

THE MAN WHO WON

He kept his soul unspotted and he kept upon his way,
And he tried to do some service for God's people day by day;
He had time to cheer the doubter who complained that hope was dead;
He had time to help the cripple when the way was rough ahead;
He had time to guard the orphan and, one day, well satisfied
With the talents God had given him, he closed his eyes and died.

He had time to see the beauty that the Lord had spread around,
He had time to hear the music in the shells the children found;
He had time to keep repeating, as he bravely worked away,
"It is splendid to be living in the splendid world to-day!"
But the crowds—the crowds that hurry after golden prizes—said
That he never had succeeded, when the clods lay o'er his head—
He had dreamed—"He was a failure," they compassionately sighed,
For the man had little money in his pockets when he died.



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.

Judson Grocer Company

THE history of Sugar is a romance. It is as
old as civilization. More than three cen-
turies before the Christian era REEDS were dis-
covered in India that YIELDED HONEY WITH-
OUT BEES. To-day the people of the United
States consume more than THREE MILLION
TONS annually. Pure Sugar is rich in food-
value. Pure Sugar is the most economical food.
We sell only Pure Sugar.

THE SUGAR HOUSE

Judson Grocer Company
Grand Rapids, Michigan

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo

There OUGHT to be a
Special Christmas rush for

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

There certainly WILL be
if you'll only set things
a-moving in the right way.

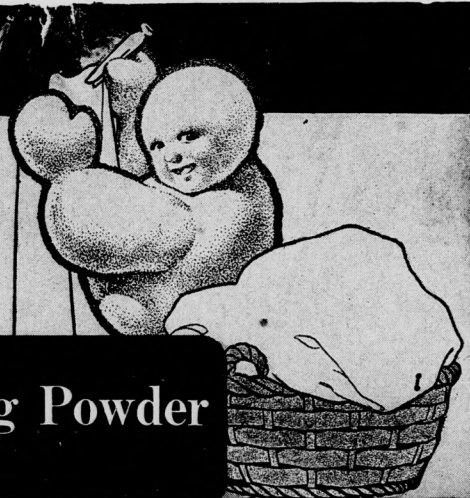
JUDSON GROCER COMPANY
DISTRIBUTORS
GRAND RAPIDS, MICH.

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, DECEMBER 11, 1912

Number 1525

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Will Use Jersey and Bushel Baskets Only.

Buffalo, Dec. 10.—We enclose you a letter showing what our people are doing in regard to the handling of fruit next season. It will mean a decided improvement in every way and result in a saving of thousands of dollars damages, etc. The growers seem to want the same thing and it will go through all right. Rea & Witzig.

The action above referred to is thus described in a circular sent out by the Buffalo Produce Exchange:

Buffalo, Dec. 10.—At a joint meeting of railroad officials, basket manufacturers and the wholesale produce dealers of Buffalo, held in the Buffalo Produce Exchange Rooms, November 19, it was the unanimous opinion that next season's crop of peaches and other small fruits should be marketed in wooden covered baskets.

There is no doubt that peaches shipped in the Jersey and bushel baskets would arrive here in much better condition, and would be more acceptable to the Buffalo and out of town buyers than when packed in the old style, high hat baskets.

As it is impossible for the Buffalo trade to consume all the peaches that are sent here and, as a number of railroad and express companies have refused to ship peaches unless covered with wooden covers, we hope the use of the Jersey and bushel baskets will become general, resulting in a general great advantage to growers, shippers, and dealers, thereby enabling them to ship their fruit to any market they prefer, or sell to buyers from any section.

The small amount of space occupied by the wooden covered baskets, as compared with the netting covered baskets, will be of great benefit to all, as the grower and dealer can handle them at less expense and labor, also saving the expense of racking cars when shipping.

The produce dealers can put a much greater quantity of fruit in the same

space without creating the impression of a glutted market, for the same supply of peaches in the wooden covered packages, presents the appearance of lighter receipts and tends to create a firmer feeling, and therefore, better prices; and it is our belief that the growers will be able to obtain much more for their fruit than when packed in the old way.

The new law that becomes operative June 1, 1913, requires all small fruits to be packed in standard packages—bushels, half-bushels, pecks and half-pecks. Other packages cannot be used under the new law, unless each package is plainly marked in two inch letters, showing the exact number of quarts contained.

We believe that now is the proper time to make the change, as growers are all out of baskets, and can order their baskets early, and know just what is required, and know that he will have the same package as his neighbor.

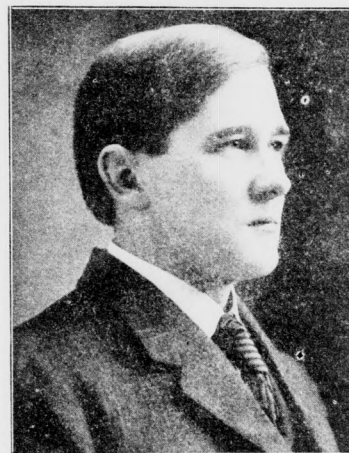
Death of H. A. Hudson.

Horace A. Hudson, of this city, died at his late residence, 934 Dunham street, December 10, at the age of 63 years, 1 month and 22 days, having been born October 18, 1849, at Fillmore, Michigan. Mr. Hudson had been in the cigar business many years, having last been a salesman for the G. J. Johnson Cigar Co. He had been a resident of this city for twenty-seven years. He is survived by a widow, an aged father, Homer E. Hudson, whose home is with the family, one sister, Mrs. A. A. Pompe, of Vancouver, Washington; two brothers, Frank H. and E. E. Hudson, of Belding, and two sons, Lloyd V. and Homer S., of this city. Mr. Hudson commenced life as a school teacher after graduating from Kalamazoo College. He was married to Miss Nellie L. Purdy, November 19, 1872, at Kalamazoo. He engaged in the mercantile business at Hudsonville in May, 1872, continuing for eight years, during which time he was the first station agent in that town, which was named after the Hudson family. He was with the I. M. Clark Grocery Co. fifteen years, followed by employment with the Lorillard Tobacco Co., of Jersey City, then with the Jas. G. Butler Tobacco Co., of St. Louis. On the consolidation of that house with the American Tobacco Co., he remained with the latter until four years ago. After one year's vacation the remainder of his employment was with the G. J. Johnson Cigar Co. The funeral will be held at the late residence, 934 Dunham street, Thursday, December 12. Interment will be in North Oak Hills.

REPRESENTATIVE RETAILERS.

Edward J. Carroll, General Dealer at Manton.

Edward J. Carroll was ushered into this life February 5, 1878, in Genesee county, N. Y. He was brought to Michigan and Wexford county in 1882, his parents settling on what is now the Charles Gilbert farm in west Cedar Creek. Five years later a tract of land was purchased on section seven Cedar Creek, when the process of hewing out a home in the unbroken forest began and is known now as the old Carroll home. In this work E. J. did his full share and grew to manhood from slender youth, attending school in district No. 1, when summer work was done and the much needed respite came. He was one of the boys who plan while they work and this marked a line that lead to future success. At the age of 15



Edward J. Carroll.

years the commercial desire came upon him and he entered the store of C. B. Bailey in Manton as a salesman, but soon returned to farm work, being employed by James Brown for two years. The commercial desire returned and he went to Bellaire as salesman in the general store of Miller Brothers. September 1, 1897, he went to Central Lake and engaged in the general store of H. C. McFarlan, a former and pioneer merchant of Manton. There he remained two years and seven months, changing then to the store of Hirschman where he remained until returning to Manton in 1901. He then took a position as salesman in the general store of R. C. Ballard, in the same building where he had sold merchandise for Mr. Bailey. After one and a half years there, his plans matured and on March 1, 1904, he engaged in the grocery business on his own account in the opera house building, his present business place. For five years, from 1900 to 1905, he was sorely af-

licted with failing health but kept bravely on until vigorous health came to him, and to-day there is hardly a man with a deeper bloom of health or a more joyous and buoyant disposition than Mr. Carroll. In his early business as trade increased his stock was added to until now he looks down the long room from his desk upon a full line of general merchandise as clean and neat as industrious hands can make them, all superintended and much of it handled by Mr. Carroll himself. July 25, 1900, while a salesman, Mr. Carroll married Miss Mildred, daughter of Dr. E. and Mrs. Morgan, and they reside in one of the best and prettiest homes in Manton, purchased by them two years ago. Two sons, 8 and 4 years old bubbling over with rich red blood and mischievousness hasten the foot steps of the father from his business to the home when the close of business hours comes.

Mr. Carroll has been averse to accepting public office, but finally succumbed and is now a member of the Common Council and Township Treasurer. The cares of a large and constantly growing merchandise business and local public offices rest lightly on the broad shoulders of Mr. Carroll and he finds ample time to enjoy many hours with his wife and boys at his handsome home and with his friends on the streams, sharing the speckled trout, and many are the friends who have enjoyed Mr. Carroll's hospitality in runs to the streams and a day's wholesome outing.

Houghton—Walter S. Prickett, the Sidnaw lumberman and landowner, has sold 18,000 acres of land along the Sturgeon River south of Houghton to the Sturgeon River Land & Improvement Co., composed of New York capitalists. It is understood the cash consideration was \$3,000,000 and that the purchase will develop a 2,000-horsepower electric plant with an additional outlay of \$1,000,000. The purpose is to supply cheap electric power to the Calumet & Hecla Co. at Calumet. Two immense dams will be built 20 miles apart, the upper having a 220-foot head and the lower a 190-foot head of water. It is understood work on the plants will begin at once.

Detroit—The Americus Products Manufacturing Co. has engaged in business to manufacture and sell cleaners and other similar products, with an authorized capital stock of \$2,500, of which \$1,250 has been subscribed and \$1,000 paid in property.

A. G. Erickson, baker at 134 Division avenue, South, has added a line of groceries. The stock was furnished by Dooge-Rademaker Grocer Co.

NEW YORK MARKET.

Special Features in the Grocery and Produce Market.

Special Correspondence.

New York, Dec. 9.—Same old story as to spot coffee—nothing doing beyond the usual daily requirements. Trade is disappointing. All hands hoped there would be a brisk business, but unless something happens December will not go out with a record as to the sale of coffee. It is thought that stocks in the country must be rather meager and this leads to the hope that we shall soon see a turn for the better. At the close Rio No. 7 is worth 14 $\frac{1}{8}$ @14 $\frac{1}{4}$ c and Santos 3s 16 $\frac{1}{2}$ @16 $\frac{3}{4}$ c. In store and afloat there are 2,490,756 bags, against 2,381,224 bags at the same time last year. Small orders make up the record of the week for mild grades. Good Cucuta is quoted at 16@16 $\frac{1}{2}$ c.

Formosa and Japan black teas have moved out fairly well, while other varieties show only the usual everyday demand. There is a better feeling pervading the trade, and as soon as the holiday trade is over it is thought that tea will "come unto its own."

With two big refineries shut down until some time in January, the stocks of sugar are running somewhat moderate. Lower quotations are confidently looked for by the turn of the year when Cuba will begin making shipments. The crop of the island is now estimated at 2,328,000 tons. Quotations on granulated is unchanged—4.90c.

The rice market is in a fairly active and satisfactory condition for the time of year. Prices are firm and on some grades at primary points there is a slight advance. However, here the same range of values is continued—prime to choice, 5 $\frac{3}{8}$ @5 $\frac{1}{2}$ c.

Spices have been doing fairly well and quotations remain without noticeable change. Singapore black pepper, 11 $\frac{1}{4}$ @11 $\frac{3}{8}$ c; white, 18 $\frac{1}{8}$ @18 $\frac{1}{4}$ c.

Molasses had a satisfactory week except at the end, when the business was simply routine. Would-be buyers seem to think the range most too high and are looking or hoping for concession. Good to prime centrifugal, 30@40c. Syrups are quiet and unchanged.

Dollar tomatoes, which it was confidently predicted some time ago would be "in sight" about this time, do not seem to materialize. In fact, the advance is a decline. Although sellers maintain that 82 $\frac{1}{2}$ @85c is "about right," is said that not a few sales have been made at 77 $\frac{1}{2}$ c and some even at 75c. Probably 80c for strictly standard goods would not be far out of the way.

If corn of desirable quality can be picked up at 50c it is quite sure to find a buyer. The supply is not large at this figure. Fancy stock is firm and in light demand. String beans, peas, beets—in fact, almost the whole line of vegetables—are meeting with pretty good call and canners will take a new lease of life if matters continue to improve.

The better grades of butter reached a point where it seemed impossible

to maintain them and, accordingly, a slight decline has set in. Creamery specials, 37 $\frac{1}{2}$ @38c; firsts, 34@36 $\frac{1}{2}$ c; seconds, 30@33c; held stock, 32 $\frac{1}{2}$ @34c; process, 27@28c; factory, 23@24c.

Cheese is firm and quotations are unchanged—17 $\frac{3}{4}$ @18c for whole milk. Lower grades are slightly easier.

Eggs are lower, owing to liberal receipts. Fresh-gathered extras, 36@38c; extra firsts, 33@34c; held stock, 25@27c. There are some grades, of course, which exceed the above outside quotations and possibly 40c might be paid for very choice white Western. The cold wave which has just arrived may cause some diminution of supplies and consequent advance.

Honks From Auto City Council.

Lansing, Dec. 9.—Brother A. E. Krats, local sales manager for the Aultman & Taylor Machinery Co., left this morning for a business conference with his home office at Mansfield, Ohio.

We are pleased to announce that Bro. L. J. Collard, with the Perry Barker Candy Co. is out again and hustling for business. A troublesome molar caused his face to resemble the advertisement for Dent's toothache gum for several days last week.

Mrs. James F. Hammell has practically recovered from her recent illness and is now able to resume her Christmas shopping.

Several of our counselors are criticizing the Comstock Hotel, at Hudson, because of certain insanitary conditions which could easily be corrected.

Brother John Himmelberger will again represent the Michigan Knitting Co. after January 1.

The Fochler House, at Middleton, which was closed for some time, on account of scarlet fever, has been open to the public since last Monday. This is one of the small town hotels in Michigan which provides individual towels, clean beds and well cooked meals.

The next of the series of parties being given by our Council this winter will occur Dec. 28 and the annual party and banquet will be held January 25. These parties are rapidly increasing in popularity and the annual promises to eclipse anything in the entertainment line ever given by Auto City Council. Those who have not purchased season tickets, but are intending to be with us at this banquet are earnestly requested to secure their tickets as early as possible. By doing so they will materially aid the committee. It is almost necessary that they know about how many will be present in order to make proper arrangements. Brother Stuart Harrison is chairman of this committee and his associates are Brothers Hastings, Riordan, Raymond, Brandimore, Kinney, Tooley, Jury and LaDue.

Several of our counselors report that the Burk Hotel, at Lake Odessa, is now furnishing individual towels, but some improvement might be made in the sanitary condition of the toilet room.

We propose, from now on, to report hotel-conditions in this column

just as often as it seems necessary, unless checked by Mr. Stowe. Those who are trying to give the boys a square deal will be complimented, but criticism will be made carefully and with the advice of responsible members of our Council.

We notice favorable comment concerning Grand Counselor Adams offering a silk flag to the council securing the largest percentage of increase in membership during the coming year. Upon his official visit here, he said he hoped Auto City Council would win it and while visiting Kalamazoo Council, Nov. 9, we heard him hope right out loud that they would win it. No doubt he has hoped the same thing for Battle Creek Council and, perhaps, for every council in the State. If hopes will win it, it will surely be won.

Those of our counselors who find it necessary to do considerable driving, in order to secure enough business to satisfy their sales managers, are rapidly becoming enthusiastic advocates of the good roads system. Bro. L. L. Colton says one day last week it required seven hours to cover the distance between Middleton and Maple Rapids and yet his expense account indicates that he paid for a good livery.

The yearly report of Brother E. H. Simpkins, our representative in the Lansing Chamber of Commerce, as given in our last regular meeting, proved very interesting and was enthusiastically received. Bro. Simpkins was given a rising vote of thanks and promptly elected to continue in the capacity for another year. He has served very efficiently in that body as chairman of the Committee on Transportation and it is largely through the efforts of this Committee that new, large and up-to-date freight houses have been erected in our city by both the Grand Trunk and Michigan Central Railroads and a commodious addition and other much needed improvements made to the Lake Shore freight house and passenger station.

Brother P. G. Plummer, has leased his new three-story brick building, containing 24,000 square feet of floor space, for a term of three years, with the privilege of five, to the Emerson-Brantingham Implement Co., which will take possession January 1, moving from their present quarters on Grand avenue, South. The above named company will then carry at Lansing its full line, consisting of buggies, farm implements, gas tractors and threshing machines.

H. D. Bullen.

[Mr. Bullen need have no fear that the Tradesman will eliminate or qualify any reference he may make to insanitary conditions at hotels or other abuses and annoyances to which traveling men are subjected. The Tradesman believes that many reforms can be brought about by publicity. Sometimes facts and figures, plainly stated, will secure desired results. Sometimes ridicule has to be called into play to secure concessions. Sometimes legislation has to be resorted to. The Tradesman believes in mild measure, to begin with, increasing in force and severity if the offender is stubborn.

Few men can stand up under ridicule, because it is a weapon which cannot be refuted or answered. Because of this, ridicule should be resorted to only when all other arguments fail. The Tradesman has never had a more trustworthy corps of correspondents than now and places absolute confidence in their integrity and good judgment. It does not believe that any of them would willingly state untruth or permit themselves to be influenced by prejudice—Editor Tradesman.]

Progress in Hotel Sanitation Legislation.

Lansing, Dec. 10.—I read with great pleasure John A. Hach's communication in your paper. I wish there were more Stowes to hatch more Haches.

The railway and depot sanitation question is in a promising condition. As regards their cleaning up and regulations in sanitation, the U. C. T. and K. of G. are helping tremendously. The managers of railway companies seemingly desire to co-operate in the work of sanitation. The trouble in many instances at depots arises through the shiftlessness of the man on the job. This the managers realize and are trying earnestly to remedy.

The work in hotel sanitation is progressing very rapidly under the auspices of our commercial travelers. In fact, hotel, school and home sanitation sentiment is being created all over the State. The newspapers in a great many localities are taking up the question and rendering very valuable service; also the women's clubs, granges and certain churches are helping us in the work of sanitation.

I thank the Tradesman very much for its consistent help.

D. E. McClure,

Ass't Sec'y State Bd. of Health.

Coldwater, Dec. 10.—At the meeting held at Battle Creek on November 30 in the interest of proposed legislation in hotel sanitation, the matter was thoroughly discussed and, while there was some definite action taken, the bill is not wholly completed and will not be for several days. However, there will be a general conference on the subject within the next ten days and, as soon as same is held, I will see to it that you get a copy of the first draft agreed upon by the friends of the measure.

You must pardon my apparent indifference with regard to items for your journal, but the fact is that between my business and my position on the Legislative Committee, it has given me little time for anything on the side. However, I have completed my business for the year and hope to have legislative matters cleared up by the first of the year, so that I may be in a position to let you hear from me occasionally.

John A. Hach, Jr.

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.

Kelsey, Brewer & Company as Syndicate Managers

OFFER SUBJECT TO ALLOTMENT A NEW ISSUE OF

American Public Utilities Company

\$2,200,000 Six Per Cent. Cumulative Preferred Stock

and

\$770,000 Common Stock

in "Blocks" of

\$1000 par value Preferred Stock } For \$1,000
 \$ 350 par value Common Stock }

or fractional parts thereof on same basis

The stock now offered for sale is issued for the acquisition of certain securities of new properties in Indianapolis, Indiana, and LaCrosse, Wis., and to provide additional capital.

ORGANIZATION

THE AMERICAN PUBLIC UTILITIES COMPANY, through stock ownership, will control the following properties:

- *Merchants Public Utilities Co., Indianapolis, Indiana.
- *Peoples Light & Heat Co., Indianapolis, Ind.
- Elkhart Gas & Fuel Co., Elkhart, Ind.
- Valparaiso Lighting Co., Valparaiso, Ind.
- Utah Gas & Coke Co., Salt Lake City, Utah.
- Boise Gas Light & Coke Co., Boise, Idaho.
- *Properties acquired at this time.
- Winona Gas Light & Coke Co., Winona, Minnesota.
- Minnesota-Wisconsin Power Corporation.
- *LaCrosse Gas & Electric Co., LaCrosse, Wis.
- Albion Gas Light Co., Albion, Mich.
- Holland City Gas Co., Holland, Mich.
- Jackson Light & Traction Co., Jackson, Miss.

The United States Census for 1910 shows a total population in the cities served by American Public Utilities Company of 471,451 against 332,929 for the year 1900. This is an increase of 41%.

CAPITALIZATION

	Outstanding	Authorized
Bonds, Thirty-year 5% Collateral Trust.....	\$ 839,000	\$20,000,000
Preferred Stock, 6 per cent. Cumulative.....	3,914,000	20,000,000
Common Stock	2,995,000	20,000,000

cent. per annum is paid. In addition to the cash dividends upon the stock now issued, stockholders will participate in any profits from the acquisition of new properties and such profits may, in the judgment of the Board of Directors, be in the form of stock dividends.

EARNINGS

A conservative estimate, based upon previous earnings and upon a thorough knowledge of the communities served and the operating conditions under which the service is rendered, indicates the following earnings for the ensuing year:

Gross Earnings of all Properties	\$2,192,453.31
Operating Expenses, Including Taxes and Insurance	\$1,140,075.72
Interest on Underlying Securities	528,475.00
Earnings Accruing to American Public Utilities Co.	523,902.69
Earnings Derived from Working Capital	48,000.00
Gross Earnings American Public Utilities Co.	571,902.59
Deduct Interest on \$839,000 Collateral Trust Bonds	41,950.00
	529,952.59
Deduct 6 per cent. Dividend on Preferred Stock	234,840.00
Earnings on Common Stock less \$75,000 thereof held by Trustee for future Corporate Purposes	295,112.59
Per cent. Earnings on Common Stock	10.1%

The net earnings accruing to the American Public Utilities Company are 2 1/4 times the amount required to pay 6 per cent. upon the preferred stock of the company.

PREFERRED STOCK

The preferred stock is cumulative, will pay 6 per cent. dividend from date of issue and will be preferred as to earnings and assets. Dividends will be payable quarterly. This stock may be redeemed on any dividend date at 105 plus accrued dividends.

COMMON STOCK

The common stock will pay 2 per cent. per annum, in quarterly installments, from date of issue. It is believed the Company will be able to increase the dividend on the common stock one per cent. each year thereafter until at least 6 per

MARKET

The securities of the AMERICAN PUBLIC UTILITIES COMPANY enjoy a very wide market, being listed on the stock exchanges of Columbus, Cleveland, Louisville and Detroit. They also have a ready trading market in New York, Boston, Chicago, Grand Rapids, Providence, St. Paul.

Application will be made to list the securities on other exchanges.

MANAGEMENT

The Company is under the active management of Messrs. Kelsey, Brewer & Co., Engineers and Operators of Public Utility Properties of Grand Rapids, Michigan.

All legal matters under the direction of Pam & Hurd, Attorneys, Chicago, Ill.

TERMS OF PAYMENT

Subscribers so desiring may pay 50 per cent. of subscription at the time of allotment and the remaining 50 per cent. January 10, 1913.

Where payment is deferred to January 10, 1913, the preferred stock will be issued to the nearest even share as payments are made and the common stock will be delivered when subscription is fully paid. Six per cent. interest will be charged on deferred payments and dividends will accrue on preferred and common stock from date of allotment.

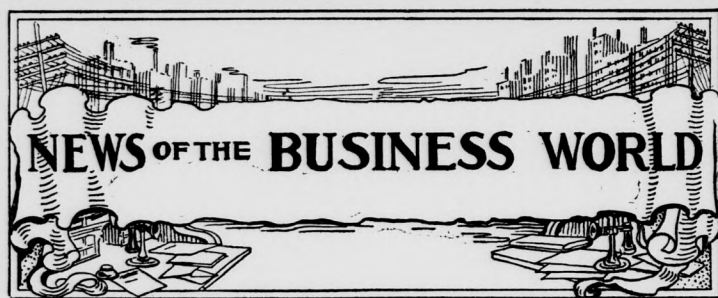
THIS OFFERING WILL OPEN ON DECEMBER 5, 1912, AND CLOSE AT NOON DECEMBER 16, 1912. The underwriters reserve the right to allot subscriptions.

Subscriptions may be sent through your banker, or broker or direct to our office; all orders may be telegraphed at our expense.

Howe, Corrigan & Co.

KELSEY, BREWER & COMPANY
 GRAND RAPIDS, MICH.

C. F. Hilliker & Co.



Movements of Merchants.

Otsego—O. Ring has opened a grocery store here.

Mt. Pleasant—Jesse Struble has opened a meat market here.

Alma—Fred A. Slater will open a men's furnishing store here.

Charlesworth—Robert Cockroff has engaged in general trade here.

Allegan—H. G. Hicks succeeds M. R. Armstrong in the harness business.

Mancelona—A. W. Canady has opened a meat market in the Irwin building.

Jackson—Roy Larkin has opened a cigar store and news stand in the Dwight building.

Saginaw—The Saginaw Grain Co. has increased its capital stock from \$17,000 to \$30,000.

Fremont—C. J. Gingrich & Sons have engaged in the meat business in the Badger building.

Wayland—Miss Kate Johnson, recently of Hastings, succeeds Miss Coffman in the millinery business.

East Jordan—Louis Gass and Alison Pinney have formed a copartnership and engaged in the meat business here.

East Jordan—James Payne has sold his stock of second-hand goods to Elmer Porter, who has taken possession.

Harbor Springs—D. H. Redmond has sold his clothing stock to W. A. Gibson, who will continue the business.

Marquette—S. B. Jones, Sr., has opened a drug store in the Bittner block, corner Third street and Baraga avenue.

Wacousta—Garlock & Rice have engaged in trade here, carrying a stock of general merchandise, groceries and hardware.

Lakeview—Solomon Gittleman is closing out his stock of dry goods, clothing and shoes and will retire from business.

Coopersville—Dr. L. D. Mills has sold his drug stock to W. H. Morse, who will continue the business at the same location.

Lansing—C. E. Larrabee has sold his stock of meats to Herman Rowley, recently of Williamston, who will continue the business.

Glengarry—C. C. Pierce has sold his stock of groceries to Sturtevant & Noud, who will consolidate it with their general stock.

Adrian—W. A. Lowe has sold his interest in the Claude & Lowe hardware stock to S. E. Hendershott, who has taken possession.

Fairgrove—F. E. Stone has sold his drug store and stock to J. S. Wyllie and W. J. McLuney. Ralston Wyllie will be placed in charge.

Marquette—Joseph Zalk, dealer in dry goods, furniture and hardware, will open a branch store at the corner of Center and Presque Isle avenue.

Essexville—A new bank has been organized under the style of the State Savings Bank of Essexville, with an authorized capital stock of \$20,000.

Thompsonville—E. R. Grant has sold his stock of jewelry to David Stever, under whose management the store has been for the past six months.

Shelby—George and Freeman Wheeler have formed a copartnership under the style of Wheeler Bros. and engaged in the produce business here.

Monroe—Jacob Mohr, 73 years old for thirty-eight years engaged in the grocery business in this city, died Tuesday from complications of troubles.

Charlotte—The drug store building, occupied by James H. Bryan, is being extensively renovated, which will entirely change the appearance of the old familiar landmark.

St. Johns—William Mulder, who has conducted a grocery store here for the past six years, died at his home, December 5, after a ten day illness from appendicitis.

Detroit—Leo Siess and Robert Robinson have formed a copartnership and engaged in the shoe business at 487 Grand River avenue under the style of the Family Shoe Store.

Freeport—P. M. Blake & Son, recently engaged in the produce business at Hastings, have purchased the C. J. Ryker & Co. stock of general merchandise and will continue the business.

Durand—J. J. Scribner has sold his stock of boots and shoes to J. S. Geaghan and R. J. Chick, who have formed a copartnership and will continue the business under the style of Geaghan & Chick.

Marquette—The Stafford Drug Co. will re-open its store in the Vierling block in sixty days. Business will be continued in the Front and Washington store, which will be known as the People's drug store.

Detroit—C. H. Deane, plumber, has merged his business into a stock company under the style of the C. H. Deane Co., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Saginaw—Burglars entered the drug store of H. C. Catterfield on Lapeer street Sunday night, stealing \$20 from the cash register. Entrance was made through a transom. Several articles of merchandise were included in the raid. This store has been robbed many times under both the present and the former owner.

Alma—E. A. Lindner, who has conducted a shoe repair shop here for the past seventeen years, has added a line of boots and shoes to his equipment and will conduct a shoe store in connection with his repair work.

Levering—The Joscelyn Co. has sold its stock of general merchandise to Frank Smith and Fred Page, who have formed a copartnership under the style of Smith & Page and will continue the business at the same location.

Grand Ledge—The Davis drug store, which was closed for some time after the death of the late proprietor, W. E. Davis, was recently opened by the deceased's father, W. A. Davis, who has secured a relief man to conduct the business.

Zutphen—A. H. Bosch, dealer in general merchandise, has traded his store building and stock to William Goorman, of Borculo, for his 100 acre farm. Mr. Goorman has taken possession and will continue the business at the same location.

Ishpeming—The Boston Store, which opened for business less than a month ago, has been closed by the creditors of L. Densinger, who is said to own the stock, though the business was conducted in the name of his brother-in-law, B. Levit. The amount involved is about \$25,000.

Detroit—Andrew R. Cunningham recently celebrated the 23d anniversary of his start in the drug business. He at present enjoys a flourishing business at 14-16 Gratiot avenue. Mr. Cunningham was apprenticed in the old-time "Apothecary Hall," conducted at 26 Michigan avenue by S. F. Frizelle many years ago. He at present conducts two pharmacies, a downtown and an east side establishment.

Detroit—E. B. Gallagher & Co., wholesale baker and dealer in confectionery supplies, has increased its capital stock from \$20,000 to \$50,000.

Saginaw—Local shippers are appealing to the Board of Trade to use its influence to have freight shipping improved on the Detroit & Mackinac and Michigan Central Railroads. The complaints say that it is with much difficulty that any service is given between Saginaw and Bay City, and it is almost impossible to do business on the Detroit & Mackinac north. The Owendale branch of the Michigan Central is also giving trouble.

Bay City—Charles Kelley, Center avenue grocer and butcher, pleaded not guilty in police court Monday to a charge of violating the city ordinance by keeping for sale undrawn poultry. The same day Kelley started suit against Health Officer Goodwin, who made the complaint, and Deputy State Food Inspector Meiselbach. Kelley demanded a jury trial, which was set for December 18. The complaint against Kelley was made last Thursday after the health officer and the State Food Inspector had confiscated four turkeys and three geese at the Kelley store. Undrawn poultry at several other stores about the city were seized the same day.

Manufacturing Matters.

Holly—The Michigan Manufacturing & Lumber Co. will dissolve.

Detroit—The Wayne Soap Co. has increased its capital stock from \$25,000 to \$75,000.

Escanaba—The Learned Cedar Co. has bought the cedar yard and timber of E. C. Norton.

Plymouth—The Plymouth Lumber & Coal Co. has increased its capital stock from \$10,000 to \$20,000.

Kalamazoo—The Kalamazoo Sanitary Package Co. is erecting a factory at the corner of Parsons street.

Otsego—Tiefenthal & Rhyhart have opened a bakery here, with a capacity of 204 loaves of bread per day.

Holland—The Cappon & Bertsch Leather Co. is making extensive additions to its tannery. The plant will be used for the manufacture of sole leather.

Lansing—The W. H. Earle Cheese Co. has been organized with an authorized capital stock of \$10,000, of which \$8,000 has been subscribed and paid in in property.

Detroit—The Dresden Brick Co. has been organized with an authorized capital stock of \$20,000, of which \$14,500 has been subscribed, \$2,500 being paid in in cash and \$12,000 in property.

Detroit—A new company has been organized under the style of the National Tent & Awning Co., with an authorized capital stock of \$9,000, of which \$4,500 has been subscribed and paid in in cash.

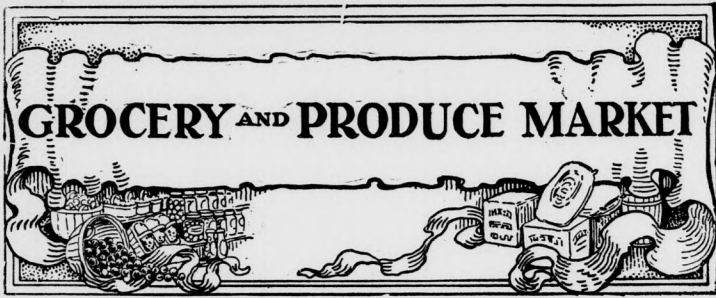
Muskegon—The American Enamelled Magnet Wire Co. has been organized with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$1,500 paid in in cash and \$7,500 in property.

Detroit—The Perfect Specialty Co. has been incorporated to manufacture and sell metal novelties and specialties, with an authorized capitalization of \$5,000, which has been subscribed, \$20 being paid in in cash and \$4,980 in property.

Detroit—C. K. Chapin, recently of Lansing, and Walter H. Jennings have purchased the Murchey Machine & Tool Co. equipment and incorporated with a capital stock of \$40,000. The company will manufacture pipe-threading machinery.

Detroit—The Superior Motor Car Co. has merged its business into a stock company under the style of the Superior Motor Co., with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$25,000 paid in in property.

Manistique—The Union Trust Co. of Detroit, has underwritten an issue of \$350,000, 6 per cent serial bonds of the Consolidated Lumber Co. The bonds are secured by a mortgage covering 161,000 acres of timberland in Schoolcraft county, 147 two-story frame houses at Mahistique, and a sawmill and other property in this city, the whole valued at \$2,000,000. The bonds are exempt from taxes in Michigan and are issued to provide funds for expanding the business and purchase several lumber companies which will be added to the consolidation.



The Produce Market.

Apples—Wolf River and Baldwins command \$2.75 per bbl. Spys and Snows fetch \$3@3.50 per bbl.

Bananas—\$3.75 per 100 lbs.

Beets—60c per bu.

Butter—The market on creamery has declined to 36c in tubs, 37c in cartons and 35c in storage cartons. The demand will probably continue active until after the holidays, after which trade will fall off and prices will probably decline still farther. Local dealers pay 25c for No. 1 dairy grades and 20c 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—Late Howes are steady at \$9.75 per bbl.

Eggs—Receipts of fresh eggs have been of sufficient size to almost supply the demand, without drawing on the storage stocks. Reports coming from different sections of the country state that conditions are much the same as those existing here at the present time. As a result, the wholesale paying price of eggs at this market has dropped from 32c to 26c, with indications of still lower prices. Storage eggs have dropped to 23c, with every indication of going much lower soon. According to the warehouse men's association there are 1,670,355 cases of eggs now in storage, 341,374 more than last year. A large proportion are held by speculators who borrowed money to make the purchase last spring.

Grape Fruit—Moving out freely and selling much better in some parts of the country than in past years. Prices are low, the best quality fruit selling at \$4.25 per crate for all sizes.

Grapes—California Emperor, \$3 per keg. Malaga, \$5@6 per keg of 50 to 60 lbs.

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

Lemons—\$6.50 per box for 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 command 40@50c per bu. Country buyers are paying 28@30c.

Oranges—Navel, \$2.75@3; Florida, \$2.75 for small and \$3 for good size.

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

Poultry—Local dealers pay 10c for springs and fowls; 6c for old roosters; 8c for geese; 10c for ducks; 15c for

turkeys. These prices are live-weight. Dressed are 2c higher. The quality of most poultry arriving is very fine.

Squash—\$1.50 per bbl. for Hubbard. Sweet Potatoes—Kiln dried Jerseys, \$5 per bbl.; Delawares in bushel hampers, \$1.50.

Veal—6@10½c according to the quality.

New Officers at the Helm.

Lansing, Dec. 10—The Lansing Retail Grocers and Meat Dealers' Association has elected the following officers:

President—Morris C. Bowditch.

Vice President—Orla H. Bailey.

Secretary—John Affeldt, Jr.

Treasurer—Kirk Van Wickle.

The President will appoint the board of directors at the next meeting.

The proposition of giving a dancing party for the members and clerks was discussed, and a committee appointed to make arrangements.

The employment bureau, which was begun two weeks ago, and which is in charge of the Secretary, is proving a decided success. Already two applications have been made, and it is expected that when it is on a good working basis it will be of great benefit to the members of the Association.

The Bean Market Steadily Declining.

There is little to say about the bean market, other than that beans are steadily declining. The market is dropping from 1@3c per bushel each day. Wholesale grocers are letting their stocks run down for inventory and there will be practically no buying until January 1, and even then the demand will probably be very light. The receipts of foreign beans are very heavy in Eastern markets and in New York City along last week they were around the 15,000 bag mark for white beans. There is very little or no interest shown in Red Kidney, Brown or Swede or Yellow Eye beans with plenty of them to be had at the decline.

E. L. Wellman.

Wm. H. Edgar & Son, the Detroit sugar jobbers, have leased a warehouse here and will solicit the trade of the retail grocer direct, instead of dealing with jobbers, as they have heretofore. They will be represented in this market by L. E. Walsh, who has been connected with the Lemon & Wheeler Company for several years. Mr. Walsh will call on the city trade once a week.

By following his own advice a man may succeed in remaining poor to the end.

The Grocery Market.

Sugar—Refined sugar is unchanged and fairly active for the season. The usual difference between the price of beet and cane has been ten points, but during the past two months the pressure to sell beet sugar has caused a difference of forty points. Quotations are much lower than a year ago and stocks are large, so it would be a hard matter to tell what may happen in the near future.

Tea—There has been very little change in the tea market during the past month. Prices remain firm, especially on first crop Japans, for which there has been a good demand. The exports from Japan to November 1 were 2,674,000 pounds short of last year to same date. Basket fired teas are especially short and an early advance is expected. China Greens hold firm and importers are having trouble on account of large quantities being held up by U. S. Inspectors, owing to the strictness of the Read test of purity. Ceylons are in good demand. There is no change in Formosas. Ceylons and Indias remain firm.

Coffee—All grades of Rio and Santos are ¼@½c cheaper than a week ago. The market has been struck a blow by a combination of circumstances—the war prospects in Europe, the rumors that the valorization coffee is to be sold and so on. Mild coffees are steady and unchanged. Java and Mocha are quiet and unchanged.

Canned Fruits—It is said that offerings of California fruits by first hands are light and Southern packers seem to have but little to sell. Gallon apples are cheap, but the demand is light, which is thought to be due to the fact that green apples are plentiful and selling at very reasonable prices.

Canned Vegetables—The market on tomatoes is hardly as firm as some time ago, but as stocks are small in packers hands, some of the jobbers are of the opinion that they are a good buy at present quotations. Corn is in some demand at unchanged prices. Peas are quiet at ruling prices. String beans and spinach are in fair demand at unchanged prices.

Dried Fruits—The raisin market is firm after the recent advance of ½c. The demand for the holiday trade, has been quite heavy and as prices are still low a heavy consumption is looked for. There has been a slight advance in the price of prunes, thought to be due to the shortage of large sizes, all sizes from 50-60 and up, are selling at premium. There is a fair supply of small sizes, which can be had at market quotations. It is possible that with the price of evaporated apples at the lowest price in years there may be quite an increase shown in the consumption later on during the winter months. Prices are so low now that even with the large crop of the present season it is hardly possible that quotations will be any lower. Fard dates are scarce and there will be no more until the holiday season is about over. Prices have already advanced ¼c and will probably go higher. Other dried fruits are quiet and unchanged.

Syrups and Molasses—No change in

corn syrup. The demand for syrup is dull and will be until colder weather. Sugar syrup is unchanged and dull. Molasses is higher, especially the fancy grades, quotations even in the North being 1½@2c above a week ago.

Spices—Prices are unchanged, but the market is very firm on nearly every line. Reports from primary points are to the effect that stocks are small.

Rice—Prices are unchanged from quotations of some time ago. It is said that the Southern Rice Growers' Association controls the situation in the South and that the mills are paying full prices for rough. Cleaned is also well maintained and some of the mills are said to have turned down all bids which were below the list.

Cheese—The markets are all but lightly supplied with fancy stock. Prices are firm and no radical change is in sight.

Fish—Cod, hake and haddock are quiet on account of the warm weather, but prices are steady to firm. Salmon of all grades is quiet and unchanged. Domestic sardines are steady and in quiet demand. Imported are scarce but unchanged in price. Norwegian brands will probably be higher on account of a combination among the packers to maintain the price. Mackerel is dull and unchanged in price.

Provisions—Smoked meats are firm. Some cuts are ¼@½c higher. Pure and compound lard are firm and unchanged, but with an increase in the consumptive demand. Barrel pork is very scarce and \$1 per barrel higher. Dried beef and canned meats are unchanged and in seasonable demand.

Growth of Sanitary Sentiment in Michigan.

Written for the Tradesman.

There's a shadow on the moon and spots on the sun, but they do pretty well for the business in which they are engaged. The world would perish but for the sun and what would love be without the moon? So long as the "moon rises over the city" or the country, for that matter, there will be very many spoons.

There have been many pessimistic remarks made about the impossibility of railway and depot, hotel and home sanitation, but the good work does go on and public sentiment grows apace for cleanly surroundings and cleaner living. The growth of sanitation is healthy and purposeful. The "spittoon philosopher" and bed bug are on the retreat and the places that know them now will soon know them no more forever.

Railway managers and commercial travelers are co-operating to do away with uncleanly waiting rooms and 1 ungodly outhouses. Landlords are believing and adopting Benj. Franklin's saying, "Cleanliness is next to godliness." Of course, there are still shadows upon the moon and spots upon the sun, but they are growing fewer as "the days are going bye."

We shall meet but we shall miss them
There will be no bed-bugs there,
And the spittoon philosopher
Known only by a vacant chair;
The sweet, clean, homelike hotel
With its girls so bright and spry
As the boys exclaim with rapture
"How is this hotel for high?"

D. E. McClure.



Larger Balances Disclosed by Local Bank Statements.

The bank statements published last week, showing conditions at the close of business Nov. 26, reflect a tight money market. Since the Sept. 4 statements the loans and discounts have expanded \$659,000 and there has been a shrinkage of \$381,000 in the deposits. The percentage of cash and reserve to the total deposits is 21.05 per cent., as compared with 22 per cent. in Sept., 25.3 per cent. in June, 23.5 per cent. in March, 24.6 per cent. in January and 22 per cent. on Dec. 5, a year ago. The percentage now is the smallest it has been in the last five years. In August, 1907, the percentage was down to 18.8. The loans and discounts now are at the highest point they have ever been, showing a gain of approximately \$2,500,000 since a year ago. Of the gain \$1,887,000 has been made in the last six months. Some of this gain can be attributed to the financial operations which have had their headquarters in this city, but the greatest factor has been the enlarged needs of the manufacturers and business men. For several seasons the furniture trade has been off, or at least the conditions have been such as to suggest the need of conservatism, and the manufacturers were conservative accordingly. The past six months has shown something very like a boom in the furniture trade and the manufacturers have been in the market to buy lumber and other materials, and generally have conducted business on a larger scale. The merchants have also been buying more freely, in anticipation of the fall trade. The country banks have been drawing more heavily than usual upon the Grand Rapids banks, presumably for crop moving purposes. The shrinkage in the bank deposits has been \$443,000 since September and is \$636,000 below this time last year. The failure of the peach crop this season made the demands from the up-state banks heavier than usual, as this cut off a large amount of new money which usually comes into the State. The commercial deposits are \$1,254,000 greater than a year ago, but are slightly below the September total. The year has brought a gain of \$1,327,000 in savings and certificates, or a little better than the average of the last two years of \$100,000 a month. Where all the money comes from is something of a mystery, especially when it is taken into consideration the large amounts that go into home buying and building, into the building and loan associations and into investments.

That the past year has been highly satisfactory from the viewpoint of

profits is apparent from the comparative statement of surplus and undivided profits. Not including the Michigan Trust Company, the gain in this fund has been \$325,000, or approximately 10 per cent. on the banking capital. This has been over and above the dividend disbursements, which have averaged around 9 per cent. The gain this year has been the largest for a single year in the history of the city. Last year the gain was only \$48,000, in 1910 it was \$212,000, in 1909 \$100,000 and in 1908 \$200,000. Including the Michigan Trust Company, the gain was \$428,180.52 or about 12 per cent. on the banking capital. The largest gain for the year was made by the Michigan Trust Company, \$103,172.42 or 51.5 per cent. The Grand Rapids Savings added \$62,843.69 to its surplus and profits, or 25.1 per cent., but \$45,000 of this came from the sale of additional stock at double par. The Kent State added \$101,688.20 or 20.1 per cent. The gain of the other banks has been as follows: Old National, 7 per cent.; Grand Rapids National City and its auxiliary, the City Trust and Savings, 5.4 per cent.; Fourth National, 6.2 per cent.; Peoples, 13.1 per cent.; Commercial Savings, 5.9 per cent.; South Grand Rapids, 22.2 per cent. The showing made by the Commercial Savings needs some explanation. The Bank this season added to its real estate holdings at Monroe and Lyon and also purchased a home for its West Side branch at Bridge and Front, and these purchases, with its other holdings, made its real estate investment above the 50 per cent. of capital allowed by the law. To comply with the law, the directors at the last meeting "wrote off" \$15,000 from the real estate account, taking it out of surplus. Even with this cut, the statement shows a substantial gain for the year.

The Old National is now within \$22,000 of being a 100 per cent. bank and the Kent State is within \$79,000 of the same happy level. At the rate of growth the past year both banks ought to strike the double par level before the coming year closes. The Fourth National is also drawing close to the coveted goal. The little bank in the South End, the South Grand Rapids is more than half way to double par and a couple of years more at this year's pace ought to land it. In the matter of dividends the Grand Rapids National City during the year advanced its rate from 8 to 10 per cent., the City Trust and Savings went on a dividend paying basis at the rate of 3 per cent., the Peoples Savings advanced to 12 per cent., with

monthly disbursements of 1 per cent., and in July the Kent State jumped from 8 to 12 per cent. It is probable some of the other banks will change their dividend rates the coming year and the change will be upward.

Following is a comparative state-

Ask for our Coupon Certificates of Deposit
Assets Over Three and One-half Million

GRAND RAPIDS SAVINGS BANK

We recommend
6% Cumulative Preferred Stock
of the

American Public Utilities Company

To net 7½%

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

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

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
7 Million Dollars

3½ Per Cent.

Paid on Certificates

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

The Old National Bank
GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½% if left a year.

2½% Every Six Months

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

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

Grand Rapids is your market place. You buy its furniture, you read its newspapers and deposit in its banks. Buy your Life Insurance there also of

The Preferred Life Insurance Co.

Grand Rapids, Michigan

Wm. A. Watts, Secretary and General Manager

United Light & Railways Co.

6% First Preferred Cum. Stock

Dividends January 1st, April 1st, July 1st, October 1st.

At present market price will yield better than 7%

We recommend the purchase of this attractive public utility preferred stock.

Circular on request

HOWE, CORRIGAN & CO.

Michigan Trust Co. Building
Grand Rapids, Mich.

Conservative Investors Patronize Tradesman Advertisers

ment of the condition of the banks as shown by the recently published statements:

	Nov. 26
Loans and Discounts	22,369,258.58
Bonds and Mortgages	9,099,615.58
Cash and Cash Items	7,106,291.09
Surplus and Profit	2,375,071.36
Commercial Deposits	12,493,291.38
Certificates and Savings	17,499,106.64
Due to banks	3,278,679.66
Total Deposits	33,745,098.46
Per cent Cash and Reserve and Deposits	21.05

mon. The preferred remains at 100 bid.

There was good demand for all securities of the United Light & Railways Co. More stock changed hands in the local market than has been the case for several weeks past. The November statements is being awaited with interest as they are now operating in the best months of the year, and in view of results in the past, the net earnings should show up handsomely.

	Sept. 4	Dec. 5, '11
	21,710,362.31	19,841,557.90
	9,154,722.76	8,812,451.97
	7,466,218.04	6,867,584.05
	2,165,710.36	2,050,063.26
	12,505,984.19	11,239,983.97
	17,369,022.48	16,172,164.97
	3,718,376.62	3,914,404.57
	34,126,152.88	31,331,563.60
	22.00	22.00

Attractive Prices On Conservative Investment Securities.

The week's list shows few changes in prices. In one or two instances there were slight declines in bid price. The inability of buyers of securities to freely borrow money may be assigned as the cause for the temporary quiet. Investors are holding their available funds until the money situation is relieved and they are able to promptly finance their ordinary business needs before investing their surplus. Thus the market affords a number of very attractive prices on some of the conservative investment securities. The banking interests of the country are reporting a gradually improving condition with indications for a return to normal after the first of the year.

During the time the subscriptions are open for the new underwriting of American Public Utilities Co., the two individual securities have been quiet, with very little change in the nominal quotations. Investors are showing keen interest in the new offering and indications are that the issue will be materially oversubscribed. It is quite significant of the improvement in general conditions that the largest part of the subscriptions has been received from the Eastern markets.

American Light & Traction Co. common continued to be traded in around 430@431 but the bid price was two points off to 428. The preferred is unchanged.

There was considerably more support to the Commonwealth Power, Railway & Light stocks and at the close of business all previous offerings had been absorbed. There are several large orders for the common at prices a point or so under the present quotations and unless some of the stock is offered at these prices, at least a portion of the bids will be increased and the stock taken up at higher prices as these investors are all desirous of buying and holding stock as a permanent investment.

Several amounts of Citizens Telephone Co. stock changed hands at 97 @98. Present purchases carry over two months accrued dividends and the activity is usual for this portion of the quarterly period.

Macey preferred held firm, and nearly all of the bank stocks were actively bid without obtaining any offerings. A bid as high as 120 failed to bring out any Globe Knitting Works com-

curities of the United Light & Railways Co. More stock changed hands in the local market than has been the case for several weeks past. The November statements is being awaited with interest as they are now operating in the best months of the year, and in view of results in the past, the net earnings should show up handsomely.

C. H. Corrigan.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co. Com.	85	90
Am. Gas & Elec. Co., Pfd.	45	47
Am. Light & Trac. Co., Com.	427	430
Am. Light & Trac. Co., Pfd.	108	110
Am. Public Utilities, Com.	69	70
Am. Public Utilities, Pfd.	81 1/2	82 1/2
Can. Puget Sound Lbr.	3	3
Cities Service Co., Com.	110	115
Cities Service Co., Pfd.	87	89
Citizens' Telephone	97	98
Comw'th Pr. Ry. & Lt. Com.	66	67
Comw'th Pr. Ry. & Lt. Pfd.	88 1/2	90 1/2
Dennis Salt & Lbr. Co.	90	90
Elec. Bond Deposit Pfd.	77	80
Fourth National Bank	200	203
Furniture City Brewing Co.	60	60
Globe Knitting Works, Com.	115	117
Globe Knitting Works, Pfd.	100	100
G. R. Brewing Co.	175	175
G. R. Nat'l City Bank	180	180
G. R. Savings Bank	212	212 1/2
Holland-St. Louis Sugar Com.	3 1/2	9
Kent State Bank	265	265
Macey Co., Com.	200	200
Lincoln Gas & Elec. Co.	36	40
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.	70	75
Michigan State Tele. Co., Pfd.	100	101 1/2
National Grocer Co., Pfd.	91	93
Old National Bank	208 1/2	208 1/2
Pacific Gas & Elec. Co., Com.	64 1/2	65
Pacific Gas & Elec. Co., Pfd.	91	93
Peoples Savings Bank	250	250
Tennessee Ry. Lt. & Pr., Com.	23 1/2	24 1/2
Tennessee Ry. Lt. & Pr., Pfd.	76	77 1/2
United Light & Railway, Com.	79	81
United Lt. & Ry., 1st Pfd.	84	85
United Lt. & Ry., 2nd Pfd., (old)	79	80
United Lt. & Ry., 2nd Pfd., (new)	75	76
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	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 1/2 100 1/2
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	95 99

*Ex-dividend.
December 10, 1912.

Didn't Care For It.

A Kansas City young lady of few words went to a dentist to have a tooth extracted.

"Pull it!" she said to the dentist.

"All right," replied the dentist. He applied the cocaine, adjusted the forceps and out came the tooth.

"Want it?" he asked the young lady, holding the tooth before her.

"Want it?" she exclaimed. "Want it? What for? Do you think I'm an Elk?"

If an advertisement is a domicile for an idea some headlines should read "Not at Home."

Our idea of a truly great man is one who can keep the lid on his grouch.

Look out for the cars—even if you are on the right track.

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

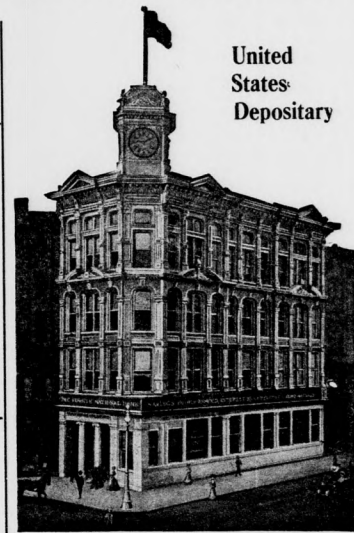
3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock \$300,000

United States Depository



Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits \$250,000

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.

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

December 11, 1912.

Credit is the latest and best ally of the devil. It is the great tempter. It is responsible for half the extravagance of modern life. The two words "charge it" have done more harm than any others in the language. They have led to a vast amount of unnecessary buying. They have developed a talent for extravagance in our people. They have created a large and growing sisterhood and brotherhood of deadbeats. They have led to bankruptcy and slow pay and bad debts. They have raised the cost of everything we require because the tradesman compels us to pay his uncollected accounts. They are added to your bills and mine and the merchant prince suffers no impairment of his fortune.—Irving Bacheller.

BRINGING OUT THE BEST.

The employing printers of Grand Rapids are taking an active interest in technical education in the city schools that is in every way commendable, and which the employers in other branches of industry might well emulate. A course has been arranged for printers' apprentices in the city schools, in connection with the manual training department. It is designed to make the course practical, especially as it relates to the history and theory of the typographical art, and the employers' association have not only given the plan cordial endorsement, but will allow their apprentices who wish to attend a half day off each week without loss of pay, and, in addition, will render such practical aid as may be in their power by addressing the class on technical points when so requested and opening their shops for observation and demonstration. One of the conditions which they imposed upon the school is that unionism shall not be touched upon in any way. Both union and open shop employers are represented in the association and the neutral attitude was the only one that would be satisfactory to everybody. Besides, in a public school it is the only one that should be considered under any circumstances. No union printer could be of any assistance in such an undertaking, because union printers are invariably botch workmen, incapable of doing good work themselves or appreciating it in others. This course in the schools will tend to make better and more intelligent apprentices, and

this will lead naturally to more intelligent and better printers.

If such an educational course is good for the printers, why would it not be equally good for furniture workers and the workers in the metal trades? In the wood working and metal trades employment has become so specialized that the all around skillful artisan or mechanic is no longer being developed. The workmen learn one operation or part of one operation and little besides, for the opportunity to learn more is not given them. The old-time system of apprenticeship no longer exists. The city schools have a costly installation of wood and metal working equipment in the manual training department, but this branch of the city educational system receives very little if any attention from the employers. The school authorities are being allowed to work out their own problems in the best way they can. This is not the wise course to pursue, nor is it a course that will bring out the best possibilities of manual training in the city schools. The furniture manufacturers, individually and through their associations and employers in the metal working trades, should give their cordial support to this branch of popular education. They should take an active interest in the courses of instruction and methods of teaching. They should be willing upon occasions to appear before the classes with practical talks on different phases of the work. They should open their shops to visits from the classes for study and observation. They should make it easy for the boys in their employ, the apprentices, to take advantage of the technical education which the schools afford. If the employers of the city would do this what is now simply manual training would develop into technical education and once more we would be developing all around skilled artisans and mechanics instead of merely cogs in a big machine. The furniture manufacturers should be especially interested in this for as the old time well trained workmen pass it is becoming more and more difficult to obtain thoroughly equipped men to take their places. The factories are not turning them out and the only hope is in the schools.

FROM SMALL BEGINNINGS.

Robert Knight, the cotton king, is dead, leaving a fortune of \$24,000,000. He worked for years in the cotton mills at \$1.25 per day and died leaving an estate which included twenty-four mills scattered through three different states. In his lifetime there has been a revolution in the cotton factory. He has seen the manufacture of 50 cent and of 5 cent claico. He has noted the evolution of silken textures from the cotton fiber. Science and invention have added their contribution to his fortune and he has been ready to turn affairs to his own advantage. But it is, perhaps, after all, the fact that he toiled for years at the low wages which is responsible, more than any other one thing, for the accumulated millions.

Study the gatherings of any individ-

ual or of any company. As a rule, the nucleus is small and around it are constantly gathering the small increments, all of which are carefully husbanded. "No capital to start with," is the foundation of most of the greatest accumulations. "Why, the poorest young man is equipped," says Dr. Marden, "as only the God of the whole universe could afford to equip him." Carnegie worked as a bobbin boy, and it was the happiness which the private library of a kind friend in Allegheny afforded the poor boy that instilled the spirit which has scattered efficient and in many instances princely libraries throughout the land. Rockefeller worked his way up from poverty and found his beginning in the refining of petroleum. Armour joined the gold seekers of California with his entire possessions packed in a prairie schooner. Peter Cooper, when a lad, worked at making good beaver hats from skins bought of John Jacob Astor and was later apprenticed for four years of hard work, receiving only twenty-five dollars a year and his board. Great things are, as a rule, like the islands builded by the tiny coral polyps. The lamentable fact must not be overlooked that too often when they pass into other hands, then speedily comes the earthquake of dissolution. Those who have not gathered the particles fail to realize has easily things may be allowed to go to pieces.

THE LIBERTY BELL.

The latest appeal of the Daughters of the American Revolution is against the removal of the Liberty bell to the Panama-Pacific exposition in 1915. Naturally, the Pacific coast wants it. This relic has made a number of long journeys within the past twenty years and has thus far returned safely each time. But it is now very old and has a large crack in its side. There are the perils of transportation and the danger always attending such expositions of fire or damage in various ways. Many who will visit the exposition have already seen it. Others will some time be able to see it in its original setting. The nation as a whole would rather never see it, but know that it is resting placidly and silently in the historic building from which it once pealed forth its joyous notes. It will never ring again, but we can not afford to lose it. Is it safe, is it wise to send it forth thousands of miles into a land which has been overturned within the past few years, and may again at any time be submerged in a terrestrial convulsion?

The D. A. R. say No; common sense echoes their words. We are glad to help the exposition in every way possible, but this offering, which if damaged or lost in any way can never be replaced, is too great a sacrifice, considering the end attained. There have been too many devastations of old things to admit of commercial gain. A few years ago the D. A. R. fought a bitter fight with the railroad companies to save the last old relic of Pittsburg, the block house built in 1764, from annihilation, because it happened to stand upon ground valuable for other purposes.

They won, but there are many points in which the saving thought came too late.

Let us hope that the appeal which comes in all sincerity from the far coast for a priceless relic may be reconsidered. May the people of Philadelphia adhere to a resolve made by some of them after the last trip of the bell—that it must remain in Independence Hall.

"GLAD TO SEE YOU."

"Our clerks are very courteous and will be glad to show you everything, whether you wish to buy or not." This is the announcement of a well known firm. While it states what should be a trite fact, in how many places does it honestly hold good? There are clerks who meet you so reluctantly that you feel at once the chill; the realization that they are halting in the hope that some other clerk will proffer his services. This is more true in the large establishments where patrons are for the most part strangers, and yet they are regular customers and feel that they are entitled to a little cordiality. In the small town such indifference would be at once resented in a way so emphatic as to at once elicit attention from the man at the head.

But the "glad to see you, whether you buy or not," is a more crucial point. We may easily, if we try, appear glad to wait upon a customer who really means business. But the one who is hard to suit, or who we find is, after all, only curious—this is another matter. Yet there are several reasons why it is important to curb our own disappointment in spending valuable time where an immediate sale proves utterly out of the question and to heartily echo the words of the advertiser, "glad you came, even if you did not buy."

So often the failure to make a sale rests no more as a fault of the visitor than of the salesman. It may be lack of funds. The desire is there, but the means are at the time lacking.

The visit is made in the vain hope that a bargain may be struck which will bring the coveted article within reach, or the right of the customer to compare prices with other stores leads to the visit. Every slight is duly reported to friends, who will shun you. So, smile, even though you bite your lip with disappointment when you have closed the door after your visitor. It will pay you in the end.

Ever notice how much easier it is to go from bad to worse than from good to better?

The way of the transgressor is hard—even when paved with easy money.

The cup that cheers to-day is always responsible for the morning after.

If a man does the best he can there is not much room for improvement.

One step beyond believing in your business is knowing why you believe in it.

MAKE LIFE WORTH LIVING.

This city is taking very kindly to the good roads and boulevard movement, and this is an encouraging manifestation of the spirit of the times. The city gave a handsome support to the proposition to bond the county for \$600,000 for the building of good roads and when the money shall have been spent the county will have 150 or 200 miles of good road radiating from Grand Rapids as a center to every corner of the county, reaching every township in it. This will be of immense value to the city and country alike and the savings it will effect in the cost of bringing the farm products to market will alone pay the interest charges on the bond issue many times over every year, with no account taken of the increase in property values and the influence it will have in making farm life more attractive. Good roads represent a public proposition. The plan for beautiful drives and boulevards around Grand Rapids are in line with the good roads movement, but are more in the nature of pleasure and recreation. The boulevards will be for all the people as fully as the public highways, but they will not be for the heavy traffic. They will be laid out with a view to the scenic effects, rather than for utilitarian purposes, and this makes a difference. Grand Rapids, however, is rising as gallantly to the boulevard proposition as to good roads and the private pocket book is furnishing what cannot be reasonably asked from the public purse. A meeting of the officers and directors of the Park and Boulevard Association and others interested was held last week and before the session closed \$16,000 had been pledged to carry on the park and boulevard work. In addition to this letters were sent to 1,650 automobile and carriage owners asking them to contribute in amounts from \$15 to \$100 toward the good cause and the responses to these appeals are coming in with a cheerfulness that indicates a splendid willingness to help. It is likely the fund will reach \$40,000 or \$50,000. This will be sufficient to build the down the river boulevard to Grandville, the right of way for which is now all secured and most of the grading done. It will make possible the building of the boulevard around Reeds lake, the right of way for which has been secured all except through two small descriptions which will have to be condemned. With these two boulevards completed and open to the public a splendid start will have been made toward giving Grand Rapids a system of boulevards that will be as scenically beautiful as any to be found in the country. Then it ought to be easy to get more money to go still further. A logical second step would be the building of a boulevard up from Grandville or Jenison on the west side, passing the plaster mills, with John Ball Park as the objective point. Then North Coit avenue from the Soldiers' Home north to the Plainfield bridge should be boulevarded and with the hills on one side and the view of the river on the other there is not a more attractive route

out of the city. This boulevard could cross the river at Plainfield and return on the west side to Mill Creek, and then follow the hill road with its pretty view of the river to connect with Turner street, or still further west to the Alpine road. A connecting link between the Plainfield boulevard and the Grandville could be west on Leonard or on one of the cross roads further north and through Walker township with its rich farms and fine orchards to Bridge street and John Ball Park. These boulevards offer no engineering problems and road building materials are so conveniently located all along the route that the construction would not be expensive. Much of the work could be undertaken by the county as part of the good roads system.

What Grand Rapids is doing in the matter of good roads and pleasure drives and boulevards should be of interest to every town in Michigan, and Grand Rapids will not be offended if other towns become imitators. It is a mighty poor town in Michigan that has not some pretty lake in its vicinity or some attractive river route or a road that winds into the hills. Why not take advantage of what nature has bestowed and make these roads available for pleasure driving? All that is needed is a reasonable amount of public spirit and a few earnest men willing to point the way and make the start. An attractive drive out of or around the town is a live asset, something that is worth having, something the people will be proud of. During the winter is a good time to talk up plans of this character with a view to getting started on real work in the spring.

GOING TOO FAR.

The Supreme Court of New York—the tribunal of last resort—has held that \$65 is too much for a college boy to pay for an overcoat when his father is wearing a \$20 one and has declined to enforce payment by the father of a tailor's bill of this character.

The action was brought by a tailor in Middleton, Conn., against M. A. Bailey, of New York, whose son is a student at Wesleyan. When the tailor sent his bill to Mr. Bailey, the father replied: "I acknowledge no responsibility whatever for this account. My son needed an overcoat and I expected to purchase it for him at \$20. The clothes I expected to purchase were of the grade that I purchase for myself, the grade which is in harmony with his station in life."

The court's ruling in the case is as follows: "This was no case of necessity. The father was willing and able to provide his son with the things he ought to have. The tailor, in advising the purchase of expensive goods, was inserting himself into the family circle and setting his judgment against that of the father."

This is in line with the decision of the Michigan Supreme Court, about a year ago, denying the right of a merchant to recover from a husband where goods not necessary to the comfort of the wife are sold to the wife clandestinely, without the knowledge and consent of the husband.

SHIPPING PERISHABLE GOODS.

The Pere Marquette Railroad did not make a hit with the shippers last week with its order refusing to accept perishable freight in less than car lots when shipped in ordinary freight cars. The protests against the order were so emphatic, accompanied with appeals to the State Railroad Commission, that the order was almost immediately modified to permit such shipments at the owner's risk, this to apply until April 1 next, by which time it is expected danger from frost damage will have passed. The modified order is more reasonable and it is likely the shippers will accept it, but, if they were real sports, they would demand a show down, even on this proposition. The freight rates on perishables are materially higher than on ordinary commodities and the higher rates are charged, not because the weight is greater or that there is any more trouble in handling the stuff, but for the simple reason that they are perishable and the hazards correspondingly greater, thus warranting the extra charge. Charging rates supposed to be high enough to cover the extra hazard, it is clearly up to the railroads not to refuse shipments when there is danger from freezing, but to furnish equipment which will reduce the hazard to the minimum. If the railroads want to avoid claims for damages to perishables shipped as freight they should furnish refrigerator cars properly warmed in winter and cooled in summer and the extra rates they charge should warrant this extra precaution. The purpose of the railroads is to shift the responsibility upon the shipper which they themselves should assume and which the rates charged should compel them to accept. Now that the Pere Marquette has opened up the question of winter traffic the shippers should insist upon having the judgment of the State Railroad Commission upon the whole situation. The Pere Marquette started the discussion, but the other railroads are also placing the risk upon the owners during cold weather, attaching notices to that effect to the bills of lading. In a country that is subject to cold weather at least four months in the year the Michigan railroads should be ashamed not to be able to furnish cars that will be proof against frost. How far the State authorities can go in compelling the railroads to accept whatever traffic may be offered regardless of weather conditions may be a question involving interesting law points, but it might be worth while for somebody to try to find out. The railroads have no difficulty in explaining why the rates on perishables are higher. Let them explain, also, why with the higher rates the responsibilities which the higher rates are supposed to pay for should be shifted to the shipper.

VALUE OF WINDOW SPACE.

It is some trouble to change the window decorations two or three times a week, but those who take interest enough in their business to note the increased attention which the public gives it will feel well repaid for the time and trouble. There are many

who pass your window two or three times a day—perhaps more. Do you not think they will soon regard it as decidedly stale at the end of the week?

No matter how well you advertise your stock in the morning paper, there are some things which are bound to be omitted. Besides, the thing itself, if of the proper stuff, is more convincing than anything you can say about it. A few of the new coats and hats displayed make a more real impression than any amount of talk about them. If the same things are perpetually in the old places, what inference can you expect the public to make but that you are not selling goods. Moving is even a sign of thrift. Keep goods moving, if you would have the world realize that you are alive in the best sense of the word.

If you can keep something else moving, so much the better. It is astonishing to see how the simplest mechanical toy will cause people to halt. It is not so much the thing itself as the interest in what is coming. The jeweler who shows a ring perpetually struck or rather missed by, the smallest hair's breath, by two industrious little figures with the mallet, impels people to stop and look.

It is queer how folks will pay a big price for something and then fail to use it. If a man bought a new coat and then kept on wearing the old one and letting the other collect dust and moths, he would be regarded as idiotic. How much better is it to waste the chance to tell a fresh trade story every day or two, instead of keeping the old things there, loudly proclaiming to all passers by that you lack push? You never can convince others that your business is moving when you are afraid to use enough exertion to move yourself.

The Treasury, it is announced, is at work on new designs for our paper money. The new plans provide for bills of a smaller size and with uniform designs for all bills of the same denomination. Thus, all one-dollar bills will bear the head of Washington, all five-dollar bills the portrait of Lincoln, etc.

If you can find a place in your business where the higher priced man is doing work that the errand boy could do, you have discovered a leak.

Owing to the difference in weight, people now invest in fake mining stocks instead of buying cumbersome gold bricks.

The better half of the family never knows quite as much about how the other half lives as she would like to know.

Any man ought to get three square meals a day if he is able to work and able to keep from being worked.

We always feel sorry for a stuttering man who is trying to put in a good word for himself.

Some of the charity that begins at home is not up to the standard.

Some men like to talk because it requires no previous thought.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, Dec. 10—During the recent campaign Ed. Weide and a bunch of boon companions met in a cafe at Iron Mountain. It was one of those nasty wet evenings which only we who live in the iron country can appreciate. The iron ore mud resembles a preparation of Venetian red paint ground in oil and the shoes of all the boys assembled in convention needed the services of the boot black very badly. They ordered an elaborate supper and, while the kitchen artisans were preparing it, Ed. got wound up on Jeffersonian democracy. His speech proved so eloquent that one of the bunch ordered him to stand up, another to mount a chair, and a third said, "Ed., that's such a fine speech, you should get up on the table." Being in a very accommodating frame of mind, he complied and made one of the best speeches which was delivered north of the Straits during the campaign, but when the waiter came in, that was different. They settled for the unused supper. They settled for the disgraced table linen and exeunt.

All is not gold that glitters, nor are all commercial travelers good salesmen, neither must it be taken for granted that all members of the Gun Club are expert hunters.

Since we entered the verdant and productive field of journalism, we have come to feel that it is a part of the ethics of the craft to faithfully chronicle all notable events of surpassing public interest, without fear or favor. We especially consider that we would be betraying a public trust which we owe the dear people we were to be so base and low as to be a party to the suppressing of any item of news which comes to our editorial desk, no matter how the principals to the story may desire to have it hushed up.

A story was piped off to us this week in an undertone, and it comes to us from an unquestionable source, that Howard B. Hall, the popular representative of Standart Bros., of Detroit, in company with Fred Funkey, of Hancock, and several other nimrods went on a hunting trip to a homesteader's farm near Skanee. The hunting was good when they got out into the timber, nearly all filling their licences excepting Howard, who is the champion target shot in the Marquette Gun Club, but he got his game all right, but in this way: he shot at a deer at a range of 200 yards but, as nearly as he could see, the deer seemed to disappear behind a log. Immediately the deer seemed to reappear behind the log and Howard took deadly aim and his sportsmanlike heart beat swiftly when he saw his game fall. He ran to finish his work of destruction, knife in hand, when lo, and behold! We must leave it to our gentle reader to imagine what a volley of cuss words he unloaded out of his system when he found that, instead of an antlered buck, he had shot the homesteader's pig!

Ever since I joined the U. C. T. I have firmly adhered to the idea that

there must be some way of arousing and retaining interest in our meetings and in building up our order on a permanent basis, so that it would take its position with the leading fraternal organizations in the country. As an argument that we have not yet struck our lead in this direction, I call attention of the rank and file in the U. C. T. order in Michigan to the letter of Supreme Counselor C. W. Hodson, under date of Nov. 20, in which he gives us the startling news that during the last fiscal year there were nearly 6,000 withdrawals for various causes, and that nearly 5,000 of these were on account of suspensions. Now, this is a condition that is not quite as serious as it looks, because our accessions to the order by initiation were most gratifying, but it sets us to thinking how best to maintain our order as the greatest organization of travelers in the world, as I for one verily believe it is destined to be. Were the original tenets of the order, as formulated by its founders, lived up to religiously and without deviation, it would to-day be on the high road to success, but we have deviated, to a degree, and we have lost interest, to a degree, and we lack the zeal and enthusiasm that our forbears had and exercised. We almost hate to admit that we are suffering, perhaps a little set back, but nothing serious. All we need to do is to realize it, and then put our shoulders to the wheel as one man and remedy the little defects that threaten us, and lead our order on to the greater things that are in store for us. Now as to the remedy: I have one suggestion which has come to me many times as I speak to prospective members. They almost invariably raise the point that they have membership in the I. S. T. M. A. or the I. C. M. A. or some other such traveler's association and can hardly see that we have an organization which offers them infinitely more than the other associations do. We should emphasize the strength of our points of advantage over the associations and in this regard we are lacking. For instance, the I. C. M. A. and the Iowa State offer insurance against accident only at a cost of \$9 a year—nothing more, a cold, cold, business proposition, not heated or warmed by a fraternity of any kind, or even the inspiration of a business meeting once in a while. Nothing except insurance for a consideration. Now, we offer this and more. In addition to the \$5,000, payable at death in case of accident, we pay the widow \$25 per week for a year, making \$1,300 additional more than the associations pay. As to the additional \$5,000 paid in case of a railroad accident, this is a new point, but it has but little advantage, because the statistics show that a fatal accident to a traveling man on a railroad accident, this is a new point, but it has but little advantage, because the statistics show that a fatal accident to a traveling man on a railroad is a more rare occurrence. Then it is surprising how very many of our members are totally ignorant as to the benefits that are their own in our widows and orphans' fund. Then there are the pecuniary advantages derived

by the rank and file of our membership by the work on behalf of travelers in general by the local, Grand and Supreme Councils toward the betterment of their condition as a class in the way of equitable railroad rates, both in passenger and freight departments, the working of service schedules on the various railways, the legislation in the matter of hotel service and abuses, the adjusting of excess baggage rates—in fact, the betterment of the condition of the traveler generally and the amelioration of his difficulties. The associations offer none of these things. They wouldn't turn their hand over for you except to suspend you when you become delinquent.

One thing in my judgment would cement us together into a stronger, organization: Our widows and orphans' fund is a grand thing and we take pride in it and wouldn't alter it in any way, but there is one thing more which we could have that we haven't and which we could easily annex. It is a fund payable monthly to aged and incapacitated travelers, members of our order, worked out somewhat along the line of our widows and orphans' fund. To do this, of course, would call for a new ritual bearing on this feature, but it does seem to me that this fund would prove an anchor to many who might, in the absence of it, allow themselves to become delinquent and be suspended.

Another evil, the associations are drawing the dragnet of membership pretty fine and are taking in a class of membership that aren't stable, and we are following suit, and also taking in members who are not desirable, and who, in time, drop out again. Let us look our ship all over, calk up the seams and stop the leaks, and then man her with a live crew, never forgetting that the deck hand may often accomplish his task with as much telling effect as the captain.

We heartily approve of the strictures of Brother Wilbur Burns on the rather mean insinuations contained in a letter by Brother John D. Martin. Our first thought is that Brother Martin's time could have been better employed than in writing up that sort of stuff and the writing of it can not get anybody anything but a loss of respect for the writer of it. It does us good to see that Brother Burns has such a beautiful conception of fraternalism and that he stands for a superior type of manhood in our membership. If all of our members would only measure up to his standard, what a magnificent type of membership we would have.

We missed the Wafted down from Traverse Bay items last week and we sincerely hope to be favored again this week, as usual. When we don't see Fred's items we notice a missing link. Get busy, Fred.

We are very much pleased with Brother Hach's article on the regulations of hotels, especially so to note that in his proposed bill covering the subject to be passed at the coming session of the Legislature the subject of petty grafting on the part of hotel keepers will be given proper consideration. We have several good

hotels in this part of the State, several very fair ones and a few mighty poor ones. As an instance of graft, we have two excellent hotels in the copper country, but there are some inconsistencies in their methods in rendering bills. One of them is this: The rate for a room, without bath, is \$2.50, but the rate with bath is \$3.50 or \$1 extra for the privilege of a bath, which is exorbitant. Another is at both of them: If you remain for a half a day on the \$2.50 rate, you are charged \$1.50 or at the rate of \$3 a day; if three quarters of a day, \$2.25. This would be reasonable enough if one remained only one quarter of a day. An equitable solution of this problem would be 75 cents for lodging, 75 cents for dinner and 50 cents for breakfast and 50 cents for supper. Where the inconsistency looms up is that if you check out for a meal, they will check you out only 50 cents worth. One of our members who was on a \$3.50 rate at one of these two hotels was recently taken sick and remained in bed three or four days and while so confined dieted on soups, beef teas, toast and other light material, with no regular meal as he would take at the table. He was not only charged the full rate, but 25 cents a meal or 75 cents a day additional for service in his room.

Another petty graft upon which we put the frown of disapproval is the cigar girl, with all the gambling devices that follow this feature of the hotel business, all calculated to separate the easy mark from his money. If the hotels would put a red headed bell boy behind the cigar stand and so sell the goods based on the law of supply and demand, business would drop off to the actual needs of the boys who desire to smoke, but it does beat the Dutch how the management can work the boys through the avenue of a nifty looking cigar girl. Then in the smaller towns where we can't expect a modern hotel we do expect and insist on at least good housekeeping, but we are forced to sit down to soiled table linen (very much soiled) and most careless (in fact vile) cookery shameful beds, slovenly offices, and, I regret to say, in many cases some of the most shamefully filthy toilet arrangements. As a remedy, I hope that my suggestion as to less than one day rates be incorporated in the new bill and that all people engaged in or about to embark in the hotel business must pass the inspection or examination of a regularly qualified hotel inspector as to housekeeping and cooking ability to conduct such business and that the hotel inspector's authority be extended to compelling cleanliness and sanitation in every department of the hotel.

As to grafting, if we as traveling salesmen attempted to graft our patrons with the same impunity that the hotels graft their patrons, which are the traveling salesmen, we wouldn't last long. Then why do we stand for that which is wrong in principle when we are the victims, any more than if we were the beneficiaries?

Ura Donald Laird.

Why Apologize

Or stand the blame for the poor workmanship of someone else?

You cannot build fame as a cook by using poor flour.

And your family and friends make no allowance for the streak of economy that induced you to buy inferior flour because it was cheaper.

They note the result only and attribute it to your lack of knowledge of the art of cooking, or your utter indifference to their comfort and your own reputation.

Buy

LILY WHITE

“The Flour the Best Cooks Use”

Even though it may sometimes cost you a little more and you may be sure that your skill as a cook will be backed by the best flour it is possible for you to buy at any price.

It is made especially and solely for use in the home. It is made for all home-baking purposes.

Not for bread alone, or pie alone, or cake alone. You will be told by some dealers that it is all right for pastry, but not for cake; and by others that it is good for pie crust but not for bread.

Our answer is this—We will subscribe to any guarantee for Lily White that any other milling firm has ever made for any flour whatsoever.

And every sack is sewed.

Valley City Milling Company
Grand Rapids, Michigan



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

Study the Sporting Goods Field Intelligently.

Written for the Tradesman.

Not infrequently the man who handles sporting goods does so in a purely perfunctory way. This is particularly the case where sporting goods are carried as a sideline to some other business, as is frequently the case with hardware, stationery and like trades. The dealer guesses as to what to order, stocks such goods and in such quantities as he thinks or hopes will sell, and leaves them (with the help of a little advertising) to sell themselves.

This attitude is not the best type of business. Intelligent study of the local field pays just as well in connection with sporting goods as in connection with any other line of trade. Before a dealer orders he should have a clearer idea of the requirements and possibilities of the local field than can be secured by merely glancing over the invoices of other years.

Quite a few Ontario towns of late have been flooded by English immigrants, taking the places of Canadian workmen who have gone West. In one town a hardwareman who handled sporting goods was not too engrossed in routine to notice this influx. Among the young people in that town, baseball had always been the popular game and other dealers in sporting goods continued to stock baseball accessories largely, almost exclusively. This man ordered a goodly amount of cricket supplies. More than that, he read up on cricket. He made the acquaintance of many of the newcomers, to whom he talked cricket so intelligently that they imagined he had spent his life at the game. Within a few weeks, a cricket club was formed. By the time his competitors awoke to what was doing, the enterprising dealer had equipped pretty nearly every prospective cricketer and secured a lead pipe cinch on the English trade in other lines.

He took one chance—the immigrants in most instances were not of the class who, in their own country, played cricket. Nevertheless, in the new land the game of their social superiors appealed to them.

In another town, there was no river within ten miles. What skating was done in winter took place on small ponds. A few years ago a number of men, actuated by semi-philanthropic motives, put up funds to build a large skating rink. A sporting goods dealer was among the subscribers to the enterprise.

After putting up his money, he reflected. As a result, he sent to a wholesaler an order for a class of goods that had never previously been handled in that town. Then he buttonholed half a dozen young men who had been active in baseball during the summer and, with winter approaching, felt the lack of something more strenuous than skating and cutter rides.

Within a single week half a dozen hockey teams were formed, followed by a city league. The hockey craze swept the town. A big league team was organized to play the nearest circuit. When the various teams came to buy their supplies, only one store in town was stocked. While Smith's competitors were still doubting whether the craze would last, Smith supplied the biggest share of the hockey trade with sticks, skates and other accessories.

To most men, that new rink was a place to skate in. This man, studying the possibilities intelligently, could see hockey games where hockey had never been played before.

Such instances show the value of the dealer personally studying his field rather than taking the hearsay of last year's orders. William Edward Park.

The Kicker As an Asset.

Written for the Tradesman.

What sort of welcome have you for the customer who comes back with brow wreathed in thunderclouds and hot lightning of reproach shooting from his lips?

Is your greeting sharp and snappy, like an early frost? Or do you welcome him with genial warmth? And if your welcome be warm, is its warmth dictated by fear of losing a customer or by the hope of turning his discontent to your own advantage?

If the latter, you realize that the kicker is one of your best assets.

The merchant who first advertised "Satisfaction guaranteed or money refunded" took what must have seemed to his competitors a ruinous step. Dealers accustomed to kicks must have reasoned: "Why, if this man refunds to every customer who cares to make trouble, he'll lose even the profits on the sales where the customers take their medicine like little men." Yet "Satisfaction guaranteed or money refunded" is to-day a rule almost universal.

The business man who would succeed must build, not merely for to-day, but for all the to-morrows, and the foundation stones of his permanent success are satisfied customers. Just value and good service are the price of the return orders without which business cannot pay. Whether your product is motor cars or match safes, whether you manufacture, wholesale or retail, every cus-

tommer who buys from you will inevitably help or hamper your future business. He will be, in some degree, a missionary to his fellows, bearing good report or evil report. His good report helps you. His evil report will hurt, whether it be widespread and venomous knocking or the advice a fair-minded man feels in duty bound to give or merely a passing sneer.

That's why to any business a well-equipped complaint department is worth while. This does not mean a separate office and a big staff of clerks or even a single clerk at a particular desk, but it does mean a welcome for every man or woman or child who comes with a complaint—a willingness to patiently explain and carefully readjust and an ability to apply the knowledge gathered from complaints to the important task of preventing any recurrence of the like trouble.

The latter element—prevention—is not always considered. In a hardware store there had been numerous complaints regarding a paring machine. In each individual case the article was demonstrated to the kicker and the difficulties cleared up. But one clerk, studying the trouble to better advantage, said:

"The trouble is, people buy the paring machine without understanding how it works."

The plan was inaugurated of inviting every customer to "Try this machine yourself and see how easily it works." The entire selling centered in this demonstration. It consumed no more time than the old method of telling (not showing) how the machine worked. Not only did the complaints practically vanish, but there was a marked increase in sales showing the superiority of salesmanship by demonstration.

Studying the kicker enables the quick-witted man, whether he be merchant or manufacturer, to overcome defects and

to anticipate difficulties. Not merely does he reduce the number of dissatisfied customers, but he learns to improve his goods and the methods of handling them. William Edward Park.

There are several fashionable auction rooms in New York City which attract people of means who are fond of "bargains." At a recent sale at one of these places an arm-chair brought \$315, and a three-piece suite, consisting of a sofa and two side chairs, \$1,900. These articles were carved walnut, covered with fine old figured tapestry, but neither historic nor personal associations entered into their value, as described in the auctioneer's catalogue.

The quantity of material excavated at Panama, according to illustrations in the "Scientific American," would make sixty-three Great Pyramids, or would build a Chinese Wall 1,000 miles longer than the original wall so called. As the Chinese Wall, however, was faced with granite, paved with bricks, and flanked with towers for at least 1,500 miles, it is a question whether it did not require a greater expenditure of labor than the Canal.

Most men are willing to forgive and forget—if the price is satisfactory.

Established in 1873

BEST EQUIPPED FIRM IN THE STATE
Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

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



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.
THE STEEL MANTLE LIGHT CO.
 310 Huron Street, Toledo, Ohio

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.

THIS AD

Is Creating Business for YOU
 Prepare for a Big Demand

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

THE WORLD'S TRADE.

Panama Canal Will Create Revolutions in Commerce.

There have been several revolutions in commerce, and they have exerted such enormous changes in the commerce of the nations, in creating new routes for business and in building up great commercial cities and in destroying others that had formerly controlled the world's trade that these mighty transformations must be classed as world revolution.

The mighty drama of the world's commercial history opens with the grand and magnificent city of Babylon, on the plains of Western Asia, holding at the same time commercial and military dominion over a vast area of the then known world. It was the capital of a mighty empire, and it drew the commerce of the civilized nations of Persia and India on the east, of Europe on the west, of Arabia and Egypt on the south and of the barbarous peoples of Tartary and Mongolia on the north.

That immense trade was transported overland, loaded on the backs of camels and in heavy wagons drawn by oxen. By this tremendous traffic the products of Asia, Europe and Africa were exchanged in the spacious markets and warehouses of Babylon the Great. The merchants of Babylon, on account of their enormous wealth and the vast extent and outreach of their trade, were declared to be among the mighty men of the earth.

The monarchs who were enthroned in that great city sent out their armies and conquered far and wide in Asia and Africa. They marched up to the shores of the narrow sea that separated them from Europe, but being landsmen, with no experience in navigation, they did not cross. The commerce of that period converted into great marts of trade Constantinople and the other cities of southeastern Europe, and the power and might of Babylon continued for near 2,000 years, until it was conquered in 331 B. C. by Alexander the Great and his Macedonian Greeks.

The Greeks were navigators, and they soon saw the great advantage of bringing the trade of Asia in ships through the Red Sea to the narrow isthmus of Suez and thence over the Mediterranean to the various ports around the shores of that sea. In fifty years from that time the once mighty capital of the Eastern world was abandoned by commerce and by the population it could no longer support, and finally it fell into the ruins which are all that are left to mark the place once occupied by the queen city of the nations of the earth.

That was the close of one mighty era in the world's commerce, and there has only been one more. That was the discovery of America by Columbus and his Spaniards and the subsequent discovery by the Portuguese of the ocean route around the continent of Africa to India and far Eastern Asia. Then the cities of the Mediterranean shores ceased to control the commerce of Europe and it was transferred to those of Spain, France, England and Holland, on the Atlantic coasts of Europe.

The adventurous Spaniards were the first of the Europeans who made conquests in the New World they had con-

quered. There was no rich commerce to be carried on with the savage and, at best, the barbarous peoples who inhabited the American hemisphere, but were gold and silver in the mountainous regions they had found, and, above all, the Spaniards desired the precious metals.

Ages before that time the Phoenicians, who had settled around the Mediterranean Sea and were the world-famous navigators and getters of gold in the ancient world, had mined out all the gold and silver that once naturally existed in Spain, and the Spaniards had learned from them and from the works that the mines of the precious metals were only to be found in countries where there were north-and-south ranges of mountains, and that fact determined them to the mountainous regions of the New World that were nearest to the Atlantic Ocean, and so they devoted themselves to the conquest of Mexico and Central America, and then to follow the great range of the Andes down the Pacific Coast of South America keeping always to the gold regions, and entirely neglecting the vast valley of Brazil, leaving it to be taken by the Portuguese, because there were no mountains and no gold.

For nearly three centuries after the discovery of the New World Spain took from the American mines one billion and a half of gold and three billions and a half of silver. That made Spain the richest and most powerful nation in the world, with vast dominions in America and extensive possessions in the Asiatic archipelagoes of the Pacific Ocean. To-day Spain owns not a foot of land in America or Asia. Her power has come to an end through over-weening ambition and despotic domination over the people of her once world-wide empire, and after the brief but brilliant all-conquering career under Napoleon Bonaparte, the scepter of world domination was seized by England, whose once strong hand is showing signs of growing feebleness.

To-day the greatest commerce that was ever known is carried on over the waters of the Atlantic Ocean between America and Europe. There has been no changes in the main routes of commerce since the discovery of America and the commercial revolution that followed in its train. The opening of a ship channel through the Isthmus of Suez and the Red Sea to the Pacific Ocean is only an improvement on the sea route with a short isthmian transit opened by the successors of Alexander the Great three centuries before the Christian era.

But since then new nations have grown up around the coasts and upon the islands of the Pacific Ocean, while the old have become revolutionized and have adopted modern ideas in government and modern methods in the operation of business in both peace and war. Their great and constantly growing demands for cheaper and more direct commercial communication with the United States and with Europe. Such a route will soon be opened through the Isthmus of Panama, and it raises this momentous question: "Will its completion result in another world revolution in the routes of trade and the marts of commerce?" To answer this is to

solve a great world problem, and at this early stage it cannot be done with definiteness and decision.

Frank Stowell.

Doings in the Buckeye State.

Written for the Tradesman.

The Ohio State Fair will be held in Columbus Sept. 1 to 6.

Another attack will be made on the divorce evil in the next Legislature. A bill will be introduced making divorce illegal in the State. Temporary relief may be given, but permanent separation will be made impossible.

Secretary Nigh, of the Michigan-Indiana-Ohio Coal Association, made up of retailers of these States, says that the retail men are not responsible for the present high prices of fuel. He says that their profits are, in fact, smaller now than when conditions are normal and that the situation is largely the fault of the railroads. It is explained that during the last fifty years the increase in the consumption of coal has been at an average rate of 10 per cent. a year, while the increase in the facilities of the railroads for handling the traffic, particularly in recent years, has been negligible in comparison.

The new Deshelr Hotel, Columbus, when completed four years hence, will represent an investment of \$2,000,000. The building alone will cost \$1,000,000 and \$300,000 will be spent in furnishings.

The Cleveland Board of Education is in financial straits and has borrowed \$125,000 to meet the salaries of teachers.

Gambling joints in Toledo are being cleaned out by the police force.

The Hirsheimer Bros. Co., clothier at Canton, has been incorporated, with capital stock of \$200,000.

The referendum provision of the new constitution will make it more difficult to pass laws this winter. Bills passed do not become laws until ninety days afterwards and, in the meantime, petitions may be circulated to submit the measure to the judgment of the people. If 6 per cent. of the voters assent, then will follow a year and a half of discussion.

The old system of handling litigation in the Supreme Court, which has resulted in dockets two years old all the time, will be changed after Jan. 1, under the judicial reform amendment to the constitution. Court business is to be expedited in every way possible and the long train of cases hanging will be cut off.

The Ohio Academy of Science has passed a resolution calling upon the Legislature for a law that would prohibit insane, feeble-minded and confirmed criminals from marrying.

S. W. Garrigus, the nine-year old lad who lost his right arm and was orphaned in the railroad wreck at Middleton, two years ago, has been paid \$12,500 for the loss of his arm, \$10,000 for the loss of his father, who was a minister, and \$8,000 for the death of his mother, or a total of \$30,500. Settlement was made by the New York Central lines.

Failure to install fire escapes is the basis of suits brought against twelve factory owners in Cincinnati by the State factory inspector.

The B. & O. road is building an industrial service track to the factory colonies on Spring Grove and Colrain avenues, Cincinnati.

The Toledo Glass Co. is building a \$350,000 bottle manufacturing plant in Toledo.

The Toledo Council has voted a bond issue of \$200,000 to replace the horse driven apparatus in fire and police departments with motor driven wagons.

Almond Griffen.

Something In It.

Willie—Paw, what's a stable government?

Paw—When the party in power displays horse sense, my son.

Talent in the kitchen and a balance in the bank should form a combination for generating domestic bliss.

It is easy to determine to advertise. The difficulty is in knowing how to advertise profitably.

Sometimes it is well to remember that while "ginger" is a splendid flavor it is a poor diet.

You can not always judge a man's efficiency by the number of filing cabinets in his office.

Rules in advertising, like rules in most lines of effort, must be applied with judgment.

Perhaps we shall never be able to measure the value of individuality in advertising.

Originality generally pays bigger dividends when it dovetails with common sense.

Like begets like; when fishing for compliments bait your hook with one.

SUNBEAM TANK HEATERS

Feed Cutters, Fur Coats, Sleigh Bells

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.

Brown & Sehler Co.

Home of Sunbeam Goods

Grand Rapids, Mich.



Only A Dealer

Ways of Circumventing the Mail Order Bug.

Only a dealer, without glory or fame,
Who handles machinery, "The Implement Game."
My method is easy, my time is a guess,
The prevailing conditions are breaking my rest.

We furnish the plow, disk harrow as well,
Bind up the harvest with tools that we sell.
Furnish the binder, that ties with a string
And furnish the Nation the crops that it brings .

By making it easy for poor Farmer John
To put in his crops and push them along,
We furnish him credit, without any tares
Till now with his auto, he's putting on airs.

Now John, who is honest as honest can be,
Has been hit by the sting of a Mail Order Bee,
Until now in his dealings with dealers at home
He's quite independent, some leave him alone.

He reasons for aught and stands by this theme,
"The dealer's a robber," that's plain to be seen,
He reads it, he talks it, with groans of despair,
For the Mail Order Bug has fouled his air.

He reads this in papers, and papers don't lie,
"Down with the Middleman," down him or die,
By sending his money to far away towns
"Where something for nothing" was easily found.

Do you blame him, this farmer, tiller of soil,
In wanting the earth in payment for toil,
Favored and petted, in a high-handed way
To get out his vote, the Congressmen say.

Gave him free seed, they gave him the land,
They gave him the law, we quite understand,
Last of all service, they gave to mine host,
They gave him for ballast the new Parcel Post.

They gave him the railroads to settle the West,
Rural delivery, to enjoy with the rest,
They give him the weather, in daily advice
Protect him with signals, storm telling device.

Now, dealers, awake, don't blame them for this,
But go them one better and eat of this bliss,
Remember all comes from the political pulls,
Whether Wilson, or Tafters or Teddy's big bulls.

It stands you in hand to get now into line
Beginning your asking, one thing at a time,
See in all fairness, you respond to the call
To get us the laws that will protect all.

Learn from this missive how the farmer gets wise,
That the law and its action did win him a prize,
Do not sit back and grumble o'er conditions that be,
But get out and get them from political trees.

Now they credit us up with "boosting the price,"
And say we are robbers and do it up nice,
Who, but a dealer, would stand for such rot,
While you hold the bag, they get the pot.

This is all caused by papers for pay,
For large advertisers, who want it that way,
Who care not for truth, are misleading at best,
No more need I mention, you know the rest.

Now John, this poor farmer, not so generally bad,
Was caught on the hook of a well looking ad,
Which says in big letters, just look at my price,
And what you get for it is wonderfully nice.

Poor John was misled by under weight goods,
No matter the quality, for price only he stood,
Led into believing they were just made for him,
At half of the cost, the dealer's would bin.

Away goes his money by Uncle Sam's post
To bring in a week—a year at the most—
The most wonderful bargains man ever saw,
Shears for the sheep and a sawbuck for paw.

I started to tell you we're of some use,
But mixed in my jingle, a word of abuse,
To show to the people your ill-gotten gain
Was a blight in our commerce, now very plain.

Now that the railroads are lacking for cars,
And Wilson the lucky, will let down the bars,
We want you to hear it, this one passing thought
Who, but a "dealer," this avalanche brought.

The facts in the papers show wonderful crops,
The wheels are all turning in all of the shops,
Workmen are busy, the banks are all full,
And even the women have political pull.

Who, but a "dealer," helps make such a thing,
By helping the farmer this prosperity bring,
You furnish the factory, that makes the wheels turn,
You furnish the farmer the money he burns.

By helping him sow and reap up his fields
With machinery he needs, to bring up his yields,
You furnish the traveler, the man with a grip
With orders so large, they scuttle his ship.

You furnish the banker, the notes that he buys,
Who swallows the interest, and more if he tries,
All this and more though a robber you be,
The country would miss you, this fact you see.

Your a common necessity, without any dross,
They all would miss you in counting the cost,
If, "only a dealer," was left from these lines,
What a swath it would cut in making the times.

Now, dealers, get wise, make farmers your friend,
Show them the difference between sword and the pen,
Instill in their lives, though humble you be,
The spirit of fairness must unite you and he.

That working together will double his worth,
Secure better roads that cover the earth,
Make him a market and better his schools,
Increase his products with your better tools.

Show him that value stands before price,
And the brands that you handle are ever so nice,
Convince him with facts, as he comes to your store,
That you give full value, a little bit more.

Show by your methods, you're quite up to date,
That wonderful bargains are now on your slate,
Say in your showing, now look at this point,
Made of the best, without rivet or joint.

Show him the difference between this or that
And why it is best for this extra slat,
This extra key here, that wheel over there,
Are the difference that you ask to compare.

Post yourself fully on lines that you sell,
And hold to the truth, whatever you tell,
Hang up this motto, "A square deal for all,"
Discount your bills promptly, don't wait till fall.

Learn as a salesman how to figure your cost,
Be sure that your profit is not beng lost,
A dealer who goes it in haphazard ways—
Is sure to regret it the rest of his days.

Learn that good buying is battle half won,
The success of your future are doings well done,
Post on your door-step, "Work done with ease,"
The machinery we sell is sure bound to please.

I've not told you all in this jingle of rhyme,
But will give you another at some future time,
A few words in closing that all must agree,
Is surer than shooting and so mote it be.

My tale of the farmer, a tiller of ground,
The banker, the traveler and factory wheel sound,
Of far away buying, the Mail Order Bee,
The one, who helps all, is a "dealer," you see.

Remember the farmer and all that he feeds,
The woes of a dealer and fixings he needs,
But do not forget, upon leaving this hall
That "only a dealer's," more important than all.

—F. M. Witbeck.

How to "Size Up" Man Who Hires.

Suppose you are out of a job? Suppose you are not a rich man's son—that you are on your own bottom, which means that you have no pull—what is the best method of getting employment?

Unless you are looking for work in a coal mine or in a factory the first thing to think about is to be so presentable that you won't be mistaken for a hobo. The next step is not easy. If you do not have that indefinable something in your mentality which will enable you to "size up" at a glance the monarch of the chair to whom application is made, you will be in the open and on your way to the next place in less time than a bald man can strike at a fly.

Many an applicant has been turned down because he failed to diagnose a grouch.

Must Have Confidence.

Having "found" the man in the chair, be sure that you have yourself in hand. You have heard a lot about confidence. It takes experience, common sense, a dash of gentleness, and some sort of idea of artfulness to put your confidence on exhibition. If the man in the chair has a torpid liver, if he is of the lean tribe that sleeps not well o' nights, discard confidence and play assurance and bluff. It may not win on the first trial. But when the grouch sees you again, if he ever does, he will respect you.

If the man in the chair has reached his place by "toiling upward in the night" (you remember that quotation) his frankness stiffens your backbone, although he may not have offered you anything else, and you will go out from

his presence encouraged to strike harder in the next effort. Whatever you do, avoid being arrogant, and let him do most of the talking.

Beware of the man who has reached the chair from a purple pillow. His athleticism of style will either keep you busy picking up yourself from the floor or his meaningless words will sicken. He hasn't the moral courage that breeds frankness and if the applicant is adolescent he will go away with a seed of hope that will inevitably perish.

An applicant was once placed before such a man by one whose relations with the younger manager and with several members of his family entitled the applicant's friends to the very highest consideration. He made a personal appeal to the man in the chair in behalf of the applicant, whose merits he knew from actual experience. The applicant called by appointment. The interview was personally agreeable. The caller had every reason to expect some favorable result in the near future.

No Response to Note.

Six weeks elapsed. The applicant addressed a brief and courteous note to the man in the chair as a reminder. No response was ever received. A few weeks later the applicant called in person. The man in the chair met him at the outer door. The man from the chair was sorry that he was so pressed for time, but he would have his stenographer take anything that the applicant had to say, and in due time he would give the note attention. Rather apologetically the man from the chair said he would consider it a favor if the applicant would do this, assuring him that

such a note would receive the same attention as a personal interview.

Of course the applicant acquiesced. He had no other recourse. Two months passed and the "note dictated" was never answered. It hasn't been answered yet. The other day when the applicant called again the man in the chair sent word to the caller that he was "up to his ears in important matters" and could not grant an interview. He did not instruct his stenographer to say when an interview would be granted, nor did he say that he would ever reply to the "dictated note."

Had the man in the chair been waiting for something to develop in the case of the applicant, a note of two lines would have been satisfactory and saved annoyance. His reason, given to another, showed his weakness. To have employed the applicant the man in the chair would have had to turn him over to another whose business it is to superintend the working force.

Boss Lacked "Backbone."

This second man objected to having additions made to his force where such additions came in over his head. That sort of thing tended to demoralize the other employees. The man in the chair could have explained this to the friend of the applicant, or he could have explained it in his own way to the applicant. He hadn't the "backbone" to do either.

What reason there is for any business man ignoring a letter courteously phrased has not been given. But it has become a habit with this generation.

A young man who had been in the service of the manager of a concern was

informed by letter that he would be needed no longer after a certain date. The young man did not seek any explanation. He served on until the last day, and on that day he wrote a letter to the manager thanking him for his kindness and attention in their business relations, and asked if it would be agreeable for the manager to give him a note on the strength of which depended another place. The note was never answered. It came out later that the manager did not open the letter because he "was afraid there was something unpleasant in it."

As a plain, common sense proposition, the best plan in seeking a job is for the applicant to go on his own hook, tell the man in the chair to give him a chance, and if he doesn't make good he will know how to quit without being told to go.

Frank H. Brooks.

Welcome, like everything else, will wear out sooner or later.

The hot air treatment for financial ills is seldom a curative.

How to Organize a Co-Operative Delivery Company

The Sup't of the Fremont Central Delivery Co., of Fremont, Ohio, has had so many inquiries about their Central Delivery System that he has put the complete details of how to organize and operate successfully such a system in book form, with copy of By-Laws and cuts of printed forms. This book is full of just what you should know about a system that will save you money and worry and make you satisfied customers. It will be sent to you post-paid upon receipt of \$2.00. Address H. E. BURGOON, Fremont, O.

We Are Headed Higher



Our New Store on Ellsworth Avenue

Michigan Hardware Co., Grand Rapids, Mich.



CHRISTMAS ADVERTISING.

How Printers' Ink Will Help Santa Claus.

Printers' ink advertising has an im-

Santa Phones He's Ready

HE has established his Christmas headquarters at Hacker's Store. It's a little early to be talking about Christmas, maybe, but this is going to be such a great Christmas and gifts are so plentiful that the good old Saint decided the earlier he started the better it would be.

Q Hadn't YOU better take a hint from Santa and start early, too? Christmas shopping is a big undertaking. We found that out ourselves during our visit to market to buy for this big holiday demand. We are mighty glad we started on time, as otherwise we couldn't have arranged things so favorably for you to buy. But we—that means Santa Claus and us—are fixed and fixed right.

Q Our stock is bigger and better than any ever shown in this town. We have gifts for everybody. Children of any age up to a hundred can get their wants supplied here. Our prices are LOWER than ever before.

Come in and make us prove it.

Hacker's Store
Blankville

portant part in pulling in the Christmas trade.

The most important Christmas advertising for the variety store in a town of any size is that gained from well-displayed windows and store interiors. These can be supplemented by printers' ink, however, and their effect greatly increased.

Printed advertising is valuable in getting the early trade. It will remind people that Christmas is near, and that they should be getting busy. Practically everybody expects to buy something for Christmas, but most people need something to hurry them along a little. They know they are going to buy, but it is hard to get them started. A convincing printed message many times will accomplish this.

Christmas advertising can be general in its tone. You can speak of your toys and fancy goods without giving specific prices and details. You can advertise your stock as a whole

Christmas activities, it is well to build a good part of your advertising around him. The two suggestions for advertisements on this page are based on this idea.

Iceboat Will Attract Attention.

In the "Coming" advertisement Santa Claus is supposed to be hurrying to the store on an iceboat, bringing in some new Christmas goods. The cut at the top is a striking illustration, and is sure to attract attention.

This advertisement was arranged to fill a space three newspaper columns wide and eight or nine inches deep. With proper attention to display the printer can make a very handsome advertisement. Insist that he leave plenty of white space between the main portion of the reading matter and the border of cuts. Don't let him put a border around the reading matter. Some printers are likely to try this. One border is enough.

The holly border we have used will give a good holiday effect. Some sort of holly or other Christmas border is to be found in nearly any printing office. If your printer does not have it, a simple 2-point rule border will answer very well. Old Santa in his iceboat will make it a Christmas advertisement, no matter what the border may be.

The "Telephone" advertisement is for 2-column space, eight inches deep. It is intended as a message from Santa Claus and should cause its readers to think more strongly of Christmas. It would be well to inaugurate your strictly Christmas publicity campaign with this advertisement. The message idea is carried out with Santa Claus at the

Santa is Coming!

JUST see his iceboat gliding along! This is the way he delivers before-Christmas installments of toys. He is saving his reindeer for the big job he has in store for them on Christmas eve.

Santa already has left at Smith's store the greatest display of toys and other Christmas things ever shown in this town. This extra load is some of the newer things. We believe in keeping strictly up to the minute in Christmas goods, you know.

You will be glad to know you can buy gifts for less money this year than last. We bought right, and are passing the price concessions along to our customers.

Buy as early as you can. You need not take your purchases home until you are ready. We gladly will hold them subject to your order.

SMITH'S STORE
BLANKVILLE

telephone at the top of the advertisement and the boy in a similar act at the bottom.

The type in this advertisement should be set as straight matter. Some good boldface pica line or well-leaded 10-point type would answer very effectively.—Butler Way.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Ionia leads the State in a winter Chautauqua, to be held at the Armory in that city Feb. 10 to 12.

The Detroit Board of Commerce will give its support to the Lever agricultural extension bill, which has passed the House of Representatives and is now pending in the Senate.

Ore shipments from Escanaba for the year will exceed the season of 1911 by over a million tons. The total will be approximately 5,202,000 tons.

Kalamazoo households have been getting twice-a-week service of garbage collection by a private concern, but the rate the coming year may be doubled. A plan of municipal collection and disposal is being considered in the Council.

All telephone poles and cables will be removed from the main street at Iron Mountain by the first of the year.

Battle Creek is talking of a corn show in connection with the apple show, which is to be held next fall.

The Covel Manufacturing Co., of Benton Harbor, will make motor trucks and it is expected will expand into a large institution, employing many men.

The Armour Co. has plans for erection of a \$100,000 combination ice manufacturing and cold storage plant at Benton Harbor for use in connection with its extensive fruit shipping business out of Michigan.

The Ann Arbor Board of Commerce has started a membership campaign and civic revival, expecting to bring the membership of that body up to 400 directly.

The Harbor Springs Business Men's Association recently met at the home of its President, W. J. Clarke, and discussed plans for boasting the town.

A stereopticon lantern has been added to the equipment of the Holland city schools for daily use in geography, history and other classes.

The American Woodenware Co. has resumed operations at Manistee, employing sixty men.

Manistee now has pay-as-you-enter cars on its city lines.

D. J. Norton will rebuild the big sawmill at Ontonagon which was destroyed by fire.

The Lansing Chamber of Commerce has appointed a Committee on Streets, to co-operate with city officials in needed improvements.

About 150 employes of the Manistee & Northeastern road, with their wives, were guests of the company recently at a public meeting, at dinner and at the theater at Manistee. An illustrated lecture was given by the general safety agent of the New York Central lines on ways and means of reducing accidents and officials of the local road also gave talks to the men on the value of loyalty and of working together in a spirit of co-operation.

The Detroit United has promised Ann Arbor 20 minute service on Pack-

ard street. Limited cars will also be stopped inside the city limits.

Lansing has tabled its milk ordinance indefinitely and the measure will probably stay buried.

Battle Creek has amended the ordinance forbidding the sale or discharge of air guns. The City Attorney was of the opinion that the municipality had exceeded its authority in the matter.

Port Huron grocers and butchers are discussing the co-operative delivery plan and will send a committee to investigate the system in other cities.

The date of the Michigan State Fair in Detroit next fall will be Sept. 15 to 20.

Battle Creek jail prisoners are now cutting brush on a stretch of country road that is to be improved in the spring.

The plan of the Battle Creek Chamber of Commerce to provide free hitching facilities for farmers aroused the ire of proprietors of local hitching sheds, but it is explained to them that hitching posts, or temporary conveniences only, are contemplated and that the business of the sheds will not suffer.

A petition signed by 400 people has been sent in to the Muskegon Council, asking that better protection be given the public at the railroad grade crossings in the city.

The ninth annual show of the Michigan Corn Improvement Association will be held at the Western State Normal school, Kalamazoo, Jan. 8 to 11.

Jackson has adopted an ordinance calling for the abolishing of all wooden signs in the downtown district and more stringent regulations as to erection of electric signs.

Flint has passed an ordinance governing the placing of poles and wires by public service corporations in the streets.

Chickens must stay in their own backyards and not run at large in Flint after Jan. 1.

D. D. Aitken, the new President of the Flint Board of Commerce, stands for patronizing home industries and for trading at home. He has asked all local manufacturers to file the name of their institution and list of products with the Secretary of the Board as a basis for a campaign that will be conducted later. He figures that it costs 30 per cent. to sell goods on Broadway, New York, 26 per cent. on State street, Chicago, 23 per cent. on Woodward avenue, Detroit, and less than 20 per cent. in Flint; therefore goods may be purchased cheaper in Flint than elsewhere.

City mail delivery will be established in Eaton Rapids March 1.

Almond Griffen.

Everybody of average intelligence knows something you do not know. Try to get it out of him.

If a man saves money it is because he is kept too busy at work to spend it.

In both this world and the next we gravitate into the kind of company we like.

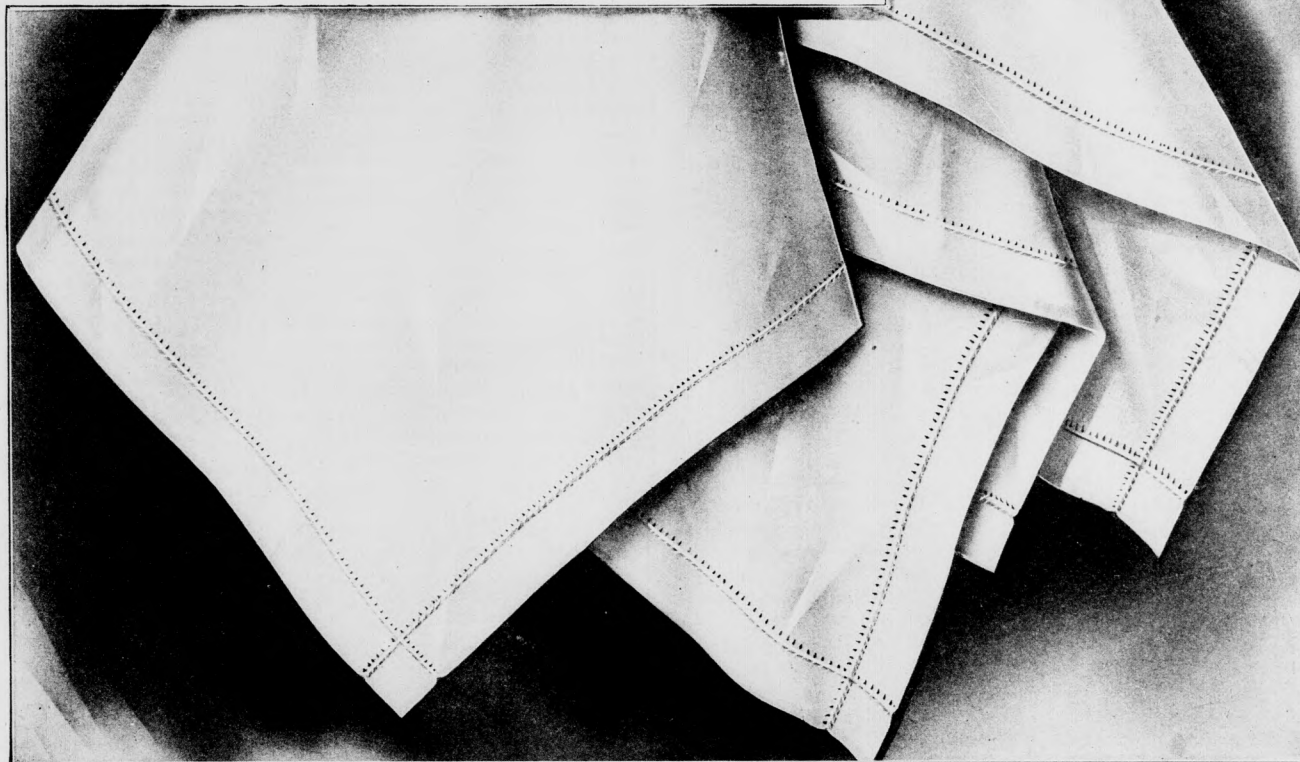
Belfast Brand Handkerchiefs

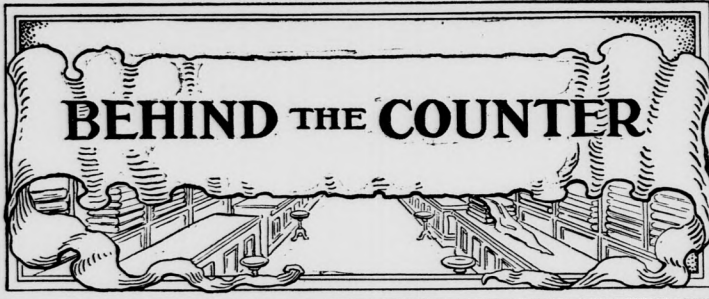
The higher profit you get on Belfast Brand handkerchiefs is merely in proportion to their higher quality.

Prove this by the descriptions and prices given in our latest catalogue.

BUTLER BROTHERS

CHICAGO NEW YORK ST. LOUIS MINNEAPOLIS DALLAS





BEHIND THE COUNTER

Training the Holiday Sales Force.

Show much—tell little.

That's the recipe for the merchant who would train new help for his Christmas rush.

One easily-remembered, workable rule is worth a peck of regulations. Load down your novices with the latter and they'll forget all the others in the endeavor to pick out the one to fit a momentary need.

Show them much—tell them little.

Teach the geography of your store. Show where every item of every line is kept. Point out the resting-place of every kind of merchandise until the "new hand" can instantly respond to a request for this or that item. Prevent the confusion that always results when new help interrupts old help, in the midst of a sale, by a question about the location of certain merchandise.

No Room for Trouble Makers.

If you do nothing else, make a "store index" out of every new clerk, so that a customer unfamiliar with your stock arrangement may get instant attention and information.

Do not pay wages to anyone who is merely a question-asker and trouble-maker, unless you're willing to spend money for someone to interfere with the efficiency of efficient helpers.

First of all, see that your new clerks know where the goods are.

Price tickets will solve many of your hardest new help problems. Place the cards on every item, and you won't have to waste patience and gray matter expounding a system of secret price marks, which, nine times out of ten, are forgotten as soon as learned. Price ticket your goods and you'll need fewer clerks to sell them.

How to Wrap and How to Tie.

Teach the mystery of wrapping and tying. Show how to save paper, twine and time. Teach the method required by each different kind of goods. Explain the difference between a package of drygoods and one of toys. Demonstrate each way of wrapping until the new help can wrap and tie quickly and securely. Some merchandise needs but a single fold; others must be double wrapped. Some bundles take doubled twine; others need but a single loop.

Give each new clerk a clear idea of the lines that will need the most pressure during the holiday rush, and be sure to specify all the goods that should be sold.

Unless you take this precaution, you're apt to see the easily-sold lines slighted in favor of those that are expensive to sell during the Christmas season. When your trade seeks certain kinds of merchandise it is hardly wise to try to force essentially different goods upon them.

Don't Slight the Children.

If you run to toys, you may expect many children, both buyers and lookers to visit your store and to create a problem for your clerks. There is never a time when the little folk should be slighted, but at his particular season, your immediate success or failure may depend upon the manner in which you cater to this element of your trade.

See that every one of your helpers is impressed with the idea that he is temporarily a "Servant to Their Majesties, the American Boy and Girl."

Some complaints are sure to arise and your new assistants should know how to receive them. The surest, safest rule is this: "Treat the customer as if she were wholly right and the store wholly wrong."

Do this and you'll find anger easily pacified, and kickers readily squelched. Calm acquiescence is the best sort of oil to pour on the troubled waters of a "complainer's" dissatisfaction. Anger and vexation soon die when they find no opposition.

Why Not Offer a Bonus?

If the volume of your sales warrant it, give a bonus to all clerks, based upon the number of sales they make. This method will be a sure business stimulator, and will tend to make your help sell more than is asked for by the customer.

Finally, let the hope of a permanent position spur the new ones to greater efforts. Assure each one that exceptional industry and capacity may lead to a steady position, and that the store's future relation to its employes will depend upon the record made during holiday rush.

Don't forget that few people, particularly temporary employes, care to give something for nothing, and that the surest way to get value received in labor is to give value received in wages, chances for advancement and fairness. —Butler Way.

The Too Talkative Clerk.

It was the writer's experience to be in the company of a woman who purchased a pair of shoes in a large department store recently. The woman was prevailed upon by the salesperson to purchase a pair of patent colt, cloth top, button boots, with narrow, recede toes. Those worn by the woman when she entered the shoe department of this store were a medium round toe low cut style.

The first point the saleswoman talked on, was the fact that the shoes worn by the intending purchaser were not at all up-to-date and were not the right style for her to wear. Right here the salesperson made the big mistake of telling the buyer that there was more comfort in a flat, recede toe style than

in the medium round toe shoes she was wearing. The feet to be fitted were of the short type, about 4½ C, with enlarged great toe joint.

Foot-fitters know from every day experience that a foot of that kind will find more comfort in a round toe, which has at least more ball room than the flat toe model; but the saleswoman kept right on talking how much more "classy" the new recede toe style was and how much more comfort would be enjoyed in shoes of this style, winding up with the statement that the shoes worn by the customer were not "right" either for present day style or comfort.

It was a surprise to see the sale made, for no one cares to be told that they had no comfort in a shoe that proved it beyond such words, nor do women especially like to have their judgment criticised.

While this sale was under way another woman was occupying the adjoining seat and awaiting her turn to be served by the same member of the selling force. The first customer's change was a long time being returned and this gave the writer a chance to observe how the clerk served the second customer. Much to my surprise the same line of too much talk prevailed. However, in this case the customer was told that "the new round toe was very popular at present." A few moments before the same clerk had told the first customer just the reverse.

From experience it is known that it is never wise to talk too much to a customer; it is best to give the customer a chance to decide and if information is required to give it but never criticise.

Another point for clerks to keep well in mind is never criticise an old shoe until the customer has asked for your opinion of it, for if you do it can be looked upon as a reflection of good judgment and the sale can be lost.

If criticism is necessary, the matter should be handled in a way that will not offend the customer or hurt their pride. A great many people need advice of an educational kind in the selection and fitting of shoes, and this should be given, but a clerk goes beyond the bounds of good salesmanship when he or she voluntarily criticises or wilfully deceives a customer.—Shoe Retailer.

Use of Lemon Juice at Critical Time.

Sitting at a planked shad dinner in Yonkers, a laughing guest drew a bone into his throat and he began to

strangle. Some one suggested that the sufferer swallow a fragment of dry bread.

"Oh, no," exclaimed an Ossining man. "Don't give him bread. It might catch the bone and it might not. Give him something that is sure to give relief." Beckoning to a waiter, he said: "Bring me a lemon, cut in two." And it was brought without delay. Taking one section, he offered it to the choking guest and told him to suck the juice and to swallow it slowly. Directions were faithfully followed, and in about a quarter of a minute the afflicted one placed the half lemon on his plate, looked into the anxious faces around the table and smiled.

"Well, Joe," said one, "how about it?"

"It's gone," was the reply, "the bone has slipped down."

"Not exactly that," said the Ossining man. "The bone slipped down, all right, but it was melted first by the citric acid. I never knew it to fail to dissolve a fishbone. You can test the power of lemon juice by dropping some of the fishbones you may have lying on your plate."

Several diners tried the experiment. In each case the acid reduced the bone to liquid gelatine.

Store Goods Where Produced.

Some years ago it was thought by many that as time passed that goods would be stored more and more in the big consuming and distributing centers. This tendency has not materialized. At the present time, in fact, there is a greater and greater proportion of perishable goods stored at or near the place where they are produced. As a matter of fact the only reason why goods have been stored where distributed and consumed is because money has been available for the putting up of the enormous plants for this purpose. The practical advantages are mostly all on the side of storing where produced.

A good excuse is a bad reason.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hline Co.

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



Pat.
Feb. 9,
1904

Switzer Glass Sales Jars

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

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

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

1 gal. complete, each.....	\$1.32
1½ gal. complete, each.....	1.67
3 gal. complete, each.....	2.10
4 gal. complete, each.....	2.60

F. O. B. Chicago

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

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

NO UNION FOR HIM.

Why Whitney Never Became a Trouble Maker.

Written for the Tradesman.

It was as long ago as 1880 when I was learning the printer's trade in the office of the Milford Times that I learned of the existence of trades unions. An older printer informed me that when I had learned the trade I could earn \$2.50 a day in the city, provided I belonged to the printer's union.

My earliest conception of a trades union was that only competent workmen could belong; that membership in a union was a guarantee to employers of efficient help; and that when one had become so proficient in his calling as to be admitted to the union it was like obtaining a diploma at school or receiving a certificate to teach.

Never having had a longing for city life I did not look forward to membership in a union, but used every available means to advance myself in skill and knowledge in my trade. In course of time, however, opportunities opened before me and I found myself at work on a village newspaper and visiting the city once a week to carry the local news and changes of advertisements in type, make up the local pages of the paper in the "patent inside" printing establishment and carry home the printed papers at night—also the eighty or more pounds of "dead type."

When my predecessor on the job came back to his native town and my employers were willing to take him on again and let me accept a place with the aforementioned Ready Print establishment in Detroit, I migrated to the city. To set type by the 1,000 ems not being the height of my ambition and there not being the variety of work to which I had been accustomed, I took the next opportunity that came my way and a few weeks later I accepted the offer of the publisher of the Ypsilanti Commercial. He was looking for a young man who did not "know it all" whom he could train to become foreman of his establishment and take the place of a son who talked of going into business for himself.

Along with the new work in connection with book and pamphlet printing for the State Normal and others, he persuaded me to take notes of sermons, lectures and entertainments and write up for the Commercial; also to write up such other news items as I could find when not at work in the office. There was no pecuniary reward for this; it was for my own benefit.

The promised foremanship and increased pay being apparently no nearer at the end of six months, I returned to Detroit, and applied for work with the Detroit Evening Journal, then about to be started. All places were filled in advance.

The printer's union at that time controlled only a part of the daily paper and larger job printing establishments and I had no difficulty in securing work as a non-union man in a job office, a part of my work being

to help two Polanders set the type for the first Polish newspaper in Detroit. A few weeks later I secured work in a book publishing office and there had my first experience with a strike. The grievance was copy for a book which was being reprinted, some of which was manuscript faded with age and difficult to read. Those who were always looking for "fat takes" or pretexts for complaint thought it a good time to demand the union scale wages, two or three cents more than the firm was paying. Getting no satisfaction, twelve of the fifteen printers walked out. The foreman, his assistant and myself remained. As I was averaging about \$3 per week more than in Ypsilanti or Birmingham, I thought I was doing well.

The strikers were single men who spent their evenings in saloons billiard rooms and other low resorts. They posed as journeyman printers, but when some careful, particular or difficult work was to be done it was given to one of those who did not strike, and he received pay by the hour. It would be easier to set an article all anew than to correct proofs of some of those striking printers.

Something like a year later, having worked in Reed City six months and returned to Detroit, I was again in quest of work. Very likely I could get a place as substitute on a morning daily if only I belonged to the union. Well, in fact, I need not wait to join. Just put in an application for membership and I could work as a "sub" until my case was voted on.

I sought the secretary of the union, a man of excellent reputation, formerly a country printer, a Good Templar and active church member, and obtained an application blank and a copy of the constitution and by-laws of the typographical union. Then I went to the composing room of the daily and took my place as a waiting "sub." No work that night. The environment did not tempt me and I did not go again. I soon found work and by the time I had carefully read the constitution and by-laws of the union I had concluded that I was not ready to surrender my liberty or stultify my conscience for the sake of promised higher wages and sure employment. And yet, the aims and objects of the union, as set forth in the constitution, were commendable. With the methods of securing jobs and forcing wages I was not in sympathy.

At another time I had received permission from my landlord to have some repairing done to the house which I and my family occupied. A carpenter of my acquaintance had three or four hours of spare time after his regular day's work. Would he do the work as he could? Yes, if he could do it without any of his fellow union carpenters knowing it and reporting him to the union for working out of regular hours.

Just a few doors away another carpenter was out of work nearly all winter. He had had a job offered him at \$1.50 a day, but he didn't dare work for less than \$1.75, the union scale

at that time. And this in a land of boasted freedom and independence!

Another circumstance gave me an insight into the ways of the labor agitator. The weekly religious paper of which I was foreman when ill-health compelled me to seek out door occupation, had at one time a very zealous labor leader as foreman. So much of his energy was spent in advancing the cause of labor and so many hours of the night taken up with meetings and so forth that he did not get a sufficient amount of sleep. The publisher of the paper did not visit the composing room as often as perhaps he might, but called his foreman to the office or gave directions through a speaking tube. Going up to the composing room one day, unannounced he found his foreman asleep. That foreman's job terminated at once.

This editor and publisher was a college bred man and perhaps that was one reason why he was not in sympathy with the custom of employers making rules for the conduct of his printing office or of a foreman deciding questions of payment for certain kinds of work. Had he risen from the ranks of the craft to the position of proprietor he might have viewed matters somewhat differently. However, he had just about as much respect for a union man who would come into the composing room and try to work up dissatisfaction among his employes as he would have for a fire bug sneaking into the building at night to destroy it. And yet he never to my knowledge deigned to mention the union or unionism in his paper.

I came to look upon a union not as an organization to promote efficiency in the craft but as a ring to monopolize the well paid positions, realizing that a political organ was not under the necessity of earning dividends for the stockholders. In fact the latter usually had periodically to appropriate funds to meet expenses. If the management were so disposed they could pay higher wages than those who must be governed by his business competition.

I found that non-union printing offices generally paid living wages without any attempt at coercion on the part of employes. I also noticed that cases of discontent with wages were usually the result of outside influence, rather than the employe's own decision that he or she was underpaid.

If I came to the conclusion that I was not being treated fairly, was not getting enough wages and could do better elsewhere, I settled the matter alone with my employer. I asked no fellow workmen or union to help me win my case. If I quit, I did not try to raise discontent among the other help.

The only sufficient reasons for striking which ever came to my notice was the insanitary conditions under which employes were expected to work, but I never knew of a strike on that account.

As type setting was not the only work I knew how to do I never worried about losing my job, and I did not have to belong to a union to hold one. For about five years I carried

the keys to a certain newspaper building and the composing room and did not have to wait until 7 o'clock to enter, nor did I have to drop my work on the stroke of the quitting bell if a few minutes more were required to complete a piece of work.

One reproach which the non-union workman always had to face was that if he received good wages it was because of what the union had accomplished, and therefore he ought to help maintain it; otherwise he was lacking in manliness and square dealing.

One other reason why I never joined a union was because I did not work for money alone. The aims and objects of the establishment for which I worked were also my own. I was in sympathy with the editor or the proprietor, not engaged in a game against him, to profit by his loss.

I believed that the employe who was not only loyal to the institution which furnished him a means of livelihood, but also willing to sacrifice somewhat to accommodate his employer who was struggling to establish a paper or a printing establishment would share in the rewards when the business became more remunerative.

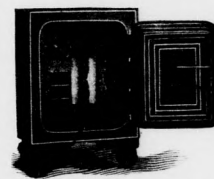
The attitude of many workmen was that no one with small capital, no one who could not pay the very highest wages, no one who sometimes had to ask his employes to wait for a part of their pay until he could collect the money had any right to attempt to carry on business.

"The firm is rich; it can stand it," was no excuse with me for material damaged by carelessness or a demand for more wages. Of course I sometimes thought I earned more than the wages I received, but the merchant many times feels that he is not getting as much profit on certain goods as he should. The farmer many times sells his products for less than he thinks he ought to get. So it is with others; yet they live and prosper.

Economy which yields its best results when one is past working will seldom be learned by the young man or his wife when the former is getting big wages. E. E. Whitney.

The years ahead will require more able men than ever before—are you training for it?

Safes That Are Safe

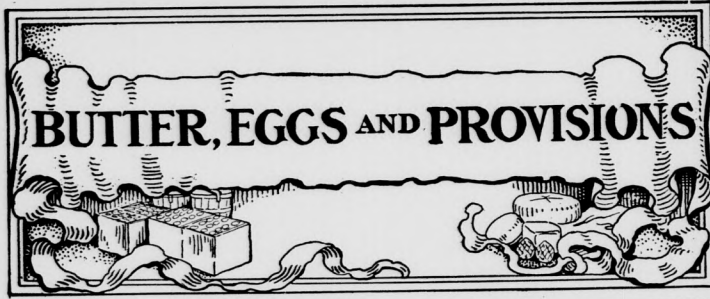


SIMPLY ASK US

"Why do your safes save their contents where others fail?"

SAFE SAFES

Grand Rapids Safe Co.
Tradesman Building



How Farm Eggs Can Be Profitably Handled.

It is a simple thing to gather eggs on a farm, take them to the grocery store and sell them at the going price or trade them in for supplies needed by the family. Anybody can do it, and a great many people do it because there is a constant demand for eggs at a price in any town in any country in the world, no matter how remote it may be. The slave-wife of darkest Africa as well as the wife of the farmer in this country takes eggs to town and sells them for money or trades them for goods which she needs. This is the easiest, simplest and most common way of marketing eggs, but it lacks much of being the best way, and there are several better ways.

For several months I had on my desk a copy of "The Agricultural Extension Bulletin," a periodical published by the Ohio State University in the interest of agriculture in Ohio. This particular bulletin was written by Prof. C. S. Plumb. It contains so much on the subject of marketing eggs that it has been my purpose to brief it. I am glad that I delayed writing this for so long, because it gives me an opportunity to give the views of another poultry investigator of national renown, Prof. James Dryden, of the Oregon Agricultural College.

Prof. Plumb in order to make his teaching more interesting, tells a story of having met a student, "Jim" Robbins, soon after he came from a three months' course at the poultry school held at the Ohio State University. He met "Jim" at Marshall's store and got to talking with him about what he had learned concerning marketing eggs. It was proposed that they open a case of the eggs which Marshall had packed ready to ship and examine them. The eggs were in a common 30-dozen case, which is the standard egg-package in this country, and they were taken out and put into a washtub where all of them could be seen at once. "Jim" told how he had been taught that appearance adds to the value of a food product; that people will pay more for eggs attractively packed than they will for a lot of every size, color and condition, jumbled together. In this I can agree, for I happen to know of a woman who sells eggs in Omaha to private customers. She puts a dozen eggs, wrapped in squares of tissue paper in a neat, white pasteboard box and lays over them a little ornamental square of paper. She then ties the box with a bit of baby ribbon and sells the eggs for about 15 cents above the market price. Every egg is absolutely clean. She receives from 15@20c for a box and a bit of pink or blue ribbon, costing altogether

about 2c. In other words, appearance counts for 1c profit on every egg she sells.

"Jim" sorted the eggs for size, and found that a dozen of the largest weighed 30½ ounces, a dozen of the smallest 21¾ ounces and a dozen of a size between these two 26½ ounces. Then they figured out that a case of thirty dozen of the largest ones would weigh 57 pounds 3 ounces, a case of the smallest size 40 pounds 12 ounces, a difference worth talking about. Then "Jim" asserted that eggs from Leghorn hens weigh 22 ounces and those from Minorcas 27¼ ounces. I have just weighed a Minorca egg, such as my Minorcas lay, and it weighed exactly 2½ ounces or 30 ounces to the dozen, and six eggs from Leghorn pullets weighed 10½ ounces or 21 ounces to the dozen, and I guarantee that the eggs from these same pullets will weigh fully 24 ounces to the dozen when they have been laying three months. I would not keep hens that laid eggs less than two ounces in weight after they had got into the full swing of laying. My Leghorns lay eggs fully as large as any of the three varieties of Plymouth Rocks that I keep, except the White Rocks. My White Rock hens lay eggs nearly as large as those from my Minorcas, but I do not happen to have any to weigh now. There is a great difference in the weight of eggs, and the old woman who asked her grocer if he made any difference in the price of eggs from black hens and those of other colors was shrewd, for when the grocer said he did not and consented to let her pick out the black hens' eggs he saw the point when she picked out the largest, asserting that black hens always laid the largest eggs. She knew that by selecting the largest eggs she was getting more for her money that she would get if she took the eggs as they came.

The difference between eggs that weigh 20 ounces and those that weigh 30 is 50 per cent, and it would be just as rational to sell pigs by the head as eggs by the dozen. The poultry-keeper who selects a flock of hens for large eggs is throwing away his money under present conditions because it costs more to produce eggs at 30 ounces per dozen than it does those that will weigh only 20 ounces. The State of Iowa and the city of New York are the only political divisions of this country in which there is a standard weight for a dozen eggs. In Iowa the law is said to be ignored, and in New York the dealers have got around the law by selling eight or ten or twelve eggs for 25 cents instead of selling them by the dozen.

"Jim" called attention to the fact that in the case they had opened were clean eggs and those that were dirty, eggs

with the clean, dull glaze that is found on the shell of fresh eggs and others looked brownish, dirty and stale. Then they hunted up a market report and found that the city buyers made a difference in the price of eggs. At that time eggs which graded as "dirties," were quoted at 12c, while eggs which were 90 per cent. fresh, packed for the city trade, were quoted at 17c. Then it was found that there was a difference in the price of white eggs and brown ones in certain markets, the difference being about 1c a dozen in favor of white eggs.

Color is a matter of prejudice entirely, as there is no difference in the palatability or nutritive value between the two colors. In New York, white eggs are favorites, while in Boston brown ones command the best prices. Chicago does not care what the color is and San Francisco will give 2 or 3c more for the white ones.

Eggs should be sorted as to sizes also. Where the eggs in a case are all of a size they will bring a better price than can be secured for a case of all sizes. Crooked and deformed eggs should be eaten at home, as they reduce the market value of a case in which they are found.

The feed the hens get is of importance. Feed hens onions a few days and the eggs will have an onion flavor. A man who aspires to become an instructor in poultry-keeping in one of our Western schools said the other day that the feed a hen eats makes no difference in the flavor of her eggs, as the delicate chemistry of nature neutralizes all bad flavors and leaves the eggs perfect in this respect, the saying of which will cost him his chance to teach in that school, for he showed a lack of elementary knowledge on the subject.

At the recent egg show at the Oregon Agricultural College the loss from improperly handling eggs was shown graphically by piles of eggs representing where the losses occur. The eggs were representative because they were brought in by ten farmers who deal with the grocers of Corvallis, the town at which the College is located. The eggs were assorted and piled on a table for all to see. They showed a loss of 17 per cent. between the nest and the local store. This represents a loss of \$100,000,000 in a year in the United States. This loss is made up of 2 per cent. for dirties, 2 for breakage, 5 for chick development, 5 for shrunken eggs—those

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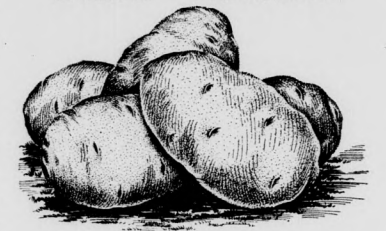
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held too long before being taken to market— $\frac{2}{3}$ for rotten eggs, and $\frac{1}{2}$ for mouldy or bad-flavored eggs. Nearly all this 17 per cent. loss could be saved by care in handling. Oregon eggs are worth and will bring 40c a dozen in Portland, if they reach market clean, fresh and in clean packages. The country storekeeper gives 25c a dozen, throws all that are received in a case and sends them to market, and frequently sells them at a price that does not net him the 25c a dozen that he paid for them. To the 17 per cent. loss from bad handling is added the "rake-off" of the several middlemen through whose hands they pass, which amounts to 27 per cent. more, all of which is deducted from the price the farmer receives, and which could be saved by careful handling and proper marketing by co-operative methods.

Prof. Dryden names six points which should be remembered in handling eggs on the farm: 1. Clean yards for the fowls to run in and clean nests for them to lay in, cutting off the 2 per cent. for "dirties." 2. Care in gathering and packing the eggs and hauling to market would save 2 per cent. on "breakage." 3. Regular and frequent gathering of eggs and the keeping of them in cool places would prevent the 5 per cent. loss from "chick development." 4. Selling the eggs when not more than three or four days old would save another 5 per cent. loss on "stale" eggs. 5. Watching the hens to prevent broodiness and "stolen nests" would prevent the loss of $\frac{2}{3}$ per cent. on "rotten eggs." 6. Attention to breeding and keeping the eggs in clean, sweet-smelling places where they can not absorb bad flavors would save the $\frac{1}{2}$ per cent. loss (a law estimate) on "mouldy" and "bad flavored" eggs.

These are matters for individual efforts, but marketing must be done by keeping enough hens so as to make regular shipments or by neighborly co-operation. Although the egg-farmer and the country merchant get only the price for mixed eggs, I have stood in Chicago packing houses and commission houses time after time and watched the candlers separating the several grades of eggs. Enquiry along the proper channels developed the fact that the city buyer usually discounts the condition of the eggs enough so he will get for the lower grades the price he paid for all and the best ones selected from those that come in are sold at a price that leaves him a profit after paying the expense of assorting them, besides his legitimate profit. The producer, who does not send his product to market in the best shape and condition, almost invariably meets with this heavy discount, which could be avoided by taking more pains with his consignment. Miller Purvis.

Onions as an Article of Food and Medicine.

The onion, which the super-refined and fanciful banish from the table as an article of food not fit for representation in polite society, is one of the most wholesome and beneficial of foods. Young green onions are put on the table as a delicacy, almost invariably in season, in the serving of a French or Italian lunch or dinner. The French and Italians know what is

good for you. They might not be able to tell you why, but they understand that the onion is a healthy part of the dietary, and aids in the normal disposition of food. It acts as a stimulant upon the gastric juices, without producing a depressing reaction. It is most effective as a diuretic, and therefore counteracts in great part the injurious effects which might accrue to the kidneys by the drinking of the clarets served with these dinners. It exerts a laxative influence upon the bowels, and is, generally speaking, a purifier. There are sensitive stomachs to which the ingesting of raw onions is productive of indigestion. But this effect would not be easily experienced if the onions were thoroughly masticated before swallowing.

The onion is valuable as an expectorant. The writer has used it in many different ways for colds. In the very beginning of a cold, if raw onions are peeled, cut up and inhaled, both through the nostrils and mouth, with a cloth drawn over the head, and about the dish which holds the onions, the symptoms will be likely to disappear. If the cold has gained headway, eat the onions raw, holding them in the mouth and throat for a while, so that the fumes will penetrate all of the interior passages. This eating of onions, followed by a dose of castor oil at night, will be most likely to remove all traces of the cold by the following morning. This treatment will, in any event, break the hold of the cold upon the system.

Press the juice out of the onions with a lemon squeezer, or any other convenient crushing apparatus, mix in sugar, and let the solution boil to a syrup, and you have an excellent antidote for bronchitis.

Laura Morgan, a New York journalist, who has had a great deal of practical experience in nursing the sick, gives us the following "sure cure" for pneumonia: Take six to ten onions, according to size, and chop fine. Put in a large spider over a hot fire, then add about the same quantity of rye meal, and vinegar enough to form a thick paste. In the meantime stir it thoroughly, letting it simmer five or ten minutes, after which put it in a cotton bag large enough to cover the lungs. Apply it to the chest as hot as it can be borne. Change the poultices every ten minutes, and in a few hours the patient will be out of danger. This simple remedy has never failed to cure this too often fatal malady. Usually two or three applications will be all that is necessary; but continue always until perspiration starts freely on the chest. If rye flour cannot be obtained, use rye bread instead.

This remedy was formulated years ago by one of the best physicians in New England, who never lost a pneumonia case, and who always used simple remedies in his practice.

This same journalist, suffering every winter from rheumatic attacks, cured herself by eating raw onions freely each day. Certain elements in the onion search out the poisons and remove them from the system.

The good cook will use onions free-

ly in the preparation of her dishes. Not only does it make them tasty, but it adds to their hygienic value.

For strength, the red or yellow onions should be selected. The Spanish onion is far milder.

Genevieve Farnell-Bond.

The Poultry Business.

It is hard for people not in touch with the poultry industry to realize its vastness.

But it's true that there was paid out in this country last year for poultry and eggs not less than one and three-fourths millions dollars.

A statistician has figured this to be in the neighborhood of \$40 a family—assuming that there are five in the family—an average of \$8 a person, allowing for 90,000,000 of people in the United States, or an amount per capita that equals five barrels of the best flour.

The statistician also tells us that every year this country hears the cackle of 30,000,000 laying hens, and that the great American egg basket contains annually in excess of 24,000,000,000 eggs.

And some of the best poultry authorities affirm that these figures are far too modest.

At any rate, the poultry and egg business in America has assumed stupendous proportions.

Poultry raisers—those who go about it in an intelligent and scientific manner—will reap a big reward in the months to come.

The farmers will add to their big income already gathered in from the

year of bumper crops by marketing poultry and eggs.

And the modern farmer rightly regards poultry and egg production as a natural and profitable adjunct to his other crops.

The poultry industry in America has reached a commendable stage of advancement.

The American Poultry Association is a strong organization headed by practical and successful breeders, fanciers and poultry experts.

Its conventions are heavily attended. There are poultry shows and expositions in every state—in every city—of importance. The United States government has taken a particular interest in poultry raising and egg production and its experiment stations have developed much valuable information on the subject. Agricultural colleges have courses in poultry breeding that are of the utmost value. The poultry press of America is a powerful factor in the development of the industry. These publications are widely circulated and generally read by a prosperous class of people who are willing buyers of articles of merit—whether or not they directly pertain to the business of poultry culture.—Agricultural Advertising.

Most people are anxious to get away from the noise when a man begins to blow his own horn.

If a man gives you a square deal in a horse trade you can trust him anywhere.

PEACOCK BRAND



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

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Write to-day

CUDAHY BROTHERS CO.
Cudahy-Milwaukee



Poultry Should Be Drawn When It Is Cooked.

The following letter was recently addressed to Dr. Mary E. Pennington, Chief of the Food Research Laboratory of the Bureau of Chemistry, at Washington:

Grand Rapids, Dec. 4.—For some reason I have not seen the bulletin issued by the Bureau of Chemistry, covering the results of your investigation on the subject of "Drawn versus Undrawn Poultry." My attention has been called to a summary of the report, which I publish in this week's issue of the Michigan Tradesman. So far as I can judge, your investigation covered only poultry that was intended to be held in cold storage or transported a long distance to market and I therefore write to enquire if the same conditions apply in the case of poultry that is killed one day and sold and eaten the next? Personally, I have always had an objection to purchasing undrawn poultry. I do not think my objection is due so much to the extra expense as it is to the fact that it does not look right to send home or take home to a woman an undrawn fowl, when such work can be done on the farm or in the meat market so much more easily and with a minimum of cost and annoyance. I am, therefore, disposed to write you a personal letter, enquiring if you are of the opinion that poultry intended for the local market, which is eaten at least within three days of the time it is killed, should be handled undrawn?

Possibly if I were to see the full text of your report this feature would be covered but, in the absence of the report and in the thought that perhaps you did not cover this feature therein, I am disposed to write you as above.

E. A. Stowe.

Dr. Pennington's reply was as follows:

Washington, D. C., Dec. 6.—In reply to your letter of Dec. 4, concerning drawn vs. undrawn poultry, I am enclosing herewith a copy of the publication of this Laboratory on the subject. It answers a number of questions in your letter.

May I call your attention to the fact that twenty-four hours after killing—when the handling of the birds had been far better than market handling generally is—the birds which had been fully drawn contained over 77,000 bacteria in the wall of the abdominal cavity as compared with 236 in the wall of the abdominal cavity of the undrawn bird. The indications are that the rate of deterioration increases just as soon as the body cavity is opened. Whether the bird be intended for long or short marketing periods it would seem desirable that it should not be eviscerated.

I cannot agree with you concerning the eviscerating of a fowl by the market man in preference to having this work done in the housewife's kitchen. The evidences of unfitness for food would frequently be observed in the viscera when they are not apparent in the flesh. If such is the case the housewife notices the condition and refuses to eat the bird whereas the retailer is more than apt to send the bird to his customer provided no evidence of disease is attached to that part of the carcass which leaves

his hands. Neither can I see that there is anything objectionable in the eviscerating of a fowl by the person who prepares it for the table, if that person knows how the work should be done. The whole matter, in fact, is a question of the education of the consumer. When the consumer knows how poultry should be handled he will refuse to receive it in a drawn condition and he will also refuse to have the drawing done outside of the premises on which the bird is to be cooked and eaten.

M. E. Pennington,
Chief of Food Research Laboratory.

Cocoa, Coffee, and Tea Imports.

Imports of cocoa into the United States in the year which ends with next month will exceed those of any earlier year and approximate 150 million pounds, against 57 million pounds ten years ago. The growth in the importation of this article in recent years has been much more rapid than that of tea or coffee. The quantity of cocoa, or cacao, imported in 1912 is practically three times as great as in 1902, a decade earlier, while tea imports show an increase of but 20 per cent, and those of coffee are actually less than in 1902, the comparisons being for the nine months ending with September of the years named.

This rapid increase in importations of cocoa has brought the United States to first rank in the consumption of that article, the present consumption, based upon the net imports of the calendar year 1911, being 130 million pounds, compared with 112 million for Germany, 60 million for France, and 56 million for the United Kingdom, out of a world consumption of approximately 500 million pounds. Of the world's imported coffee the United States is also the largest consumer, the net imports last year having been 796 million pounds, compared with 404 million for Germany, 245 million for France, 28 million for the United Kingdom, and 26 million for Russia. In imports of tea, however, the United States ranks third, her total imports of that article, 100 million pounds, being exceeded by those of the United Kingdom, 294 million pounds, and those of Russia, 155 million pounds. Germany's tea imports for consumption in 1911 amounted to but 8 million pounds, and those of France, 3 million pounds.

Most of the cocoa imported into the United States is produced in the West Indies, Central and South America. Of the 131 million pounds imported in the first nine months of 1912, 31 million pounds were from the British West Indies, 28 million from Santo Domingo, 20 million from Ecuador, and 12 million from Brazil; while 20 million pounds were credited to Portugal and 7½ million pounds to the United Kingdom, though in fact produced in certain of their colonies.

Brazil is the chief source of our imported coffee, having supplied 435 million pounds out of a total of 651 million pounds imported in the nine months ended with September, 1912, compared with 55 million from Columbia, 37½ million from Venezuela, 37

million from the Central American States, 29 million from Mexico, and less than 60 million from all other countries, including 42 million pounds imported from Europe.

Japan usually supplies about one-half of the tea consumed in the United States, though in the current year the proportion imported from that country is somewhat less than one-half. Of the 67 million pounds of tea imported in the nine months under review, 29 million pounds were from Japan, 18 million from China, 10 million from the East Indies, and 7 million from the United Kingdom, presumably the product of certain of her colonies.

Selling Buttermilk Cheese.

To make a success of the sale of buttermilk cheese, it is necessary to make the product always of uniform quality as to flavor, content of moisture and salt, and appearance, so that consumers having once purchased it will know what to expect when they order it again. The cheese when sold should not be so dry as to crumble like brown sugar in the hand, or so moist as to flow like porridge, but should be stiff enough to hold its shape when a dish or pail full of it is inverted on the table. It is usually better to add nothing but salt to buttermilk cheese at the dairy, leaving consumers to add pepper, sugar, cream, paprika or ginger, as they desire.

To Regulate Cold Storage.

An ordinance to regulate cold storage of foods is being planned for Milwaukee. It will, according to newspaper reports, limit the storage of fish to six months, butter to twelve, eggs to eight, and other products only to such time as has been proven possible without unsafe deterioration. Date of storage and release therefrom must be stamped on all packages, and it will be unlawful for dealers to handle any article that may have been stored without the package carries these stamps.

The wise man finds wisdom where the fool finds folly.

Many a man is honest through force of circumstances.

POP CORN

Wanted in car lots or less.
Let me know what you have.

H. W. Eakins Springfield, Ohio

Hammond Dairy Feed

"The World's Most Famous
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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.

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

Michigan People Want Michigan Products

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

— ESTABLISHED 1876 —

If you have Choice Dry White Beans, Red Kidney Beans, Brown Swedish Beans to offer write and mail samples.

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The Vinkemulder Company

JOBBER AND SHIPPERS OF EVERYTHING IN

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Fancy, Heavy, Juicy, Sweet Florida Oranges.
Best California Navels. Fancy Florida Grapefruit.
Quality the best; prices the lowest.

M. O. BAKER & CO.

Toledo, Ohio

LACKED HORSE SENSE.

Why Cameron Didn't Get Credit Asked For.

Written for the Tradesman.

Odd sort of a fellow was Halley, credit man for the Atlas Wholesale Provision Corporation. He had original ways of finding out about the men who were on the books of the corporation, or who wanted to be there. There are times when commercial agencies, traveling salesmen, and neighborhood gossip do not tell the truth about a man. There's many a man entitled to credit who never gets it, and that many a man unworthy of any credit whatever receives more than is good for him the ledgers of all the large firms show.

After all, it is the man himself that counts. It is never safe to give large credit to a narrow-minded man, or a man who does business by rote, or a man who gets his eyes so close to a cent that the coin shuts out the hard, round dollar just beyond. Halley used to say that environment counted for nothing.

"If a merchant is made of the right stuff," he would say, "he will control his own environment, if you give him time enough. The man who will sit down and permit circumstances to control his business or his life is no good anywhere."

Well, Halley may have been right, but still there are circumstances which are not easy to overcome. Anyway, this is not about a battle with hard conditions. It is about a man with backing and also with a brain about as wide as the edge of a safety-razor blade—and that is mostly too wide for a good, easy shave, except when you read about them in the magazines.

Cameron made a good impression on Dillon, who sold goods for the Atlas in the district where the Cameron store was, and therefore Dillon recommended him for credit, stating that Cameron had quite a little fortune, that he owned houses and mortgages, and that he was of saving habits and good morals. He had been in business only a short time and had never asked for credit. His object in getting credit, when Dillon sold him a huge stock, was to enlarge his business. Dillon was afraid some other house would get him, and wanted to jam the credit matter right through and go the next day to Cameron with the glad news and a request for further orders.

Halley didn't know about Cameron. He wasn't in the agency books, probably because he had just engaged in business. Dillon's enthusiasm might be misleading. So the credit man walked over to the division of the city where Cameron held forth and took a look around. The store was in a fine location. It was neat and attractive, and seemed to be having a good trade.

Halley stepped in side and stopped at the cigar case. Cameron was at the back of the store, but came forward to wait on his customer. He was a good dresser, cleanly shaven, and gave one the impression that he thought a whole lot of himself. Halley did not reveal his identity

or make his business known. He was there to draw conclusions from things he saw and heard, and not from any alluring oratory which Cameron might put forth. When the dealer came up to the desk Halley rested the tip of a finger on the glass of the showcase, pointing downward to a box of cigars.

"I want a smoke," he said, briefly.

Cameron took a cigar out of the box and passed it up to him.

Halley looked it over critically.

"This wrapper is imperfect," he said laying the weed down.

Cameron took another out of the box and presented it with a little frown between his eyes.

"This is not the right shade," Halley objected. "Let me see the box—perhaps I can pick one out that will suit."

Cameron hauled the box out and acted like a boy who was doing something he disliked to do because his dad would thrash him if he didn't do it. He gave the impression that he was too important a man to attend to the foolish whims of a crank.

Halley cut the end off a promising looking cigar and lit it. Then he put his finger in the box and started to draw out five more.

"Six for a half?" he asked.

Cameron almost snatched the box away from him.

"I should say not!" he cried.

"These are expensive cigars."

"But, look here, my friend—"

Cameron cut him off short.

"No argument," he growled. "I know what I can afford to sell them for. These cigars are the best in the case."

Halley knew that they cost a fraction under six cents each. He put his hand into his pocket, took out a dime, laid it down, and went out. When he laid down the dime he also laid down all Cameron's hope for credit from the Atlas Corporation.

Do you see why that little transaction decided him? Can you understand that it wasn't the cigars Halley wanted—six for a half? What he wanted was to discover whether Cameron had a commercial brain—if he knew enough to make as large a profit on each customer as he could without resorting to dishonesty.

Cameron had shown that he did not know enough to make as large a profit as he could on each customer. That settled it with Halley, who went back to his desk with the notion that Cameron would either fail or get back into a little penny business. When Dillon came in to ask about the credit Halley told him there would be nothing doing. The salesman looked disgusted.

"He's all right!" he declared.

Then Halley told him about the cigar transaction.

"What's that got to do with it?" demanded Dillon. "I guess a man can fix prices and hold to them if he wants to."

"That isn't the point," Halley answered. "Cameron hasn't got horse sense. He doesn't possess the profit-getting instinct."

"I fail to see anything wrong with his attitude," insisted Dillon.

"Why he made four cents where he might have made fourteen. See?"

"But the percentage of profits—"

"Percentage be hanged! A customer stood there offering to pay him a profit of fourteen cents on a half-dollar deal. He preferred to make four cents on a ten-cent deal!"

"But the cigars would have been disposed of at a less profit."

"Oh, of course! If he had no hope of getting more cigars he might have held to his price, but he can get all the cigars he wants. Half the dealers in the city sell them at six for a half. I'd like to sell them for that as fast as I could hand 'em out! No! Cameron hasn't the commercial sense to make a profit as large as possible on each deal. He will fail or go back to a one-man store. Nothing doing in credits. He might pay up for a time, but he's narrow and ignorant and would keep getting into us and finally leave a big bill for the loss ledger."

Now, if you keep track of little things like this cigar deal, you'll gradually get to the truth about a man. Many a merchant has lost a five-dollar profit by declining to sell goods as cheaply as others were selling them because he wanted the full profit—when he could buy the goods by the ton, too.

It is the little things which show whether a man is capable of being a successful business man.

Alfred B. Tozer.

Even the whisper call for duty can be heard by the deaf man if the salary is sufficient.

Millers who stole corn, bakers who gave their customers short weight—in fact, dishonest people of all kinds—were formerly punished by means of an invention called the tumbrel, from the Latin word *tumbrella* (says a writer in "Little Folks.") It was an armchair mounted on a low carriage with long shafts. The offender was chained into the chair, and then trundled bareheaded through the town, with every small boy in the place following and hooting. In Naples traders who cheated their customers were expelled from the market, their counters broken in two, and their stock of fruit, sweetmeats, or whatever they sold, scattered to the winds. Until they redeemed their characters for honesty they could not sell any more in the market.

The advance towards whiter bread has been the advance of the world's civilization. In Europe, the kind of bread eaten is very nearly a true measure of any nation's advance. White bread is a badge of modern life, it belongs to the world of to-day, to freedom, to constitutional government, to all cleanliness of living, to all that is worth while. Black bread is the bread of serfs, grown in hand-tilled fields, harvested with a cradle, ground on coarse stones and baked in a hovel. The white loaf is born on the broad prairies, milled in a sun-lighted mill, baked in the broad light of day in a hygienic bakery.

Even if a man is a "big gun" the wolf may camp on his doorstep.

Twenty-Five Dollars For a Name

We want a new name for a popular priced coffee that shall be the best coffee sold in this market for the price, and would like to have a name that shall be as good as the quality of the product we shall put inside of the package.

Ask any retail grocer who sells our product for particulars regarding contest.



WORDEN GROCER COMPANY

Wholesale Grocers and
Coffee Roasters

GRAND RAPIDS—KALAMAZOO

The Prompt Shippers

WHY HE FAILED.

Frank Hutchins Tells the Story of His Life.

I am a failure, and I do not know just why. I have tried hard enough. Perhaps some of my own mischances will be a help to the young fellows coming up.

We'll have to talk here, for my employer is upstairs. In truth, he is playing poker. He is often here playing when his wife thinks he is at a directors' meeting.

If she should find out there would be alimony to pay. She is a church member and averse to cards. She wouldn't like it at all. She came down here one night in her electric car and wanted to go in and speak to him. Think of that!

But I got her to wait—I can say I've always been faithful to those whom I have served. I have always done the best I could to please, though in some manner I have failed to succeed. I admit frankly that I have been discharged many times.

But as I was saying, I got her to wait. "Don't try to climb up those steps in the dark, madam. You will get your dress all dirty. I will have him out here in a minute."

Which I did. He told her they were discussing plans for the new factory and he couldn't leave then, but would make it up to her the following day. Then she drove away. He gave me a \$5 bill. "Say, Frank," he said, "my wife musn't find out about these little parties upstairs. She doesn't understand, you know, about how men like a little innocent game now and then. I wouldn't like to have her find out—might make a lot of trouble. I trust you to keep still about it," he repeated. "I cannot afford to have it get out. You will remember?"

Reasons Sometimes Absurd.

"Yes, indeed, Mr.—," I answered. I spoke a minute ago of being discharged. It is strange, sometimes, the absurd reasons they give a man for dispensing with his services. I had a queer experience once, years ago, when I was a book-keeper for the Rock Island. I have to laugh now. But I was mad then. I was working away one day when the manager called me in and said: "Hutchins, I'll have to ask you to draw your time."

"What's that?" said I. "Do you mean—do you mean I'm fired?"

"I do," he reiterated.

"But what for? Isn't my work all right?"

"It is," he admitted. "Your work is good enough, but I think you are suffering from a bad case of enlarged tonsils."

I stared at him. "Enlarged tonsils? why—" I stammered, "I don't know what you mean, but that—that's no way to talk to a man."

"It's my way," he remarked.

"Well, it isn't mine," I said, and I let fly at him across the table. But he was a large man and he came back hard, and we had it back and forth. I was just getting my knees on his chest and choking him when they came running in and threw me down the stairs. And that was all the reason

on I ever got—"suffering from enlarged tonsils!"

He was a man, too, I'd always admired and stood up for. I liked him. I thought he was a high classed gentleman. Shows how wrong you can be.

There was a girl in the office named Kitty Green. She was a stenographer. She had an eye as wise as a parrot. But she was homely. One day, when she hadn't been there long, I saw something that enlightened me.

Setting Her Cap for the Boss.

"Say," I whispered to Fred Kunz, who worked next me, "I know something good. Keep your eye on Kitty Green."

"What for?"

"Cause she's setting her cap for the boss."

"Gwan!" he said.

"Sure."

"Show me!"

"The little fool is," I reiterated. "When he calls her in to take dictation she sticks her gum under her desk before she goes. Yes, fact she does. But when it's old Greeley or young Klein she'll smack in their ears like a young horse."

"You're a noticing sort of a guy," he said, and told Bob Manley the other side of him what I said.

Next day I saw something more and told them—we used to have little talkfests at noon. "Remember what I said yesterday, boys, about Kitty Green and the boss? Well, that goes double," I said. "Notice her hair, any of you to-day? Then don't miss it when you go back. It's rejuvenated. Just look and see. Yesterday it was just plain, ordinary brown hair, rather dull. But to-day it's all brightened up, that nice stylish brown they like—made with a henna preparation."

"Well, Frank," remarked Fred Kunz, "since you mentioned it yesterday I've noticed myself, and seems to me the boss is getting to be a good guy with her—slips her the easy letters, don't he?"

"No, Fred," I said, "you're wrong there. He wouldn't care for a girl like her."

We kept our lamps lighted after that for Kitty. She wasn't extra popular with us or the other stenographers either. Everybody could see her game. She played it well. I've got to hand her that. One of her moves—showed how earnest she was—was to have a little black mole cut of the back of her neck. Was an improvement, too. I noticed it right off and told Bob Manley and he got some of the girls to go and tease her about it, which I was sorry for; it hurt her feelings and the mole wasn't her fault.

But I couldn't see any chance for her to win. "No, boys and girls," I said more than once, "do you think a man like the boss would fall for a girl like her? Why, she is no sort of a girl for him to marry and he knows it. For all her beauty doctors and colored hair and new dresses she is really homely."

"She's always treated me well enough and I've got nothing against her. But the boss is such a high class

man—one of the best looking fellows in the general offices. He has money and prospects. You don't think for a minute he'd care for a simple little girl like her? He has too good taste for that."

I liked that man; thought he was a genuine fellow. Would have played him for class anywhere. But I waked up hard. Two weeks after he had kicked me out like a cur what did I hear? Why, he had married Kitty Green.

But then it is that way in business—queer fellows get to the top. I know many of them. Men you wouldn't think could get on—not if you knew them. I remember Charley Mack; he beat me out once for a place I thought I had cinched. Fact! Yet Charley didn't have an idea in his head two inches long. If I do say it, I was the better man—a lot.

That was away back when I was working under Mr. Leighton—for a shoe company. I was 30 years old then and full of ideas and ginger. I meant to make the world hop right off the table like a billiard ball. My hard work counted, or I thought it did. More than once he observed: "Hutchins, your work is good. I like it. You've been making a favorable impression since you came."

That made me feel good, eh? I decided to do my best. When the next good place opened up above I meant to have it—sure.

Never Thought Seriously of Rival. I never thought seriously of Charley Mack. He was a good enough sort, but nix a whole lot.

Never had any ideas. We used to sit around a chop house table and talk. If a man has thoughts he'll talk in a place like that. And if he has anything up his neck, it'll be about his own work.

But Charley didn't. As far as he could see our shop was double Al. He'd sit there and smile like a china bowl—empty. It never would occur to him there could be any other way or better way of doing things; but I am different. I have broadness enough to admit a fact, even if it is against me. I can see other people's ways are good, sometimes better.

"I tell you, fellows, there's a lot of things could be improved around the shop," I said more than once. "Mr. Leighton's a nice man, clean and fairminded, and I respect him in every way, but he isn't as young as he used to be. New ideas are what count. While he's been harnessed down to the mill new methods have come in. Now, in the matter of our \$3.50 line," I remarked, "the policy of the house is all wrong. Leather's going up. But Mr. Leighton, I believe, isn't up to date."

"He'll wake up some day and find out where he stands. You'll see I'm right, fellows. I was talking to Wilson, of the American, the other day; he agreed with me Mr. Leighton's all wrong. I am not criticising, you understand. I like and admire Mr. Leighton. But I've got eyes. I can see when we're wrong and I'm broad enough to admit it."

Well, sir, two months after that, when the head book-keeper quit, lit-

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H. P. GALLAHER, Vice Pres. and Manager

tle Charley Mack got his place. You could have knocked me over with a feather. I went right in to Mr. Leighton to have it out.

"Mr. Leighton," I said, "I had my heart set on that place. Why didn't I get it? You say my work is good and I know nobody works any harder or is more sincerely interested in the house." He answered me sadly. "Hutchins," he said, "I know you've worked hard for the step. I'd have liked to give it to you, but, after talking it over, we've decided we couldn't do it, not for the present, anyway. Perhaps—"

"But why? What's wrong with me?"

"Well," he said, shaking his head, "up to now we don't feel we can quite trust you with so responsible a place. We—"

"Am I not honest? Don't I work?"

"Both," said he. "Couldn't be better."

"Then what—"

"Well, you seem to lack certain—certain qualities. Perhaps, perhaps, after you've been with us awhile longer we may feel it possible to place you well."

"Perhaps? O, perhaps nothing. I won't work for you another minute. I quit to-day."

And I walked right out.

But if I had a rotten deal there, I remember one time I was fired when I ought to have been. I was to blame then, sure. I had a place out at the packing houses, keeping E and F on salesmen's accounts. I was old enough and experienced enough to

have known better. But I didn't think.

I'd met a fellow, pleasant sort of a man. I ran across him in a bar or some place, and we got acquainted. He seemed interested in the packing business, and we talked some now and then. One day I told him something I'd overheard in the office, seemed right interesting to me. This fellow—he was a nice appearing, pleasant man—he was much interested. Asked questions like a person who doesn't know the business, but intelligent. I explained all I knew. I liked him.

About a week afterwards Mr. Ranney, head of the advertising department, came running in where our Mr. Frink was—owing to small quarters they had me working in an inside office—and broke out cussing and excited.

"Mike," he exclaimed, "that has gone all over Packingtown about our new package!"

"Great guns!" shouted Frink, "that'll cost us thousands of dollars. How could it ever have got out?"

"There's a leak somewhere. Wish I could get hands on the man, contemptible spy that sold us out."

"It's too late now. They'll beat us to it sure."

Ranney dashed out, leaving me with my jaw dropped. I was sick, fairly sick. Was it I who had let out that thing? I couldn't believe it. Surely that man I'd talked to wasn't a spy. He was a nice looking fellow. But when I thought of it, he had

been mighty interested, and I'd told him a lot. He was a good listener.

Mr. Frink had been in a brown study. He came out of it suddenly.

"Say, Hutchins," he said, "did you ever see a fellow around the yards, slim and tall, kind of dark? His two eyes are a little different in color."

I gave a jump. "Who is he?" I said, frightened.

"They say he's a spy, paid to find out what we're doing. Hangs around a good deal, they say, trying to get to talk with our men. Ever speak to you?"

With that it all came out—my overhearing it and everything.

"What?" yelled Mr. Frink, so mad he could hardly speak. "You told him all that?" And he grabbed a paperweight off the table and flung it at my head. I ducked and the weight went bang through a big window. I didn't stop for more. I knew I'd had enough, and so had the company. Mr. Frink shouldn't have treated me so, but I didn't blame him. I never was sorry for anything in my life. But how is a book-keeper to know there are spies in every bar and chophouse?

My whole business life has been like that—discharged for no particular specified reason, after months of hard, honest work.

Frank Hutchins.

The Store Loafer.

Tales of business and pleasure and strife told as tho' 'twere the work of his life. Are Peter Tumbledown's lore which he tells at the store, while his work is all done by his wife.

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

"Hu!"

"Hu!"

"You were up in Catskills!"

"And so were you!"

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

"Yes I did mention something of the kind."

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

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

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

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

"Well, sir!"

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

"Well, you be more careful next time."

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

Next to running the government as it ought to be run, a man is seldom quite sure what he could do best.

The man with a push will very soon out distance the man with a pull.

Occasionally a man fails because he tried to do the wrong thing.



The Karo Demand is Increasing Everywhere

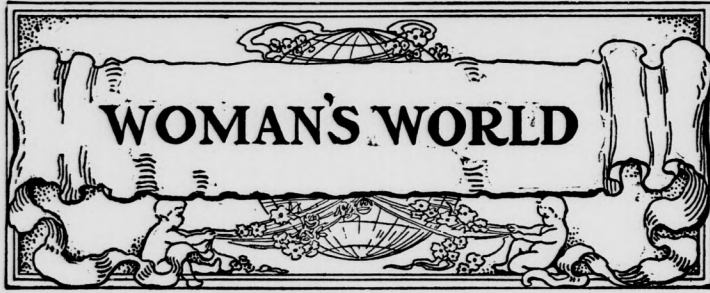
Karo sales are jumping. Effective advertising in the magazines, newspapers, bill-boards and street cars is proving a powerful sales maker. It is influencing millions of housewives to use more Karo than ever—telling them about the great food value of Karo, its purity, its nourishment, the energy it supplies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

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New York



Why There Are So Few Model Husbands.

Written for the Tradesman.

It is no wonder that so few men are really good husbands. The man who is a model in his own home is ahead of his time and, like most forerunners, is not appreciated by his contemporaries. In some far-off future day it is to be hoped that his followers and successors will come into their own, and receive proper recognition and reward while they are yet living on this earth. But he of the present time can hope for nothing during the present time; he must wait till he passes into that realm where we believe the inequalities and seeming injustice of this mortal existence are evened up. There we trust the honors he deserves await him.

When we come to think about it, it is strange, not that model husbands are scarce, but that any at all are to be found, for it requires some strong motive to induce the average human being of the male sex to lead a life of utter sacrifice and self-abnegation. It is easy to understand why men put forth their utmost efforts to make money or win professional success. Wealth or eminence in one's calling means power and high standing, things that men prize mightily.

But when a man goes to all the trouble to be a model in his own family, what can he reasonably expect to get out of it? Only the approval of his own highly developed conscience—the old "virtue is its own reward." When he dies it may be stated in his obituary that he was "a devoted husband, a kind and loving father" etc., etc., but these same unctuous things are said of men who have been indifferent to home ties and shockingly negligent of domestic duties.

The worst of it is that the model man is not honored in his own family.

Take Parker for instance. Now Parker is a model if ever there was one. He never gives Mrs. Parker nor the children a cross word. He has no bad habits. He is steady, industrious, and a good worker at his trade, which is that of carpenter. He is no "jiner." He spends his evenings at his own fireside.

Commonly he arrives home from work about three quarters of an hour before dinner is served. Does he sit down with a paper like other men? Not Parker. All spring and summer and early fall he spent this time with the hose or the lawn mower or he was down on his knees weeding the flower beds or trimming the grass at the edges of the cement walks. The Parker lawn is the admiration of all

passers-by, while their back yard took the first prize in the contest gotten up by the Village Improvement Society.

Parker has fitted up the house with all kinds of little conveniences which make it very easy to do the work. Then he is handy and helpful about everything himself. When they are doing their own laundry he often gets up early of a Monday morning and has the clothes run through the washing machine before breakfast. He can prepare a meal as handily as a woman, and to crown all he is especially skillful in sickness.

It would seem only a matter of simple justice that such a paragon of domestic virtue ought to be looked up to and made much of by the members of his own family. But how is it in real life? How is it with Parker?

He seems to occupy a very insignificant position in the household. To most persons Mrs. Parker rarely speaks of him at all; to her intimate friends she refers to him in an apologetic way, somewhat in this manner: "Mr. Parker is a good man, but he lacks initiative. He might just as well be a contractor and make twice or three times the money he now does. But he simply hasn't it in him to forge ahead, so I have to scrimp and economize and content myself with being a poor man's wife all my life."

From her plaintive tone one would think that she must have a very hard time of it indeed. "Lacks initiative," does he? Well, most of us lack something. She honestly feels that she ought to be pitied, notwithstanding the fact that Mr. Parker earns very good wages, and aside from car fare and what he uses for his own very plain clothing, his family gets every cent that he earns.

Johnny and Jennie Parker, aged respectively twelve and ten years, while they could not define the feelings that pervade their childish minds, are a little ashamed of their excellent father. His quiet ways do not appeal to the youthful imagination. When Tommy Maxwell, whose father is a real estate dealer, is bragging about some big sale that Maxwell senior has just made; or Kate Jenkins, daughter of H. K. Jenkins, banker and capitalist, puts on little airs and throws out choice bits of information regarding her father's large investments here and there; or Jimmy Murphy, swelling with pride, describes the elder Murphy's scrapping proclivities and tells how his "dad never takes a word from anybody and always downs the other fellow"—on such occasions Johnny and Jennie Parker just keep still or perhaps covertly attempt to

shift the conversation to some other topic. How would any description they could give of their father's unostentatious virtues compare with the glorious accounts of old Jim Murphy's pugilistic encounters, put forth by his admiring son and heir?

To sum it all up, Parker is one of the kind of men whom his children should they chance to be successful in life, will in a few years speak of as "Poor Father."

Only a little way back in the history of our race military honors were the great goal of mankind. There is still that within us that feels surpassing admiration for the dare-devil courage of the pirate. The fields of warfare have changed somewhat from the days of old, and many men now do their fighting in the marts of trade, or the stock exchanges of "big business," or on the base ball ground. But the popular hero is still essentially a warrior.

What chance is there for the man of peace like our good friend Parker?

A shrewd writer has pointed out that war among nations never can be abolished so long as women retain their admiration for the soldier, and instill in the minds of their sons the desire for military glory.

What kind of young man is it that going into a town sets the hearts of all the young ladies going pit a pat and creates the social furore of the season. Is it the steady, reliable fellow who naturally will develop into a model husband? Nay, verily. An outlaw or a desperado will sooner captivate a woman's fancy. After she marries her heart's choice, with marvellous inconsistency she is apt to lament and complain that her husband is not more domestic in his tastes, and contented to stay at home evenings!

Not until popular estimation rates such a man as Parker at his real worth will his kind become plenty. When we progress to the point of discarding the ideals formed during our long state of savagery, then the model husband will be regarded as the hero that he truly is; and since every man has an innate desire for a high place in the regard of his fellow beings, the genus of model husband will become great in numbers. But until that time comes, men like Parker will continue to be scarce. Lonely and unappreciated as they are, it is perhaps best that it should be so. Quillo.

The devil secures his assistants on promises.

Believed Him Guilty.

District School Inspector (cross-questioning the terrified class:) And now I want you boys to tell me who wrote Hamlet!

Frightened Boy: P-p-please sir, it—it wasn't me.

That same evening the inspector said to his host, the squire of the village:

"Most amusing thing happened today. I was questioning the class over at the school, and I asked a boy who wrote Hamlet. He answered tearfully: 'P-please, sir, it wasn't me.'"

After loud and prolonged laughter the squire said:

"That's pretty good; and I suppose the little rascal had done it all the time."

The Wife's Way.

Bill Jones down at the general store Was just chock-full of sound advice For Congress and the Governor: To take the same they would be wise. But Mrs. Bill who stayed at home, And patched old Jones' Sunday vest, Allowed, the while her thoughts did roam, To practice good advice is best.

She Called Him.

Mr. Kidd—I dreamt last night that I proposed to a pretty girl.

Miss Pert—What did I say?

Are you marching or marking time?—it takes about the same amount of motion, so don't judge by that.

It's surprising how many heroes there are in the world—to hear them tell it.

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Grand Rapids, Michigan

WORKED OUT WELL.

Privations Endured By a Now Prosperous Merchant.

Written for the Tradesman.

"I could tell a story if I was so minded," remarked the thrifty general merchant of Wicklow's Crossing to Archibald Trafton, the Chicago soap drummer

"I should like to hear it, Albert."

"I don't know whether you would or not," and the middle-aged merchant laughed. "You see, I told it once when it gave my listener a pain. He said I was the biggest liar in seventeen counties. Since then I have kept my little history to myself. Ella frowns when she hears me mention that little affair in my early life. She understands how fairy-like the yarn sounds and doesn't care to have me repeat it. However, since you're stranded until after dinner, and as the farmers are all too busy attending to the fall crops to think of even sending their women folks to the store, I'll spin you the yarn. When I am through, if you doubt the truth of what I tell you, then I'll never tell the story again."

"All right. Go ahead, Albert."

"I was about 19 and a veritable tramp, when my fate met me and turned my steps from beating railroads and trusting women. The former out of rides, the latter out of good victuals that dog Towser refused to eat. I had met with hard luck. Both my parents were dead; I had been intrusted to a testy tightwad of an uncle, who licked me when I was too young to defend myself, worked me like a mill horse, starved me on bread crusts and strong butter until I was as scrawny looking a bit of humanity as you ever saw.

"At 15 I came into my manhood by thrashing that tightwad uncle until he couldn't see straight for a month. I pounded him good after he had pounced on me with a barn shovel and knocked me into the corner of a horse stall. I left the man in a senseless heap and fled from the place never to look upon it again. I was mighty scared for a time. Thought maybe the old fellow had passed in his checks. Not so, however, as I learned later. He had recovered at the end of a week's illness and had offered a reward for his undutiful nephew.

"I skinned out of that part of the country; went south; lived on a cotton plantation for a while; got sick of seeing so many darkies around and hoboed it through the West to California. I'm not going to tell you all that befell me in the Golden State. I worked here and there, but never with much satisfaction. I had a sort of ambition that I would like to do something for myself; be my own boss, you know. There's a heap of satisfaction in not having to bow to the will of some other man, Archie."

"I'm aware of that," agreed the drummer. "We're all looking forward to the time when we can go into business for ourselves. So you had this ambition—"

"You bet I did, Archie. I got a small stake ahead. I was nearly 20

when I longed to see once more the green fields of Michigan and, with a fair wad of money under my waistcoat, I set out for the Wolverine State. I got here all right, but in Detroit ran in a nest of robbers and lost my wad. When I woke after a bit of a spree, I found myself strapped and in the hands of the law. I served ten days; was then turned out to grass without a cent. Then it was that I felt tempted to go down to the foot of Woodward avenue and jump into the river. I didn't do it, though. Why? Because of a pair of bright eyes. A farmer and his daughter had been down to the State Fair. They stepped from the ferry on their return from Windsor to visit relatives, and that girl—heaven bless her—looked squarely in my face and smiled. She looked so good I wanted to go right up and hug her. No, she wasn't what you might call a beauty, but there was the goodness of a noble soul shining through her brown eyes and I felt ashamed of my desire to kill myself.

"Only cowards do such things. The old man and his daughter walked up the avenue, I following at a respectful distance. I saw them take a train for the West, noted the town to which they bought tickets, then went and huddled myself in a corner to hatch up something. I couldn't get the girl's face out of my thoughts. Her brown eyes haunted me. Two days later I boarded a freight, worked and hoboed my way toward the town where lived the girl and her parents.

"There was an awful smashup. Two freight trains met head on in a cut and the cars were piled in one conglomerate mass fifty feet in air. The engineer and fireman of one train were killed. The car in which I was stealing a ride fortunately escaped much injury, but was deposited at the top of the others, forty feet in the air.

"It was a starless night as I crawled out, bruised, partly stunned, yet not badly hurt. Learning that I couldn't be of any help, I went at once down a country road. Far across the field shone lights from a farmhouse. Climbing the rail fence I made my way across a field. I soon came to a strip of woods. Through this I set out to make my way, got lost in a tangle of bushes and old vines, tore my clothes and finally came to a cleared spot not far away from the house. I began to wonder what I should tell the farmer, for I was looking anything but prepossessing.

"Hurrying on a sudden sinking sensation caused me to throw up my arms. I was precipitated through some rotten planks into a deep hole. When I struck bottom I thought the earth had opened to swallow me up. I remained here all night, striving to climb out of an old well, the dampness of which was far from pleasant. I'll not undertake to tell you my experience in that well. It has never got off my nerves. I grew old in the three days I staid there, old and gray—"

"What, three days in the well?"

"You bet I was. The bark of a dog at the end of the third day arous-

ed my hopes. A small spaniel sniffed at the brink, barking furiously. I crawled upright, steadying myself with difficulty, I was that weak. I was all in I tell you when that dog found me. Fact is I regretted not taking a leap into the Detroit river; that would have saved me from slow starvation in this devil's hole. The dog, however, saved my life. 'Come here, Job,' called a voice. A minute later and a human face peered down into my living grave. 'Is some one down here?' asked the sweetest voice I ever heard.

"Of course, I made my condition and identity known and the girl promised to help me out of the well. This was not so easily done since my strength was all gone. I suggested a ladder. None was near, however, but the girl procured a rope from a shingle shanty, let it down and told me to take hold and she would pull me up. I wasn't strong enough for that, so she made the upper end fast to the trunk of an old apple tree and slid down into the well.

"She looped the rope about my body beneath the arms, climbed nimbly back to the surface and began drawing me out. You see, I'd lost thirty pounds while I was in the well, so that my avirdupois wasn't more than ten ounces to the pound. The girl was red in the face and was very near doneup when she landed me on terra firma once more.

"I fainted dead away and felt ashamed of it afterward. I'm not going to make a long story of this, old man, for fear you'll get disgusted and leave. The girl, who had been attracted by her dog's bark, left me propped against a tree and went for help. It was a warm morning in September, so I didn't suffer much from the cold. The old farmer came, with one of his boys. It was only a quarter of a mile to the house, where I was deposited in bed and my nursing began.

"Wasn't a doctor in several miles, so the folks took care of me. The farmer's wife doped me with 'yearb tea' while the laughter fed me on smiles and pleasant conversation. You can bet I felt like I had dropped out of hades into heaven during the weeks I was under that roof. I convalesced rapidly, but staid on long after I was able to travel. I helped do chores sometimes, more often I rode to

town beside Minnie after the family groceries, and—"

"And married the girl and lived happy ever after, of course."

"Not just then, Archie," chuckled Mr. Wicklow. "You, see the girl's name was Minnie, while my wife's name is Ella. They are relatives though. Minnie is the one with the brown eyes, the one I saw in Detroit."

"Exactly; but—"

"Well, Ella Martin is Minnie's aunt. She was a pretty milliner in town at the time of my adventure. I got acquainted with her through my recuer, and her staid lectures set my feet in a new path. I stopped with the farmer a year, after which I went to town, laid siege to the milliner's heart and won out. My wife, you know, has black eyes and is three years my senior—"

"Yes, yes, but—"

"I married Ella, who had a snug little store, became her business manager, made everlastingly good, and am now regarded as a prosperous merchant. We own this stock of goods, are out of debt, own several farms and go and come when we please. Everything is owned jointly and we are fairly happy let me tell you."

"But the other girl—"

"The one with the brown eyes? Oh, you see, she was already engaged to a young farmer when she did me that good turn. She and her husband live on one of our farms. He manages all of them, and they are making lots of money. I give credit for my good fortune to Minnie, however. You see if I hadn't met her when about to jump in the Detroit river I'd never have met Ella. Strange how things in life work out sometimes isn't it, Archie?"

"You bet it is," agreed the soap drummer thoughtfully. Old Timer.

Where Is He?


"Pa, what is a rara avis?"

"A Democrat, my son, who doesn't think he's going to get some sort of job soon."

Make it your business to know what is the best thing in your line, and then work in that direction.

You are judged by the mistakes somebody else makes.

Poverty is not a crime; it is an inconvenience.



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Interesting Facts About the Country of Opposites

Pago-Pago, Samoa, Oct. 25—My last letter to you was from Melbourne, where I arrived after one day's boat trip from Tasmania, the wonderful apple producing island of Australia.

Australia is a federation, consisting of the island of Tasmania and the states of Victoria, New South Wales, Queensland, South Australia, West Australia and Northern Territory. It has 2,974,581 square miles, with a population of 4,484,000. New Zealand has 104,471 square miles, with a population of 1,058,312. Australia is as large as the United States, which, without Alaska, has an area of 2,960,910 square miles.

New Zealand consists of a North and South Island and is as large as the states of New York, Pennsylvania, Massachusetts and Rhode Island.

The largest cities of Australia are Melbourne, the capital of Victoria, with a population of 592,000, and Sydney, the capital of New South Wales, with 605,000. For comparison, Boston has 670,000 and Cleveland has 560,000.

Most of the fast boats—English, French and German—stop on their way from Europe to China at Melbourne or Sydney, which make them the distributing centers for the whole country and they are wonderfully busy ports, 7,500 vessels coming into the port at Sydney annually.

In addition to the European boats, practically all of the islands in the South Seas are furnished with what they use from either Sydney or Auckland, they, in turn, taking the bananas, pine apples and copra from the islands and, as there are thousands of these islands, it makes a wonderful trade. It was a continual surprise to have our boat stop a day at an island that apparently did not have over fifty square miles and have them take twenty-four hours unloading or loading a cargo.

Australia is between 42 and 17 degrees south of the equator and the United States is between 49 and 25 degrees north, the seasons being reversed in Sydney. Last Christmas the thermometer was 110 degrees.

Melbourne is 38 degrees south or the same as San Francisco, St. Louis or Richmond in the United States.

Sydney is 34 degrees south or like Los Angeles, Memphis or Wilmington. The Tropic of Capricorn is on 23.

About one-half of Australia is in the tropics, comparing with Cuba and Jamaica, which are between 17 and 23 degrees north, the north coast of Cuba being on the Tropic of Cancer.

Melbourne is on the Yara river, which is not much larger than our Grand river. The big boats run up this river for five miles to Melbourne. The city is comparatively flat, laid out at right angles, has wide streets, fine suburban homes, good street car service, parks and public buildings.

Sydney is hilly and if you take your two hands, place them flat on a board, separate the fingers and imagine each

finger from one to two miles long and from fifty to two hundred feet high, with buildings along each finger, the place between the fingers being deep water in which the large boats can come to dock along the inlets of each finger, and imagine three miles away Great Barrier Island extending on the north and Barrier Reef extending up from the south, with an inlet three or four miles wide, you have a very fair idea of Sydney and its harbor.

At present Melbourne is the capital of the Federated States, but they have plans for building an entirely new city for the capital if they can ever agree where it is to be or can finance it.

In both Melbourne and Sydney, in place of numbers the houses are named, for instance, if somebody's house was Voltair, a letter would be directed—John Smith, Voltair, Fountain street, City. Some of the names I noticed were Loquette, Bangalor, Juniper, etc. The street car service is good, but on the zone system. The different suburbs, of which there are twenty in Sydney, each have their own district government, with its

next 100 miles into Sydney the country looks fine.

Sheep and wool are the great products of the country. The mutton is frozen solid and shipped mostly to England in refrigerator boats, the trip taking forty to fifty days. They handle the wool-clippers as we handle the wheat laborers here, commencing south in the early summer and ending up in the North Dakota wheat fields in the fall. There the shearers commence in Queensland in the north and work south to the colder country, taking from three to four months to cover the country and complete the shearing. The wool is handled the way we handle our cotton, is baled and tagged and sent to one of the large cities. Here buyers from all over the world come and there is an auction. The buyer has a book in which he takes down the numbers of the different bales, then goes through and examines all the wool. When the market is opened bids are made on certain bales. The auction lasts three or four days, when they move to the next place for another auction until the total clip has been sold.

With their main dependence on

The public debt of New Zealand in 1909 was \$346,439,001 or \$350 per capita.

The public debt of Australia in 1909 was \$1,184,192,157 or \$284 per capita.

The public debt of the United States was \$2,639,546,241 or \$28 per capita.

The reader can draw his own conclusions.

The old settlers do not like the government's policies. They came over fifty or sixty years ago, went out from civilization and carved out a ranch in the wilderness to have something in the way of a home for their sons and daughters. The government says, You must sell off your holdings in small lots. If you do not, we will tax it so you will have to. This might look different if there was no more land, but when there are millions of acres just as good for farms as those of the older people, the farmer feels the new arrivals should go to the newer lands.

The hours of labor and the compensation of every different trade is fixed by law. You can pay no more or no less than the government scale.

Michigan during the last ten years, by allowing outside capital to build dams, telephone lines, etc., has added several million dollars to her tax rolls and manufacturers are getting cheap power, interurbans are being developed and we are progressing, but this situation does not appeal to Australia, because the government officials would not have the handling of the funds.

Sunday afternoon I went to Sydney's public park. It was a delightful day and there were more than ten different speakers, with from 100 to 500 people in each group listening to them. One or two were women talking socialism, a few were ministers preaching the gospel, but a large majority were exercising their lungs to excite men to ill feeling and anarchy. One man said in his remarks that King George was the champion loafer of the world. Another talked of labor in America and said that in America working men were put in a cell, the steam turned on and boiled. I asked one gentleman whether the city stood for that kind of rot. He said, "Oh! we are used to it. Nobody pays much attention to what they say."

One thing that pleased me was that Australia, seeing the stride made by America with a protective tariff and how prosperous Germany and France became by following America's example, is now quite strongly for protection, and while living and almost everything else is higher than in the States, the protective tariff is helping them to start new industries. They have next to the largest sugar refinery in the world, several boot and shoe manufacturing concerns, cotton, wool, sash and door plants, small furniture factories, rope manufactures and wire manufactures. A great number of the stores had exhibits in their windows marked in plain type—Made in Australia—and it was quite surprising to see what strides they are making in the manufacturing line.

American manufacturers are keeping in close touch with New Zealand and Australia and doing a good busi-



town hall, mayor, aldermen, etc., in place of a central government, as we have in Grand Rapids.

The distance from Melbourne to Sydney by rail is 582 miles. Their crack train with sleepers and diners, makes the run in seventeen hours, as compared with the overland limited thirteen hours between Chicago and Omaha, 591 miles.

Owing to their state rights idea—each state being jealous of the other—Melbourne, in order to keep traffic coming to her port, built to the border of her state, Victoria, one gauge. Sydney built to her state border, New South Wales, another gauge, so all freight and passengers must transfer on the border. Then to the north, from Sydney to Brisbane, still another gauge. In a trip from Melbourne to Brisbane one has to go over three different gauged roads, necessitating re-loading and transferring twice. The object of this is to keep the traffic in each particular zone coming to the big city sea ports and is detrimental to inland progress.

From Melbourne for one hundred and fifty miles north is fine wheat and grain land, then for 300 miles the country looks poor. Then for the

sheep, rain is longingly looked for. In the western part, where the larger ranges are, they have only a little rainfall, hence any diminution in this rainfall makes drouth or partial drouth, which occurs regularly every few years and it is apt to happen all over the country every six or eight years, hence sheep owners, wholesale distributors and business men are always more or less nervous over the situation. If a man has 100,000 sheep and a drouth comes and he loses 25 per cent., which is not at all unusual, it takes years to get back to his normal flock again, hence it is not only the depression of the drouth year, but for years after. I met a gentleman who said last year in his part of the country it was dry and out of 6,000 lambs, 4,000 of them died, as well as 25 per cent. of his flock.

The government is a union labor government. It runs the railroads, street cars, owns the gas and electric plants, banks, trust companies, insurance companies and, as long as they can borrow, will probably continue to hold on to these particular avenues of enterprise. As to their wisdom in shutting off outside capital, the following figures are of interest:

ness. There are boats once a month from San Francisco to New Zealand and once a month from Sydney to San Francisco and while other nations realize that the only way to keep boats running is to have a good mail subsidy, the American Government has always been afraid, fearing graft, and yet some of the politicians who will vote most any amount for Southern harbor and river improvements, when in some of the Southern rivers the only thing that goes down is frogs, will not vote subsidies for mail contracts to foreign countries.

As an evidence why it will pay us to cater to Australia, note the comparison of our exports in 1911:

Chinese empire, about \$19,000,000.
Russia, about \$24,000,000.
Spain, about \$25,000,000.
Brazil, about \$27,000,000.
Japan, about \$38,000,000.
Australia, about \$38,000,000.

With the Union Line running from San Francisco, which is a competitor of our American Oceanic line, held up by large mail contract appropriations by New Zealand, where the line is owned, our American line is having hard sledding and we should do everything possible to help our line.

Their great sport is horse racing. I attended one of their big races at Randwich race course. There were over 50,000 people present. Standing room in the center of the track was 50 cents; grand stand for ladies, \$1.25; grand stand for men, \$2.50. In the grand stand I was in, there were probably seven or eight thousand people. After each race, the stand was emptied and men and women rushed to the betting booths or walked up and down in front of the stand which is over 300 feet back from the course with fine grassy slope. There were some beautifully dressed women. The races were running races, all on grass track. There were six races during the afternoon, with twenty-three starters. In this race three horses threw their riders, injuring them so that the ambulance had to be called and one of the horses broke a leg. The crowd was an orderly good-natured one and I saw very few policemen.

In the early days Australia was England's penal colony and it is not wise to ask about great-grandfathers. The women vote. Whether they use it wisely or use it at all depends on whom one talks to.

Some foreigners when they come over to the States expect to see buffalo running around in the common in Ohio and Indiana. I was not quite that bad in regard to the kangaroo, but I did have an idea that along the railroads, away back from the towns, I might see some, but the only ones I saw were in the zoos. Rabbits are their worst pest. In some sections of the country they are building wire fences for miles across the country in order to keep the rabbits from getting over into the grass patches and they are at their wit's end to know how to overcome this pest which destroys the grass which the sheep need.

How the business men of Australia can stand up under the drinking caus-

ed by what seems a terrible habit, treating—they call in shouting—I cannot understand. If you are sitting in a hotel reading room and two or three fellows come in who know you, they treat and then you must drink, in turn, with every man in the group treating. If you go down the street and meet a man with whom you have had a business deal, the first thing is to ask him to go in and have a drink and then he will immediately ask you to have one. At the banquets where the business men get together—such as our Committee of One Hundred—several men told me that it was common to see a number of them go under the table. If a man has been on a trip, when he returns to the city he is almost sure to be drunk the first day, as he must drink with every friend he meets. This is not my idea, but facts stated me by men who have lived there all their lives. I told them that if 100 of our leading business men had a banquet and one of them was so drunk he went under the table, his friends would think he was on the road to Hades. I don't think it is because they like whisky any better than anybody else, but it is a habit they have gotten into and it is certainly a demoralizing one. Another habit they all have is when one speaks to them they invariably say, "Beg pardon," when they understand perfectly what you say. I began to think I chewed my words until after a few days on the boat, watching them, I found they all did it. I spoke to about half a dozen of them and they acknowledged it was a habit.

I was surprised to have a great many of the men I talked to say that Australia is in great fear that some day Japan will come down on them, but to my mind that is about as foolish

as for the States to be continually harping about a Jap raid on us.

A subject which almost always comes up in talking with an Australian, was quite a surprise to me—the danger of an up-rising of the colored people. I told them that the colored people of the United States were just as stanch Americans as the whites and I had never heard any thought of such a thing.

Two other questions which seemed to be uppermost in their minds were lynching and graft. This is accounted for by the fact that, apparently, about all the news they think the Australians are interested in from the States is reports of lynching and reports of political graft. I suppose this idea is catered to by the newspapers, which

naturally want to pat labor organizations on the back, and they feel by reporting lynchings that it will help the government pursue their present policy of keeping Australia, as they call it, a white man's country and not permitting Chinese, Japanese and East Indians to come in there; and by reporting the political graft in the States they feel that such reports will help make the Australians feel they have a much better government than the States, but we probably should not criticise this, because I think the newspapers here usually print the worst things that happen in foreign countries, rather than the best things.

C. C. Follmer.

If you are unable to see any good in the world, consult an oculist.



We Manufacture
Public Seating
Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA

You have had calls for

HAND SAPOLIO

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

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



Too Great Emphasis On Fullness of Stock.

Written for the Tradesman.

Here is a stock that is a stock. This store is in a good-sized city, famous for its large, handsome, well-stocked stores, and yet you hardly will find another stock of dry goods that can be said to equal this.

They have the goods.

Take ribbons, for instance. Floor show cases, at least fifty feet running length, the tops covered with bolts of ribbon, while the inside of each is well filled with other bolts, very many of which are rich and costly. The shelves at the back are stacked with boxes filled with goods. The velvet ribbons alone occupy several feet of space, comprising all widths and an almost endless variety of shades. Further on, as your eye follows the cases, you catch glimpses of beautiful plaids, flowered designs, some gay, some in delicate tints, and Persian patterns of exquisite coloring. At a guess one would say that several thousand dollars are invested in ribbons alone in this store.

Passing to other departments a superabundance of stock is everywhere noticeable. Whether your needs or fancy lead you to the underwear department, the cloak and suit room, the rug and carpet rooms on the second floor, the silk department, or any one of the many other divisions of this very complete store, you find it the same. In dress goods there are all kinds and varieties, or at least one would judge it must be so from the great number of bolts compactly arranged on the shelving. The comparatively few that there is room to display are of elegant and fashionable material.

The experienced eye sees everywhere the evidence that money has not been spared in buying, and also that the stock is kept in perfect order and that an excellent system of doing business prevails.

And yet—and yet—this store, probably the best stocked dry goods store in the city, is not much talked about nowadays nor is it popularly regarded as one of the great stores. It is not doing anything like the amount of business that it ought to do on the capital invested in this immense stock.

What is the trouble?

The management of this store seems to place all the emphasis upon getting the goods. It stops short there, failing to see the necessity of getting people to the goods.

The store is old-fashioned in its arrangement, giving the impression of a large number of long, narrow, rather dark rooms, instead of being thrown all together as much as possible, as is the up-to-date method. The goods are not properly displayed. There are too many

for the space. It is a physical impossibility to place more than a small fraction of the whole amount out where they can be seen.

A brief description has been given of the ribbon department—the impression gained by passing once or twice through it. Now, ribbons show up better than almost any other kind of goods. It is nearly impossible to conceal a bolt of pretty ribbon. But even here the greater part of this ravishing provision of beauty can not be seen at all except as it may be gotten out bolt by bolt to show to a customer. The casual observer gets no adequate impression of the stock.

The merchant whose capital is a little too small in proportion to his store building may take to himself this morsel of comfort that at least he has room to display what goods he has.

Another mistake that the management of this overstocked store is making is in not advertising enough. They are traveling on past success and not bidding sufficiently for present patronage. Old customers who know the excellence of the goods and the general reliability of the store stand by it, but old customers move away and die off. A constant accession of new trade must be included among the aims of every successful store management.

Harmony of Colors.

The window trimmer had taken great pains with that window of table linen. It was a few days before Thanksgiving and he had included in the display some of the finest napery that the store afforded. It was an assortment of tablecloths, napkins, center pieces, doilies and the like to which any dealer could point with pardonable pride.

Now Thompson—Thompson is the trimmer—has one weak point, he is lame on color. If the draping and arrangement are good and effective, he can not see that the colors used to make much difference. He has no sense of the harmony of shades and tints.

Of course he does not realize his deficiency, and so never consults anyone regarding his color schemes. Thompson is not one to ask for suggestions anyway. He supposes that what looks right to him must look right to other people. He used scarlet ribbon as ties for the tablecloths and napkins. When all was done he added what he considered the touch of artistic finish to the whole by placing at intervals three vases filled with crimson roses. The roses were beautiful in themselves, but in this display their effect was killed utterly by the bands and bows of scarlet ribbon.

It might be argued that only a very small fraction of the persons composing the throngs that pass that window have

a cultivated sense of color and know the correct combinations of shades and tints. The trimmer who carelessly relies on this supposition and allows himself to make incongruous color combinations is deceiving himself. The art study that has prevailed so widely for the last twenty-five or thirty years has not been without its effect. A far greater number than one might think have definite knowledge of what is correct and harmonious and what is the reverse. Then there are many, many others who have no technical knowledge but who still have been gifted by Nature with excellent taste, who are pained by clashing colors even though they could not explain the reason, and whose hearts are made glad by an arrangement that is beautiful and harmonious.

Scarlet placed near crimson is inexcusable. It takes very little more time and effort to make the window picture a rest and a delight to the eye, a thing of beauty and a joy till it is taken down, than it does to make it a melee of warring colors. Fabrix.

Mr. Easygoing may get more satisfaction than Mr. Hustle, but he won't have as many of them.

Even if a man is a hundred years old he thinks he looks only ninety.

An advice famine wouldn't be so bad.

An Unlettered Dennis.

An Irishman went to the postoffice and asked for his mail at the general delivery window. In the line behind him was another Irishman on a similar errand.

"What name?" asked the clerk of the first man.

"Dennis Malone."

"Nothing here for you. Next—what name?"

"Dennis Malone," said the second Irishman.

"Didn't you just hear me say that there was no mail for Dennis Malone?"

"But sure I ain't the same Dennis Malone—I'm another man entirely. Look an' see if there ain't none fr me."

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.

Mail or Telephone Your Orders

to us for prompt and careful attention



HOLIDAY STORE NEWS

Handkerchiefs Suspenders
Mufflers Men's Neckwear
Ladies' Neckwear
Umbrellas Hand Bags Furs
Perfumes Dolls
Jewel Boxes Toys, Etc.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan



Any Price to Fit the Purse

Our line of Hand Bags consists of excellent values at \$2.25, \$4.50, \$8.50, \$9.00, \$11.00, \$12.00, \$16.50, \$21.00, \$22.50, \$24.00, \$28.00, \$32.00, \$39.00, \$42.00 and \$48.00 per dozen. It's a good item for Christmas trade. Send in your fill in orders to be forwarded by express and we will give same prompt attention.

GRAND RAPIDS DRY GOODS CO.

WHOLESALE ONLY
GRAND RAPIDS, MICHIGAN

PARCELS POST.

Meet It With the Aid of Store Paper.

Written for the Tradesman.

A handbill is not a perfect advertisement because of its method of distribution, its absolute independence of any feature that could add character to it, and its total dependence upon merchandise and price to make an appeal.

A newspaper advertisement is not perfect because of competition with other similar advertisements, and because the purpose of its medium is primarily that of a news disseminator. Furthermore, there is more waste in the circulation of a newspaper than accompanies even a handbill.

A store paper is not a perfect advertising medium, but it at least approaches perfection. It is an advertisement, pure and simple, yet it possesses the interest of a newspaper and is free from waste, because each copy is sent to a possible buyer. Its announcements suffer from no competition created by announcements of rival firms, and the sheet is small enough to escape the disadvantages that always accompany the larger and more voluminous newspaper.

Finally, it is cheaper in the long run than either handbills or newspaper advertisements, because it is free from waste that attends each of these media.

Parcels post is going to force retailers to make a larger and more intelligent use of publicity, and while no merchant is bound to confine his efforts to a single type, the first of the year will be a mighty good time for storekeepers to pick out a medium upon which to concentrate.

Instead of having a deleterious effect upon retailing, parcels post is going to be a boon, for the simple reason that merchandising must become more efficient under it, or "shuffle off." Its principal effect will be an increase of competition. The ordinary dealer will have more advertising campaigns to combat, and in order to come out better than even, he'll have to bolster up his own publicity.

Parcels post is not going to change the system of distribution. Goods will be sold the same way after January 1 as before and consumers will continue to have the same preference for buying from actual goods that they have right now.

Parcels post is not going to take away the small town merchant's inherent advantages. He'll still be able to do business with a smaller overhead expense than retail mail order houses and city department stores and he'll continue to be the buying-mecca for those consumers who prefer to "run in" for the goods they buy.

The only material change that parcels post will bring about is one that involves an increase of advertising. Each individual consumer will be the target of a proportionately larger number of advertisements.

This fact means but one thing: The non-advertising merchant must become a consistent advertiser or retire from the field and the dilatory adver-

tiser must start a never-ending campaign of scientific publicity.

Small town advertising must increase in interest, in attention value, in frequency of appeal and in force.

This single sentence tells why store papers deserve the first consideration of those small town retailers who intend to stay in the ring.

To show the inherent interest of the store paper as a medium, let us quote the letter of a Michigan merchant who has recently taken up the store paper:

"I started my store paper three months ago, and you can see by this number I've been issuing it every two weeks. Why I didn't begin sooner I don't know, since it would have been very much to my interest to do so.

"You won't believe it, but my customers are actually worried when they fail to get my little paper and in the past two weeks I have had several of them call me up and say, 'Mr. Smith, I didn't get my store paper this week and I was just wondering if you had cut me off.'

"One woman actually went to the postoffice and told the postmaster to be more careful about her store paper, as she had failed to get a copy which had been mailed to her."

This letter is less than a week old and similar communications are coming in all the time.

When, Mr. Merchant, has any one of your customers ever gone to the postoffice and cautioned the officials there to be more careful with the printed matter which had been mailed from your store? Well, then, wouldn't it be a pleasant relief to use a type of advertising that creates interest in the minds of its recipients?

In proportion to its cost, a store paper possesses more attention value than any kind of newspaper publicity. However attractive or forceful your newspaper announcement may be, there are many others like it in the same issue, all clamoring for the attention of the reader. More than this, your advertisement must also take second place to the news matter contained in the weekly or daily, since a desire to hear the news is the only reason a newspaper is purchased.

With your store paper, there's no competition. The whole thing is an advertisement of your store and nothing else. Even if its readers never glance at the merchandise announcements, its effectiveness as an advertisement is hardly diminished.

The best way to show the force of the store paper as an advertisement is to quote the letter of a Southern merchant who was induced by the writer to start a store paper.

This merchant lives in a city of five thousand, where local, city and mail order competition is peculiarly severe. This merchant's town is but ten miles from a city of thirty thousand and forty miles from a metropolis of 500,000. Furthermore, the mail order houses do a large business in this same district.

When he first came to see the writer, he had given up all hope of pushing his business beyond a certain point, stating that he was making consistent

use of every kind of advertising. He was a regular user of newspaper space, had a live mailing list, trimmed his windows twice a week, and offered continual price concessions. He exhibited pictures of his windows and we have never seen better or more cleverly trimmed displays.

Before he left, he promised to make a trial of the store paper and the letter below gives the result:

"If you remember, I told you that my April business was the best I had had this year, and it amounted to \$600. That was the highest point I'd ever been able to reach and nothing I could do in May or June passed this record. In fact, my May business fell off \$60 and my June business was only a trifle more.

"I was discouraged when I came to you, because July and August are always poor for me and I felt sure I'd fall down then.

"When I got home I made arrangements with my printer and started to work with my first issue of the store paper. It went out the third week in July and has gone regularly since that time every two weeks.

"I certainly am tickled with the results, as my August business beat April by \$180 and September totaled a little over \$900. There's no doubt in my mind as to the cause, as I can directly trace the business to my little paper.

"And all this in spite of the fact that I've dropped all other forms of printed advertisements.

"If you can send me a little more filler matter I'll be very much obliged."

The cost of a store paper, issued in lots of five hundred, varies from \$7.50 to \$12, exclusive of postage, and once a month is usually considered often enough for its appearance.

The ideal paper usually runs news matter and editorials on the first page, editorials, jokes and customers' free advertisements on the second, your

advertisements on the third and whatever the individual merchant wishes on the last or fourth page.

Some retailers send out more than a four page paper, but this size is ample for ordinary purposes.

But whatever the size, there is one thing about which there is little doubt. The store combines the good points of handbills, newspapers and catalogues and is free from most of their disadvantages.

That's why I say, "Don't fight parcels post. Meet it with the aid of a store paper."

Merchants desiring to know more about this powerful advertising agent can secure all the information there is to be had by simply requesting the same from the writer, in care of the Tradesman. This act involves no obligation and the data will be furnished free of charge.

Anderson Pace.

Titanic May Have Hit a Rock.

That there is a chance that the wreck of the Titanic may some time be recovered, either by government searchers or by a private expedition, is the opinion of the Nautical Gazette. This is based on the theory that the giant liner did not run into an iceberg, but ran on to the point of a rock. It is pointed out that no one has set forth any specific reason or brought out any proof that a rock does not exist at this particular spot in the ocean. The possibility of a peak of rock existing at this place in the ocean becomes apparent to any one who studies the contour of mountains on land, says the Gazette. Peaks rise abruptly to vast heights and are surrounded by constricting deep valleys. It is not unnatural, when one views the geography of North America, to suppose the existence of a chain of occasional peaks rising from the ocean's bottom about as far off shore as the longitude of the Titanic wreck.

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

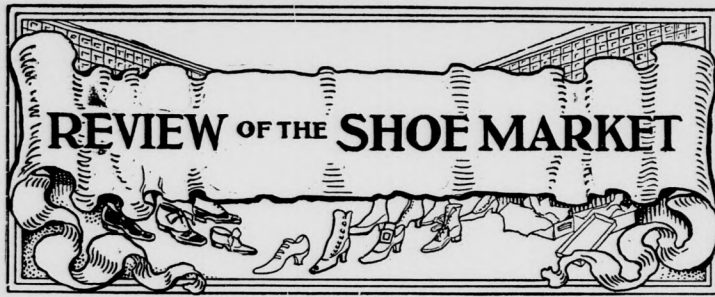
Fully Guaranteed

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

Write us for Agency Proposition. Distributing Agents at

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

H. M. REYNOLDS ASPHALT SHINGLE CO.
 Original Manufacturer, GRAND RAPIDS, MICH.



High Grade Footwear for Gift Purposes.

Written for the Tradesman.

It is safe to say that city shoe dealers are going after the Christmas trade with more dash and determination during the last few weeks than they have hitherto manifested in their efforts to round up this class of trade. They are displaying shoes—both for men's, women's and children's wear—slippers, lisle and silk hose, moccasins ladies' carriage boots, over boots for men, not to mention the various and dainty little creations, in the footwear line, for baby. And in the display of these footwear commodities an effort is being made to show their appropriateness as gift commodities.

Window cards with borders of holly leaves and berries, or with a recognizable likeness of the patron saint of the festivities that be, are used in conjunction with the wares. So the eager shopper can glance in upon the preferred footwear commodities in most any shoe window and read a more or less extended list of "suggestions" which that merchant offers in the way of serviceable holiday gifts for men, women and children. And the Christmas spirit seems to be quite as rife in shoe stores as any anywhere else in the busy shopping marts.

Apropos of the growing favor with which Christmas shoppers are looking upon footwear as gift commodities, the manager of a large shoe shop in one of our leading cities said the other day that he had observed a widespread tendency on the part of holiday shoppers to give more attention to footwear, and also to buy better and higher priced shoes each year. And city dealers everywhere are saying substantially the same thing. In my own city there are at least four exclusive shoe merchants who announce shoes ranging in price from \$5 to \$8 and in one instance, to \$12. And in addition to these exclusive shoe dealers there is a department store which carries shoes of the same high grade, and commanding the same prices. In a recent newspaper announcement of one of these exclusive shops, the dealer said: "Blank and Blink shoes for men—\$5, \$6 and \$7—are just a trifle high priced, but they give you dollar for dollar value in fit, in style, in wear." In another he said: "Election's over. Let's forget it and go along enjoying the good things of life. One of these is: The Blank and Blink shoe for men. And they're going at \$5, \$6 and \$7 the pair." In another he said: "The snappy, new fall and winter styles of Blank and Blink shoes for men are not freakish—still there's enough dash

to keep them from being tame. They sell for \$5, \$6 and \$7 the pair."

The retail shoe dealer of the smaller communities will not, to be sure, have as many calls proportionately for shoes of this grade as dealers in the large cities. But there is, as was intimated above, a general tendency towards the higher prices and—the better values.

One of my shoe dealer friends showed me to-day a very attractive little greeting folder, printed in two colors on a fine grade of heavy white paper, with beautiful initial letters in black and red, which he is going to mail to his customers (actual and prospective) the latter part of the week. It is a four page folder, the back page being blank, and it is entitled, "A Christmas Greeting." It reads as follows:

"Dear Friend: This is a message born of the Christmas spirit. It carries to you the good wishes of my heart, which I ask you to receive as a simple token of the season's unselfish love. It bespeaks for you as much grace as you may need in the taking of every friendly gift, and as well a large portion of that sweet blessedness begotten of true giving. And may good cheer and hearty jollity characterize for you these grateful Holidays!"

An Improved Shoe Store Service.

Written for the Tradesman.

All that I have said about the exuberant Christmas spirit which prompts shoe retailers to proffer their wares in such an attractive manner as gift commodities; also what I have said about the evident—and widespread—effort to popularize the better priced shoes,—may be said to grow out the desire, on the part of retail shoe dealers, to render a better service to their patrons. Service is preeminently the watchword of the hour. The problem is: Not merely to sell shoes quickly, but also to sell them satisfactorily. As one shoe merchant aptly puts it in his advertisement, We never consider that our shoes are really sold until the wearer is satisfied. And he goes on to say that one satisfied customer can influence ten prospective ones and turn their trade towards the dealer whose service is conscientious and thorough.

But "service," in its application to the functions of a retailer of shoes, means that he shall cater not alone to their wants but also to their needs; suade them against their inclinations. This is necessarily so; for there are lots of people who don't know what they actually need in the way of footwear. They have ideas—but their ideas are often very crude.

In this city there used to be, several years ago, a young shoe store manager—by the way a very warm personal friend of mine—who had, according to my notion, precisely the right idea about the shoe dealer's function. In the first place he knew shoes thoroughly. And he knew that he knew them. He had come up through the factory. He had traveled on the road. He had served a long apprenticeship as a clerk. And he had selling ability in big hunks. When he walked down the aisle to Mr. Customer, and greeted him cordially, Mr. Customer knew at a glance that there was a real man on the job. And there was. And when he produced the measuring stick and tried on a shoe, the shoe fit. Often the customer didn't seem to think it did. And often he didn't seem to think that the last was the one for him. But "Bud" always carried his point—and he always sold the shoe that gave solid comfort afterwards. He wasn't afraid to "argue it out" with the customer—for the customer's good. Maybe he didn't sell a pair of shoe quite as quickly as some salesman might; but when he sold them they were sold. He had the right idea of service.

Some one has said that the retailer is "the guardian of the customer." And there is a truth in that. He stands between the consumer and the consumer's (ofttimes) mistaken ideas of his needs. And it occurs to me that in no realm of retailing is this truer than in selling shoes. Witness the foot-troubles without end and the malformations, broken down arches

etc. with which people are to-day afflicted. And why? Because, to an extent, of the bad shoemaking of other days; yes, and very largely because of the bad shoe retailing of other days. The shoe dealer ought to know the various types of feet, and their shoe-requirements. And to make this knowledge practical, he ought to be able to size up a foot quickly. All this care in fitting feet is in line with the larger ideas of service which is going to obtain more and more in the merchandising world. Guard the consumer, for he's your friend. It is from him that your money ultimately comes.

The Get-Together Idea.

Written for the Tradesman.

If "Service" is a watchword in modern industrialism, "Co-operation" is a slogan. In the shoe industry, the get-together idea is at work. There is coming to be a spirit of co-operation between those who manufacture and those who distribute that was not dreamed of in the olden days. As Patrick Gleason, President Shoe Manufacturers' Association of New York, puts it, "the old-fashioned jealousy and distrust, the outcome mainly of isolation and ignorance of each other, have given way in the minds of present day business men to the broader and more intelligent methods of co-operation."

And there is no branch of commercialism in which the retailer needs the help of his manufacturer more than in the retail shoe trade. In this trade the small dealer is beset on every



Dry-Foot Comfort

This is a damp-proof high cut made from a special chrome leather that is heavily stuffed with oils and grease, that stands hard service unusually well.



Its style and foot comfort will satisfy the most critical wearer's eye, foot and pocketbook and at a profit that will satisfy you.

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

hand by competition—and some of it is of a most menacing kind. We have distributing manufacturers—and the number and power of them is increasing every day. We have the catalogue evil working to the financial hurt of the small independent shoe retailer. And in addition to this, we have the fake sample shoe vender cutting prices to the quick, and making it more and more difficult for the legitimate shoe merchant who is trying to make an honest living selling honest shoes at retail. In the face of all this competition what is to be done? Obviously one thing: the manufacturer who is a manufacturer and nothing else and the retailer must pull together. They've got to hang together, or—as some one has facetiously said of another matter, "they will hang separately."

This spirit of co-operation leads the shoe manufacturer to prepare advertising helps for the retailers who carry his lines. This advertising literature is generally of a high character. It is prepared by specialists who are onto their job. It is supplied scot free. All that is asked is that it be used economically—intelligently.

Will the independent shoe dealer—and more particularly the shoe dealer of the smaller communities—fall in line with these men who are anxious and willing to co-operate with him in saving his (the retailer's) business? He ought to do as much on his own volition. But this much is certain: he'll simply have to, or—quit the game. For this competition of which I speak is no chimera. It's the real goods.

I can perhaps best close this little discussion with a suggestive utterance from a man who has evidently given this question a whole lot of serious thought. It reads as follows: "It is in co-operation with the manufacturer that dealers can get the most out of their lines, for the maker is willing and ready to help and do all in his power to educate the consumer."

Keep People Reminded.

I believe that it will pay you to communicate with your neighbors occasionally by means of a neat folder of some sort, preferably one enclosed in an envelope to match. Set forth the advantages of your store, its convenient location, its desirable class of customers. Talk about the new arrivals in your stock in an attractive manner, just as you will display them in the most tempting fashion in your show window and on your counters.

Let people into the secret of where the goods come from and what constitutes their worth. Give a valid and tangible reason for believing that they are sterling value at the price. "Never before sold for less than—" is a hackneyed phrase that means nothing and may well be relegated to the ash barrel. Get rid of the idea that the street is full of bargain hunters; you don't want them if it is.

You will get exactly the kind of customers you go after. Go after those who want something good, something worthy, something that will be a credit and a joy to possess, then sell them something which will bring them back to you with confi-

dence that yours is the store where they will find what they desire.

One of the advantages of the small shop as against the syndicate or department store is the intimate knowledge that the proprietor and his clerks have, or ought to have, of the goods they are handling.

It is not enough that a clerk should know the price of an article and be able to receive the money and hand back the change. They should be able to give particulars in regard to the goods if the would-be purchaser invites it. I believe that here is a point where the small shopkeeper will always be able to score against the department store.

An interested sales-person with an intimate knowledge of the goods will augment your advertising more than any other factor you could invest in.
Frank Stowell.

Caring For Plate Glass Showcases.

Reasonable and intelligent care will be sufficient to keep any show case in an attractive condition. The first and most obvious necessity is shining, spotless cleanliness. If plate glass is not carefully cleaned it will soon be lustreless and show a scratched surface. There are many polishes on the market which are admirable for cleaning glass. But you can make a cleaning preparation for your own use by mixing equal parts of water of ammonia, alcohol and whitening, one ounce of each. Dilute the mixture with soft or distilled water until it makes one pint. This preparation will remove grease and dirt, and keeps the glass highly polished. Use the mixture freely, and clean with soft cloths, finishing with a soft chamois skin. Plate glass should not be cleaned with paper of any kind.

In caring for a plate glass show case in which no metal is used, the case should be set on a perfectly level base. When plates are fastened together by metal bolts passing through apertures drilled in the glass, care must be taken that the bolts shall not be screwed so tight that here is no room for expansion and contraction of the glass. Checks and cracks often appear unaccountably because one side of the case has been exposed to the heat of a radiator or to the direct rays of the sun, causing an unequal expansion of the glass and almost inevitably producing cracks where the strain has been too great.

The show case display should never be crowded. Feature, if possible, some one thing and let the remainder of the exhibit be subordinate—not antagonistic but delicately leading up to the central feature.

People may appreciate a double bill when presented by a theatrical manager, but when presented by a lawyer or doctor—well, that's different.

The theory that there is always room for one more leads many a man to take on a bigger load of damp goods than he is able to carry.

It is difficult for a man to practice economy and be popular at the same time.

You may lead a toper to the bar, but you can not keep him from drinking.

The Holiday Trade



Are You Ready For It?

We have a full stock of Holiday Slippers and warm shoes, and can ship on receipt of orders.

If you have not received our catalogue, write us.

Hirth-Krause Company

Shoe Manufacturers
and Jobbers

Grand Rapids, Mich.

Hood Tuff Soo Combinations Kang Kip Leather Tops



Great for wear

Great for warmth

Heavy Duck Overs
Rolled Edge, Heel.

**HOOD
QUALITY**

Full Gussets

7½ inch	\$2.10	} Less 5% in thirty days for prompt payment.
10 inch	2.30	
12 inch	2.45	

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

THE ZONE SYSTEM.

How It Applies to Shipments From Grand Rapids.

The Tradesman presents on the opposite page a map of Michigan, showing how the zone system that governs the charges for parcels post applies to mail shipments from Grand Rapids. The first circle, which covers a distance of 50 miles each way from Grand Rapids, comprises the first zone. The outer circle, which comprises the space from 50 to 150 miles from Grand Rapids, is the second zone. Under this schedule a package weighing not more than a pound can be sent to Kalamazoo for 5 cents and to Detroit or Chicago for 6 cents. A full schedule of the rates is reproduced herewith. It will be noted that a pound package can be sent to Porto Rico, the Canal Zone or the Philippines for 12 cents; also that rate applicable to parcels intended for delivery at the office of mailing or on a rural route starting therefrom is much below the

radius of 150 miles mark off the second; with 300 miles the third; with 600 miles the fourth; with 1,000 miles the fifth; with 1,400 miles the sixth; with 1,800 miles the seventh; and all outside the 1,800 miles circle is in the eighth.

Red Apples Forty Cents Apiece.

St. Louis, Dec. 9.—Missouri apples will contribute to the high cost of living for guests of two or three high priced hotel dining rooms in New York city this winter. A commission man in New York city has contracted with an orchard firm at Lebanon, Mo., to ship him 6,000 fine apples packed in individual cardboard boxes. They will be served at the exclusive hotels for 40 cents apiece. The growers get 15 cents apiece for their apples delivered at the depot in Lebanon.

The apples are being picked and packed by young girls, great care being taken to have the fruit free from imperfections. The supply has been limited in order to keep up the price. The apples will be listed on

Chirpings From the Crickets.

Battle Creek, Dec. 9.—There are a number of good traveling salesmen who have never joined the U. C. T.

Other organizations have good accident insurance and conduct their business on good broad lines.

But it sure does your heart good to see the good cheer that is manifested between the boys of the U. C. T.

In the hotels, on train or car and in business houses where they meet in competition, a white and square deal is on and retailers have noticed and spoken of it.

To the boys who have not joined us, we say (as does the advertisement) "Eventually, why not now?"

George Clark, of Grand Rapids, representing the Putman factory of the National Candy Co., will be made a member of 131. George is good timber. We are glad No. 131 has lined him up.

Ed. Deyoe, of Albion, has built up a fine retail grocery business by square dealing and close application

copies of their sheet. Mr. Keane must be kept mighty busy editing his Bulletin and keeping in touch with events. When a man is boosting a good thing and his heart is in his work, it after all is not much work.

All members of Battle Creek Council, No. 253, please be at regular meeting of your Council, December 21.

Our traveling bag contest closes and you may be the lucky boy, providing you have tickets and if you have no tickets, "Do it Now."

Guy Pfander.

Doings in the Hoosier State.

Written for the Tradesman.

Plans are being made at Huntington for auto transit lines radiating from that city to Warren, Andrews, Bippus, North Manchester, South Whitley and Columbia City. The Huntington county commissioners will be asked for permission to use the roads running to these points.

A farmers' mutual telephone exchange will be established at Avilla.

The Indiana Manufacturers and Shippers' Association will meet in Indianapolis Jan. 16. The work of organizing local branches in all important cities of the State will be taken up.

The Evansville Carriage Wood Stock Co. has been incorporated, with \$20,000 capital. The industry is now located at Oakland City but will probably remove to Evansville in the spring.

The Board of Public Works of Terre Haute recently granted the C., C. & St. L. Railroad the right to lay an additional track across Fifth street and Lafayette avenue in that city without first securing the ratification or approval of the Common Council. An investigation has been made and the City Attorney rules that the board did not exceed its rights in the matter.

With one exception building operations in Evansville for the month of November were the largest in the city's history. Operations for the year, however, are half a million dollars behind those of last year.

Fort Wayne grocers will meet Jan. 6 at the Fox & Baker grocery, when a report will be made on plans for establishing a co-operative delivery system. Mishawaka grocers will attend the meeting.

Fort Wayne has a Citizens' Assembly Hall Association, made up of delegates from every business, social and fraternal organization in the city, and pledged to a man in favor of building a convention hall by the city through the bond issue method. The Fort Wayne Commercial Club has also adopted a resolution endorsing this plan of building a municipal convention hall.

The Indiana State Fair will be held in Indianapolis Sept. 8 to 13.

A deficit of \$2,700 has been met by stockholders in the Fort Wayne Fair Association and the city will have another fair next year under the same management. The fair was "dry" this year and the loss of liquor privileges meant a difference of \$2,000 in receipts. However, the members believe that a "dry" fair, which ensures a decent show, will pay in the end.

Almond Griffen.

Weight.	1st zone.		2d zone.	3d zone.	4th zone.	5th zone.	6th zone.	7th zone.	8th zone.
	Local rate.	Zone rate, 50 miles.	50 to 150 miles.	150 to 300 miles.	300 to 600 miles.	600 to 1,000 miles.	1,000 to 1,400 miles.	1,400 to 1,800 miles.	all over 1,800 miles.
1 pound	\$0.05	\$0.05	\$0.06	\$0.07	\$0.08	\$0.09	\$0.10	\$0.11	\$0.12
2 pounds	.06	.08	.10	.12	.14	.16	.19	.21	.24
3 pounds	.07	.11	.14	.17	.20	.23	.28	.31	.36
4 pounds	.08	.14	.18	.22	.26	.30	.37	.43	.48
5 pounds	.09	.17	.22	.27	.32	.37	.46	.51	.60
6 pounds	.10	.20	.26	.32	.38	.44	.55	.61	.72
7 pounds	.11	.23	.30	.37	.44	.51	.64	.71	.84
8 pounds	.12	.26	.34	.42	.50	.58	.73	.81	.96
9 pounds	.13	.29	.38	.47	.56	.65	.82	.91	1.08
10 pounds	.14	.32	.42	.52	.62	.72	.91	1.01	1.20
11 pounds	.15	.35	.46	.57	.68	.79	1.00	1.11	1.32

The local rate is applicable to parcels intended for delivery at the office of mailing or on a rural route starting therefrom.

50 mile zone rate, except in the case of one pound shipments.

The new law provides: "That hereafter fourth-class matter shall embrace all other matter, including farm and factory products, not now embraced by law in either the first, second or third class, not exceeding eleven pounds in weight, nor greater in size than seventy-two inches in length and girth combined, nor in form or kind likely to injure the person of any postal employe or damage the mail equipment or other mail matter and not of a character perishable within a period reasonably required for transportation and delivery."

It will be observed that the rates of postage are largely reduced and that the limit of weight is increased from four to eleven pounds. Parcels will be delivered at all free-delivery offices and to patrons residing on rural and star routes; they may be registered and may be accorded special-delivery service on payment of the usual fees, and they may be insured against loss in an amount equivalent to their actual value, but not to exceed \$25, upon payment of a fee of 5 cents. Distinctive stamps must be used on all parcels, but they may be mailed in quantities of not less than 2,000 identical pieces without stamps affixed, the postage being paid in money.

The rates from any other city can easily be figured out and each person can make his own zone map. All that is necessary is to take an ordinary map, making any city the center, then with a radius of fifty miles mark off the first zone with a circle; with a

radius of 150 miles mark off the second; with 300 miles the third; with 600 miles the fourth; with 1,000 miles the fifth; with 1,400 miles the sixth; with 1,800 miles the seventh; and all outside the 1,800 miles circle is in the eighth.

Each apple for the individual box must be at least three and one-half inches in diameter, of high color, and perfectly sound. At least two perfect leaves must be attached to each stem. Girls cut the stems from the trees with shears and carry the apples to a cloth covered table, where a girl inspects them. Those that pass muster are dipped in a solution which closes the pores of the apple and leaves, thus keeping the original flavor in the apple and preserving the natural color of the leaves. After the solution has dried each apple is carefully wrapped in tissue paper and placed in a paste-board box and the cover sealed on. The grower's name and the name of the variety is printed on the box. Twelve boxes are packed in a carton and six cartons make a case. The apples will be shipped in refrigerator cars and placed in cold storage in New York, to be drawn upon as needed.

In the general markets purchasers will be able to buy apples for fifty cents to a dollar a bushel, but they will not be free from the contamination of a man's fingers, and will not have the natural leaves attached to them.

Don't tax your friends overmuch when you try to make a touch.

his business. He is ably assisted by Mrs. Deyoe. Ed. is a favorite with the boys on the road and it is always a pleasure to call on him. Here's hoping 1913 will be another prosperous year for you, Mr. and Mrs. Ed.

O. N. Shull, Marshall, has closed his cigar and magazine store.

J. C. Bentley has returned to his Marshall store, after a short business trip to Detroit. While in Detroit Mr. Bentley was shown through the Detroit home of Lee & Cady, which is quite a treat to a man in the grocery trade.

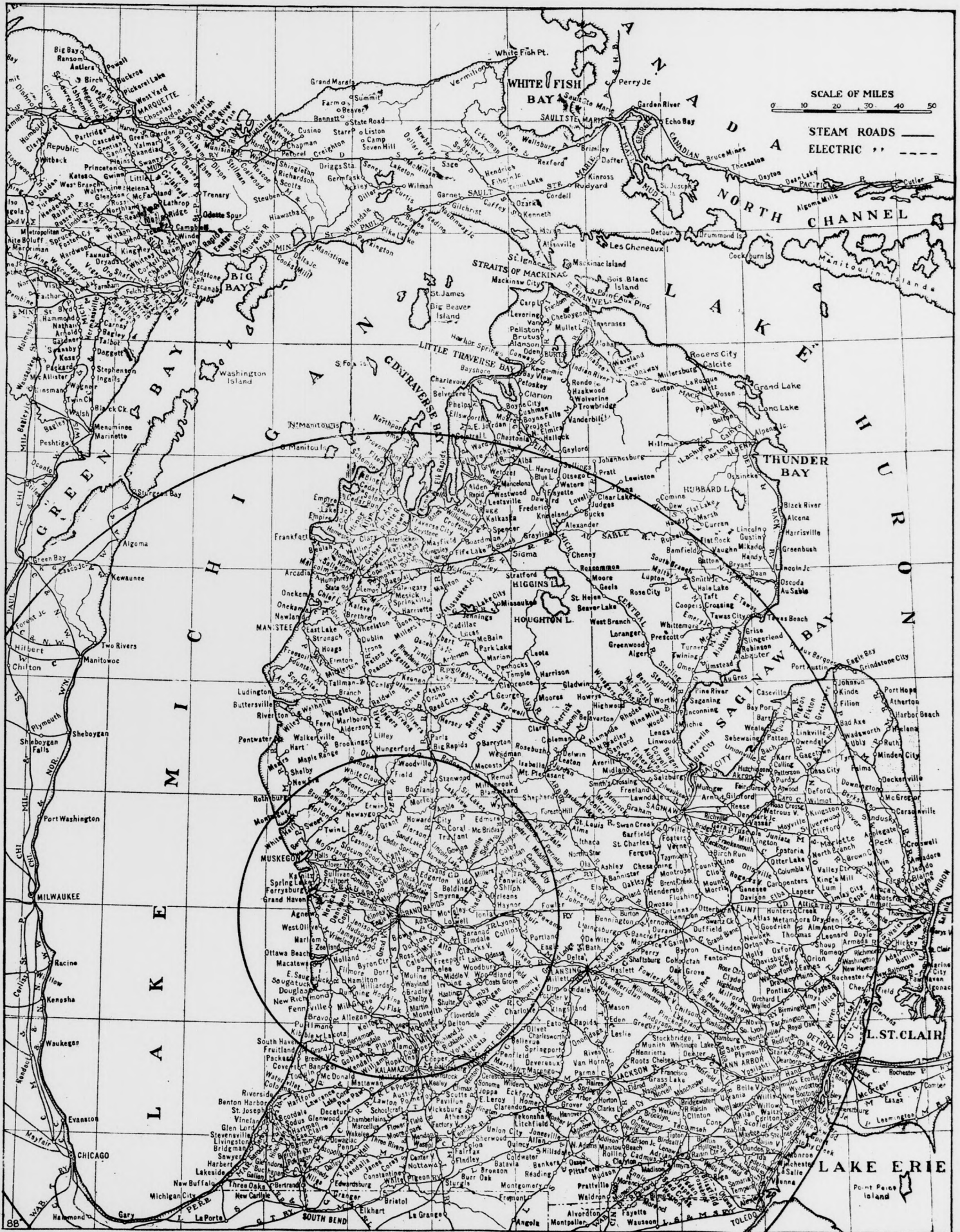
John Moll, Marshall, has returned from a short business trip to Detroit, where he went to purchase Christmas goods for his store.

Any of you fellows seen Chas. R. Foster? I have not met Chas. on the road for weeks.

The new ten-story addition to the Post Tavern is progressing nicely. This popular house will soon be in shape to accommodate its ever increasing number of patrons.

Milt Loomis will get on a train Thursday night at Sonoma. We hope he will be able to get to Battle Creek alive. Judging from past performances, we think he is well able to more than hold his own.

The writer has been asked by Brother J. A. Keane, of 131, to send in some items each month for the U. C. T. Bulletin of G. R. Council. The items are to be notes regarding men of our Council. I have been busy with my business, but shall have my letters in his mail for further



MEN OF MARK.

Wm. H. White, Boyne City Lumberman and Railroader.

As a technical occupation the lumber industry deserves to rank equally high with other industrial pursuits in this country. If there exists an idea that it is any the less based on certain principles and that it requires less judgment, perception and foresight and the exercise of less commercial ability than other business enterprises, that idea is mistaken. The banker and broker, the merchant and manufacturer live in an atmosphere of business. The lumberman instead must take his commercial instinct with him into an entirely different environment and, often buying on close margins to avoid actual loss, subjected as much as the manufacturer of any other commodity to a fluctuating market, must carve success out of the forest and often build up a commercial world of his own to live in. He must be able to tell what the future will require and what the people will want in the coming years. Dependent on this sense of commercial prophecy have been all the fortunes made in stumpage in all the years that the lumber industry has flourished in this country. As a manufacturer he must understand his business. He must understand cost that he may know profit and loss. Finally, he must understand men and markets that he may realize all the product is worth. There is no business more diversified in its requirements, none calling for higher ability, in all its related channels, of its own kind.

William H. White was born at Owen Sound, Ont., April 12, 1859, of Scotch-Irish parentage. He secured his education in the public schools. His first venture was at Essex, Ont., getting out stave bolts for a Buffalo firm. In the beginning it promised well, but the season turned out badly and the enterprise resulted in failure. Because of the wet weather it was necessary to build a tram road to complete the work, the purchasing firm agreeing to share half the cost; this it failed to do and Mr. White found himself \$2,000 in debt when he finally completed the contract of 7,000 cords. He then worked as a woods mill foreman for three years, in the fall of each year running a steam thrasher. By hard labor he paid up all he had lost.

In 1881 he journeyed to South Arm, to assume charge of a sawmill and lumbering operation there. In the fall of 1882 the company by which he was employed failed, owing him about \$600 in accumulated earnings. He secured \$450 worth of merchandise from its general store and put it in a warehouse. He was then put in charge of the business by the assignee. He wound up its affairs in January, 1883. It was then that his career at Boyne City began. He took his merchandise to Boyne City over roads where the snow was four feet deep. He had formed a copartnership with R. E. Neville, who had been book-keeper for the South Arm concern. They sold their merchandise and started in the broom handle business with about \$900 capital. Broom handles were then worth \$14 a thousand feet at point of shipment. When the new firm got its machinery in and the broom

handles ready to market the following autumn they were worth \$8 a thousand feet, about \$2 less a thousand than the cost of manufacture. The firm then began making lumber, handicapped by a debt of \$600 acquired in the broom handle business. Until the following year the partners were engaged in getting out material for local building, which included the making of hemlock piece stuff, flooring, ceiling and siding. They had one small combined flooring and planing machine, a very small equipment for a planing mill.

In the autumn of 1884 they got a contract from a firm in Detroit for 500,000 feet of hardwood lumber—all to be first and seconds, for low grades could not be sold in those days. After securing the contract they had to find some one to furnish the money to pay for the logs and lumber. They showed their contract to C. J. Lloyd, of Detroit, who said he would furnish the money

000 feet. This gave him faith in his figuring and in the wood he was manufacturing.

In the autumn of 1886 he bought what was then known as the Sheboygan mill, owned by the Bank of Sheboygan, Sheboygan, Wis. He paid \$6,000 for the mill and 240 acres of timbered land, paying \$250 down and getting two years' time on the remainder. He received a contract from the Sheboygan Chair Company to furnish 2,000,000 feet of hardwood each year for two years, the company having a controlling interest in the factory. He paid for the mill and land out of the contract and brought the deed home the second year.

Mr. White continued the mill another year alone and then sold a quarter interest to his brother, James A. White, who paid in \$1,000 cash; this was the beginning of the present firm of William H. White & Co. Two years later he sold a quarter interest in the busi-



Wm. H. White.

ness to two other brothers, Thomas and George W., Thomas White taking three-sixteenths and George one-sixteenth. Their cash payment was \$2,250. On August 20, 1891, Thomas White bought another one-sixteenth interest in William H. White & Co.'s business. Since that time there have been just these brothers as partners in the business.

All these years the brothers were buying logs from farmers delivered at the mill and pieces of timber that they should skid up in the fall and draw to the mill in winter on sleighs. They would operate each year until they had got their stock out and then shut down the mill until the following winter. Finally they began to find it difficult to get logs in this way, so they organized a railroad company known as the Boyne City & Southeastern Railroad, which originally had its Eastern terminus at Thumb Lake, east of Boyne Falls. As the Whites added to their timber hold-

ings in Otsëgo, Montmorency and Alpena counties, they gradually extended the Boyne Falls line to Vanderbilt and another branch of the road to Elmira and thence to Gaylord, where they effected a junction with the Michigan Central Railway. They are now extending their railroad to Alpena; in other words, building East from Gaylord and also building West from Alpena. They are completing fifteen miles of new road at the Western end of the proposed extension which they hope to finish this fall. At the Alpena end they expect to complete fifteen to twenty miles this fall. As soon as they have completed about twenty-three miles of road at the Alpena end, they will commence logging in Alpena and cut lumber in a mill there which they have secured and expect to operate. The timber for that mill will be taken from the West side of Alpena county and the East side of Montmorency county. They hope to complete the road across the State in another year. When their railroad is completed between Boyne City and Alpena they will have, with the main line and branches, about 150 miles of road. They should have a twelve to fifteen year cut with all these mills.

Mr. White and his associates are operating the parent mill at Boyne City, known as the W. H. White Co. Mill No. 1, which has two bands and a re-saw and cutting about 75,000 feet per day. They have a dimension mill in connection with Mill No. 1 which cuts about 10,000 feet per day. This dimension mill has two circulars and a band, several rip tables with two small band saws for cutting chair rockers and circular stock. They also operate a large flooring plant in connection with Mill No. 1. They manufacture flooring on one side and the other side they use for finishing hemlock and building stuff, etc. They also have a small mill which takes the by-products from the dimension mill. They have what they call their Mill No. 3, which is a double band mill. Their Mill No. 2, known as combination sawmill and shingle mill, was destroyed by fire last summer and they expect to rebuild same in the spring. Then there is the Boyne City Lumber Co. mill, which is cutting from 70,000 to 75,000 feet per day. This mill has two bands and a re-saw. When they start the mill at Alpena it will be operated by the W. H. White Co. and will have two bands and a re-saw and will cut 65,000 to 75,000 feet per day.

Mr. White is President of the W. H. White Co., of the Boyne City, Gaylord & Alpena Railroad Co., of the Boyne City Lumber Co., the First National Bank of Boyne City, White Bros. Lumber Company of Vancouver, B. C., Vice-President of the White Transportation Co., Secretary of the Tillamook Yellow Fir Co., of Oregon, Secretary of the Elm Cooperage Company, of Boyne City, and Vice-President of the Boyne City Chemical Company. He is also a director and stockholder of the Wolverine Hotel Co. and is interested in several other enterprises in connection with his lumber business.

Mr. White was married June 23, 1880, to Miss Wigle, of Kingsville, Ont., with whom he lived until her death on February 9, 1889. Two children were the fruit of the union. October 25, 1899,

he married Miss M. Louise Reeder, of Lake City. Mrs. White is a daughter of the late Daniel Reeder, who was well known throughout Northern and Western Michigan as a successful dealer in timber and a banker, having acquired a comfortable fortune before his death. Mrs. White is a thoroughly educated and cultured lady, being a graduate of Albion College and an accomplished public speaker, and is well-known and identified with Christian and benevolent work throughout the State, and is much sought after as a public speaker at district and State meetings of the associations with which she is identified.

Mr. White is a member of the M. E. church at Boyne City and has just started on the road to the thirty-second degree in Masonry, having taken his first degree only a few days ago. He has few other fraternal relations, owing to the fact that they would encroach upon the time he has devoted so assiduously to business and social duties during the past dozen years.

Mr. White is certainly a whirlwind as a business man. In 1886, when his credit hung in the balance, by reason of the unexpected action of a certain banker in calling on him for a large amount, the writer met a leading Michigan lumberman and asked him what the outcome would be. "The outcome is uncertain," he replied, "but you can rest assured on one thing, White will either be a pauper or a millionaire. There is no middle ground for him." The writer met the same gentleman three years later at the Peninsular Club and asked him what he thought of White then. "He is on the sunny side of Easy street," he replied, "and nothing but death can prevent his reaching the rank of millionaire inside of five years." All of which goes to show that when a Scotch-Canadian starts out to accomplish a certain object, no obstacle is allowed to turn him from his purpose or stay him from reaching the goal of his ambition.

The Tradesman has no means of accurately estimating Mr. White's possessions in a financial way. Most of them are in a formative condition, but if he lives twenty years longer—and his sturdy appearance and simple habits of living would indicate that he will be spared much longer than this—he will probably be regarded as one of the very wealthy men of Michigan. No man has stuck closer to his business than Mr. White. He has had his ups and downs, his losses and his crosses, but he has always had faith in his business and never became discouraged. Every machine is music to his ears. The hum of the saw, the ring of the anvil in the shop, the puff of the locomotive and the hoarse resonance of the mill whistles all serve as a stimulus to further effort on his part and contribute in no small degree to the pleasure of his daily duties.

Mr. White has his peculiarities like other men who have started in their career under serious handicaps and surmounted almost unsurmountable obstacles. He is a very dominant man. Some may regard him as domineering and, perhaps, this more nearly defines his mental attitude. In the nature of things, he had to take a firm stand and he has maintained a firm stand and a

steady hand all through life. He had the misfortune of casting his lines in a small town where the people are more jealous of success and more envious of great ability than are the people in the larger cities. Because of this fact, Mr. White has not been appreciated at his true worth, as he would have been if he had lived in a large town where men of his type are daily fighting the battles of life along the highway to success and commercial supremacy. Mr. White has never been a man who has tried to build himself up on another man's ruins. He has been full of initiative, full of originality and full of courage and he has kept the faith when a less resolute man would have fallen by the wayside. When Mr. White went to Boyne City, it was a sleepy little village. It is now a prosperous, growing city, with high ambitions for the future, and much of this growth is due to the energy and example of Mr. White. He has given that town a chain of industries of which any city might well be proud. He has made his home among the people of Boyne City and has won recognition and admiration and commendation by the merit of his course. He has been first and foremost in every good movement looking toward the betterment of the town. He has been scrupulous in his financial transactions. He has been solicitous over the welfare of his employes. There may have been lapses. He may have done things he should not have done. He may have left undone things which he should have done, but his heart has been right all the time and if anything has been left undone or anything has been done which should not have been done, it is due to the fact that even a most masterful man cannot manage industries involving several millions capital without an occasional lapse.

Mr. White is a conservator as well as a creator of wealth. In panic times the industries he controls are not disturbed. Capital, most timid of all things, does not lose confidence in him. He is recognized in the financial world as one whose word is good—who is as interested in the welfare of the interests he governs as in life itself—and on this foundation of a lifetime's building he stands unshaken through the tempest. He is consistent in his belief. He wastes neither time nor money—not his own nor that of other men. He wishes both to be made productive. At any time within ten years he could have shifted the burden of his responsibilities to other shoulders, escaped the cares they brought him and lived an easier life. To the benefit of the industries he managed—to the benefit of the communities he served—he did not do this, but accepted as proper a strenuous career of continued work and continued endeavor.

Mr. White believes in men as individuals. He is devoted to business, but not blind to the bloom of life. His most intense interest is, perhaps, in the evolution of the individual. He is a strong believer in self-help. Looking deep, he sees the thorns upon this rose of life, but he sees, too, the ways around and above them. Frugal, temperate and industrious, he loses no opportunity in pointing out to young men the way to success. He has no patience with the

man who believes the world owes him an unearned living. His theories, carried into universal practice, would make socialism practicable—and as a formal doctrine unnecessary. No system of fraternity meets his approval which does not permit the freedom of the individual, nor keep him moving onward and upward.

Mr. White is democratic. To him a man is a fellow being, however clothed, wherever placed. The seediest tramp is an object of interest to him. He is always seeking for the man within. He is in plain and frank in manner. His common sense is predominantly evident all the time. He stands by his beliefs and yields nothing to popular clamor that is contrary to his convictions. He makes no effort to create popularity, and in its ordinary meaning cares little for it, but the busiest times of his busy life find him keenly interested in his fellow men.

Mr. White is a kindly man. A truer history than all that has been written of him may be read in the lines of his face. His charity is most unostentatious. Wherever possible he shows the way to self-help. He believes it a crime to destroy a man's self-dependence, which he so thoroughly recognizes to be his independence. He wishes the wealth he controls to be used in developing men, not in furnishing them free support except where absolutely necessary. Always by his own example and by personal interest in the affairs of not one but many of his employes, he shows his desire that men should become independent. But when need calls, he responds more largely than the world will ever know. He is reticent concerning his charities and reticent concerning his interest in the advancement of the young men he watches so keenly. All his deeds, in either direction, find spokesmen other than himself, or remain unknown save to himself and the beneficiaries. Enough alone have come to light, however, to show the wide-spread nature of these deeds.

Mr. White is popular with his employes with a true popularity—the popularity of confidence. Of that vast army, because of the demands upon him, he can know comparatively few well, but he shows his interest in them as individuals where he can and his regard is always evident for them as a whole. He does not express it in terms of sentiment, nor in public letters, nor in advertised gratuities, but in good wages, in assurance of permanent employment following proper effort, in promotion within the lines where the man fits the place above him. Few other men have in this respect so admirable a record. With clear insight Mr. White sees in the vast complexities of railroading and lumbering professions where years of experience are of great value, and he has the greatest respect for the right of a man to permanent employment in the work to which that man has given his best years. Good wages he believes in as essential to good work, and to-day the esprit de corps of his employes is not excelled by that of any body of employes in the world.

Mr. White is a man of force. To accomplish the gigantic tasks he set for himself he had to work and to fight, as

all men do who are factors in the progress of the world. He has made enemies, as every man of strength has done. Many of his opponents are, of course, sincere and honest in their most strenuous opposition. The conflict of ideas has pitched men of might against each other since the world began, for of all the vast multitude, weak and strong, no two are cast in the same mold—no two think alike. The divinity that shapes our ends asks not of us that we should even rough hew them alike. Many of Mr. White's enemies are, in their opposition, victims of ignorance. In the greatness of his responsibilities, in the thousand ways willingly or unwillingly that he becomes a factor in the affairs of his fellow men, in the geographical and social breadth of his influence, he may be likened to a mighty stretch of country with valleys, mountains and plains, of which no one person could gain a comprehensive view or wholly understand. To one—a back woods settler, struggling for a living because of the lack of a market, and saved by the advent of the railroad—he might appear as a sunlit valley; to a stage-driver, forced to other employment by this onward march of progress, the President of the railway company might appear as a distant and bleak mountain. So, the ideas conveyed of a character so large are as many as the points of view, determined by personal interest, by prejudice, by ignorance, by knowledge or by good judgment. He stands for his own acts and accepts as well right manfully the responsibility for the results of the acts of his associates and employes as dictated by their judgment, in whom he believes, by whom he stands, and who, in turn give him their faith and their best work. He seeks no scapegoat for any troubles which may arise, nor shifts any responsibilities, for he is a man.

The historian will seek the broadest point of view and write his judgment therefrom. It is enough now to say that he will be able to write that few men of Michigan are sowing more opportunities to enable his fellow men to reap occupation—honorable and well paid.

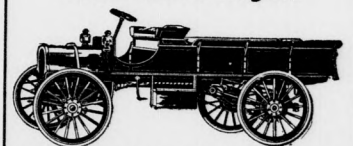
Wishing and Doing.

Wishing never clears a path,
Nor helps a struggling one;
But Doing gives what good it hath,
And shares its ray of sun.
Frank Walcott Hutt.

Money that works beats money that talks.

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

Chase Motor Wagons



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

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



Special Features of the Clothing Trade.

During the past four weeks it has been practically demonstrated that even though "weather" be unreasonable, a very generous business may be transacted in retail clothing stores. This, too, in face of the fact that the country has been tremendously interested in the result of a presidential election, which in itself is usually considered a sufficient cause for small sales in all sections. During the past month the retail clothing business has been better than was expected, the result without doubt of the wonderful prosperity in all rural communities. With bounteous crops bringing good prices, the effect is felt in every department of trade, and, as a result, business is "good," despite the "weather," or any other causes which are popularly supposed to account for poor business conditions.

Traveling salesman, who represent wholesale clothing merchants, have been journeying about the country for the past two months visiting the retail merchants and displaying to them the new spring and summer lines of clothing. The advance orders which have been booked are said to be very satisfactory and to compare very favorably with any similar season since 1907. Stocks of lightweight garments are low in all stores and this in itself accounts, in some measure, for the liberal placing of advance orders. It is to be noted, however, that buyers of clothing have been conservative in making their selections, and they have bought only such garments as are staple styles and have shunned the introduction of any "freaks," either in models or in fabric patterns. The manufacturing clothier had foreseen this possibility, his lines were planned accordingly and his models were such as would please the most modest taste; the colorings and patterns were likewise modest. Grays, blues and browns have been the most popular colors, and the fabrics are serges, soft worsteds and chevots. The popular model has been a three-button sack suit of the modified English type, although two-button models in both single and double-breasted effects have been largely purchased.

Two-piece suits for next summer are proving of great interest to the clothing buyer and he is planning for the sale of an unusual number of these comfort-bringing garments during the hot months of next July and August. The well-dressed American demands comfort as well as style in his clothes, and for hot weather wear, whether

he is taking his ease at the seaside or mountain resort; or busy at his duties in his office in the torrid city, he realizes that the thin texture suit of, silk, mohair, tropical worsted, "Sumar" cloth, batiste or flannel, will provide the most comfort. He demands these lightweight fabrics and expects that the maker of the garments will design the clothes so that they will retain that elegance of fit, and keep their shape, which he demands. This the manufacturer is bound to do, and thus the popularity of these light-weight suits has grown, until the year's business has almost become separated into four seasons—"fall," "winter," "spring" and "summer."

As regularly as the summer season rolls round the prophecy goes out that it is to be a serge season. Just why this should be so is hard to understand, for serge is always a popular fabric, and there are probably more suits of it ordered than of any one other style. One prominent buyer, in discussing serges recently, stated that he believed that every man in the country always had at least one suit of serge in his wardrobe, probably a double-breasted blue suit, one that he can always depend upon as being suitable for any call he may make upon it. This suit, with an extra pair of white flannel trousers, provides an ideal outfit for a week-end in the country, the seashore, or at any other place he may desire to go for a day or two. The fact of the matter is that the "serge season" is every season, and while the popularity of this fabric may be greater or less to an extent, there is always a liberal demand for these suits in almost all sections.

Manufacturers of clothing have been almost swamped during November with the demands of retail merchants, to furnish for immediate delivery belted overcoats in semi-ulster and great coat styles. No provision had been made for such an unexpected rush of business on these garments and the result has been, as is usual in such cases, disappointment for the retail merchant. These coats have won for themselves a wonderful popularity. They are made of Irish frieze, chevot, Scotch mixtures, the fleeces and similar rough-faced materials, many of them being two-faced, that is, having a fancy back woven into the surface material. The most acceptable feature of these coats is that they are extremely light in weight, though affording ample protection in the most severe weather. They are designed for motoring, traveling, driving and for general all-round wear.

Wash suits for children for the sum-

mer of 1913 are being purchased most liberally by buyers for departments where these dainty little garments are sold. There is no doubt of their popularity and the greatest problem the manager of such a department has to solve is how to supply himself with his needs when the hot days come and when the store is swarming with mothers who demand at once hot weather clothing for their little ones. The demand is sure to be greater than was expected. One buyer solved the problem by ordering many more suits than he could reasonably expect to sell; the few garments he did carry over at the end of the season found a ready sale, for many mothers have discovered that for the little ones the wash suit is the most acceptable garment for all year round wear, especially for indoor use. The needed protection when going out of doors can be provided by a little heavier outer coat.

Manufacturers are showing unusually attractive lines in wash suits for next summer, and the ever-popular sailor and Russian styles still seem to remain at the head of the list—but in the matter of fabrics it seems as though the markets of the world had been ransacked to find novel materials which will prove attractive. Linens, crashes, piques, mercerized materials, even wash flannels and silks, all go to make up the endless range of fabrics.

Play suits for children are in demand and advance sales are compelling manufacturers to work their factories overtime. Cowboy, Indian, rough-rider, soldier, scout, fireman, baseball, football and other suits make up a long list from which to make selections. These suits are well made and are accurately designed. They are packed one suit in a box and retail at from one to five dollars each, and are sold in clothing, department and toy stores and a good margin of profit is assured the dealer. This line especially appeals to the wide-awake retail clothier. In showing these goods the boys form the habit of coming to his store, and when in later years they need clothing and furnishing goods they are apt to make their purchase in the same establishment.—Clothier and Furnisher.

Easy Enough.

"I see," said Bilkins, "that a French scientist has discovered a method for staving off old age"

"Well, what of it?" demanded Wilkins. "There's nothing new in that. A man can stave off old age by jumping off the Eiffel Tower; or dropping a lighted match in a powder barrel while sitting on it; or by rocking the boat when he's out on the water; or by riding over Niagara Falls sitting astride of a log. Those French scientists make me tired with their hulla-balloo over nothing."

Liberal About Time.

A West Virginia judge arraigned a shanty boater for stealing a horse, denounced him as a persistent law-breaker, and then sentenced him to ten years at hard labor in the State prison.

"Have you anything to say?" he asked when he was through.

"No," said the sentenced one—"except that it strikes me you are pretty darned liberal with other people's time!"

A Little Too Portable.

A man who had taken an interest in the "back to the land" movement, met a friend who was anxious to know how he had made out.

"Was that one of those portable bungalows you bought?" asked the friend.

"I guess it was," replied the other rather ruefully. "The wind carried it away one day."

Occasionally a man hunts up a loud shirt when he wants to put on a bold front.

Set others a good example by giving yourself a square deal.

Most of our troubles are magnified at short range.

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

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

Wilmarth Show Case Co.

Show Cases
And Store Fixtures

Jefferson and Cottage Grove Avenues
Grand Rapids, Mich.

TO REACH YOUR
PATRONS AND FRIENDS
USE
A MICHIGAN STATE
TELEPHONE

Holiday Gifts

Plush Robes.....	\$1.75 to \$25.00
Fur Robes.....	7.25 to 100.00
Auto Robes.....	3.00 to 16.00
Tonneau Robes.....	6.00 to 9.00
Steamer Rugs, 60 x 80 inches..	4.50 to 10.00
Riding Saddles.....	4.00 to 35.00
Riding Crops.....	1.25 to 5.00
Bridles.....	1.50 to 18.00
Coach Whips.....	1.00 to 6.00
Driving Whips.....	.10 to 15.00
Carriage Heaters.....	1.25 to 4.00
Fur Coats.....	16.00 to 40.00
Fur Gauntlet Gloves.....	2.25 to 10.00
Fur Gauntlet Mittens.....	2.00 to 4.00
Foot Muffs.....	4.00 to 6.00
Puttees.....	2.00 to 3.50
Cutters and Sleighs.....	25.00 to 80.00
Sleigh and Swede Bells.....	.50 to 5.50

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W.
Grand Rapids, Michigan

PREMIUMS AND SPECIALTIES.

They Each Have Their Place in the Store.

Specialties, like other things, have their place in advertising, and are good in their place. But they are not the whole thing, nor the last and final word in publicity.

To use them at all they must be used properly. They must be put in their place, and fill that place, or they are much better left alone.

To give gifts, such as calendars, bric-a-brac and other novelties, for the purpose of attracting custom, it is necessary to give to all comers or the effect is marred. Somebody's feelings are hurt if overlooked. If Mrs. Jones gets one of the gifts and Mrs. Smith does not, look out for trouble. Not only is Mrs. Smith offended, but she takes great pains to publish the fact, and there is more harm than good as a result of the scheme.

If the merchant can afford to buy these novelties and distribute them indiscriminately, all right. Some one will be attracted, and he may make new customers.

A plan much in vogue is to give premiums with certain kinds of goods. That is legitimate. But premiums are for a specific purpose—to sell the particular goods with which they are given. That cannot be strictly called advertising. It is more in the shape of a bonus. To give trading stamps or coupons to purchasers is an entirely different matter from handing out a souvenir to all visitors at an opening, or sending the gifts around to the houses. The latter is specialty advertising, and it is the only thing against which we warn our readers. And we do not want them against that if it is done regardless of cost. It is a very good way to get into the public eye, if every eye is thus focused. But it will not do to make one eye smile with pleasure when receiving a gift while another squints disapproval because it is slighted. Beware of the cross-eyed customer for whose crossed vision you are responsible.

Another thing we said recently, and reiterate, is that there is more than the gift necessary in advertising. Other publicity is essential. Suppose you send around your gifts, and have never advertised in any other way. Your calendar, or whatever it is, goes to the trade as coming from Blank's General Store. The recipient gets it and wonders who Blank is, for the name is unfamiliar. But if it has been hammered home already through the columns of the newspaper, by distributed circulars or by letters, the gift comes with force. It is understood, and the generosity of the giving is at once connected with the house that gave.

This point ought to be clear enough so that we will not be misunderstood again.

As to premiums. There are coupons, and coins and various kinds of come-backs given with certain goods. The trade understands very readily that a package of a particular cereal must be purchased to get a coupon, or a pound of a certain coffee to get

a coin, of a carton of a specified fruit to get some other premium. This creates no hard feelings. Then the customer buying something on which there is no premium is not affronted because a neighbor buys the premium goods to get the prize. It is well known that the only thing necessary is to buy the other thing and get the come-back. Plain as an ugly face, and understood by all.

If it pays to use premiums with certain goods, use them, by all means. No word of this paper is counsel against it.

If you can send gifts around the town, to everybody, old friends and new, send them. But the person whose trade you do not want must get one the same as the desirable customer, for those not wanted people are the loudest talkers, and their friends will not know why you cut them out.

The danger in specialty advertising is not in what you do, but in what you do not do. Everybody likes to get something for nothing, and when a free dispensary has been opened they all want to be treated.

It is safe to build your business by any good method. But the specialty is the connecting link which cements acquaintances already made. That is why other advertising is also necessary.

At Christmas time you do not send a present to some one with whom you are not acquainted. If you do, the question is at once aroused as to why it is done. What does he want to get out of me? is the question naturally considered by the recipient.

Newspaper advertising is the introduction of the merchant to the trade. Having thus become known to the community he can with perfect etiquette send his gifts. But he must send to all. You know what it means to slight a friend if you are sending holiday presents. If they are refined people they will not mention your neglect, but they will do a power of thinking.

People have even been known to take offense because they did not receive a simple circular announcement of a store. "Don't want my trade, I suppose," is the spiteful remark of the party overlooked. Never takes into consideration for a moment the possibility of the store keeper having to trust details like the sending out of circulars to some one who may not have his interest enough at heart to be extremely particular, and anyhow, the very best make mistakes. In printing the list of a certain association of business men in a large city the names of several of the most important were omitted by a printer's error.

If oversights cause dissatisfaction where the occasion comprehends nothing of value, how much worse where the giver is known to have spent money to gather together the gifts he is dispensing.

Give gifts, if you want to, at gift giving seasons, to all your customers. But do not send them to non-customers unless you send to all. There may be an exception, occasionally,

and of exceptions we cannot speak, for circumstances govern all cases. But in a small community, where it will probably become known if you are neglecting somebody, let alone the distribution of gifts for the purpose of getting new trade unless you are making the distribution general.

This is a fair way to consider the matter on the average. It is a safe guide. But give all the premiums attached to the purchase of specific goods that you want to pass over the counter. For, as already stated, that is not gift giving, nor can it be so construed. It is purchasing the customer's fealty to a particular line or brand.

Too Early in the Day.

Reports had come to the President of a famous Eastern college that one of the students was drinking more than was good for him. Meeting the offender on the campus one morning the head of the university stopped him and said severely:

"Young man, do you drink?"

"Well—why"—the student hesitated—"not so early in morning, thank you, Doctor."

The success of your aim may depend upon the target. It is much easier to hit a cow than a rabbit.

Butter, Eggs, Poultry, Beans and Potatoes, at Buffalo.

Buffalo, Dec. 10—Creamery butter, fresh, 33@37c; creamery storage, 30@33c; 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, 33@35c; cold storage, candled 22@23c.

Poultry (live)—Turkeys, 18@20c; cox, 10@11c; fowls, 12@14c; springs, 12@15c; ducks, 16@17c; geese, 14@15c. Poultry dressed, turkeys, 20@22c; ducks, 18@20c; geese, 13@14c; chix, 13@16c; fowl, 13@15c.

Beans—Red kidney, \$2.75; white kidney, new \$3; medium, new \$2.50; narrow, new \$3; pea, new \$2.50.

Potatoes—60@65c per bu.

Rea & Witzig.

Charge It.

"I should like to open an account at this bank, if you please."

"We shall be glad to accommodate you, madam. What amount do you wish to deposit?"

"Oh, but I mean a charge account, such as I have at the big dry goods stores."

A man ceases to be a good husband when he begins to feel sorry for himself.

**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



H. B. Hard Pan

Unlined Blucher

No. 896..\$2.35

Brown Hard Pan Uppers
Full Size Bellows Tongue
Three Full Soles
Perfect Fitting, Roomy Last
Cap Toe. Standard Screw

Stock No. 896

- 844—Brown Hard Pan. 6 inch.....\$2 35
- 907—Black Hard Pan. 10 inch..... 3 00
- 918—Black Hard Pan. 12 inch..... 3 40
- 919—Black Hard Pan. 16 inch..... 4 00
- 840—Black Elk. ½ Double Sole. 6 inch.... 2 25
- 891—Brown Elk. ½ Double Sole. 6 inch.... 2 35

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers "Bertsch" and "H. B. Hard Pan" Shoes
Grand Rapids, Mich.



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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.
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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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The Story of a Man Who Never Failed.

"My entire life has been spent in working along strictly organized lines. Since I was thrown out to shift for myself at the age of 20 I have been engaged in moving the world's goods by selling them.

"Success met me the first day I went on the road, took me by the hand, and has been my constant companion ever since.

"In all the years I have spent selling merchandise I have never called upon a man without first formulating a distinct, definite proposition that when properly presented would result in securing his order.

"I switched from line to line, always progressing, until I became the highest salaried and undoubtedly the most successful salesman of railway supplies in America.

"I want to impress upon you that every day marked a step forward for me. I was making the most of my time, not only in selling material and earning my salary but in learning men and conditions. Human nature is the most fascinating study in the world and the most profitable one. A thorough knowledge of what different personalities will do under different conditions—the ability to tell a man's tastes, likes, dislikes, peculiarities, etc., by looking him over and talking with him—well, when you can do these things the world is yours to do with as you like.

"It took me years to arrive at this point, but I awoke one day to the fact that I seldom made a mistake in sizing my man; that one of the fundamentals of my success was that I sold my man, not my merchandise. And the day I realized this I realized that my knowledge must be capable of capitalization at a higher figure than I commanded at the time. And, mind you,

I was drawing and earning \$15,000 a year every year, owned my own home in one of the fashionable suburbs, had an automobile—in short, was in the class usually termed successful. But—I was working for somebody else and I felt in my soul that I could earn many, many times the amount I was making if I could only strike the right angle. So I took a vacation—went up in the Adirondacks to hunt and fish and think.

"Experience justified me in making the mental statement, 'I can sell anything in the world, irrespective of price, regardless of its nature.' With this premise to go upon I asked myself the question, 'What is the biggest sale I could make, the largest sale possible? What article runs into most money or individual sales?'

"You see, my thought was that there must be some business where individual sales ran into so much money that three or four of them a year would make a salesman \$100,000 or so in commission. And this, I believed, could be accomplished with no more effort than I was expending to earn my \$15,000.

"But it was no easy matter to find the proper article. As a matter of fact, my question wasn't answered in the Adirondacks. I got it down in Central Illinois on a business trip some six weeks later.

"The man I was calling upon in explaining some of the many advantages of the town in which he lived made this statement, 'Some of our local statisticians figure that this town if sold for cash to-morrow would bring \$6,000,000,000.'

"The remark at the time impressed me, but about ten days later it became really significant. On an auto trip out of one of the largest towns in the West we were running down a hot road, through a bare, sandy stretch, when my host called my attention to it with, 'Here's land that's worthless for farming; it's too sandy to raise crops, yet it's within easy reach of the best shipping facilities in America and would make a wonderful location for some enormous industry. Trouble is, most of these great, big factories are deeply rooted right where they are, and about the only way this land will ever get the manufacturers who should be here will be by gradual growth.'

"Right there I put two and two together and found that it made four. Practically worthless land with wonderful railroad facilities. Here was what I had been waiting for. I would build a town and sell it. My decision once made, I sat down and mapped out my plan of action.

"Step one was to acquire an option on the land and secure capital. Step two would be to get the factories there. This, of course, was the most important step, because it brought with it immediate population for our little city in the shape of the workmen and executives of the factory and insured a railroad station.

"Sounds simple enough in the telling, doesn't it? But the execution of the plan proved just about the hardest job I ever tackled. First of all, I looked up the different industries of America to decide as to which ones employed the most men. I finally selected three enormous manufacturing concerns which were practically monopolies in the lines they represented.

"My next step was to interest capital. This I succeeded in doing, and on the basis of one-fifth the net profits on the enterprise I secured the co-operation of a syndicate of New York capitalists. This took me seven months, but finally they came across and we bought the sand land—5,000 acres of it. We then had prominent architects lay out a model manufacturing town with sketches of workers' homes, factories all in one portion, dwellings in another. I took the plan to the first manufacturer on our list and interested the President to the point where he called a meeting of the Board of Directors to consider our proposition.

"It was an attractive one. We agreed to give them the land free, erect their factories, and pay all expense of moving and installing machinery. The advantages to them were decided. Far better shipping facilities, a town composed exclusively of workers with ideal living conditions. The part that helped my project most was the fact that these people had been seriously considering moving their main plant to a point farther West on account of the fact that their business, the bulk of it, was coming from the far West and a plant in that vicinity would insure an enormous saving on freight rates.

"In short, the first people I called on were favorably inclined. Then I called on the second and third manufacturers and they also took the proposition under consideration.

"Naturally at this point you will ask where did we make our money? Here is your answer. We were going to build the city in its entirety and our money would come from the rental and sale of homes to workers. In other words, we were prepared to pay a big price for population. And our figures, which were afterward proved to be absolutely correct, showed that we could make enough money to break even on our original investment within two years after the city was in operation.

"This was an enormous project. Large corporations move slowly, but I had laid my plans well and one year from the day I made my first call on the first manufacturer they decided to accept our proposition and contracts were signed agreeing to move to Factory City, as we called our town, one year from date of signing. Ground immediately was broken

at Factory City, plant buildings were erected, and cottages for workers completed. While this work was under way another of our manufacturers came across, and we started operations on their plant and homes for their employes. These two concerns employed 5,000 people. So you see already our city had an insured population of 5,000, and the "worthless" sand land had assumed a real value. The fact that these two large factories were locating there had its effect upon other smaller manufacturers, and within a year we had eighteen smaller factories located on the same basis as the larger ones.

"Speculators in land began to clamor for Factory City lots, but there were none on the open market. We controlled every inch of land for miles around, and all property sold was disposed of by us at our figures.

"Four years from the day I first conceived the idea of Factory City the syndicate which had financed the undertaking came to me with the proposition that I sell my quarter interest to them. I agreed, and the purchase price was \$2,000,000! Two million dollars' profit on five years' work. Sure enough, I had made the Big Sale and my 'stake' at one and the same time."

"What became of Factory City?" asked the Average Man.

"Twenty-four thousand population to-day, and my two millions would be ten if I had hung on," answered the Distinguished Looking Man with a trace of bitterness in his voice.

"What are you doing now?" the Average Man looked at him sharply.

The Distinguished Looking Man smiled slightly and opened the door of the limousine for the Average Man to alight. "Helping my wife spend the interest on \$2,000,000."

A handsome woman entered the limousine, seated herself by his side, the door closed, and they drove away, leaving the Average Man standing on the side walk.

"I wonder," said the Average Man to himself, "I wonder if he did tell the truth."
Irving R. Allen

To the deadly fly is now attributed another disease—that of infantile paralysis. The Harvard medical faculty announces, as a result of its investigations, that the common stable fly distributes the germs of this disease. Common flies apparently harmless, are now known to be the carriers of typhoid fever, of the sleeping sickness, of ophthalmia, and of infantile paralysis, and are thus among the worst enemies of the human race.

A business which is without standards of market value in point of quality as well as quantity is, at best, mere speculation.

Some men are judged by the amount of technical jargon they can spout, but even a parrot can learn a part.

When monopolists can not buy what they want they simply take it.

Are you the kind of man you think your neighbor ought to be?

News and Gossip Around Grand Rapids

Grand Rapids, Dec. 9.—The regular meeting of U. C. T., No. 131, held Saturday night, was some gathering and a fine attendance was on hand. There were some important matters settled during the business session and some things started. The ladies held a pedro party while the men were busy and they all had a fine time. Mrs. Abe. Peters won first prize, Mrs. Fred May, second and Mrs. F. Hannifan carried off the booby. After the pedro party and meeting, a short program was given. F. C. Mooney, accompanied by his sister on the piano, rendered two vocal selections. Mr. Brockman, who expects to become a member of 131 soon, gave an Italian's version of a baseball game and told funny stories. Ed. Bottje, the well-known brother and piano tickler, and H. C. Harper, who plays a violin, gave a selection of popular music which took fine with the audience. Our meetings are sure getting more interesting from month to month.

Don't forget your assessment must be paid before December 25 and your dues for the next six months December 31. This is very important, so do not forget to cash in.

Mrs. William Berner, who is confined in Butterworth Hospital, is gaining rapidly and it is expected she will be able to go home in about two weeks. Bill will be some tickled. Speaking of Bill, he was at the meeting Saturday night.

Mrs. Doc. Hudson went to Albion to attend the funeral of her cousin, Harry Bortles, who was killed in the wreck on the Pennsylvania Railroad near Dresden, Ohio. Mr. Bortles was a representative of the Gale Manufacturing Co., of Albion.

Otto Weber reports that the hotel at Luther has been fixed up and is some class.

Mrs. F. H. Buck, wife of the well-known pill peddler, who is a member of 131, is still in Cleveland. Mrs. Buck went there on account of her brother's illness and on his recovery was about to start for home when her sister was taken sick. Mr. Buck hopes his wife will be home before the holidays.

Mrs. W. R. Rayburn and baby have gone to Bloomington, Ill., to visit her parents. Mr. Rayburn will leave for Bloomington next week. Mr. and Mrs. Will spend the holidays there.

Harry McCall was busy all day Sunday refinishing the floors of his house.

J. A. Keane is nursing a bad cold. Mrs. W. O. Ephlin, wife of Wilbur O. Ephlin, a member of 131, died last week at St. Mary's hospital. Mrs. Ephlin was 27 years of age and, besides the husband, is survived by two small sons. The members of 131 extend their heartfelt sympathy in the bereavement of Mr. Ephlin.

The boys are now calling Frank Holmes the night shirt detective. Frank is good at finding lost articles.

The U. C. T.'s of Michigan, who have for years been advocating sanitary conditions in hotels in this State, have gained a champion of their cause in Hon. James Henry,

Representative from Calhoun county. Mr. Henry is going to introduce a bill to regulate sanitary conditions in all hotels during the next session of the Legislature. The U. C. T.'s have gained numerous victories in the past in making hotels clean up. There are a lot of hotels right now that should get busy and fix up, and in many instances these bad conditions exist in hotels getting high prices. The hotels whom this coat fits should put it on and get busy before they are forced to.

The Michigan & Chicago Railway has submitted a portion of the map of their route for the Grand Rapids-Kalamazoo Interurban Line to the State Railroad Commission and the Commission has approved of the plan as outlined. There are three crossings of the G. R. & I. and one each of the Michigan Central, Allegan branch, and of the Chicago, Kalamazoo & Saginaw, now owned by the Michigan Central, on the route approved by the Railroad Commission. Both the Kalamazoo river at Kalamazoo and the Grand river at Grand Rapids will be bridged with the latest type of steel girder bridges.

Mr. Walker, proprietor of the Taylor Hotel, at Shepherd, says the traveling men don't patronize him. We think if Mr. Walker would clean up he might possibly get some business, as we don't know of but one A1 hotel on the Ann Arbor line.

Ask Allen Rockwell if he likes his new job as assistant city light inspector. Some job to get up at 5 a. m.

Doc. Hudson, P. D. (pill doctor) and Doc. Richards, H. D. (horse doctor) took a drive from Central Lake to Bellaire last week in a motor boat. Nice weather and a fine time. Large snow storms. They say they saw at least 500 ducks, but we understand they were seeing at least double, possibly triple, and they were in a dry county, too. F. C. Mooney.

An Appeal Which Should Meet Instant Response.

Port Huron, Dec. 10.—For twenty-three years the Michigan Knights of the Grip, guided always and only by honor and charity, have brought hope and assistance in times of trouble and affliction to many of our members and their families.

The few dollars paid annually by each of us have brought prayers of thankfulness from many a sorrowing home, and the many letters on file in the office of our Secretary are the best evidence that appeals to the loyalty and generosity of our members have never been made in vain.

Your Finance Committee regrets to inform you that since our last meeting, September 6, eleven of our members have died, the claims of those beneficiaries, together with six other claims which were in process of adjustment at that time, will be presented for payment to your Board of Directors at their next meeting, December 26.

These seventeen claims, added to the twenty already paid so far this year, make a total of thirty-seven—twelve more than have ever been presented before in one year.

Ordinarily the five assessments, which your Board ordered this year, would have paid all claims against the Death Benefit Fund, but on account of the unusually large number of deaths the past two months your Committee deems it for the best interests of the organization to issue an appeal to each member for \$5 in order that all claims now pending may be paid December 26.

Only five times in our history has it been necessary to call more than four assessments.

Your Secretary and Treasurer, in generously waiving their salary commission on all moneys received from this appeal, have shown the true Michigan Knights of the Grip spirit of "doing something for the other fellow."

Below is the list of members who died this year or whose claims were presented this year.

Twenty Paid Claims.

B. C. Bastedo, Detroit; James A. Massie, Grand Rapids; Wm. F. Hall, Chicago; Mark Tomlinson, Plainville, Wis.; Jas. E. Bond, Bay City; Eugene W. Crane, Adrian; Will Comback, Indianapolis; John W. Hallett, Detroit; Frank E. Wicking, Detroit; Jas. M. Eckels, Toledo; R. E. Johnston, Detroit; Wm. Bartels, Detroit; L. A. Brown, Detroit; D. L. McDermid, Detroit; Jas. D. McKay, Grand Rapids; Chas. L. Fleming, Madison, Wis.; Geo. Frank, Detroit; Edwin M. Scott, South Fallsburg, N. Y.; C. W. Faust, Traverse City; E. R. Maxwell, Washington, D. C.

Seventeen Pending Claims.

S. D. Hooper, New York; C. S. Robinson, Grand Rapids; S. M. Lemon, Grand Rapids; P. L. Van Rosmanlen, Minneapolis, Minn.; L. C. Bradford, Holland; A. L. Flack, Tiffin, Ohio; Chas. A. Pettibone, Detroit; Wm. H. Marvin, Utica; Chas. W. Gilkey, Lansing; H. H. Penniman, Minneapolis; H. J. Fitch, Lakewood, Ohio; R. M. Cope, Owosso; Geo. F. Stewart, Saginaw; Chas. H. Smith, Saginaw; J. J. L. England, Detroit; L. B. Davis, Mt. Clemens; L. D. Hubbard, Cleveland.

We feel that each member of our grand old organization will gladly and promptly meet this appeal.

H. P. Goppelt.

F. L. Day.

John D. Martin.

Finance Committee.

The Tradesman prints the above appeal with much pleasure, in the confident hope that every member of the Michigan Knights of the Grip will make an immediate response to the request. It has been known for some months that the death rate this year was exceedingly large. This not only applies to the Michigan Knights of the Grip, but to all fraternal organizations with which the Tradesman is familiar. It has been one of the most trying years in the history of fraternalism in this country. Inasmuch as the Knights of the Grip is based on fraternalism, pure and simple, it is now in order for every member to contribute his \$5 with the utmost cheerfulness and the Tradesman will be very much disappointed if a single member ducks or even hesitates in

this emergency. The Tradesman regrets that it has not on file figures showing the enormous sum in the aggregate which has been paid to the widows and orphans of deceased members since the Knights of the Grip was organized, twenty-three years ago. In many cases these payments were all that stood between the widow and the poor house and the orphan and the orphan asylum. The amount of good that has been accomplished by the organization can never be computed in dollars and cents. There comes a crisis in the life of every human institution and, when the crisis comes, it is the duty of men to stand by their guns. If a single member of the Michigan Knights of the Grip deserts his post of duty at this time, the Tradesman will have nothing but contempt for him. The Tradesman believes that every member will send in his \$5 within a week after receiving the notice, requesting him to do so.

Omitted From Marquette Correspondence On Page Ten.

It is also being whispered around that the savior of the shooting honors for the home Gun Club at Marquette, a man reputed to be the best target shot in this part of the State, Lester A. Boyd, during his recent hunting trip in the vicinity of Ewen, got an elegant shot at a beautiful buck, but was seized with an attack of "buck fever," that instead of shooting his deer, he unloaded the cartridges out of his rifle.

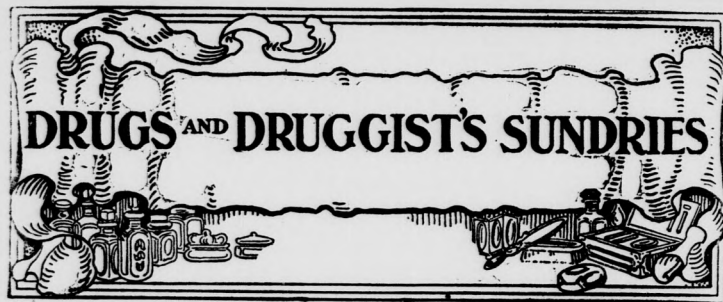
Guy M. Johnson, of Escanaba, formerly with the National Cash Register Co., and who recently most successfully substituted for M. T. Thorsen during his four months' visit to Europe as representative of the Robert A. Johnson Co., Milwaukee, has now been given a regular territory for that company, with headquarters at Waterloo, Iowa, and we are informed is doing finely. Success to you, Guy. You couldn't succeed beyond the good wishes of the boys in Michigan!

Have Called in the Salesmen.

Grand Rapids, Dec. 10.—Will you kindly mention in the next issue of the Tradesman that we have again been obliged to call in all our salesmen, this time for the entire month of December, on account of our over-sold condition? Our factory is now so far behind on orders that it will be impossible for us to make shipment of all orders on file until the latter part of January.

G. J. Johnson Cigar Co.

There are 115 members of the Michigan Knights of the Grip in this city and there would seem to be no reason why at least seventy-five of these members should not attend the annual convention at Kalamazoo on Dec. 27 and 28. The meeting will be of especial interest this year, because the organization has apparently come to the parting of the ways. The death rate has been unusually heavy and the boys must now show their colors, which the Tradesman believes they will do in such a way that it will be to their everlasting credit.



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.

Sense Perception With Reference to Citrus Flavors.

Written for the Tradesman.

It is the order of nature that knowledge of its phenomena is conveyed to the animal intelligence by the nerves.

In the higher orders these nerves except those of touch are differentiated as nerves of special sense, each of which perceives and sends to the brain those sensations which specially affect it.

Among these strictly localized nerves of special sense is the olfactory nerve, situated in the nose, whose duty it is to judge of the identity and quality of all matter having a definite flavor or aroma.

By this sense—the sense of smell—whose importance has been too little regarded by scientific men, but which has always been the chief reliance of experts in judging the quality and fixing the value of teas, coffees, tobaccos, alcoholic and other beverages, buyers and users select the great variety of food products in daily use with great accuracy which increase with experience by which the finest gradations of quality may be recognized.

Even when food products owe their nutritive value to substances having no odor, practically the flavor fixes the market price, and properly so, because those foods are most acceptable and most likely to be useful which agreeably impress the nerves of special sense, the optic nerve which notes the appearance and the olfactory nerve which perceives the flavor.

And because an agreeable flavor is practically so large an element of value in a food product, it is a universal custom to add flavoring substances to such foods as have little or no flavor of their own.

To supply this real need the great business of preparing flavoring extracts

has been built up, using in the aggregate large capital, employing skilled labor and serving many trades preparing for the market foods and beverages.

Chief among these flavors is vanilla, of which a satisfactory extract may be prepared by any one of several methods all in common use.

Although the flavors of the various citrus fruits are agreeable, the preparation of a permanently good extract, stable in flavoring strength and containing and capable of imparting to a food product or beverage the true flavor of the fresh citrus fruit, is involved in difficulties.

It is known that in the citrus fruits the flavor is not in the acid juice, but is confined to the essential oil found only in glands in the outer part of the rind, also that this essential oil is not a single definite organic chemical compound mixture of hydrocarbons, aldehyds, esters, inodorous coloring matters and stearoptenes, some of which are non-volatile except by chemical decomposition and all in varying proportions in different specimens of the same kind of oil, the differences in pure fresh oil being due to the soil in which the fruit is grown, the amount of rainfall and of sunshine in the growing period and the degree of ripeness of the fruit.

The pure oil is subject to deterioration by oxidation of the terpenes in the presence of air and light.

Although a few authorities ascribe some flavoring qualities to the hydrocarbons (terpenes) which constitute the chief bulk of oil of lemon, the long experience of the house with which I am connected in the preparing of terpeneless extracts continuously for nearly thirty years leads me to believe that the thoroughly washed terpenes are, when freshly prepared, inert as flavoring agents. It is true that as mechanically isolated by our process the terpenes, besides their oily taste, have a sharp bite perceptible on the tip of the tongue, but this is a matter of taste and should not be confounded with the flavor which is perceived by its nerve of special sense, the olfactory nerve.

The hot sensation of many essential oils, undiluted or dissolved in alcohol, can be perceived when rubbed on the skin of any part of the body.

Although Oil of Capsicum has a decided hot taste perceived on the lips and fauces as well as on the tongue, its flavor is very slight. The heavy odor characteristic of several Solanaceous fruits, some very hot and others insipid (tasteless), and in no way connected with the taste, is all that the nasal test can detect in Capsicum.

Since the terpenes, which make up more than 90 per cent. of the bulk of oil of lemon, readily absorb oxygen,

acquiring a turpentine odor—a process not entirely prevented by dissolving the oil in alcohol—it is necessary that these terpenes shall be removed in preparing a really good extract of lemon, stable in its flavoring quality.

One method, long in use, is that of mechanically washing the oil of lemon with dilute alcohol of sufficient alcoholic strength to dissolve the odorous constituents from the oil and sufficiently aqueous to throw out of solution the terpenes which are nearly insoluble in water.

This process preserves unchanged the natural flavor of the fresh fruit, but does not always result in a complete extraction of valuable flavoring constituents of the oil.

To wash the oil thoroughly is easier to say than to do and to get the result desired requires the careful following of a correct working process such as can be obtained only by long experience.

Because of this practical difficulty in exhausting the oil of its flavor it is now common to separate the terpenes from the odorous and less volatile portions of the oil by fractional distilling of the oil and to prepare a so-called terpeneless extract by dissolving the terpeneless portion of the oil in dilute alcohol.

By this second process it is comparatively easy to adjust the strength of the so-called extract (really a complete solution of a terpeneless oil) to a certain percentage of citral strength, as shown by the various methods of analysis in use.

An extract so prepared can not have the true flavor of the fresh fruit or of the fresh expressed oil, for the reason that oil of lemon, although classed as a volatile oil and consisting mainly of volatile constituents, contains also non-volatile bodies which can not be distilled even in vacuo and at low temperature without decomposition.

Even when no attempt is made to fractionate the oil with separation of the terpenes, this decomposition occurs.

One of the chemists in the Bureau of Foods of the Department of Agriculture at Washington recently told me that the Department had given up the idea that a satisfactory citrus oil could be prepared by any process of distillation. Confirming this, see a report of a new process for preparing oil of lemon by distillation in vacuo, noted in the American Perfumer for September, 1912, in which it is directed that the oil be ex-

posed to the air for a time "to allow the burnt odor to disappear."

Careful analyses of (a) oil of lemon taken, (b) extract washed from it and (c) washed terpenes eliminated from the hydro-alcoholic solution show that it is possible to prepare by strictly mechanical means a terpeneless extract of lemon leaving in the washed oil not more than one thirty-second of its original four per cent. content of Citral while the extract shows by analysis three-fourths of its estimated percentage of citral.

What becomes of the small portion of citral lost to colorimetric test is not yet surely known. That in some form and blended with the thirty or more soluble, oxygenated constituents which go to make up the natural flavor of the fruit is certain.

The important fact to manufacturers of food products and to all consumers of lemon flavor is that here is a form of the natural lemon flavor, concentrated in strength, not deteriorating by age or exposure either in the extract or in food products flavored with it, mixing readily in all beverages, food products and confectionery and uniform in quality.

Chas. E. Foote.

Fruit at the Fountain.

A handsome dish of fruit at the fountain makes a pleasing innovation. It has an inviting look and is suggestive of "pure fruit flavors." The idea could, I believe, be carried still further. There are certain kinds of fruit that could be served at the fountain conveniently and attractively, and many people would be glad to get them. Take grape fruit, for instance. It is easily and quickly prepared and you have all the "fixins" to go with it—powdered sugar or a dash of grape juice if desired. Oranges also could be served, and perhaps other fruit in season. Many persons like something of this kind for lunch, but are deterred because of the inconvenience of eating these things. I know it is true in my own case. But if one could step in to the soda fountain and be served they could partake in neat and cleanly fashion to their great satisfaction and the druggist's profit. It seems much more in keeping with the fountain and entails much less paraphernalia and expense than the serving of soups, sandwiches, etc., which is being done in some places. Amos Woodbury Rideout.

Your Jobber Has It Your Customers Want It

DO NOT IGNORE the growing demand for a popular priced cream that will cure chapped hands and face. PERRIGO'S MARSHMALLOW CREAM is a ready seller at 15 cents. Put it on your want book to-day.

The Marshmallow Cream Company
Allegan, Mich.

WHOLESALE DRUG PRICE CURRENT

Acids		Cubeb @4 50	Digitalis @ 60
Acetic 6 @ 8	Erigeron @2 50	Gentian @ 60	Ginger @ 60
Boric 10 @ 15	Eucalyptus 75 @ 85	Gualac @ 60	Gualac Ammon. @ 70
Carbolic 24 @ 28	Hemlock, pure .. @1 00	Iodine, Colorless .. @1 25	Ipecac @ 75
Citric 45 @ 50	Juniper Berries .. @1 25	Iron, clo @ 60	Kino @ 75
Muriatic 1 1/4 @ 5	Juniper Wood. 40 @ 50	Myrrh @ 60	Nux Vomica @ 50
Nitric 5 1/2 @ 10	Lard, extra 85 @ 100	Opium @2 00	Opium Camph. @ 75
Oxalic 13 @ 16	Lard, No. 1 75 @ 90	Opium Deodor'd .. @2 25	Rhubarb @ 75
Sulphuric 1 1/4 @ 5	Lavender Flowers .. @4 00	Paints	
Tartaric 38 @ 42	Lavender Garden .. 85 @ 100	Lead, red, dry 7 1/2 @ 10	
Ammonia		Lemon @2 50	Lead, white dry .. 7 1/2 @ 10
Water 26 deg. .. 6 1/2 @ 10	Linseed, boiled bbl .. @ 45	Lead, white oil .. 7 1/2 @ 10	Ochre, yellow bbl 1 @ 1 1/4
Water 18 deg. .. 4 1/2 @ 8	Linseed, raw less .. 48 @ 52	Ochre, yellow less 2 @ 5	Putty 2 1/2 @ 5
Water 14 deg. .. 3 1/2 @ 6	Linseed, boiled less 49 @ 53	Red Venetian bbl 1 @ 1 1/2	Red Venet'n, less 2 @ 5
Carbonate 13 @ 16	Mustard, true 4 50 @ 60	Shaker, Prepared 1 50 @ 1 60	Vermillion, Eng. 1 90 @ 1 00
Chloride 12 @ 15	Mustard, artif'l 2 75 @ 3 00	Vermillion, Amer. 1 50 @ 2 00	Whiting, bbl. 1 @ 1 1/2
Balsams		Neatsfoot 80 @ 85	Whiting 2 @ 5
Copaiba 70 @ 75	Olive, pure 2 50 @ 3 50		
Fir (Canada) .. 1 00	Olive, Malaga, yellow 1 50 @ 1 60		
Fir (Oregon) ... 25 @ 35	Olive, Malaga, green 1 50 @ 1 60		
Peru 2 40 @ 2 40	Orange, sweet 3 50 @ 4 00		
Tolu 1 25 @ 1 40	Organum, pure 1 25 @ 1 50		
Berries		Origanum, com'l 50 @ 75	
Cubeb 65 @ 75	Pennyroyal 2 25 @ 2 50		
Fish 15 @ 20	Peppermint @3 75		
Juniper 6 @ 10	Rose, pure 16 00 @ 18 00		
Prickley Ash ... 40 @ 50	Rosemary Flowers 90 @ 100		
Barks		Sandalwood, E. I. 4 75 @ 5 00	
Cassia (ordinary) 25	Sassafras, true 80 @ 90		
Cassia (Saigon) 65 @ 75	Sassafras, artif'l 45 @ 50		
Elm (powd, 25c) 25 @ 30	Spearment 6 00 @ 6 50		
Sassafras (pow, 25c) @ 25	Sperm 90 @ 100		
Soap (powd, 25c) @ 15	Tansy @4 00		
Extracts		Tar, USP 25 @ 35	
Licorice 24 @ 28	Turpentine, bbls. @42 1/2		
Licorice powdered 25 @ 30	Turpentine, less 45 @ 50		
Flowers		Wintergreen, true @5 00	
Arnica 18 @ 25	Wintergreen, sweet birch 2 00 @ 2 25		
Chamomile (Ger.) 25 @ 35	Wintergreen, art'l 50 @ 60		
Chamomile (Rom.) 40 @ 50	Wormseed @6 00		
Gums		Wormwood @8 00	
Acacia, 1st 40 @ 50			
Acacia, 2nd 35 @ 40			
Acacia, 3d 30 @ 35			
Acacia, Sorts .. @ 20			
Acacia, Powdered 35 @ 40			
Aloes (Barb. Pow) 22 @ 25			
Aloes (Cape Pow) 20 @ 25			
Aloes (Soc. Powd.) 40 @ 50			
Asafoetida 1 00 @ 1 25			
Asafoetida, Powd. @ 1 50			
Leaves			
Buchu 1 85 @ 2 00			
Buchu, Powd. .. 2 00 @ 2 25			
Sage, bulk 18 @ 25			
Sage, 1/2s Loose 20 @ 25			
Sage, Powdered 25 @ 30			
Senna, Alex. 25 @ 30			
Senna, Tinn. ... 15 @ 20			
Senna, Tinn, Pow. 20 @ 25			
Uva Ursi 10 @ 15			

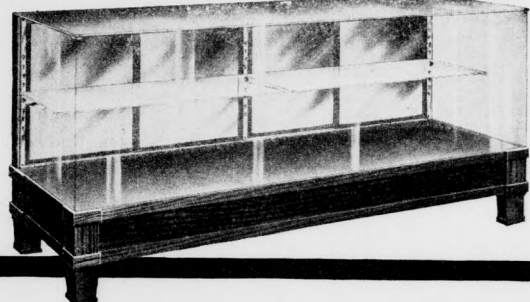


Our Home—Corner Oakes and Commerce

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.

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.



"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

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.

Special Price Current

12

13

14

Seraple, 5c pkgs. 48
Sure Shot, 5c, 1/2 gro. 5 75
Pankee Girl Scrp 2 oz 5 76
Pan Handle Scrp 1/4 gr 5 76
Peachy Scrp, 5c 1 90
Union Workman, 2 1/4 6 00

Smoking

All Leaf, 2 1/4 & 7 oz. 30
BB, 3 1/2 oz. 6 00
BB, 7 oz. 12 00
BB, 14 oz. 24 00
Badger, 10c tins 11 52
Badger, 3 oz. 5 04
Badger, 5c 11 52
Banner, 5c 5 96
Banner, 8 oz. 1 60
Banner, 16 oz. 3 20
Belwood Mixture, 10c 94
Big Chief, 2 1/4 oz. 6 00
Big Chief, 16 oz. 30
Bull Durham, 5c 5 90
Bull Durham, 10c 10 80
Bull Durham, 15c 18 48
Bull Durham, 8 oz. 6 00
Bull Durham, 16 oz. 6 72
Buck Horn, 5c 5 76
Buck Horn, 10c 11 50
Briar Pipe, 5c 6 00
Briar Pipe, 10c 12 00
Black Swan, 5c 5 76
Black Swan, 14 oz. 3 50
Bob White, 5c 5 90
Brotherhood, 5c 5 95
Brotherhood, 10c 11 00
Brotherhood, 16 oz. 3 39
Carnival, 5c 5 70
Carnival, 3 1/2 oz. 3 39
Carnival, 16 oz. 16 00
Cigar Clip'g Johnson 30
Cigar Clip'g Seymour 30
Identity, 3 & 16 oz. 30
Darby Cigar Cuttings 4 50
Continental Cubes, 10c 90
Corn Cake, 14 oz. 2 55
Corn Cake, 7 oz. 1 45
Corn Cake, 5c 4 60
Cream, 50c pails 4 60
Cuban Star, 5c foil 5 76
Cuban Star, 16 oz. pails 3 72
Chips, 10c 10 20
Dills Best, 1 1/2 oz. 7 79
Dills Best, 3 1/2 oz. 7 77
Dills Best, 16 oz. 7 73
Dixie Kid, 1 1/2 foil 5 76
Duke's Mix, 10c 11 52
Duke's Mix, 10c 11 52
Duke's Cameo, 1 1/2 oz 4 41
Drum, 5c 5 90
F F A, 3 oz. 4 95
F F A, 7 oz. 11 50
Fashion, 5c 6 00
Five Bros., 5c 5 60
Five Bros., 10c 10 70
Five cent cut Plug 2 29
F O B 10c 11 50
Four Roses, 10c 96
Full Dress, 1 1/2 oz. 7 72
Glad Hand, 5c 1 44
Gold Block, 1 1/2 oz. 3 23
Gold Block, 10c 11 88
Gold Star, 16 oz. 3 38
Gall & Ax Navy, 5c 5 95
Growler, 5c 4 42
Growler, 10c 2 94
Growler, 20c 1 85
Giant, 5c 1 55
Giant, 16 oz. 3 33
Hand Made, 2 1/2 oz. 5 70
Hazel Nut, 5c 5 76
Honey Dew, 1 1/2 oz. 4 40
Honey Dew, 10c 11 88
Hunting, 1 1/2 & 3 1/2 oz. 3 38
I X L, 5c 6 10
I X L, in pails 3 32
Just Suits, 10c 6 00
Killn Dried, 25c 2 45
King Bird, 7 oz. 25 20
King Bird, 3 oz. 11 00
King Bird, 1 1/2 oz. 5 70
La Turka, 5c 5 76
Little Giant, 1 lb. 2 28
Lucky Strike, 1 1/2 oz. 94
Lucky Strike, 1 1/2 oz. 96
Le Redo, 3 oz. 10 80
Le Redo, 8 & 16 oz. 3 38
Myrtle Navy, 10c 11 80
Myrtle Navy, 5c 5 94
Maryland Club, 5c 5 00
Mayflower, 5c 5 76
Mayflower, 10c 96
Mayflower, 20c 1 92
Nigger Hair, 5c 5 94
Nigger Hair, 10c 10 56
Nigger Head, 5c 4 96
Nigger Head, 10c 9 84
Noon Hour, 5c 1 44
Old Colony, 1-12 gro. 11 52
Old Mill, 5c 5 76
Old English Curve 1 1/2 oz 96
Old Crop, 5c 5 76
Old Crop, 25c 2 00
P. S., 8 oz., 30 lb. cs. 19
P. S., 3 oz., per gro. 5 70
Pat Hand, 1 oz. 63
Patterson Seal, 1 1/2 oz. 48
Patterson Seal, 3 oz. 96
Patterson Seal, 16 oz. 5 00
Peerless, 5c 5 70
Peerless, 10c 1 92
Peerless, 3 oz. 10 20
Peerless, 7 oz. 23 76
Peerless, 14 oz. 47 52
Plaza, 2 gro. cs. 5 55
Flow Boy, 5c 5 76
Flow Boy, 10c 11 00
Flow Boy, 14 oz. 4 50
Pedro, 10c 11 80
Pride of Virginia, 1 1/2 77
Pilot, 5c 5 76

Pilot, 7 oz. doz. 1 05
Pilot, 14 oz. doz. 2 10
Prince Albert, 10c 96
Prince Albert, 8 oz. 4 92
Prince Albert, 16 oz. 8 40
Queen Quality, 5c 48
Rob Roy, 5c foil 5 90
Rob Roy, 10c gross 10 20
Rob Roy, 25c doz. 2 10
Rob Roy, 50c doz. 4 12
S. & M., 5c gross 5 76
S. & M., 14 oz. doz. 3 20
Soldier Boy, 5c gross 5 95
Soldier Boy, 10c 10 56
Soldier Boy, 1 lb. 4 80
Sweet Caporal, 1 oz. 60
Sweet Lotus, 5c 6 00
Sweet Lotus, 10c 12 00
Sweet Lotus, per doz. 4 85
Sweet Rose, 2 1/4 oz. 3 00
Sweet Tip Top, 5c 2 00
Sweet Tip Top, 3 1/2 oz. 3 38
Sweet Tips, 1/4 gro 10 08
Sun Cured, 10c 11 75
Summer Time, 5c 5 76
Summer Time, 7 oz. 1 65
Summer Time 14 oz. 3 50
Standard, 2 oz. 5 90
Standard, 3 1/2 oz. 2 28
Standard, 7 oz. 1 68
Seal N. C., 1 1/2 cut plug 70
Seal N. C., 1 1/2 Gran 63
Three Feathers, 1 oz. 63
Three Feathers, 10c 10 20
Three Feathers and Pipe combination 2 25
Tom & Jerry, 14 oz. 3 60
Tom & Jerry, 7 oz. 1 80
Tom & Jerry, 3 oz. 8 75
Trout Line, 5c 10 00
Trout Line, 10c 10 00
Tuxedo, Patrol 2-9 5 76
Tuxedo, 1 oz. bags 48
Tuxedo, 2 oz. tins 96
Tuxedo, 4 oz. cart 64
Tuxedo, 16 oz. tins 64
Twin Oaks, 10c 94
Union Leader, 50c 5 06
Union Leader, 25c 2 55
Union Leader, 10c 11 60
Union Leader, 5c 5 95
Union Workman, 1 1/2 5 76
Uncle Sam, 10c 10 80
Uncle Sam, 8 oz. 2 20
U. S. Marine, 5c 6 00
Van Ribber, 2 oz. tin 88
Velvet, 5c pouch 1 44
Velvet, 10c tin 1 92
Velvet, 8 oz tin 3 84
Velvet, 16 oz. can 7 65
Velvet, combination cs 5 75
War Path, 5c 5 95
War Path, 8 oz. 1 60
Wave Line, 3 oz. 40
Wave Line, 16 oz. 40
Way up, 2 1/2 oz. 5 75
Way up, 16 oz. pails 3 31
Wild Fruit, 5c 5 76
Wild Fruit, 10c 11 52
Yum Yum, 5c 6 00
Yum Yum, 10c 11 52
Yum Yum, 1lb., doz. 4 80

4 1/2 inch, 5 gross 55
Cartons, 20 2 1/2 doz bxs. 60
Egg Crates and Fillers
Humpty Dumpty, 12 dz. 20
No. 1, complete 40
No. 2, complete 28
Case No. 2, fillers, 15 sets 1 35
Case, medium, 12 sets 1 15
Faucets
Cork lined, 8 in. 70
Cork lined, 9 in. 80
Cork lined, 10 in. 90
Mop Sticks
Trojan spring 90
Eclipse patent spring 85
No. 1 common 80
No. 2 pat. brush holder 85
Ideal No. 7 85
12lb. cotton mop heads 1 45
Pails
2-hoop Standard 2 00
3-hoop Standard 2 35
2-wire Cable 2 14
Cedar all red brass 1 25
3-wire Cable 2 30
Paper Eureka 2 25
Fibre 2 40
10 qt. Galvanized 1 70
12 qt. Galvanized 1 90
14 qt. Galvanized 2 10
Toothpicks
Birch, 100 packages 2 00
Ideal 85
Traps
Mouse, wood, 2 holes 22
Mouse, wood, 4 holes 45
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 80
Rat, spring 75
Tubs
20-in. Standard, No. 1 7 50
18-in. Standard, No. 2 6 50
16-in. Standard, No. 3 5 50
20-in. Cable, No. 1 8 00
18-in. Cable, No. 2 7 00
16-in. Cable, No. 3 6 00
No. 1 Fibre 9 25
No. 2 Fibre 9 25
No. 3 Fibre 9 25
Large Galvanized 5 75
Medium Galvanized 5 00
Small Galvanized 4 25
Washboards
Bronze Globe 2 50
Dewey 1 75
Double Acme 3 75
Single Acme 3 15
Double Peerless 3 75
Single Peerless 3 75
Northern Queen 3 25
Double Duplex 3 00
Good Luck 2 75
Universal 3 15
Window Cleaners
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 3 00
Assorted, 15-17-19 4 25
WRAPPING PAPER
Common Straw 2
Fibre Manila, white 3
Fibre Manila, colored 4
No. 1 Manila 4
Cream Manila 3
Butchers' Manila 2 1/2
Wax Butter, short cut 12
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
3lb. cns 13 00
5lb. cns 21 50

15 CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 32
Evening Press 32
Exemplar 32

Worden Grocer Co. Brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds



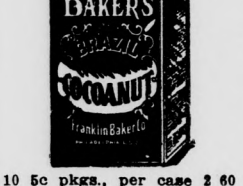
White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade

16 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.

COCOANUT

Baker's Brazil Shredded



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



The only 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.

17 SOAP

Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 00
Big Master, 100 blocks 4 00
German Mottled 3 15
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 ck toll 4 00
Marseilles, 1/2 box toll 2 10

Proctor & Gamble Co.
Lenox 3 00
Ivory, 6 oz. 4 00
Ivory, 10 oz. 5 75
Star 3 85

Tradesman Co.'s Brand
Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

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

Soap Powders

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

Scouring

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

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.

LaBelle Moistener and Letter Sealer
For Sealing Letters, Affixing Stamps and General Use
Simplest, cleanest and most convenient device of its kind on the market.
You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.
Price, 75c Postpaid to Your Address
TRADESMAN COMPANY GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale and Exchange by Frank P. Cleveland

Stock of clothing, youths' suits and ladies' cloaks and skirts at 70c on the dollar; invoice about \$1,100.

Dry goods and ladies' furnishing store located in live Michigan town of 4,000 population; invoices about \$8,000; will sell at 75 cents on the dollar.

Broom factory in St. Clair Co., Michigan. Good opening; price, \$2,500.

Grocery and meat market in Ionia Co., Michigan; invoice about \$2,700.

Millinery store in Allegheny Co., Pa. Fine location; price, \$1,200.

Millinery store in Mcnard Co., Illinois; price \$700.

Rug works and compressed air house cleaning plant in Toledo, Ohio; extra good opening; price \$10,500.

Retail florist business and green houses in Erie, Pa. Price, \$15,000; will sell whole or half interest.

Stock of general merchandise in Windham Co., Vermont; invoice about \$6,500; will sell whole or half interest.

Pittsburgh, Pennsylvania income property. Two brick houses and large lot on Toga street, income \$50 per month; price \$8,500.

Wisconsin — Hotel, three-story, 30 rooms, well furnished hotel, located at one of the best points in North Central Wisconsin; building 45 x 80 feet in size; price \$16,000; terms \$10,000 cash; fine location for a hotel man.

Write for detailed descriptions. I bring buyers and sellers together. No matter where located, if you want to buy, sell or trade any kind of business or property, address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 600

Small Investors, Attention. As a means of advertising its product, a firm rated 1, and whose officers command the respect of the public, will sell a limited amount of its stock at a price to net the small investor a chance for unusual profit. This proposition can be quickly investigated and no obligation will be contracted by sending your name and address, with amount you might invest if satisfied, to Manufacturer, Box 790, Chicago, Ill. 609

For Sale—First-class heavy portable saw mill, skid and wheel mounted, cable feed, Skinner-D. mill, 60 in. saw, 30 in. top saw, with all saws, tools, etc. High pressure boiler 40 h. p., duplex dogs, special trucks, edger, etc., all in first-class shape. F. W. Wait, Sturgis, Mich. 608

For Cash Only—Good, clean, general stock merchandise in good farming community; growing business; \$35,000 annually; good location. A chance for the right man. Good reasons for selling. Address Box 1, Ionia, Mo. 607

For Sale—Stock of dry goods and clothing counters and display cases at a bargain. Will invoice about \$3,500. Homer & Ackley, Central Lake, Mich. 605

For Sale—A stock of general merchandise in Bendon, 17 miles south of Traverse City, good location. About \$1,400 stock. Will sell on easy terms. Good place for right party. Address E. H. Cook, Bendon, Mich. 603

To Exchange—160 acre farm, improved, near good town, for clean running stock of groceries, hardware or general merchandise. Address S. H. Dewhirst, Owner, Olney, Ill. 602

For Sale—Machine shop, forty miles from Detroit, on St. Clair river, population 2,500. Sixty feet river front; two-story building. Repair work on small boat engines will run \$5,000 a year. Good trade in auto and general repairing. No opposition. Under present ownership 15 years. Owner wants to retire. Will stand closest investigation. Invoices \$7,000. Will sell for \$3,500 cash. Karl A. Haulter, Algonac, Mich. 601

For Sale—Cheap, Toledo and Dayton computing scales. Floor coffee mill, other fixtures. Box 601, Shelby, Mich. 598

Steam shingle mill Northern Michigan, to exchange, cost \$13,000. What have you to offer? Owner not able to run it. O. Box 704, Delavan, Wis. 589

Have you lost money in worthless stocks? Protect yourself before it is too late. Handbook of information and advice, one dollar. Joseph A. Plouff, Counsellor at Law, National Bank Bldg., Ware, Mass. 588

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

Wanted—To exchange one of the best eighty acre farms in state, valued at \$7,000, for a stock general merchandise. Will pay cash difference for a larger stock. Ezra Bishop, Millington, Mich. 596

To lease for term of years, glove and leather goods, corset and underwear and lingerie departments, in store established thirty-one years. Go 1 Michigan city 25,000. Address Snap, care Tradesman. 597

Bakery, lunch room and confectionery. On principal street. Good paying business. C. C. Evans, Agent, Chillicothe, Ohio. 592

Wanted—Clean stock of goods in exchange for 160 acres solid timber in Wisconsin, near railroad. Don't answer unless you are willing to give value for value. Address No. 591, care Tradesman. 591

For Sale—Hardware store in Southern Florida; good town; established business; owner has other interests demanding his time. Stock invoices about \$10,000. If interested address R. T. Bower, 986 W. Warren Ave., Detroit. 587

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

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

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 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

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

For Sale—\$5,000 stock general merchandise, good location in one of best small towns in Michigan. Address B. care Tradesman. 547

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

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

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

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

Mr. Man—Do you want to sell out for cash? I handle the sale of stores, factories, business places and real estate. Write me if you want to buy or sell. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 598

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

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

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 & Caukin, 440 South Dearborn St., Chicago, Ill. 134

For Sale—Drug stock and fixtures, inventory about \$1,500. Must be sold at once. For particulars write Peoples National Bank, Bronson, Mich. 481

Merchandise sale conductors.. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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—An experienced salesman for clothing, shoes and furnishings, must be A1 man, one who can trim good windows and write his own cards. Good wages and good position for the right man. Address M. Lowenberg, Battle Creek, Mich. 604

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.

Wanted—Position by young man with 10 years' experience in retail clothing and furnishing goods. An all around window trimmer. A1 references. 139 Brown St., Grand Rapids, Mich. 610

Salesman wants position after January 1, Northern Michigan territory preferred. Prefer specialty line, but can sell any other. Address Salesman, care Tradesman. 606

Want ads. continued on next page

Here is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman

FLAVOR SENSE.

The Olfactory Nerve is the Sole Judge.

All authorities agree that a nice adjustment of carbohydrates, proteids and fats—the balanced ration—is not all that is necessary for the nutrition and for assimilation of the food of man. Disregarding in this brief statement the happy influence of all those accessories which go to bring about the normal contented frame of mind, though not un-mindful of them, I propose to point out the manner of the operation of flavors in food products, it being taken for granted that upon the agreeable flavors of foods rests their practical usefulness because, without the attractive flavor, the food is not desired.

Examining into the manner in which the sense of flavor reaches the brain, the seat of intelligence, although the standard works on physiology are clear upon this point, the general ideas as shown by words used to express appreciation of flavor, reflected in definitions of words in the dictionary and in common use, are full of error. All words such as savory, palatable, sapid—a favorite with makers of food laws—and many others referring to the taste in the mouth or on the tongue have no proper application to the sense of flavor which is apprehended solely by the olfactory nerve, a nerve of special sense in the nose which receives only impressions of odor, as the optic nerve receives only those of light and the auditory nerve those of sound.

To the motor and sensory nerves in mouth and tongue belong general sensibility and the special sensibility to sapid qualities such as sweet, sour, saline, bitter, alkaline, oily and the like, taking no cognizance of flavor which is the volatile and characteristic aroma of a substance. To prove this, holding the nostrils tightly closed, take in the mouth a pinch of any strongly flavored spice such as powdered cloves or cinnamon and no amount of chewing will cause it to be identified. Open the nostrils and the olfactory nerve at once recognizes the flavor and can nicely distinguish even closely related odors.

It being necessary for practical usefulness that a flavor shall be agreeable, it becomes the duty of those who serve the public with flavoring agents to select those which are pure and of good quality and to separate out and reject from this product whatever would impair its aroma. Among the chief sources of flavors the citrus fruits, lemons, oranges and limes, in which the flavor is practically confined to the essential oil found in the little glands in the outer part of the rind, the juice of the pulp being a solution of citric acid more or less flavored by the essential oils in the glands of the skin ruptured in the process of cutting open the fruit.

The skin of the grape fruit being thin, this fruit has but little flavor but it has a pronounced bitter taste, agreeable to many people. As illustrated further this distinction between taste and flavor, take a chocolate cream candy flavored, say, with our natural Fruit Flavor CXC Orange. Holding the nostrils firmly closed, take a piece of the confection in the mouth, note the sweet

taste of the sugar, the sour taste of the acid perceived by the nerves in the mouth and the tongue, and the bitter taste of the chocolate perceived on the tongue, and note the entire absence of any suggestion of orange flavor.

Now open the nostrils and note the prompt perception of the characteristic flavor of orange, the fragrance of the fruit as well as the faint aroma peculiar to chocolate.

The trained sense of smell readily detects any characteristic fragrance whether single or blended of mixed constituents or can identify one odorous substance after another, though, as such impression on the olfactory nerve lasts for a time, some slight intermission should be allowed in passing from one flavor to the next. We have said that the maker of flavoring extracts should present them in the best form of which he is capable, free not only from adulterations, but from separable natural imperfections. In good oil of lemon about 92 per cent consists of hydrocarbons, known as terpenes, which when fresh, have only a taste resembling that of a fixed oil, and almost devoid of odor, and about 8 per cent. of oxidized constituents upon which the value of the oil as a flavoring agent depends. Although the well-washed terpenes of oil of lemon, when fresh, have only a faint odor resembling that of some of the umbelliferous fruits, they readily absorb oxygen, changing from a limpid nearly colorless liquid to a heavy brown liquid having a disagreeable odor like that of varnish and becoming finally completely resinified.

You will find it stated in pharmaceutical books that one ounce of alcohol added to one pound of oil of lemon will prevent its acquiring an odor of turpentine and that such treatment will preserve the oil indefinitely. The statement, repeated and amplified by writers having no real knowledge on the subject, always was and continues to be, false. Even a sample consisting of a 5 per cent. solution of pure oil of lemon in ethyl alcohol (the spirit of lemon formerly official and now among the preparations dismissed from the pharmacopoeia) prepared in our laboratory and has an odor like that of a can of furniture varnish.

Because of the avidity with which terpenes seize upon oxygen, with the result of producing bodies having unpleasant odors, and also because the terpenes (having no flavor in themselves, being merely the vehicle of the flavor as it exists in the fruit and in the natural expressed oil) are insoluble in food products except those which are strongly alcoholic as completely as is practicable in preparing a really good and stable extract of lemon.

For about twenty-eight years we have been preparing terpenless extracts of lemon and of other essential oils, mainly the several citrus oils, which oils though they are volatile oils, are best when prepared by expression. Our process is strictly one of cold mechanical extraction with dilute alcohol which menstruum is a good solvent for the odorous constituents (the portion of the oil valuable for flavoring purposes) while the terpenes, being practically insoluble in dilute alcohol, are thrown

out and separated. Since the menstruum is, of necessity, partly alcoholic the separation is not absolute but observations taken over a long series of years have shown no impairment of aroma in specimens of our CXC Lemon and other soluble flavors to which we apply the term "terpenless," and we have rarely noted any separation of globules of insoluble terpenes from the extract.

So far as we know, and as we believe, we were the first to make by mechanical process a stable, soluble, practically terpenless extract and, since the beginning in 1884, we have been constantly seeking to improve our process and product and to increase the potency of the natural fruit flavor and the degree of its concentration, making it suitable for economical use of manufacturers of what are now-a-days classed as food products, including confectionery, sweet baked goods, pastry and also punches, water ices and sherbets for the soda fountain and for the catering trade, which are real foods, and bottled carbonated beverages which find in their agreeable flavor and the healthful and safe spring or aerated distilled water with which they are prepared, sufficient reason for their steady and increasing use. The superior quality of soluble terpenless flavor made by our mechanical process, without heat, has in the past several years resulted in attempts to supply a portion of the demand with solutions of terpenless oils. Merely noting in passing that a real extract is necessarily something valued that is actually extracted, while rejecting undesired parts as we, by our process, extract and present in permanent solution the aromatic constituents of oil of lemon while rejecting the insoluble terpenes, the practical objection to a so-called terpenless extract produced by dissolving a terpenless oil in dilute alcohol is not its legalized definition but its actual quality as a flavoring agent.

The constitution of oil of lemon is very complex. Even the chemical grouping of the atoms of carbons and hydrogen in the so-called terpenes, whether as having the regular formula C₁₀H₁₆ or whether mixed also with sesquiterpenes, C₁₅H₂₄ is still a matter of doubt. And the oxygenated, odorous, valuable constituents of the oil are a much more complex blend all going to make up the agreeable bouquet which is the natural flavor of the fresh fruit.

No chemist has as yet succeeded in separating from each other the thirty, more or less, of oxygenated constituents of oil of lemon and none has been able to recombine fractionally distilled portions of the oil with unimpaired aroma.

A terpenless oil or its solution will not become varnish but must lack the fine aroma of the natural fruit just as a canned strawberry is inferior in flavor to the fresh ripe fruit. The best product is the one to use. In judging what is best no one should lose sight of the fact that a flavoring extract has only one function, namely, that of making a food product, or beverage more attractive than otherwise it would be. Its value therefore should be judged solely by its ability to render the service for which it is intended.

So called tests for quality which depend on the presence or proportion of unessential constituents are useless to the consumer and unfair to the manufacturer of flavoring extracts. Especially is this true in the case of the flavor of lemon which some well known authorities, or persons widely heralded as such, in syndicated newspaper lectures and upon the platform advise the housewife to test by adding to one teaspoonful of the extract two teaspoonfuls of water, making the degree of cloudiness caused by the addition of water an index of the strength and quality of the flavor whereas the alleged test for quality shows only the presence of terpenes or of other insoluble and objectionable contaminations.

The olfactory nerve is the sole and sufficient judge of the facts.

Charles E. Foote, Ph. C.

Kalkaska Leader: Three traveling men were standing in front of L. Glazer's store last Friday examining some shoes displayed on a bench when about three barrels of snow (more or less) fell from the top of the building and covered them. The snow was light and did not hurt them but each got his full share down his neck. "Dick" Winnie was one of them and in his brusque manner he called out, "Did you know that a blackberry is red when it is green?" The three then proceeded to stand on their heads to shake the snow from their necks.

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The Golden Rule is the world's greatest business maxim—if not, what is?

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For Sale—Bakery and grocery in good live manufacturing town; no credit; no delivering; will sell cheap for cash; fixtures \$1,400; groceries will inventory about \$1,000. Write for particulars. Town 3,000 population. O. H. Knight, Midland, Mich. 611

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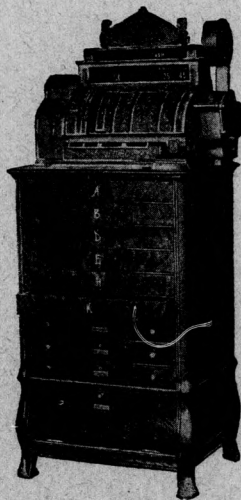
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It will encourage clerks to sell more goods, prevent misunderstandings, and benefit customers.

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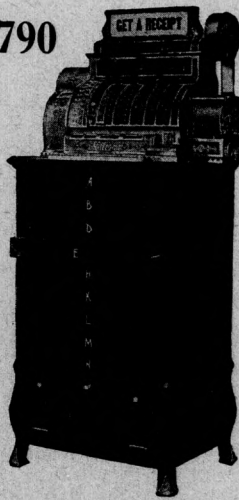
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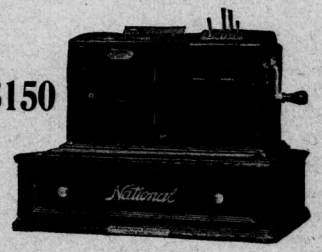
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