrise, the mountain will regain 300 feet in a single night. Therefore the figure gives in the geographies of 29,000 feet for Everest's altitude is a mere rough average. Col. Burrard, who has made a study of the subject, says that the officers of the Indian survey place the mountain somewhere between 28,700 and 29,150 feet in height, and decline to guess any closer.

Butter, Eggs, Poultry, Beans and Potatoes, at Buffalo.

Buffalo, Nov. 27—Creamery butter, fresh, 30@36c; dairy, 25@32c; poor to good, all kinds, 20@24c.

Cheese—Fancy, 17@17½c; choice, 16½c; poor to common, 10@15c.

Eggs—Choice, fresh, candled, 32@38c; cold storage, candled 23@24c.

Poultry (live)—Turkeys, 20c; cox, 10@11c; fowls, 11@14; springs, 12@15c; ducks, 16@17c; geese, 15@16c. Poultry dressed, turkeys, 20@25c; ducks, 20@21c; geese, 15@16c; clux, 13@17c; fowl, 13@15c.

Beans—Red kidney, \$2.50; white kidney, new \$3; medium, new \$2.60; narrow, new \$3; pea, new \$2.60.

Potatoes—60@65c per bu.

Rea & Witzig.

Sarcasm is the sour milk of human kindness.

One For Every Grocer



\$20
No. 216
Detail Adder



\$50
No. 333
Total Adder



\$100
No. 416
Total Adder, Sales-Strip
Printer



\$250
No. 452
Total Adder, Receipt and Sales-Strip
Printer



\$380
No. 542
Total Adder, Receipt and Sales-Strip
Printer with Separate Depart-
ments or Clerk's Adding
Wheels.

NO MATTER how large or how small your business is, there is a sort and size of National Cash Register built to serve your particular requirements.

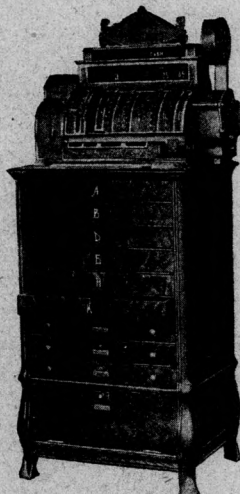
The one for your business will save you money, pay for itself out of part of the money that it saves and insure you more profit.

It will encourage clerks to sell more goods, prevent misunderstandings, and benefit customers.

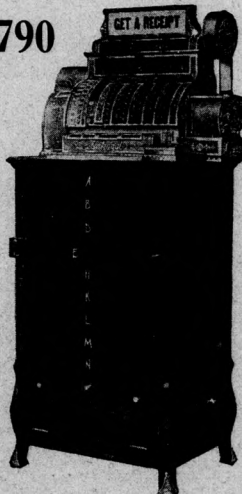
The prices range from \$20 to \$790.

Tell us how many clerks you employ, and we will furnish you with complete information regarding a register built to meet the particular needs of your store.

The National Cash Register Company
Dayton, Ohio



\$520
No. 562-6
Total Adder, Receipt and Sales-Strip
Printer with Separate Counters
and Drawers for Six
Clerks



\$790
No. 598G-EL-9
Counters and Drawers for Nine
Clerks, Electrically Oper-
ated and Illuminated.



\$35
No. 313
Total Adder



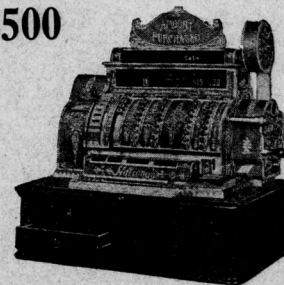
\$75
No. 337
Total Adder



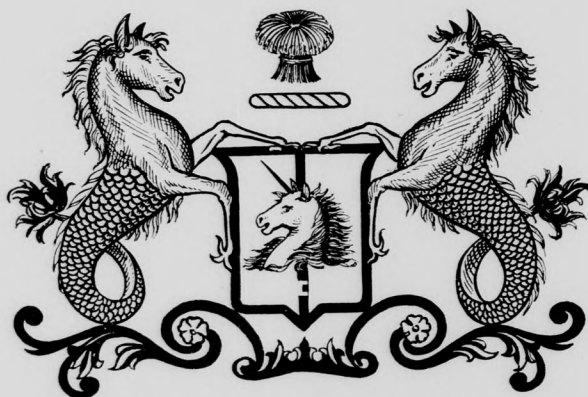
\$40
No. 1022
Drawer Operated



\$150
No. 143
Sales-Strip Printer
For Cashiers.



\$500
No. 572-4
Total Adder, Receipt and Sales-Strip
Printer with Separate Counters
and Drawers for Each
Clerk.



**RENOWNED FOR
FIT AND WEAR**

THE above Trade Mark is recognized throughout Michigan as standing for the best quality in Overalls, Workshirts and Cotton Pants, and if you are not already handling our line, you should not delay a minute, but send for a trial order at once and note how quickly your customers will recognize the superiority of these garments, and the insistent demands which you will have for work clothes whose tickets bear the Ideal Trade Mark will soon convince you that we are not making any false statement when we say that our garments give the most satisfactory service of any that are manufactured to-day.

SAMPLES SENT PREPAID

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