

The Spirit of the New Year

I AM thinking of you to-night because it is New Year's Eve, and I wish you happiness; and to-morrow, because it will be New Year's Day, I shall still wish you happiness; and so on clear through the year. I may not be able to tell you about it every day, because I may be far away; or because both of us may be very busy; or perhaps because I cannot even afford to pay the postage on so many letters, or find the time to write them. But that makes no difference; the thought and the wish will be here just the same. Whatever joy or success comes to you will make me happy. Without pretense and in plain words good-will to you is what I mean in the spirit of the New Year.

Henry Van Dyke.

TO YOU

*We wish you a Merry Christmas
and a Happy New Year*

Putnam Factory

National Candy Co.

Grand Rapids, Michigan

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo

Judson Grocer Company

Chemistry

PURE SUGAR, whether made from beet or cane is as identical as is **PURE GOLD** whether mined in the Rocky Mountains or in the Transvaal.

Pure sugar is the most economical food. We handle only **PURE Sugar**.

THE SUGAR HOUSE

Judson Grocer Company

Grand Rapids, Michigan



Our correspondent

DWINELL-WRIGHT COMPANY
BOSTON-CHICAGO

wishes us to extend to our retail customers

Hearty Holiday Greetings

on its behalf, and to express its great pleasure at the loyal support which has given its product a firm place in the affections of so many appreciative people.

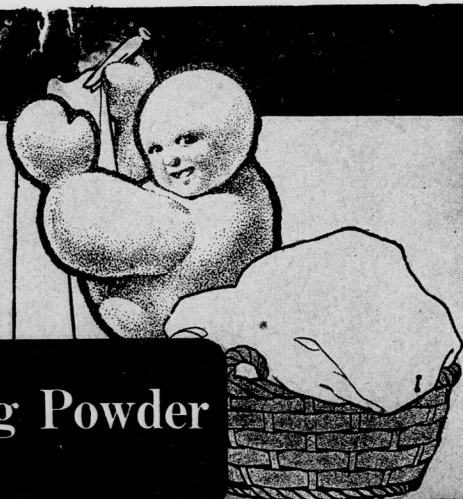
JUDSON GROCER CO., Distributors
GRAND RAPIDS, MICH.

next time

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

Lautz **Snow Boy** Washing Powder

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



MICHIGAN TRADESMAN

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 25, 1912

Number 1527

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MUNICIPAL FOOLISHNESS.

The Common Council of this city is trying to rag the coal dealers, but, of course, it is generally understood that what the aldermen are doing and saying is solely for political purposes, with a view to the municipal campaign next spring. The price of anthracite coal in this market has recently been advanced 50 cents a ton to \$8.85, and the aldermen intimate that there is a combine among the dealers, that the people are being held up, that a grand jury ought to be called to investigate, that the city ought to secure a supply of coal for delivery to consumers at a price that will bring the dealers to terms. All of which indicates that either they do not know what they are talking about or they are trying to acquire a little political capital at the expense of the dealers. Coal is above normal in price, but if the aldermen were honest they would explain the situation, instead of denouncing a class of merchants who are as honest and honorable, as public spirited and as patriotic as any other. The real reason for the high price is unionism in the mines. The union went on strike last spring and the strike lasted three months. When at last the professional friends of labor—the whelps who labor only with their tongues—consented to the men going back to work the best part of the coal producing season had gone. When mining was resumed the first shipments were to the Northwest to obtain the advantage of the water freights, and also to make certain that that section where the need is urgent would have its winter supply. Small shipments, just enough to keep the trade going, were made to the interior points, but not until navigation closed was this movement of any proportion, and then the demand from all directions was so large that there has been difficulty in filling orders. The price of coal at the mines is \$4 a long ton, but to ensure getting their orders filled the dealers have been bidding up the price to a premium of \$1.50 to \$2 a ton. A recent consignment of coal received here cost \$1.50 premium, or \$5.50 at the mines; the freight was \$3.60, making the total cost \$9.10 per long ton of 2,240 pounds pound. This is equiv-

alent to \$8.25 per ton of 2,000 pounds, and in selling at \$8.85 the dealer has only 60 cents to pay for handling and profits. Incidentally, it may be added the coal producer takes no chances in the matter of credit. All sales are made, not on delivery or in 30 days, but cash on receipt of invoice, and it may be two weeks or longer before the dealer receives the shipment. With this condition existing in the coal trade—and it is a condition and not a theory—for the city to talk of getting in a supply for the people to buy at cut prices is nonsense that none but fools and politicians would indulge in.

In 1902 the coal miners were on strike for nearly six months and winter had actually appeared before operations were resumed. The coal supply that winter was exceedingly short and prices in this market advanced to \$10 a ton, or \$9.50 net. The city imagined the dealers were in a combine and sent a man to the coal fields to buy a supply for the city. This failed, but finally a local dealer was found who wanted to sell out and several cars of coal which he had on the road were taken at \$9 a ton on the cars here. This coal was sold in half ton lots at \$9.50 a ton, which allowed 50 cents for delivery. Three or four cars of coal donated by the Grand Rapids Gas Co. were also sold, and several car loads of wood brought in from the North were sold at what was thought to be enough of a margin to pay expenses. The city came out of this little deal with a loss of about \$1,000. The coal dealer who sold out to the city was rewarded with an appointment to a city office. Repeating the municipal enterprise this year would undoubtedly result in the loss of many thousand dollars.

The coal dealer ranks with the plumber and the gas man and the burglar in being the butt of popular jibe. They have been lampooned so long they have probably become hardened and take it all as a matter of course. The coal dealers, however, are reputable business men, and are as entitled to respect as the business men in any other line of trade. If there are exorbitant profits in the business it is very rarely that one in the trade shows it in his style of living. The coal dealers, at least in this part of the country, are not noted for their wealth. As a matter of fact some of the small dealers who depend on supplies coming in a car at a time are finding it hard to make both ends meet.

As a man grows older he sees something good even in his enemies.

Marriage vows are too often followed by marriage rows.

Polished Rice Not Salable After Next Tuesday.

Lansing, Dec. 24.—After January 1, 1913, the wholesale grocers of Michigan will be prohibited from selling polished rice. This ruling was made early last July by the State Dairy and Food Department, and the limit was fixed for January 1, so that all dealers within the State could have ample time to dispose of their stocks of polished rice on hand.

State Dairy and Food Commissioner G. M. Dame is busy winding up the affairs of his administration and in discussing this proposition stated that the department is well pleased with the general willingness of the jobbers and wholesalers in the State in complying with the ruling.

The action was based upon the general policy of the Department in eliminating from the State all practices menacing the good health of the commonwealth, and in this particular case the ruling is supported by the most eminent authorities and experts in the country.

There is a pronounced difference of opinion among manufacturers relative to the proposition that polished rice is injurious to health. Commissioner Dame quotes from a letter written to him by Russell H. Crittenden, of Yale university, a didactic expert of National fame, who says:

"A diet which is composed, as is the case in many Eastern countries, almost exclusively of polished rice, is dangerous because, as has already been demonstrated by Eyckman and others, it has lost through the polishing that which contained in the pericarp, which is essential for health."

Mr. Crittenden in his argument gives scientific reports showing that the removal of the surface coating of the kernel destroys one of the essentials of nutriment.

It is claimed by other experts that beri-beri, the dread scourge of the Far East and a common and fatal disease among sailors, is due to the eating of polished rice. Commissioner Dame says: "This has been discussed at length through some of the State organizations and the contention is advanced that brown or unpolished rice is not as salable and that the polished product is superior in many ways. This I am convinced is not so."

Mr. Dame believes that when the prohibition has been made effective, as it will be in this State, the jobbers and wholesalers will find there will be no difference in the volume of sales. While the unpolished product is not so attractive to the eye, it is more wholesome and what impuri-

ties may exist in the polished product are eliminated.

The materials employed in the polishing process are glucose and talc and it is declared that, by thorough washing, this coating can be removed, but women have been known to resort to the washing process with the result that the water used afterwards has a milky appearance, which is supposed to be caused by the removal of an essential of the food, which is not the case, as only the products used in coating causes that effect, but the washing is unpopular.

The polished rice is essentially better in appearance than the unpolished, the latter not having the clear whiteness of the treated product, but which, nevertheless, retains its purity and is more healthful.

It has been suggested that packages containing the polished rice be, under a Government ruling, labeled with instructions for washing as described, but as rice is distributed in sacks to the extent of thousands of tons, this has been deemed impractical.

Wanted—A Toothbrush.

Uncle Daniel Dewberry wandered around the big department store, idly watching the scintillating colors of the electric fountain.

"Well, sir," said the clerk suavely, "what can I do for you?"

"I want a toothbrush," began Uncle Daniel, and then before he could say any more the clerk was tumbling down boxes like circus tents at a one-night stand.

"Yes, sir; you want the latest Parisian importation with the removable handle?"

"No, bub; I—"

"Ah, I see! You want the Japanese special—antiseptic bristles—"

"No; I—"

"Ah, how stupid of me! You want a toothbrush for the madam—"

"Will you please—"

"Oh, for the baby, eh? Well, here's a peach, the 'baby grand.' We—"

Uncle Daniel brought his horny fist down on the counter.

"Young man," he thundered, "let me say a word! I want a toothbrush for our old cow. These pasteurized, hygienic, antiseptic dairies are using them, and we want to be up-to-date, too, he gosh!"

And then the clerk collapsed.

It is awfully hard for the average man to keep his advice to himself.

The coat may not make the man, but a law-suit may unmake him.

About two-thirds of the letters written represent a waste of time.

If a man has anything he can't give away he proceeds to raffle it off.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, Dec. 23.—We are pleased to announce that next week we will fulfill our promise of a few weeks ago that we would write an article on the gigantic work that the Upper Peninsula Development Bureau has undertaken toward the growth and development of this region, more particularly in an agricultural way.

We then intend to give our readers an historical account of the Upper Peninsula, a description of its principal cities, to be followed by biographies of its men of mark, its successful merchants and its successful traveling salesmen. While engaged in this series of articles we by no means intend to neglect our column of news items, puns and funninesses on our traveling men friends and other friends who come under our notice. Neither will we ever forget, as the occasions may arise, to further the interests of our order, by publishing matter tending toward the uplifting of our noble U. C. T.

Michigan State Telephone Co. has purchased the Marquette County Telephone Co. The details of the transaction are being worked out whereby the transfer will be made Jan. 1. This will be, in a general sense, a good thing, because it will do away with the use of two phones, as anybody who feels as if he can afford only one cannot get satisfactory service, as those who have the one have not the other. We welcome the change.

We just learned that our present Secretary is a more valuable man at his station than we have heretofore been able to appreciate. We learned this indirectly. A member of our Council moved to Denver about two years ago. About one year ago he wrote to Secretary Wheeler for a withdrawal card, whereupon our Secretary, under the official seal of the Council, wrote him to go right straight to hell. By a strange turn in the wheel of fortune the member has moved back here and, while he didn't quite accept Charlie's invitation, he is now glad that Charlie told him to go there. This is a good hunch for the secretaries below the Straits as to how to hold their membership.

We know we are taking long chances and are exercising a great deal of temerity when we undertake to criticize the editor of the Tradesman for his stand against the salvation army under the head of Salvation Army Graft in last week's issue. It will be remembered that your correspondent has always been a friend and champion of the army and that at the Bay City convention (U. C. T.) he addressed that august body as the officer in charge of the rescue home at Chicago and separated the good hearted U. C. T. boys from about \$15 of their hard-earned coin. He fought for the army then and will fight for it now. There is no more worthy charity than a contribution to the "keep the pot boiling" man on the corner. The writer had the pleasure last evening of a visit to the army barracks in this city and saw a carefully prepared statement of the receipts from this source and also the

contributions of the charitably inclined in the way of groceries, canned goods, clothing, etc., to be distributed to the poor of this city, and was explained the method used in finding out who the worthy poor are, in order that the army men may not be imposed upon; and if Mr. Stowe, or anybody else, can show me a more far reaching, systematic or thorough charity calculated to cover the needs of the worthy poor, I want to be informed of it. I have been associated for many years with churches, and am yet, and I am ashamed to say that I never knew a church yet that was even a circumstance compared to the salvation army when it comes to systematic, well-directed charity and not a cent of the "keep the pot boiling" money nor an ounce of the other contributions goes to England or to any other headquarters. Of course, as in the churches and in the fraternities and in every organization, a small percentage of the regular contributions must go to the support of the parent organization. Hats off to the salvation army!

We were more than pleased to-day to receive a copy of the initial number of the Cloverland Press, of Ewen, edited by our old friend, W. J. McQueen and managed by W. N. McPhail. It is an eight page weekly, very neat in appearance and will be a winner. It will be devoted to the development of the Upper Peninsula farming, as applied to the vicinity in which it is published, and has a bright future before it and an opportunity to grow with the country as the work of development and colonization goes on. We have the pleasure of an acquaintance with its editor, Mr. McQueen, and know his ability. He is a man who has a wonderful faculty for surmounting difficulties and he doesn't believe there is any such word as fail.

George S. Maker, formerly D. S. S. & A. agent at Michigamme, has recently accepted a position with J. N. Suits, general merchant at Ewen.

Ishpeming is about to lose Rev. C. H. Rutledge, one of the most vigorous temperance workers who ever lived in this region. He is a veritable terror to evil doers. His activities have been as field worker for the anti-saloon league of Michigan. He has been chosen as head of that organization in Michigan, with headquarters at Detroit. From what we know of Mr. Rutledge we would advise the Detroit bad bunch to be good.

We regret to report that at a meeting of the directors of the Nester Lumber Co., which operates a large sawmill at Baraga, it was decided not to do any logging this winter, nor operate the sawmill next summer. This will prove a hard blow to Baraga, unless some unexpected arrangements are made.

Yesterday we were about as mad as a wet hen. We received a notice that a registered letter awaited us at the postoffice. Our first thought was that some kindly disposed friend decided to send us a Christmas present, but when we got our eagle eye on it and saw that it was just an ordinary letter written in an unfamiliar hand,

we thought maybe some crank was threatening our life if we didn't omit joshing him in the Michigan Tradesman, or, perhaps, a peremptory order to put \$25,000 behind some stump or get killed. With bated breath and trembling hand we opened it and found the following:

If I should die to-night,
And you should come to my cold corpse
and say,
Weeping and heartsick o'er my lifeless
clay,
If I should die to-night
And you should come in deepest grief
and woe,
And say, "here's that ten dollars that I
owe,"
I might arise in my white cravat
And say, "What's that?"

If I should die to-night
And you should come to my cold corpse
and kneel,
Grasping my bier to show the grief you
feel,
If I should die to-night,
And you should come to me right there
and then
Just even hint 'bout paying me that ten,
I might arise the while, but I'd drop dead
again.

As I don't owe anybody a ten spot,
I'd like to lick the fellow who sent
it. It may be of use to some resourceful collector as a means to an end.

For the information of a certain prominent druggist at Sault Ste. Marie, I beg leave to say that Marquette is on the map and was a large city when the Soo was a little Indian hamlet. It was the metropolis of the Upper Peninsula when the Soo was practically unknown. It was slated as the State capital of the State of Superior when the Soo was properly known as "Sleepy Hollow." I doubt if its citizens ever before heard that such a move was ever under contemplation. Oh yes, there is a Marquette and one of these days the Tradesman will devote a whole page to an article at present under way to be entitled "Marquette the Beautiful."

We also intend to write up the beauties of the Soo at some future date.
Ura Donald Laird.

While I have great respect for the opinions of my valued correspondent in the Upper Peninsula and while I concede to him the same right I claim for myself—the right of independent thinking and independent acting—I am still of the opinion that the street

collection feature of the salvation army is an outrage on the public and a blasphemy on the cause of religion. I do not speak of the salvation army from contact at a single point. I view the army from its workings all along the line. I have spent hundreds of dollars in investigating the methods of the army in England. I have purchased the reports of the Parliamentary investigation and read them, line by line. I have letters from the American headquarters of the salvation army in New York which show me very plainly that some of the men at the head of the organization uphold forgery; that they make bluffs which they do not carry out; that they make threats which they have no idea of carrying in effect; that when caught with the goods they sneakily duck under the skirts of religion and cry out like the hypocrites of old. The industrial home feature of the salvation army is a travesty on religion, a reproach on civilization and, incidentally, a great graft game for the officers of the army who own the stock in the sideshow which thrives because it masquerades under the guise of the salvation army. With the work of the rescue home feature of the army I have no controversy. I believe this work is being done more economically and more effectively by this organization than by any other in the country. I am a contributor to the work and, because I am a loyal American, I refused to give a penny to the rescue home in Grand Rapids until Gen. Booth consented, after two years' hesitation and delay, that the title to the property contributed by Grand Rapids people should be vested in the name of Grand Rapids trustees. This was a bitter pill for Gen. Booth to swallow. I believe it is the first time in the history of the army when anyone has questioned the right of Gen. Booth to own, in fee simple, the millions of property that have been acquired by beggary and cajolery under the name of the salvation army from a charitable and philanthropic people.
E. A. Stowe.

Corn on the Ear

The best winter feed for all kinds of stock.

We have an abundant supply of choice
yellow ear corn at attractive prices. Write
or wire us for delivered prices on car loads.

Watson-Higgins Milling Co.

Grand Rapids, Mich.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Dec. 17—In the matter of Roy W. Calkins, bankrupt, of Holland, it appearing that there were no assets above exemptions, an order was made closing the estate. No cause to the contrary having been shown by creditors, a certificate recommending the bankrupt's discharge was made by the referee.

Dec. 18—In the matter of Martin J. Naerebout, bankrupt, of Grand Haven, the first meeting of creditors was held. It appearing from the examination of the bankrupt that there are no assets above his exemptions, an order was made that no trustee be appointed. Unless further proceedings are desired by creditors, the estate will probably be closed at the expiration of twenty days.

In the matter of John D. Goldberg, bankrupt, of Grand Haven, the first meeting of creditors was held. Creditors failed to elect a trustee and the referee appointed Geo. Borck, of Grand Haven, as such trustee and fixed his bond at \$200. The first meeting was then adjourned, without day.

In the matter of W. J. Pike & Son, bankrupt, formerly of Newaygo, the trustee, Chas F. Rood, of Grand Rapids, filed his final report and account showing a balance of cash on hand for distribution of \$514.37 and an order was made by the referee calling a final meeting of creditors to be held at his office on January 6 to consider such final report and account and for the declaration of a final dividend to creditors. A first dividend of 10 per cent. has already been paid. Creditors are also directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

A voluntary petition was filed by William F. Baker, grocer at 1435 Coit avenue, Grand Rapids, and, in the absence of Judge Sessions, he was adjudged a bankrupt by Referee Wicks. An order was also made by the referee calling the first meeting of creditors to be held at his office on January 7 for election of trustee, examination of the bankrupt, etc. All the assets in this matter above exemptions were covered by a mortgage running to Wm. Slater, of Nunica, who took possession of such assets on December 13. The total liabilities are \$1156.68, the following being the principal creditors:

Wm. Slater, Nunica (Secured) ..	\$ 500.00
E. J. Gillies Co., New York ..	21.50
G. R. Grain & Milling Co., Grand Rapids ..	16.27
Henderson & Sons, Grand Rapids ..	23.69
Heinz Pickling Co., Detroit ..	30.23
Johnston Brothers, Grand Rapids ..	14.70
Mills Paper Co., Grand Rapids ..	10.56
Roy Koeze, Grand Rapids ..	17.74
Denison & Co., Chicago ..	13.20
National Biscuit Co., Grand Rapids ..	22.37
Reid & Mordock Co., Chicago ..	98.55
Rademaker Dooze Co., Grand Rapids ..	58.54
Valley City Milling Co., Grand Rapids ..	19.95
H. Hamstra Co., Grand Rapids ..	9.23
Worden Grocer Co., Grand Rapids ..	18.05
Blue Valley Creamery Co., Grand Rapids ..	14.35
Valley City Biscuit Co., Grand Rapids ..	20.27
F. Widlar Co., Cleveland ..	47.10
Musselman Grocery Co., Grand Rapids ..	40.61
Refill Broom Co., Grand Rapids ..	12.00

Dec. 20—In the matter of the Glen-garry Mercantile Co., bankrupt, of

Glen-garry, a special meeting of creditors was held to consider the first report and account of C. J. McHugh, trustee. Such report was approved and a first dividend of 15 per cent. declared and ordered paid.

Dec. 23—A bill for adjudication in bankruptcy was filed against Herman L. Welling, merchant at Petoskey, and the alleged bankrupt filed his schedules of assets and liabilities and also an offer of composition of 40 per cent. and the matter was referred to Referee Wicks. The referee has given notice of a special meeting of creditors to be held at his office on January 7 for the allowance of claims, examination of the alleged bankrupt, consideration of the offer of composition, etc. The following assets are scheduled: Homestead, \$2,550, subject to mortgage of \$2,300; stock in trade, \$12,000; household goods, etc., \$250; accounts receivable, \$500. Exemptions are claimed as follows: Homestead, \$1,500; stock in trade, \$250; household goods, etc., \$250. The following creditors are scheduled:

City of Petoskey, for taxes ..	\$ 129.38
First State Bank of Petoskey, (Secured by mortgage on home- stead) ..	2,300.00
Unsecured Creditors.	
Emsheimer, Fisher Co., Cleve- land ..	321.94
Columbia Shade Co., Chicago ..	12.25
M. Guteman & Co., Buffalo ..	163.00
Ohio Garment Co., Springfield ..	25.62
Feder, Silberberg Co., Cincinnati ..	107.18
Ornstein, Rice Co., Cincinnati ..	53.13
Becker, Mayer & Co., Chicago ..	181.90
D. B. Fisk Co., Chicago ..	326.05
Percival B. Palmer Co., Chicago ..	754.00
Richardson Silk Co., Chicago ..	16.21
Reed Bros. & Co., Cleveland ..	25.55
Garton, Fisher, Wills Co., Detroit ..	202.52
Keith Brothers & Co., Chicago ..	256.75
Cluett, Peabody & Co., Chicago ..	142.88
J. W. Jackson & Sons, Indian- apolis ..	11.48
Defiance Tick Mitten Co., Toledo ..	19.35
S. Schleim, Philadelphia ..	47.25
M. Wile & Co., Buffalo ..	107.25
Textile Skirt & Suit Co., Cincin- nati ..	319.33
A. Fellheimer, Philadelphia ..	42.00
The Farnour, New York ..	111.45
John Fullman & Co., New York ..	573.22
J. W. Plank Co., Carlisle ..	27.43
Stern Hat Co., Dayton ..	98.00
Weisman & Sons, Detroit ..	31.97
Champion Clothing Co., New York ..	1,103.00
Wm. Skinner & Sons, Chicago ..	21.50
Strouss, Eisendrath & Co., Chi- cago ..	283.25
M. Stern & Co., New York ..	262.00
American Lady Corset Co., De- troit ..	191.32
S. Deiches & Co., Chicago ..	142.00
Theo. Ascher & Co., Chicago ..	82.80
Stone Brothers, Chicago ..	148.46
Carter & Holmes, Chicago ..	67.73
Morris, Mann & Reilly, Chicago ..	51.05
Printz, Biederman Co., Cleveland ..	816.50
Fink & Young, Detroit ..	77.58
Nathan Seltzer, Chicago ..	100.00
Spiegel Brothers, Chicago ..	267.98
Marcelle Silk Waist Co., Phila- delphia ..	115.75
J. G. Leinbach Co., Reading ..	46.75
Imperial Leather Mfg. Co., Chi- cago ..	100.00
S. Korach & Co., Cleveland ..	66.25
Perry Glove & Mitten Co., Perry National Umbrella Co., Cleveland ..	64.75
Shoninger-Heinsheimer Mfg. Co., Chicago ..	60.15
J. L. Hudson, Detroit ..	84.35
D. S. Zemon & Co., Detroit ..	52.50
Stone & Co., Chicago ..	589.10
Kunststadter Brothers, Chicago ..	60.00
Buffalo Trunk Co., Buffalo ..	66.32
J. W. Parmenter Co., Springfield ..	18.80
G. & H. Fuld Co., New York ..	2.25
Richmond & Watson, Rochester ..	65.81
Amoskeag Gingham Apron Co., Detroit ..	15.50
Dana M. Baer, Chicago ..	54.20
J. F. Stein, Harbor Beach ..	500.00
P. Medallie, Mancelona ..	748.75
Edna Welling, Petoskey ..	750.00
Margaret Welling, Petoskey ..	260.00
Sophia Fishel, Cleveland ..	780.00
	400.00
	\$12,633.49

A voluntary petition was filed by Loan C. Read, Jr., a merchant tailor of Grand Rapids, formerly in business at Joliet, Illinois, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. The bankrupt's schedules show no assets not exempt excepting book ac-

counts of doubtful value, and the calling of the first meeting of creditors is being delayed until money for expenses is advanced. The following creditors are scheduled:

Weihe & Haffner, Chicago ..	66.34
Lee & McCracken, Chicago ..	23.16
Schwartz Brothers, Chicago ..	240.48
Schiska & Fick, Chicago ..	30.05
John L. Bobo & Co., Chicago ..	48.97
Mullen & Company, Chicago ..	66.32
Thomas Lee Co., Chicago ..	142.83
S. Lande & Co., Pittsburgh ..	215.54
J. T. Harro & Son, Philadelphia ..	96.59
Chicago Telephone Co., Chicago ..	11.87
J. Trehanne, Joliet ..	3.75
E. A. Rollinson, Joliet ..	22.00
Wm. Alsberg & Co., New York ..	8.28
	\$976.09

A voluntary petition was filed by Homer Klap, formerly a grocer at Grand Rapids, and he was adjudicated a bankrupt by Judge Sessions and the matter referred to Referee Wicks. All the assets scheduled by the bankrupt are claimed to be exempt and the calling of the first meeting is being held up until money for expenses is advanced. The following creditors are scheduled:

Watson & Frost, Grand Rapids ..	38.28
Worden Grocer Co., Grand Rapids ..	165.73
Van Westenbrugge & Erb, Grand Rapids ..	9.00
Valley City Milling Co., Grand Rapids ..	18.20
E. J. Vander Linda, Grand Rapids ..	10.72
Vinkemulder Company, Grand Rapids ..	4.25
Schust Baking Co., Saginaw ..	20.37
Vanderberg Cigar Co., Grand Rapids ..	8.90
C. W. Mills Paper Co., Grand Rapids ..	20.67
W. E. Mutton, Grand Rapids ..	3.00
W. F. McLaughlin, Chicago ..	6.69
Musselman Grocer Co., Grand Rapids ..	105.00
Johnson Cigar Co., Grand Rapids ..	1.65
A. Himes Company ..	6.25
G. R. Grain & Milling Co., Grand Rapids ..	26.33
Eureka Coffee Co., Buffalo ..	22.15
John G. Doan, Grand Rapids ..	5.38
Dierdorf Cigar Co., Grand Rapids ..	21.00
Voigt Milling Co., Grand Rapids ..	11.38

Arbuckle Brothers, Grand Rapids ..	7.50
Paul Huienza, Grand Rapids ..	60.98
	\$589.69

Dec. 24—A voluntary petition was filed by Frank S. Cornell, a farmer of Wyoming township, and he was adjudicated a bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order was made by the referee calling the first meeting of creditors to be held at his office on January 9, for the purpose of electing a trustee, if desired, examination of the bankrupt, proving claims, etc. The schedules filed by the bankrupt show no assets, excepting such as are covered by mortgage or claimed to be exempt. The following creditors are scheduled:

Alfred McDowell, Byron Center ..	14.18
Robert Schumaker, Grandville ..	7.60
Hef & Innes, Grand Rapids, (Se- cured by mortgage on live-stock)	200.00
Wegner Brothers, Grand Rapids, (Secured by reserve title con- tract ..	45.30
Joseph Brown, et al., Grandville, (Secured by mortgage on pro- of farm)	47.50

One Way.

"I give my wife a dog every Christ-
mas."

"Great Scott! You must have a
kennel-ful!"

"Oh, no; they die by New Year's.
But, you see, it's the only way I can
get rid of our Christmas candy."

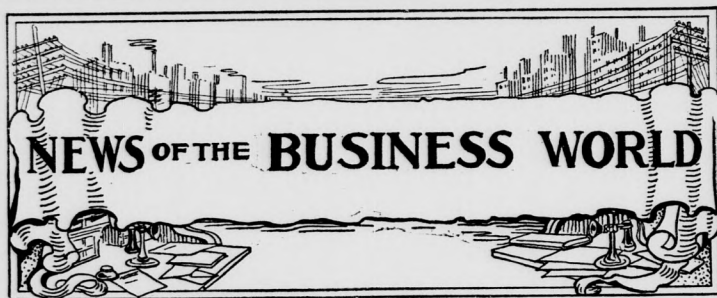
Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter
Color and one that complies with the
pure food laws of every State and of
the United States.

Manufactured by Wells & Richardson Co.
Burlington, Vt.



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



Movement of Merchants.

Fife Lake—P. Nailor succeeds Joe Clark in the meat business.

Maple City—Treffley Herbert has engaged in general trade here.

Fremont—L. E. Norton has added a line of confectionery to his drug stock.

St. Joseph—Siebert & Yetzke have opened a meat market on First street.

Kalamazoo—W. E. Wheaton has opened a grocery store at 1620 Lincoln street.

Grand Ledge—Ezra Osborn has opened a fish market on North Bridge street.

Corunna—Roscius A. Haughton, jeweler, died at his home Dec. 23, aged 64 years.

Lansing—Ayers & Caswell have opened a meat market at 109 West Kalamazoo street.

South Blendon—M. Van Heuklen is succeeded in general trade by Vrugink & Petoskey.

Negaunee—Mattson & Hutander have engaged in the grocery business at 315 Iron street.

Scottville—Dr. E. P. Thomas has sold his drug stock to Norman McPherson, who will continue the business.

Greenville—W. Zuller has sold his stock of groceries to L. H. Christoffersen, who will continue the business.

Dewitt—Frank Rouse has leased his meat market to Harry Reed, of Watertown, who will take possession Feb. 1.

Interlochen—Benj. O. Pechota who recently engaged in the shoe business here, was married Dec. 17 to Miss Johnson.

Allegan—Phillips Bros., hardware dealers, have taken over the I. A. Brown stock of furnaces and plumbing material.

Corunna—James Bush and Earl Jones have formed a copartnership and will open an electrical supply store, Jan. 15.

Eaton Rapids—Herman Leavitt has sold his stock of bazaar goods to H. L. Boice, who will consolidate it with his own.

Fowlerville—J. H. Orth, who has conducted a harness store and repair shop here since 1883, died at his home Dec. 17, aged 56 years.

Lansing—John Eichele, grocer at Michigan and Grand avenues, has sold his stock to J. E. Davis & Sons, who will consolidate it with their own.

Ionia—G. B. Fleming is closing out his stock of groceries and sold his store building to Phillip Markel, of Roland, and will retire from business.

Charlotte—C. A. Miller, who last week purchased the city bakery has sold it to Norman McLeod, recently of Three Rivers, who will continue the business.

Escanaba—Wick F. Smith, traveling salesman for a Chicago grocery firm, has resigned his position and purchased the Oliver Hotel here, taking possession Dec. 20.

Charlotte—J. Garber & Son have sold their implement stock, feed barn and skating rink to Price J. Wilson, recently of Springport, who will continue the business.

Allegan—E. F. Sherman and E. T. Messinger have formed a copartnership under the style of Sherman-Messinger and engaged in the produce business at Evansville, Ind.

Greenville—Blair F. Scott, of Lake City, has bought the C. N. Ware drug stock from the trustee, Lee M. Hutchins. The stock is being packed up and sent to Lake City.

Muskegon—The Western Auto Co. has engaged in business with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$5,200 being paid in in cash and \$800 in property.

Pottersville—The business blocks destroyed by fire several weeks ago, are rapidly being replaced by modern brick structures. A. E. Parker, hardware dealer, will occupy his new brick building about Feb. 1.

Jackson—The Great Four Co. has been organized to engage in the general mercantile business, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed, \$2,500 paid in in cash and \$7,500 in property.

Grayling—It is believed the proffer to the State by R. Hanson of 15,000 acres of hardwood timberland located around Portage Lake in Crawford county for a permanent camp ground for the Michigan National Guard will be accepted.

Battle Creek—Fred Larmour, who conducts a drug store on Kendall street, has purchased the Fred Irwin drug stock at Fulton and will continue the business at the same location as a branch store under the management of Grover Burnham.

Petoskey—After struggling for years with individual deliveries, the grocers of Petoskey contemplate a central delivery. In case the new system is inaugurated, it will cut the delivery wagons from thirty to five. Regular hours of delivery, four times a day, will be set. Drivers will not be allowed to solicit orders, but may take them and turn them over to the grocer designated. The meat markets and dry goods stores probably will be included in the system.

Kalamazoo—Frank W. McQueeney and Walter P. Johnson have formed a copartnership and engaged in the grocery business at 1236 Portage street.

Battle Creek—The City Bank of Battle Creek has increased its capital stock from \$100,000 to \$150,000. The new stock will be sold at \$140 per share.

Manufacturing Matters.

Owosso—The creditors of the defunct Western Dry Milk Co. have realized 55 per cent. on their accounts.

Bay City—The Knapp & Scott sawmill is cutting stock for F. B. Ward, the logs coming from the Ward Estate timber.

Yale—The plant of the Yale Creamery Co. was destroyed by fire Dec. 22, entailing a loss of about \$5,000. Insurance, \$2,500.

Elmdale—The apple evaporator plant owned by W. E. Chambers, was destroyed by fire Dec. 18. Loss about \$5,000, with no insurance.

Hermansville—The Wisconsin Land & Lumber Co. is doing a heavy season's logging and recently brought in a large crew from Milwaukee.

Saginaw—The Saginaw Manufacturing Co., manufacturer of wood-split pulleys, has increased its capital stock from \$150,000 to \$200,000.

Portland—A. S. Nunnely, who has conducted a creamery here for many years, has sold his plant to B. W. Jackson, who will continue the business.

Flint—The Reliable Trolley Retriever Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,200 has been subscribed and \$2,000 paid in in property.

Hopkins—W. F. Nicolai, who has been in the milling business here about ten years, has exchanged his elevator and mill with Fred King for a farm. The transfer will occur Jan. 1.

Perrinton—Earl Lucas and F. Shultz, of Portland, have formed a copartnership and purchased the grist mill here and will continue the business under the style of the Perrinton Milling Co.

Escanaba—The Raymond Log Roller Co. has merged its business into a stock company under the style of the Raymond Log Loader Co., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Randville—Frank Wittcock has started a logging camp near here, where he will cut hardwoods, with some cedar, for the J. W. Wells Lumber Co., of Menominee. The contract covers three seasons at the rate of 2,000,000 feet a season. He will employ about seventy men.

Lansing—A company has been formed here to manufacture a beet harvesting machine, the Michigan Beet Harvester company of Saginaw having filed articles of incorporation with the Secretary of State. It is claimed the new machine will revolutionize the sugar beet industry, as it will be a big labor saver.

Manton—Andrew McAfee, manufacturer of staves and headings at Lake View and Manton for many

years, expects to leave soon for Tomahawk, Wis., where a new stove and heading operation is to be installed. The machinery of the Manton plant will be moved to Tomahawk and Mr. McAfee will have charge of the new plant.

Michelson—The mills of the Michelson Lumber Co. have shut down for the season. The company has a quantity of manufactured product to ship out and operations in the woods are in progress to secure a full stock for next season. The Grand Rapids & Indiana Railroad has finished building 1,000 feet of track near Michelson to be used by the Michelson company.

CASHING THE CHECK.

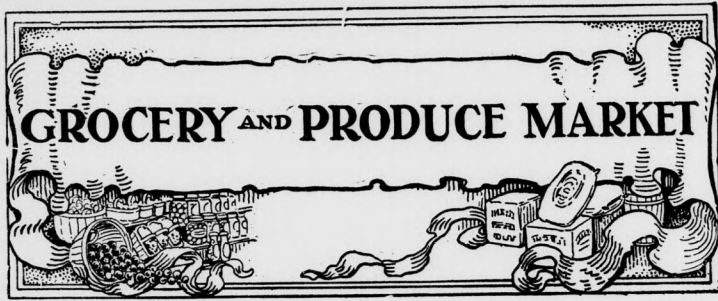
All business men recognize the principle that there is danger in cashing the check of the stranger, and yet those who have been most emphatic in warning their sons and employees occasionally fall into the toils. A woman who has successfully worked some Pennsylvania towns with a new phase of the trick will soon, doubtless, seek new fields for gathering her harvest.

She entered one furniture store and made purchases of the head of the firm for \$3, ordering the goods delivered at the house of a man well known to the furniture dealer. On examining her purse, she found that she could not make the change unless he would cash a check. She at first suggested that she would pay the man who delivered the goods, but on second thought the possibility that she could not be there at the time shut out this arrangement. So the check for \$25 was cashed by the man who had so many times warned his sons—and he was assured that all was right by the mere fact that he so well knew the people of the house where the goods were to be delivered.

When the delivery man returned with the information that they knew nothing of the woman of the check—well, the check was sent on to Pittsburg, and straightway came back as was now expected, marked "N. G." Then came forward a well-known grocer with the story of how this woman was visiting her sister on Blank street. As her visit was being unduly protracted and the sister could ill afford to board her gratis and yet would take no pay, she thought to surprise her with a few provisions. Out came another big check in pay, for the groceryman knew the family with whom she claimed to be stopping. Yet after fruitless efforts of his boy to deliver the groceries to the proper party, he began to realize the dupe. At least \$100 was taken from a single town by variations of the same trick and no doubt there are others who for purely personal reasons prefer to remain silent. Be on your guard about selling goods to strangers in this manner. She will continue her money making scheme until stopped by legal bans.

You can not expect a blind man to see the error of his way.

In a barrel of whisky there's a multitude of headaches.



The Produce Market.

Apples—Baldwins command \$2.75 per bbl. Spys bring \$3 and Snows, \$2.50.

Bananas—\$4 per 100 lbs.

Beets—60c per bu.

Butter—The recent high prices of butter have curtailed the demand for butter, and the market has ruled barely steady during the week at 1c decline. The receipts continue about normal for the season, with the percentage of fancy butter very light. The bulk of the receipts show defects which make it necessary to class it below the best. No material change in the demand for butter seems likely in the near future, and if there is any change it is likely to be a slight decline. The market on creamery is steady at 35c in tubs, 36c in cartons and 34c in storage cartons. Local dealers pay 25c for No. 1 dairy grades and 18½c for packing goods.

Cabbage—\$1.50 per bbl.

Carrots—60c per bu.

Celery—\$1 per box for home grown.

Cranberries—Late Howes are steady at \$10 per bbl.

Eggs—The quality of the eggs arriving is better than it has been, and if the present weather holds there will be more eggs and lower prices. From now on it will be largely a weather market. The warehouses are overloaded with storage eggs and the demand for all grades of held eggs has been very disappointing all season. Prices will probably decline still more before these holdings are sold. Dealers pay 25c for strictly fresh and hold storage eggs at 20c.

Grape fruit—\$3 per crate for 36s and \$3.50 for all the other sizes. The quality of the fruit was never better than at the present time and prices are fully \$2 per box lower than a year ago.

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 per box for California.

Lettuce—New Orleans head, \$1.50 per bu.; hot house leaf, 10c per lb.

Onions—Spanish are in fair demand at \$1.40 per crate; home grown command 40@50 per bu. Country buyers are paying 28@30c.

Oranges—Navel, \$2.75@3.50; Florida, \$2.75 for small and \$3 for good size. Receipts are moving freely and are of a much better color than they were a short time ago.

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; 9c for geese; 11c for ducks; 14½c for turkeys. These prices are live-weight. Dressed are 2c higher.

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

Veal—Buyers pay 6@11½c, according to quality.

The Bean Market a Little Higher.

More interest is shown in the bean market during the past week. The enquiry is very much better and the price has advanced about 5 cent per bushel. Much better demand for beans is expected as soon as wholesale grocers divert their attention from Christmas thoughts and get back to staple food products. Beans are coming through the elevators very slow and there is but little surplus. Choice hand picked pea beans are to be had for immediate shipment, although most of the elevators have raw stock enough to run us for some time. There is very little in Red Kidney beans or other colored variety and most canners are very much afraid of their keeping qualities. E. L. Wellman.

Moving Into New Store.

Lakeview, Dec. 23—A. M. Goldstein will move his general stock from the Kennedy block to S. S. Edgar's block, which is being remodeled into the most up-to-date store in this section. Mr. Goldstein has been in business in Lakeview since 1893. He was a traveling man twenty years for Edson Keith & Co., Chicago—in those days wholesale dry goods, now millinery. The store is managed by Lester Ivory.

The Valley City Supply Co. has been organized to deal in grocers' specialties, produce and bakers' supplies, with an authorized capital stock of \$25,000, of which \$12,550 has been subscribed, \$1,550 paid in cash and \$1,000 in property. The stockholders and the number of shares held by each are, E. D. Compton, 500 shares; C. Evan Johnson, 5 shares and L. Avery Bason, 750 shares.

The Leader Engine Co. has increased its capital stock from \$30,000 to \$60,000.

People are actually what they seem—after they die.

Tact is merely the art of getting what you want.

Anyway, a bass drum drowns a lot of bad music.

A bird in the hand does not get the early worm.

The Grocery Market.

Sugar—Local brokers received telegrams this morning (Dec. 26), announcing a decline of 10 points at the close of business to-night. The fact that there is sure to be a big surplus of sugar during the coming year and the possibility of a removal of at least a part of the tariff will undoubtedly bring very low prices on sugar. No sugar has been shipped from Cuba, as yet, although much is waiting there to be shipped, owing to the difficulty of obtaining shipping facilities. In consequence of the scarcity of regular refiners' granulated, there has been an increased demand for domestic beet granulated, and almost everybody is buying some of it now. There is a saving of about 40 points.

Tea—The market remains unchanged. The usual holiday dullness has control of the market and there is practically nothing doing.

Coffee—Reports from Brazil are to the effect that buying has increased some and stocks are firmly held. Green coffee was offered to the jobbers at 14¾ for Rio 7s and 16½ for Santos 4s during the week. The demand for coffee is only fair. Milds are steady to firm and in fair demand. Java and Mocha dull at ruling prices.

Canned Fruits—Gallon apples, while low, are not moving well on account of green apples selling at reasonable prices and supplies being so heavy. The limited supply of California apricots and peaches held by packers on the Coast is said to have caused a much firmer market than a short time ago.

Canned Vegetables—Tomatoes are a shade better for the week, although there has been no radical fluctuation. The demand is light. The pack has turned out much larger than was reported at the opening of the season, but on account of the markets being so well cleaned up on 1911 goods when the new pack arrived, it is thought prices will not go lower. Canners as well as wholesalers who wish to sell quality corn have been up against a bad proposition this season on account of quantities of off grade corn being sold at about any price offered. Peas are unchanged.

Dried Fruits—The price of evaporated apples shows a slight advance since the first of the present month, but quotations are still reasonable and wholesalers expect that there will be an increased demand as soon as supplies of green apples are reduced. Raisins, currants, dates and figs have been moving exceptionally well during the past two weeks on account of the increased demand from the consuming public for the holidays. Prices of raisins are a little higher than a month ago, but are still a safe buy.

Cheese—The consumptive demand is light and prices are unchanged. Stocks in storage are light and the market seems likely to remain where it is for a time.

Olives—Prices are still very reasonable and retailers report a fair business both in plain and stuffed. Olive oil is also moving steadily and

the market at primary points is very firm, due to the shortage in production the present year.

Rice—Millers are said to be holding stocks firm at market quotations. Wholesalers report only a fair demand for the different varieties of rice and prices are unchanged from quotations of a week ago.

Pickles—There is a fair demand for both sweet and sour pickles, but prices are firm and really lower than is warranted by the limited supply. The yield in most states was the smallest in thirty years.

Nuts—Walnuts and almonds are higher than a year ago and Brazils are about the only line that shows a decline. Filberts have advanced 2c.

Fish—Cod, hake and haddock are moderately active at steady to firm prices. Salmon of all grades quiet at ruling prices. Imported sardines unchanged in price, but firmer by reason of scarcity. French and Portuguese fish are especially scarce, and the Norwegian, which are more plenty, are hardening in price in sympathy. Domestic sardines unchanged and dull. Mackerel is very dull, this applying to all grades, and there will be very little business done until after the turn of the year. Prices of all grades of Irish and Norways are unchanged.

Provisions—Barrel pork is firm and unchanged. Dried beef is unchanged, but all sizes of canned meats are higher by reason of scarcity. The outlook is strong. Pure lard is steady at a decline of ¼c. The consumptive demand is fair. Compound lard is unchanged, with moderate trading.

Proof.

Hicks—Is he on bad terms with his brother?

Ricks—Well, judge for yourself. He's going to send his brother's boy a drum at Christmas.

Some men can not make a good impression even with a rubber stamp.

Force a man to eat his own words and he will soon lose his appetite.

The more birthdays a woman has the less she has to say about them.

Some men never brag about themselves—and we do not blame them.

Nothing pleases a woman more than her inability to show her age.

A man knows more at 21 than he may be able to forget at 50.

There are two kinds of ambition; one soars and the other crawls.

When truth gets busy, fiction is apt to feel ashamed of itself.

It takes a financial artist to draw a satisfactory check.

Many a girl's ideal is shattered when he goes broke.

Ingratitude quickly sours the milk of human kindness.

If you would be a leader you must set the pace.

And many a profit is without honor.



How Grand Rapids Banks Reward Their Employees.

The stock holders in the Grand Rapids banks will not be the only ones in on the periodical sugaring off which will come on New Years day. The clerks, tellers, book-keepers and other employees will also have their share. Scarcely two banks have exactly the same method of letting their employees know in a substantial manner that faithful services are appreciated, but they all get there in one way or another and, from the viewpoint of the employees, this is really the most important consideration. The Grand Rapids National City and its subsidiary, the City Trust and Savings, have a profit sharing plan. After the payment of the dividend and the interest on deposits, a certain proportion of the net profits is set aside for distribution pro rata among the employees, the basis of calculation being the salary received. In July this distribution amounted to approximately 8 per cent., equivalent to about two weeks' salary. How much will be available for distribution on Jan. 1 has not yet been determined, but it is understood that it will be in the neighborhood of 5 per cent., the bank having had a very good half year. The Old National has a profit sharing plan of its own and it nets to the employees about the same dividend as the stockholders receive, or 4 per cent. semi-annually. The Grand Rapids Savings puts its employees on the same basis as the stockholders in the matter of dividends, which will mean 5 per cent. on Jan. 1 and 2½ per cent. quarterly during the year. The Fourth National began its recognition of employees long ago, years before profit sharing plans were devised, and still adheres to its original custom. It gives each employe a new \$5 gold piece as something to jingle in his pockets during the holiday season, and the mail carrier and the corner policeman share in the distribution. The People's and Commercial Savings do the same. The Kent State has no established habit, but its employees never have reason to complain of neglect. What form the remembrance will take this year has not been announced.

The Fourth National will probably go to a 12 per cent. dividend basis the coming year and its distribution will be 1 per cent. monthly, instead of in quarterly installments. The report that this is on the cards has tended to bull the Fourth National stock and now it can hardly be touched at 210, as compared with a previous high mark of 200. The South Grand Rapids

State Bank, which has been paying 12 per cent. in quarterly installments, will probably pay 1 per cent. monthly, beginning February. The Commercial Savings, which has been paying 8 per cent., will probably go to 10 per cent. the coming year. The Grand Rapids Savings has already announced its advance from 8 to 10 per cent.

The City Trust and Savings will open a branch at South Division and Wealthy as soon as a building can be erected for it to occupy, work upon which will begin early in the new year. The building will be two-story brick, and will have two stores, one for the Bank and the other for rent. The upper floor and the basement will also be rented. The Kent State and the Grand Rapids Savings are both said to have plans under consideration for the opening of new branches the coming year in districts of the city which seem to offer good opening for business.

The Kent State last week made a careful count of all its depositors, including savings book, commercial and savings certificates, and the total was 21,300, or about one party in six of the city's total population. In the count all duplicates were carefully eliminated. The Bank has recently added to its details of book-keeping a daily tab on the number of depositors on the books, showing total number, the daily additions and those who drop out.

The Fourth National has devised a plan for its own protection and the protection of its savings book depositors. The Bank addressed a letter to each of its depositors, informing him or her as to how their account stood and asking that it be compared with the book in the depositor's possession and if any discrepancy appeared to report at once. Following the sending out of this letter there was a regular procession of depositors to the Bank to enquire why the statements they had received and their books did not tally. Many of the accounts were several dollars out of plumb, but the depositors who called to enquire about it were neither angry nor excited, but, on the contrary, seemed pleased and invariably the discrepancy was in their favor, the Bank statements showing there was more money to their credit than they had supposed. The statements with request for comparison were sent out after the interest for the half year ending December 1 had been entered, and the depositors who called had not had their accounts brought down to date. The plan has served to bring

to the Bank many depositors whose accounts had become almost dormant and, no doubt, will serve in some instances to awaken the depositing habit.

President James R. Wylie has returned from a months' trip to Texas and to points in the South.

The annual bank elections will be held Jan. 14. The Peoples has two vacancies upon its board, those caused by the death of S. M. Lemon and Wm. Logie. The Grand Rapids Savings has two, one owing to the death of Aaron Brewer and the other a new directorship created when the Bank capital was increased and not yet filled. The Fourth and the Commercial each has one, due to the death of Mr. Lemon. Since the bank annuals a year ago Wm. Alden Smith has elected himself President of the Grand Rapids Savings. He is still director in the Peoples and Old National. Whether he remains on these boards has not yet developed.

The Peoples Savings Bank will soon have to make a deep cut in its surplus and undivided deposits account, which now stands at about \$130,000. The State banking law forbids a bank

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

GRAND RAPIDS SAVINGS BANK

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

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.

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.

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.

holding for banking house purposes a value greater than 50 per cent. of its capital. The People's capital is \$100,000. The Bank some time ago purchased the property it occupies at Monroe and Ionia, paying \$85,000. This is more by \$35,000 than the law allows and the only remedy is to "write it off," taking the amount out of the surplus and profits. It is probable this will be done the coming year, making two bites of it, \$20,000 at one time and \$15,000 later, so as to maintain the surplus at the 100 per cent. of capital level. The Commercial Savings recently had to do the same thing, writing off \$15,000. It is possible an effort will be made at the coming session of the Legislature to amend the law making the limit 50 per cent. of capital and surplus. Compliance with the law in the two instances cited is merely an evasion, as it does not take a cent away from the real value of the real estate held, nor add a dollar to the security of depositors. The stockholders have no reason to complain, however, as it reduces by just so much the apparent book value of the stock, with a corresponding decrease in the taxes to be paid.

Lee M. Hutchins has been elected a Director of the Grand Rapids National City Bank and City Trust and Savings Bank, to succeed Dr. Chas. S. Hazeltine, deceased. Mr. Hutchins has for many years been associated with Dr. Hazeltine in business and his selection for the vacancy may be regarded as a tribute to Dr. Hazeltine's memory. Moreover, Mr. Hutchins is one of the best informed and most skillful men in Grand Rapids in the matter of credits and is widely known as such. He has been President of the Grand Rapids Credit Men's Association and Vice-President of the National Association of Credit Men and, but for the fact that he positively refused to entertain the proposition, he would have been elected President at the last annual meeting. The ill health of Dr. Hazeltine is the only thing that prevented him from accepting this office. Mr. Hutchins is not only a good judge of credits, but he is a good business man as well and will prove a tower of strength to the two banks with which he has long been allied by the ties of business.

The Grand Rapids Savings Bank will open a branch at the corner of East Fulton and Diamond avenue about Jan. 15. This is the center of a thickly settled Holland district and it is also near a large Polish settlement. In recent years it has developed rapidly as an outlying business district. The Grand Rapids Savings already has one branch at Madison Square.

Quotations on Local Stocks and Bonds.	
	Bid. Asked.
Am. Gas & Elec. Co., Com.	80 85
Am. Gas & Elec. Co., Pfd.	46 48
Am. Light & Trac. Co., Com.	400 410
Am. Light & Trac. Co., Pfd.	107½ 109½
Am. Public Utilities, Com.	65 68
Am. Public Utilities, Pfd.	80 82½
Can. Puget Sound Lbr.	3 3
Cities Service Co., Com.	110 113
Cities Service Co., Pfd.	85 88
Citizens' Telephone	95 96
Comw'th Fr. Ry. & Lt. Com.	63 66
Comw'th Fr. Ry. & Lt. Pfd.	88 90
Dennis Salt & Lbr. Co.	90 90
Elec. Bond Deposit Pfd.	76 79
Fourth National Bank	200 203
Furniture City Brewing Co.	60 60

Globe Knitting Works, Com.	115	117
Globe Knitting Works, Pfd.		100
G. R. Brewing Co.		175
G. R. Nat'l City Bank	180	181
G. R. Savings Bank	212	212½
Holland-St. Louis Sugar, Com.		9
Kent State Bank	266	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	33	37
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.		75
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	91	93
Old National Bank	208½	
Pacific Gas & Elec. Co., Com.	62½	63½
Pacific Gas & Elec. Co., Pfd.	90	92
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	23	25
Tennessee Ry. Lt. & Pr., Pfd.	76	77½
United Light & Railway, Com.	78	80
United Lt. & Ry., 1st Pfd.	83½	85
United Lt. & Ry., 2nd Pfd., (old)	79	80
United Lt. & Ry., 2nd Pfd., (new)	74½	76
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95½ 96½
Flint Gas Co.	1924	96 97½
G. R. Edison Co.	1916	98½ 100
G. R. Gas Light Co.	1915	100½ 100½
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99

*Ex-dividend.
December 24, 1912.

The Deacon's Contribution.

A colored preacher of Richmond recently "exchanged" with a brother divine in an Alabama town. Shortly after the assumption of his new charge the Richmond minister was much scandalized by the action of one, Deacon Smith, who in the vestry after service was observed deliberately to withdraw a 50-cent piece from the contribution box and to substitute therefor a dime.

"Deacon Smith!" exclaimed the newcomer. "This is downright dishonesty!"

Deacon Smith was in nowise perturbed. "It ain't nothin' of de kind, pastor," said he, quite conscious of his own rectitude. "De fact is Ise led off with dat half-dollar for six years. It ain't no contribution; it's a temporary loan as a decoy!"

Striking While the Iron is Hot.

Little Ralph, an only child of four, had been permitted to stay up one evening when his parents had company. At the table he made a quaint remark, at which all the guests laughed. He instantly saw that he had made a hit, and with commendable enterprise sought to follow it up.

"Dad," he shouted, "what was that other smart thing I said yesterday?"

All the Facilities.

"What are you studying there, Clarice?"

"About how to make delightful dishes from left-over food. The cook has left."

"Well, can you make some nice dishes from left-over food?"

"Yes; and I have plenty of material. There's a great deal of food left over since I began doing the cooking."

A Husky Fowl.

Willie came in from the shed where Uncle Rufus was picking a Christmas chicken for his small city nephew's dinner. "Aunt Sue!" he cried as he entered, "what do you think? Uncle Rufus is out in the shed husking a hen!"

Advertising, to pay, must be honest and it must be human. Everything else is of minor importance.

Sometimes only a few telling words of copy are needed to give you just the right impression.

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

We recommend

Public Utility Preferred Stocks

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

HOWE, CORRIGAN & COMPANY

Citizens 1122

339-343 Michigan Trust Building
Grand Rapids, Mich.

Bell M 229

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.

Fourth National Bank

Savings Deposits

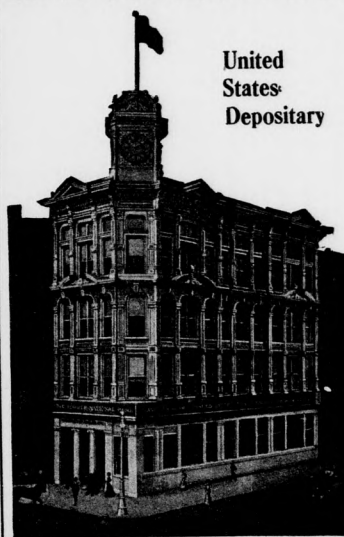
3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

United States Depository



Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY.
Grand Rapids, Mich.

Subscription Price.

One dollar per year, payable strictly in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable in advance.

Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

December 25, 1912.

I will find a way or make one—Hannibal.

AFTER MANY YEARS.

The Michigan & Chicago Railway, building the interurban from Grand Rapids to Kalamazoo, is planning to give this city a direct route to Battle Creek by means of a branch projected from Allegan to Battle Creek, crossing the line of the Kalamazoo interurban at a point midway between Monteith and Martin, about 32½ miles south of Grand Rapids. As a means of opening up and developing a rich agricultural district not now reached by any railroad, this route to Battle Creek will not possess anywhere near the advantages of the line proposed by Colonel Jacobs, but the building of this branch will be a splendid thing for the business interests of Grand Rapids and there is no question but that it will be cordially endorsed by them, as well as by the business men of Battle Creek and of Allegan. With the branch as well as the main line built, it will be possible to run alternate trains from this city to Battle Creek and Kalamazoo respectively, and from Martin to Allegan the line can be operated as a spur, with a change of cars for either of the three cities. It is in this way that Grand Haven is served by the Muskegon interurban and the service is very satisfactory. With the building of this branch Grand Rapids will have a direct route to Battle Creek and to points East on the Michigan United lines to Jackson. This will solve the problem of prompt freight deliveries and easy passenger travel. It will add thousands of dollars to the volume of this city's wholesale and jobbing trade, which could never be done so long as Grand Rapids had to depend on the imbecile management of the G. R. & I.—Michigan Central connection at Kalamazoo. This junction service has long been a travesty on transportation and a reproach on the ability of Michigan railway men which no amount of argument or ridicule could improve. Grand Rapids shippers have given the two companies years to improve the service, without result, and it is a matter of congratulation that a remedy is now near at hand—the remedy presented by a rival line which will get all the business and enable Grand

Rapids shippers to ignore the Kalamazoo junction and divert every pound of freight for the thrifty cities between Battle Creek to Jackson, to another route.

In view of the painstaking service President Crowell is giving to this project, the Tradesman suggests that the junction point between Monteith and Martin be named Crowell, in recognition of one of the most competent engineers Michigan has ever had the pleasure of welcoming to her midst.

THE PARTING OF THE WAY.

The merchant who "lays down" before the parcels post which goes into effect with the opening of the new year will, undoubtedly, find that his worst fears as to its effect upon his business will be fully realized. The quitter will, undoubtedly, find that his big town competitors will beat him to a frazzle and, moreover, that his wide awake competitors in his own home town and in the neighboring towns will cheerfully help the big town brother to make a thorough job of the frazzle process. For the lazy, the unprogressive and the shiftless merchant the parcels post will have great possibilities for harm; for the wide awake, active, energetic and up-to-date merchant it will have equally great opportunities for good. The merchant who continues to do business as his father did before him will find the sledding hard; the hustler whose methods are those of this generation will grow fat on the business which the parcels post will place within his reach. The merchant who wishes to make good use of the parcels post will, as a starter, study the telephone directory as it relates to the rural subscribers. He will find some method to obtain the names of the farmers within his trade territory and the rural mail routes they live on; in other words, get up a mailing list of all who are within his reach. Then, by circular, through the newspapers and by other means he will let the people know what goods he has in stock and what the quality is and what the prices are. As a part of his campaign for more and better trade the progressive merchant will cultivate the personal acquaintance of those who might trade with him, he will endeavor to make his store more attractive, he will display his goods so that they will be seen to better advantage and he will improve and enlarge his stock as the need for it appears. The progressive country merchant will study the methods of his city rivals, he will cultivate a desire to accommodate and please his patrons. There is one thing that he will not do, and that will be to knock the mail order houses. He will be too busy developing a nice mail order business of his own to pay much attention to what the big city fellows are doing. In this he will have a splendid advantage in that he will be on the spot with the goods for the personal inspection of customers and the prices.

And many a man lives the simple life—because he has to.

TRUEST AND BEST CHARITY.

Incident to the holiday season and as a part of its festivities we have been dancing for charity, dining for charity, giving for charity. As a result of all the activities, social and otherwise, for charity, the poor whom the Scripture tell us are always with us ought to have been tolerably well cared for, at least during this season of good will on earth. They have had their dinners, their good things to eat, things to wear and things to make them glad. But should this spirit of charity end with the last flicker of the Christmas candle, the last echo of the bells? It should be pleasant for those who are unfortunate and in distress to be remembered at least once a year, but is not the truest and best charity not that which finds its expression in the holiday burst, but which spreads itself over the year? There are always and in every community those with whom the world has fared sadly. There are always those who are aged and lonely, who are shut in by ill health or infirmity, who are without means, who have dependent ones and not the resources to care for them as they should. Why should not these unfortunates be as tenderly cared for at other seasons as during the holidays? Charity is not always the mere giving of money or provisions of clothing. Sometimes giving is an aggravation rather than a remedy of the evil. Very often it is not direct aid that is needed, but opportunity. Instead of giving alms to the widow, the wisest and best course would be to give her a word of encouragement and a chance to earn money for herself or to find a job for her son. This practical, every day kind of charity, the finding of opportunities for the unfortunate, the opening of ways for them to help themselves, is within everybody's reach and it is a form of philanthropy that should be practised at all seasons and at all times. Mere giving may pauperize, but opportunity elevates the mind, strengthens character and makes for true manhood. There may be occasions when direct giving must be done to relieve immediate distress, but the follow up campaign may well be in many instances in the shape of a chance to do work for wages.

WILD CAT FIRE INSURANCE.

The Tradesman has recently had its attention called to the fact that a large number of merchants, both in city and country, are carrying insurance policies with wild cat companies, by which is meant companies which are not authorized to do business in Michigan and from which it is almost impossible to secure any adjustment or collection in the event of loss. Not long ago a merchant on the Michigan Central Railway who was carrying \$5,000 of this kind of insurance suffered a heavy loss by fire. Although the policies were placed in the hands of an expert collector, there has been only \$500 recovered so far and it is not probable that any further recovery will be forthcoming. Some time ago a local city merchant burned out, having a policy in an assessment company located in Philadelphia. The

mercantile agencies were unable to locate the company at the address given, but it was subsequently learned that the Secretary had died and that the office of the company had been removed to Allentown. Although several months have elapsed since the proofs of claim were forwarded, the company is still in default. So doubtful is the claim regarded by those familiar with the circumstances that a local insurance official has been sent to Allentown to ascertain by a personal interview what, if anything, can be realized on the policy. As he is understood to have been instrumental in writing the policy and may possibly be held legally responsible for violation of the law in this particular, his anxiety to secure an adjustment of the matter will be readily discerned.

The credit man of a certain jobbing house here recently expressed the opinion that one-fourth of the insurance now being carried by country merchants is of a wild cat character. This, of course, greatly impairs the credit of the merchant, because experience has demonstrated that very small returns are ever received from this class of companies. They make large promises and a pretentious showing of alleged assets, but, when it comes to a show-down, they frequently repudiate their obligations through some technical subterfuge. Of course, the merchant holding a policy of this kind is absolutely without recourse in law, unless he goes to the home of the company and institutes suit. This is necessarily an expensive undertaking and very little is ever realized from proceedings of this character; in fact, very few merchants who carry this class of insurance have the nerve or capital to undertake a legal battle of this character a thousand miles away from home.

If there was any easy road to success it would be so crowded that nobody else could get near it.

Land on the opportunity first. There'll be plenty of time to work out its pedigree later on.

When it comes to the truth, even a druggist is unable to supply anything "just as good."

After a man gets in bad he is soon forgotten—and he ought to be glad of it.

Many a man thinks he's running the car when he's only running the horn.

Our idea of a waste of time is to learn what not to do—and then do it.

The best guarantee is the knowledge that you don't need a guarantee.

It is safer to throw bouquets at yourself than mud at your competitor.

The time to keep quiet comes oftener than we sometimes think.

Lazy-brains are responsible for more failures than lack-of-brains.

An old toper is satisfied if he can keep his head above water.

A novel lie attracts more notice than a commonplace truth.

TWO WAYS OF DOING.

Mr. Gilbert M. Dame will retire from the position of State Dairy and Food Commissioner as soon as the appointment of J. W. Helme, of Adrian, has been favorably acted upon by the Senate. Mr. Dame has now been connected with the Department for thirteen consecutive years. He was originally an inspector and subsequently a deputy and for two years has been at the head of the Department.

The history of the Department has been a checkered one. The first Commissioner was a political freak from Muskegon county. He had no knowledge of the subject and his administration was a joke. The next Commissioner was a man of strong parts, personally, but he was so hampered by Governor Pingree in the matter of appointments that he was rendered incapable of doing his best work. Smith and Snow were both political appointments. Neither had any qualifications for the position and the cause went backward instead of going forward under their administrations. Then came the prince of scoundrels in the person of the late Arthur C. Bird. As he has gone to his reward, perhaps the less said about his administration the better. Mr. Dame took up the work two years ago, when it was thoroughly demoralized and when the Department was very generally regarded as a fountain head of ignorance or dishonesty—sometimes one and sometimes both. He brought order out of chaos. He reduced the attaches of the office from fifty-four to eighteen. He placed the work of the Department on a sane and sensible basis. Instead of antagonizing the manufacturers and wholesale and retail dealers in food products, he worked through them to accomplish his ends and, greatly to his satisfaction and in exact accordance with his expectations, he found, as a rule, that most of them were very willing to work with him toward the betterment of food conditions in this State. Mr. Dame has found it necessary to prosecute very few dealers, compared with the record of some of his predecessors, whose actions were frequently governed by the bestowal or refusal of graft. No food department in the country is in better shape than the Michigan Department is at the present time. No department stands higher in the estimation of the public. No department is more feared by wrongdoers. In fact, the food department is the bright particular gem in the administration of Governor Osborn and the manner in which the work has been handled ought to afford him much satisfaction, especially when it is compared with the wretched manner in which the work of some of the other departments has been handled. Mr. Dame retires from the Department with the best wishes of the manufacturers, jobbers, retailers and consumers of Michigan. He has shown what a man can do in that Department when he is honest and able and courageous.

Mr. Dame's successor is another type of man altogether. Mr. Helme came to the Department as an inspector of dairies and for sometime past has been the deputy of the Department. He is very much different in temperament than his chief. He is radical in thought,

outspoken in speech and sometimes does things a little too hastily for the public good. The Tradesman thoroughly believes in the honesty and good intentions of Mr. Helme, but it fears he will undertake to revise the methods of the Department in the wrong way. He has already announced that he expects to publish the names of alleged wrongdoers weekly in the daily papers of the State. If he persists in this determination, he will make numerous mistakes and enmities that will very seriously hamper the work of the Department and bring about a recurrence of the disgust and distrust which characterized several administrations of the Department. Mr. Helme is a practical and successful dairyman. He has made a good record as an inspector of dairies, but his knowledge of foods in general is not so broad and comprehensive as it should be to enable him to take the stand he announces himself determined to carry out. The Tradesman wishes him well and will support him in all reasonable measures, but it wishes very sincerely that he would follow in the footsteps of his worthy predecessor instead of adopting radical measures which must necessarily bring the Department into disrepute and unsettle the mutual confidence and good will which now reposes in the minds of the people regarding the findings and conclusions of its officers and chemists.

USE THE WASTEBASKET MORE.

Did you ever see a man's desk piled high with papers and things, the pigeon-holes crammed full, and running over? Do you know what the trouble is? It is this: He keeps a lot of things he ought to put in the waste basket. He keeps them because he thinks he will want them some day and is afraid to throw them away. If he would look squarely at every paper that comes to his desk and decide then and there as to its actual value, he could throw away a great deal of stuff and never miss it.

Few causes contribute so much to encourage a habit of indecision as keeping old things because you don't want to make up your mind to dispose of them. A man who saves too many old things gets stopped up mentally, because every paper he puts away has a thought in his mind to correspond with it, which says, "Some day I'm going to do something about that paper." An accumulation of such intentions is not wholesome; it distracts the mind from present work.

If you are like that, use your waste basket more. If you know a man like that, help him see the point. He will thank you some day.

Several little mistakes equal one big mistake, and the little ones are most frequently made.

You might have a little county fair in your store and give a prize for the largest pumpkin.

It's far easier for a woman to get her fortune told than it is for a man to make his.

Whatever you can do to create an interest in your community helps your business.

Tax Exempt Bonds To Net 5%

We Own and Offer Subject to Sale

\$100,000

Eastern Michigan Edison Company

First Mortgage 5's

Due November 1st, 1931

Optional November 1st, 1916, or on any interest date thereafter (May or November 1st) at 110 and interest. Denominations, \$1,000. Principal may be registered.

An unconditional guarantee covering both principal and interest has been endorsed upon each bond by the **Detroit Edison Company**, whose statement of earnings for the year ending November 30th, 1912, is given below:

Gross Income	\$3,979,170
Operating Expenses and Reserve Funds	2,365,474
Net Income	1,613,696
Interest Charges	600,919
Surplus	1,012,777

The Year's Surplus is over seven times the annual interest charge on all Eastern Michigan Edison 5's outstanding.

The Eastern Michigan Edison Company shows net earnings substantially in excess of interest requirements, and will soon begin operating a new plant at Ann Arbor which will largely increase present net income.

The bonds offered are exempt from all taxes, State, County or Municipal, within the State of Michigan.

We recommend the Eastern Michigan Edison 5's to Bankers, Trustees and Private Investors, and solicit your orders or inquiries. Write for circular A.

Price Par and Accrued Interest

BOND DEPARTMENT

Security Trust Co., Detroit, Mich.

MAIN 4649



How a Clothing Clerk Went to the Top.

The clerk who heads the sales list in the men's clothing department of a big department store casts some interesting sidelights on the reasons he is able to distance the records of the dozen salesmen in the department.

"I am not an exceptionally clever salesman," he said. "My record is due to the fact that I have devised a system that brings me more customers than would naturally fall to me in the usual way.

"When you come into our department to buy a suit you are met first by the floor walker, who calls any clerk who may be at liberty. With a fair field and no favors it would seem perhaps that my best chance to lead might have been to perfect my selling methods, but I knew that some of the men were far better salesmen than I could ever hope to become.

"So I figured that if I couldn't average more sales per prospect than my competing clerks the only thing that was left to do was to obtain for myself a greater number of customers.

"I had noticed that occasionally a customer entered the department and called for a particular clerk and waited for him even though he were busy. That gave me my idea. In some way I must manage to get a lot of those personal calls. And that is what I set about to accomplish.

"At first I merely asked a few of my young men friends to remember me. I impressed upon them the fact that it was to their advantage to trade with a friend who would not try to put anything over on them. Most of them promised to remember me and a few weeks later I had my first personal call.

"This first call was a chum who wanted an overcoat. I took especial pains to fit him out and was able to find his size in an odd lot on which there was a big price reduction. He was pleased with his bargain and passed the word around that it pays to trade with a friend.

"In the meantime I was painstaking with all of my customers and commenced to form friendships with many of them. I tried to impress them by taking a little better care of them than is customary and then I would always tell the customer my name and say I would be glad to see him again. It wasn't long before my personal calls numbered twice as many as any other man in the room.

"One day a man asked the floor man for 'that thin young fellow who waited on me last week'—he couldn't remember the name. That made me think that there might be plenty more like him. So I had some cards printed

that I might help my new found friends to remember whom to call for.

"I took more than usual pains with every customer and I got them to think of me as a personal buying assistant. They used to send their friends to me, too. I've had them ask me for several of my cards so they might give them to others.

"Often I lined up with the customer as against the house. If the customer felt he had been wronged in any way I investigated his case, and if I thought he was in the right I took up his claims with the manager myself. In this way I drew my patrons closer to me and every month showed the gaining good will in the figures on my sales slips.

"I was soon able to back up a request for a better salary with sales evidence that could not be refuted. There is no method so potent in getting an employer to 'come through' as the proof that you are producing out of all proportion to what you are costing.

"I found many ways of increasing my personal clientele, but the best scheme I ever hit upon was my customer card file.

"I purchased a little one drawer filing device, alphabetically indexed, and a supply of blank cards.

"Whenever I waited on a customer I would get his name and address and business or profession. I would add to this any peculiarities he showed and so the next time he came in I would be able to meet him with a question of 'how's the law business?' or 'what's doing in this or that?' This personal interest I found valuable in the way of making permanent customers.

"By running over these cards in my spare time I am able to refresh my memory on the various points and to keep a mind picture of my whole personal following constantly before me. So whenever we receive new goods I can immediately think of some one who perhaps would be interested in them and can write a personal note to them right when it will do the most good.

"Some of these people have come to look upon me as their purchasing agent and tell me to notify them just as soon as we get something in that I think they will want, while occasionally I have even received instructions to send it out without waiting for the order." W. K. Gibbs.

It isn't always necessary to antagonize a man to reform him, and it is just as possible to exercise tact in business as in afternoon-tea circles.

The higher criticisms of the drama usually come from the gallery gods.

Doings in the Hoosier State.

Written for the Tradesman.

The general assembly opens Jan. 9 in Indianapolis and must not continue longer than sixty-one days. Samuel M. Ralston will be inaugurated Governor on Jan. 13. Gov. Marshall announces that, on retirement from office, he and Mrs. Marshall will go to Phoenix, Ariz., to rest until the week before his inauguration as Vice-President.

Pennsylvania railroad officials have adopted the plan of thoroughly cleaning all freight cars before they are weighed and sent to shippers. This action has, no doubt, resulted from the complaint of inaccuracy of railroad weights, track scales and car stencils, which was first made by the Grand Rapids Lumbermen's Association through E. L. Ewing, traffic manager, and has resulted in hearings and extensive enquiries by the Interstate Commerce commission. These hearings are still being continued.

Nearly 1,100 birds were entered at the poultry show held at Terre Haute last week. Eight states outside of Indiana were represented.

It is stated that the Tennessee Central Railroad will soon ask for a franchise to enter Evansville. The company will build to Owensboro, Ky., then bridge the river to Evansville.

The fifty-ninth annual meeting of the Indiana State Teachers' Association will be held at Indianapolis Dec. 26 to 28. Among the notable speakers from outside will be Senator La-Follette.

Leading speakers at the Knife and Fork Club, South Bend, were Francis J. Henry, formerly U. S. District Attorney of San Francisco, Commodore Wadhams, retired, of the U. S. Navy, and Henry S. Neil, father of the mothers' pension plan.

Evansville awarded its street sweeping contract for 1913 at 24 cents for each sweeping unit, but the new contractor has been slow in furnishing the required bond and other bidders whose prices were lower are protesting, leaving the city in a muss. Street sweeping during the past year was not satisfactory and the Board of Public Works decided to award the contract to the highest, rather than to the lowest, bidder in order to ensure satisfactory service.

Elbert Hubbard, sage of East Aurora was the "big noise" at the annual family dinner of the Dodge Manufacturing Co., at Mishawaka. He spoke on efficiency, and placed safety as the first requisite in securing efficiency.

The majority of the factories at South Bend are so busy that they will shut down only on Christmas and New Years day, instead of the usual ten days for inventory.

Almond Griffen.

What Cedar Rapids Did?

Recently the Rockefeller Foundation offered to give \$100,000 to Coe College, Cedar Rapids, Iowa, for a building and endowment fund, on condition that Cedar Rapids itself raise \$250,000.

A committee of 100 Cedar Rapids business men raised it in one week.

The contributions ranged from \$5 to \$5,000.

This community, any community, can do things if the merchants and its people are working together and interested in each other's welfare.

It is not possible in the town where the people have not time to study the town's needs and advantages because they are so busy studying mail-order catalogues.

Peace and Goodwill.

A Southern Missouri man was being tried on a charge of assault. The state brought into court as the weapons used a rail, an ax, a pair of tongs, a saw and a rifle. The defendant's counsel exhibited as the other man's weapons a scythe blade, a pitchfork, a pistol and a hoe.

The jury's verdict is said to have been: "Resolved, that we, the jury, would have given a dollar each to have seen the fight!"

Marriage sometimes forms a man's character and sometimes reforms it.

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

For Dealings in Show Cases and Store Fixtures

Write to
Wilmarth Show Case Co.
Grand Rapids, Mich.

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago
St. Louis Minneapolis
Dallas

FORTY-THREE YEARS AGO.

Ben Putnam's First Trip Out From Grand Rapids.

Grand Rapids, Dec. 24—Long ago you asked me to describe my first trip on the road selling candy for Putnam Bros. I have gone over my records carefully and ascertained that this trip was made in November, 1869. I was the honored knight and the whole aggregation. No brass band was present, or necessary; in fact, no sleeping dining or parlor cars had then reached this wild and wooded country.

The north and south railroad, now known as the G. R. & I., had opened for traffic from Grand Rapids to Cedar Springs in December, 1867, and extended on north to Morley in the summer of 1869, penetrating a heavily wooded and unbroken forest.

Primitive trains, consisting of several freight cars, a caboose and sufficient antiquated Continental Improvement Co. coaches to handle the proffered traffic, were in service and to secure some of the business in this new and promising field was the object of this trip.

Leaving Grand Rapids on the morning train, Rockford, fourteen miles away, was my first stopping place. The few business places were soon canvassed, a quick lunch of crackers and cheese—served on a barrel head—was promptly disposed of and, as trains were infrequent, to economize time, the ten miles to Cedar Springs were covered on foot.

Here, at a new log hotel, the first night was passed and, with an early start up the track the following morning, Howard City was reached and worked in time to catch the first north-bound train, reaching Morley, the railroad terminal, about 12 o'clock.

Soon after dinner at the little log hostelry and a brief visit with the new settlers and in company with, perhaps, a half-dozen other passengers bound north, we pulled out, again on foot, for Big Rapids, nearly twenty miles away, following the railroad right of way, which had just been cut through the woods, but yet unstubbed and ungraded.

This tramp, besides a long one, was over the rough natural ground and beset with many obstacles. However, we reached our destination soon after dark, tired, footsore and hungry.

This sixty mile point was reached at the end of the second day and was the northern terminus of this trip.

At Rockford was found quite a neat little village of frame constructions, and it was here that the first solicited business was booked for our "infant industry" and what is now a large and widely known manufacturing business.

Cedar Springs and Howard City were both new towns, occupying small clearings in the great Michigan pine forest, situated parallel with the railway and containing about a dozen structures each and those of logs. The streets were unstubbed and unimproved and presented a very novel spectacle to the young New Englander.

Morley, located at the end of the second twenty mile section from

Grand Rapids, occupied a very small new clearing in the woods and could boast of only about a half dozen small log buildings, some of which, were then in the making, with stumps, tops and chips still on the ground in silent evidence of crudeness.

Morley was then a "bran new" creation and, by reason of its railroad terminal, was a hummer in point of traffic for a town in its early infancy.

Big Rapids, located on the Muskegon River, nearly sixty miles north of Grand Rapids, was one of the older and larger of the Western Michigan towns, in the midst of a great pine timber section and, without railroad aid, was extensively engaged in the lumber business, even at this early period.

This enterprising town was equip-

ped, Mr. T. S. Freeman, of L. H. Randall & Co., who, equipped with a buckboard and span, was making one of his periodical trips to Big Rapids and intermediate points. Much to my relief—and a kindness I shall always remember—Mr. Freeman shared with me his enviable outfit and carried me on to Newaygo, arriving in time for dinner. Newaygo was also one of the older and more important interior lumber towns on the Muskegon and as early as 1865-70 was noted for its enterprise and prosperity and was a liberal contributor to the commercial success of Grand Rapids. With business here completed another ten mile tramp was made, down the old stage road towards the "Rapids" to a lone log house, called Seemons, which was reached after dark. Seemons in those

stopping at Casnovia, Lisbon and Sparta, I reached home.

In making this swing-around in 1869, five days and much energy were consumed. Approximately one hundred and fifty-five miles, mostly through a wild, unimproved country were covered, of which about one hundred and twenty miles were made on foot.

Mr. Freeman, mentioned above, is still a respected resident of this city and is, I believe, entitled to the honor of being the first and up to 1869 the only, commercial traveler making regular trips out of this city.

To-day we boast of close around 1,100 traveling salesmen who reside here and most of them represent local jobbers and manufacturers.

This shows, conclusively, the wonderful commercial progress made in Grand Rapids in less than a half century.

In making this, the first trade trip in the interest of the Grand Rapids candy business, no music and no elaborate "feeds" were indulged in and no time was lost waiting for conveyance, as you can see. However, this jaunt proved a commercial success and laid the foundation, on which has since risen a business that to-day is not surpassed by its kind in any city of this class in the United States.

This is indeed gratifying to the chap that did the "hiking" and clearly demonstrates the possibilities of everlasting plugging. B. W. Putnam.

A Hint to Uncle.

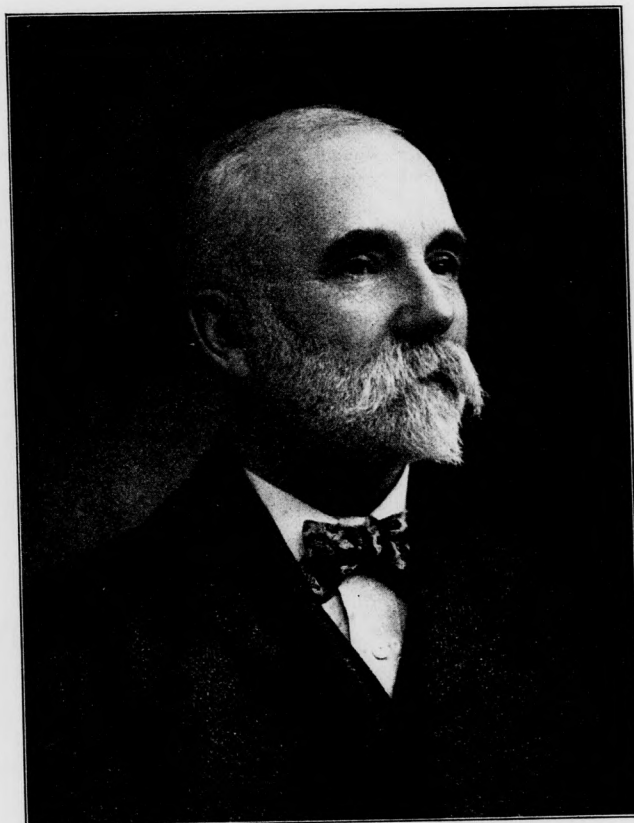
Miss Mary Garden, at a luncheon in Chicago, said, apropos of Christmas.

"To secure nice Christmas presents there's nothing like a delicate hint or two.

"I know a Philadelphia girl whose uncle, having grown rich from a Western mine, proposed to visit her at Christmas for the first time in seventeen years, she wrote to the old gentleman:

"It will be glorious to see you again, dear uncle. I will meet you at Broad street station on your arrival Christmas eve. But I might not recognize you after all these years, and so I think it would be best for you to hold, for purposes of identification, a long string of pearls in the left hand, and a bit of fur—such as an ermine-lined sable stole, for example—in the right."

Getting even is an expensive luxury.



B. W. Putnam.

ped with a good hotel, a bank and a liberal number of variety stores and was, in fact, a trade center for supplies and provision, for the lumber camps and the few scattering settlers over a large territory.

With my labors here completed, the first lap on the homeward stretch was taken up, at about 2:30 p. m., on the third day out, via the Newaygo and River route. After a lively tramp of fifteen miles down the old stage road, night found me at the first log house, feasting on bear meat and baked spuds. This well-relished bill of fare, a bunk of straw and a blanket put me in fine fettle for the two strenuous days yet to follow and at early dawn, footsore and on rough frozen ground, this young traveler was again hiking down the pike with Croton booked for the first stop.

Here I met our genial and esteemed friend and veteran wholesale gro-

days, was a favorite and convenient stopping place, and if judged by the clean, well-cooked supper, of venison, baked potatoes, etc., served on this occasion, my verdict would be strong-ly in the affirmative.

Late the following day, and after

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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

UNITED MICHIGAN.

Past Differences Between Sections
Long Forgotten.

Marquette, Dec. 17—For a great many years the Upper Peninsula of Michigan has chafed under the injustice of underestimation and misrepresentation at the hands of the people of the Lower Peninsula. This condition was at first brought about in a political way by crafty and unscrupulous politicians whose interests were supposedly best conserved by belittling the Upper Peninsula, but the unfortunate thing about it was that this feeling of prejudice and underestimation reached into every other avenue of connection, as well as in politics. In business this feeling was so much in evidence that the Lower Peninsula wholesale interests carried the idea for years that the Upper Peninsula was entirely dependent upon them as a basis of supply and in matters of citizenship we were looked upon as a great camp of Indians and French Canadians, possessing absolutely no degree of intelligence; that ignorance and crime were the general order of things, and that in matters of political representation in Lansing we were so undeserving and incompetent that such representation was out of the question. In climatic conditions we were also sadly misrepresented and it is, indeed, a sad reflection on the intelligence of the people of the Lower Peninsula even to-day who believe—and there are many who do—that this portion of Michigan is a bleak, howling wilderness, where in the winter the climate is so severe that it is almost beyond human endurance and that in summer the weather is about as cold as the winter should be in more favored parts of our own State.

At first the Upper Peninsula accepted its unfortunate position uncomplainingly, but in time, as our vast mineral resources were being developed and when we ourselves began to realize that our revenues (derived through unjust taxation by Lower Michigan Legislative bodies, in which we ourselves had little or no voice by representation) were an important factor in the revenues of the State, we began to resent the attitude of the Lower Peninsula towards us and some twenty years ago our resentment took on the form of a well-defined movement toward separate statehood and we were all but ready to organize and petition for the new State of Superior. This is when we made Lansing and the Lower Peninsula sit up and take notice, as from that time on they began to respect our wishes and not only give us recognition, but handed us out a little administrative representation with a meager and stingy hand. For instance, they settled on us, with a perpetuity to all intents and purposes, the office of Lieutenant Governor, which was nothing more nor less than a sinecure and thought we should be satisfied for the years to come with this sort of recognition. Then the unexpected happened and they decided one year to accede to our demands and gave us two offices—that of Secretary of State and State

Treasurer—but the wickedness of design, treachery and the perfidy with which this external act of generosity was charged beneath the surface, as arsenic may be administered in a sugar coated pill, may be forgotten by the Lower Peninsula folk, but is yet and long will be fresh in the memory of many Upper Peninsula people whose friends were so cruelly betrayed and put on the altar of sacrifice, the victims of a cruel, hard-hearted plot never intended to be directed against the individuals who had to wrongfully suffer, but was a sectional plot to hold the balance of power in the Lower Peninsula. One of these men and, by the way, as honest a man as ever lived, one of God's noblemen, died many years ago a martyr, and the other is an honored citizen of Houghton county to-day, having yet one ambition to spur him on in life to vindicate himself, he is enjoying now as always the fullest confidence of his community and having prospered in a material way and is in independent circumstances.

From a Lower Peninsula viewpoint the result was unsatisfactory and disappointing, as the Upper Peninsula lost no opportunity to push and force her rights on the Lower Peninsula with an intelligent and aggressive insistence, never losing an opportunity to wield its cudgel of separate statehood over the sap heads of the tin horn political poohs of the Lower Peninsula of those years long ago, and with telling effect, because from that day to this the relations of the Lower and the Upper Peninsulas have been most cordial and satisfactory.

About this time we were beginning to impress our friends in the Lower Peninsula that their impression of us was an unfounded one and that we possessed the bone and sinew for a great separate state, possessing the natural resources, both in copper and in iron, and in timber and in farming lands; and with all that, a sturdy class of citizenship that was in a way unique, being a beautiful combination of the sturdy pioneer and the wholesouled westerner, hospitable to an extreme and not only civilized beyond their unenlightened estimate, but a cultured and refined community.

Then, again, about this time the lumbering interests of the Lower Peninsula were on the wane and Lower Peninsula lumbermen were beginning to cross the Straits in quest of timber and found it here in plenty. They visited our cities and met our people, transacted business in our court houses, liked us, and invested their capital with us. I believe this pleasant first intercourse had much to do with giving Lower Michigan a correct line on the caliber of the Upper Peninsula people.

Father Time has in the intervening years been good to both the Upper Peninsula and the Lower Peninsula in his affectionate and friendly offices as a mediator, as the Upper and Lower Peninsulas to-day are disposed to forget the difference of the bygone years and to stand hand in hand and shoulder to shoulder for a United Michigan. It should be said that, then as now, we never sought any

particular political prominence other than what became necessary to give us proper administrative and executive representation in protecting our vast interests, which previous to this time the Lower Peninsula seemed indisposed to recognize, and to-day and for ten years back we have enjoyed the most happy and cordial relations and at the present time we have as Governor of Michigan an Upper Peninsula man, and we beg to give notice to the Lower Peninsula again that we have several men in reserve who would make as good gubernatorial timber as the present Governor, and would stand ready to trot them out at a moment's notice.

The Upper Peninsula is by far greater to-day than it ever was. New explorations in both iron and copper are being carried on successfully to such an extent that during the last fifteen years, more new mines in iron and copper have been discovered and put under operation, having an output in sight which by far surpasses the capacity of the mines in operation previous to that time, which we then thought inexhaustible, so that to-day no man living can estimate how many hundreds of years the ore business will enrich the people who are fortunate enough to have cast their lot in this favored part of God's country.

We will soon write a few articles on another branch of Upper Peninsula industry, which is its farming development.

Ura Donald Laird.

Hammond Dairy Feed

"The World's Most Famous
Milk Producer"

LIVE DEALERS WRITE

WYKES & CO. Grand Rapids, Mich.
Michigan Sales Agents

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

104-106 West Market St.
Buffalo, N. Y.

Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs more plenty and selling slow at declining prices.

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.

— ESTABLISHED 1876 —

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

MOSELEY BROTHERS
GRAND RAPIDS, MICH.

The Vinkemulder Company

JOBBER AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

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

M. O. BAKER & CO.

Toledo, Ohio

Potato Bags


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

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

SEEDS WE CARRY A FULL LINE.
Can fill all orders PROMPTLY
and SATISFACTORILY. 
Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

SMALL TOWN PROBLEMS.

They Demand Most Vigorous and Decisive Actions.

Written for the Tradesman.

The small town merchant faces many a merchandising problem, never dreamed of by the dealer in the larger centers. In the cities the advertising problem is more simple than in the little town.

The daily papers and big show windows prove efficient advertising. The large number of people to be served keeps the cash drawer full, but, in the small town the merchant has to get out into the surrounding territory. The town folks trade alone will not suffice to make a living and a balance beside. True there is the country paper—and it is well worth while—but many papers in small places set up advertisements in anything but attractive shape. Often the circulation is so limited that large returns are not to be thought of.

The big dailies circulate in the rural districts and the advertising of the metropolitan papers is so much more attractive than the local advertisements that the small merchant is discouraged. Then the magazines and rural papers with mail order advertisements stare him in the face.

On top of this comes the parcels post—all tending to draw away the trade that rightfully belongs to the local merchant. One merchant I have in mind in a small northern Michigan town has evolved a practical plan which is getting good results.

He has enlarged his window space and has made arrangements with wholesalers and manufacturers to supply samples of various lines. It is a general store and so can carry almost anything desired in the community.

Twice a month this man secures from a city printer a large and very attractive circular which lists certain specials and these are displayed in the big window. These circulars are sent out over the surrounding territory by mail and also by a man who drives out and distributes the matter personally. A stock of the specials is on hand to meet the demand.

On other lines, as stated, samples are shown. Catalogues of the makers are kept in a handy place and, instead of a farmer having to take the word of a catalogue house about goods, he can drop in, look at the sample and select what is wanted, with no danger of disappointment in quality.

By use of a long distance phone the dealer gets the goods in more promptly than the ordinary mail service. If he hasn't the articles desired by the customer he will get them in a hurry. Practical comparisons of his goods and those of mail order concerns are made in the window and in the store.

Farmers and town folks have come to look upon this store as a most reliable place to trade—a place where they can save money and secure quick service.

This man uses the local paper, but has the advertisements set up in the city and so gets a display that is equal to any in the larger papers. Every month he sends out a sales letter, pertinent and timely, in addition to his circulars. He is making good.

Another merchant has resorted to

fighting fire with fire. He has in preparation a small catalogue and he intends to issue one of these four times a year, listing many farm needs and using a few leaders as do the mail order concerns. Many of the goods he simply sells from the catalogue and pockets the profit without carrying the items in stock.

There is one big factor in favor of the small town merchant as regards his trade, compared to the larger centers. This is the fact that the dealer in the rural communities is personally acquainted with the majority of his trade. If he is a man of good habits, with a strong personality and acts in the right manner, he can gain the confidence of the people and by personal contact overcome the inroads of the catalogue concerns, for it is a moral certainty that people would rather deal with a concern in person than to transact business by mail, provided the local party can deliver the goods.

The business of the small centers is not going to be disrupted or ruined; parcels post will not bring failure in its wake; the mail order concerns will have some increase in trade, but if the local man will act vigorously and keep abreast of the times, secure the co-operation of his supply houses and adopt the methods advocated from week to week in the Tradesman, he will find himself always doing his share of business and making a living and something beside.

It is easy to howl calamity, but the actual fact of the matter is the farmer and the consumer in the rural districts need the local dealers. As a matter of convenience in securing needs promptly—as a source of supply of daily needs—the local man has to be considered seriously.

The small town dealer must buy judiciously. Only those goods he can back with a positive guarantee should be handled. He must inspire and instill perfect confidence in the minds of his trade. Actual comparisons of mail order quality with staples of commerce, as supplied by the better jobbers and manufacturers, is always in favor of the local man, and it is quality and service which will win in the long run every time.

Special stress should be laid on the telephone by the local man. It is advisable to have a rural delivery which will make the rounds of the territory within a reasonable radius at stated intervals. Let folks know you will deliver phone orders on a guarantee of satisfaction, keeping them posted by means of circulars and catalogues of what you have to offer and you will find such service a splendid investment.

It is easy to give rules and advice, to preach certain methods and tell how to do things, but the wide awake dealer who will analyze his own local conditions and apply common sense treatment to the same in liberal doses will soon find he is solving the problems which confront him in a manner both gratifying and profitable.

There is a cure for practically every trade evil. Look for the cause of the trouble and, by removing the cause, you will not be troubled by the effect.

To-day every wholesaler and manufacturer who is at all awake to the

needs of the trade is willing, even anxious, to co-operate in sales plans, advice and practical methods to help the sale of their product in the rural stores.

One of the hardest matters in the world, however, is to get the dealers to see the matter in the right light—to get out of the rut and call on the men who are in a position to help them.

Business conditions of to-day are far different than even a few years ago and the dealer in the small town faces actual problems which demand vigorous and decisive action. It will not do to wait until the enemy is firmly entrenched and then whine about it. The time to overcome trouble is before it happens. Foresight is a heap better than hindsight.

Give these matters serious consideration. Look over the situation and see just where the weak spots in the opposition are and where your ammunition will do the most good. Use the right ammunition and plenty of it. Fight all the time and make it your business to get the trade that is rightfully yours and you will succeed.

Hugh King Harris.

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

POP CORN

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

H. W. Eakins Springfield, Ohio

H. BECKER

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



POTATOES IN CAR LOTS A SPECIALTY

Watson - Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

What Have You to Offer?

We Want Butter, Eggs and Poultry

A. M. PADELT
64 Eastern Market Detroit, Mich.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar

These Be Our Leaders

PEACOCK BRAND



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

Quality Our Motto

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

Ludington, Mich., F. L. Bents

Grand Rapids, W. T. Irwin, 153 Fountain St.

Kalamazoo, H. J. Linsner, 911½ N. Burdick

Lansing, H. W. Garver, Hotel Wentworth

Adrian, C. N. Cook, 200 E. Maumee St.

Port Huron, C. J. Harris

Metamora, C. S. Nicholas

Saginaw, W. C. Moeller, 1309 James Ave.

St. Johns, E. Marx, Steele Hotel

Write to-day

CUDAHY BROTHERS CO.

Cudahy-Milwaukee



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.

Positive Facts Which Cut to the Bone.*

Let us touch upon the selling of seconds. There is the biggest bunco of the whole business. I have been buying goods of the Crider Manufacturing Company, an off-shoot of the Wiss Shear Co. Everything they make is No. 1. The people are honest. I discovered that Sears-Roebuck was selling the Victor wrench which they make. I had been buying them for \$6.00 a dozen and selling them at 75 cents. Then I found that Sears-Roebuck was selling them at 49 cents. I put it up to the President. He came back and said that unfortunately they had sold a bunch of seconds to Sears-Roebuck, and thought possibly they had made a mistake. I wrote back to him that seemingly it was impossible that a concern that prided itself on the quality of its goods could make seconds enough to even tempt Sears-Roebuck.

The National Sewing Machine Company is another one. A man came along the street one day, when I was in front of the store, about a year ago. He said, "Mr. Kreuger, how are you?" I said "I'm fine, but I can't place you." He then said, "I am the National Sewing Machine's representative. Have you made up your mind to put in sewing machines?" I said, "No, and if I do, I don't think it will be possible for me to take up with your machines." He said, "Why not?" I said, "You enjoy selling too many to mail-order houses." "Yes," he said, "we do a good business with Montgomery Ward & Co." I said, "What part of your product do you sell to the mail-order companies?" He said, "About 50 per cent." Then he got out his photographs and commenced to show his machine. He said, "Here is your money maker. It will cost you \$17 and you can sell it for \$27 or even \$30 on the installment plan and you are giving a man as good a machine as is made in the world." I said, "That looks good. That is a good profit. What does Montgomery Ward sell the machine for?" "Why, Mr. Kreuger, they don't get that machine." "What do they get?" He said, "We assemble our imperfect parts into a separate case for those machines and stencil them and the machines they sell are made from those imperfect parts." I said, "Guess we are through then." He said, "Why?" I said "I can't afford to

pationize any concern where only 50 per cent. of its product will pass inspection. If I were a stockholder in your company, at the next stockholders' meeting, I would move that the superintendent and one-half of the mechanics be fired, and that some one be put in that could so run the place that at least 90 to 95 per cent. of the product would pass inspection." He said, "You led me right into it, didn't you?" I said "Hell, no; you tumbled."

There is a razor made called the Carbo-Magnetic razor. It is advertised and costs us \$1.50; we are supposed to sell it for \$2.50. My brother asked me why I did not buy that razor. I said, "I can buy it if you want it." He said, "All right." This was at one of our store meetings. I said, "Make out an order and address it to the Larkin Soap Company." He replied, "You will never get it." I said, "Make out the order for \$5 worth of Home Sweet Home soap and a dozen Carbo-Magnetic razors." The razors came and cost us \$1 each. You pay at wholesale \$1.50 each. I advertised these razors. I sent to Chicago and had an electrotpe made. I did not want to go to the company for anything. I advertised them for one week on the front page of our paper—"On Saturday afternoon at 2 o'clock we will sell the celebrated Carbo-Magnetic Razor, which always sells for \$2.50, at only \$1.50." Every day I wrapped one of those papers and sent it to Mr. Silberstein, the President of the cutlery company, who is an Irishman, as you can tell from his name.

Saturday afternoon we sold some of the razors and ticketed the rest of them \$2.50. One day shortly afterward a slick-looking fellow came in, of the same nationality as Mr. Silberstein. He said to the clerk, "Have you a razor called the Carbo-Magnetic?" The clerk said "Yes sir." "What is the price?" "\$2.50." He said, "Can't you sell them for less than that?" The clerk said, "No sir; the price to-day is \$2.50. They did run a sale for \$1.50, but the price now is \$2.50." The visitor said, "I want to see the buyer." I was called. The visitor said, "Mr. Kreuger, don't you know that the price on this is restricted?" I said, "Yes, sir; but there are two concerns in the country that have no restricted price, and I am one of them. I have bought these razors in the open market and bought them for \$1 and sold them for \$1.50; and what are you going to do about it?" There were no Carbo-Magnetic razors in the Larkin soap catalogue the next issue.

The Larkin people give nothing

away for premiums. The best premium they know of is \$1 in United States money. Send and get a catalogue from the Larkin Soap Company and study page 3. That is the key of the whole situation.

Now, I studied this catalogue because it was assigned to me by this



Foster, Stevens & Co. Wholesale Hardware

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

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.



Near Wayne County Bldg.

A. T. Knowlson Company

WHOLESALE

Gas and Electric Supplies

Michigan Distributors for

Welsbach Company

99-103 Congress St. East, DETROIT

Telephones, Main 2228-2229

Ask for Catalog

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

THIS AD

Is Creating Business for YOU
Prepare for a Big Demand

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

If you are not handling these burners you are certainly missing a big thing. When shown to the people they will sell by the hundred. If your jobber doesn't handle them, send us his name and we will make quotation direct to you. Sample Burner mailed to your address, 25 cents.

THE STEEL MANTLE LIGHT Co.

310 Huron St., Toledo, O.

*Address by H. F. Krueger before National Retail Hardware Dealers' Association.

Use Tradesman Coupons

committee in Chicago in February, and I made up my mind that I would buy a bill of goods from the Larkin Soap Company. I made up an order for Home Sweet Home soap, \$10 worth. They sell it at 50 per cent. off, so I just took the discount off to see whether it would go through at \$5. With my certificate I could add anything to it I wanted. I added a No. 9 copper wash-boiler. The boiler came and I couldn't tell who made it. The next item was a set of carvers, three pieces. When these goods were unpacked, my son let out a yell when he saw who made the carvers. Every set of carvers in our store and almost every piece of cutlery had the same brand on it—Anvil brand. The Meridan Cutlery Company had always stood up before me and said that they did not sell a mail-order house on the continent. I took their representative's word for it. I was a little bit warm. I wrote to these people and asked them if I could get it on the discount. The box these carvers came in was No. 13. I found it in the catalogue and it cost me \$1.70. The Larkins were selling it at \$2. I wrote to the company, asking them if they thought it was fair profit. The President answered that they supposed they were giving these away as premiums. He sent his Chicago manager up, the very man who took the order. He said he took the order with pride. I said, "How large was it?" He said, "Thirty thousand sets." I said, "Do you think it is right to sell out 50,000 retailers all over the country for 30,000 sets to Larkin?" I have a letter signed by the President that Larkin will get no more of these carvers unless they will sell them at \$3.40. That is one more again.

Now, gentlemen, the whole thing that I want to impress upon you people is to start in letter writing—pass your troubles on. If you sell a man a knife or axe that is not good, he comes directly to you and says, "This piece of goods is not what it should be." If you overcharge him, he does the same thing. If you have been overcharged, go to the man that has overcharged you. If you don't know you have been overcharged, it is your business to find out. These catalogues are as free as can be, and it is your business, if you haven't the time yourself, to assign them to some one of your clerical force to investigate these things. I have made money in buying goods through pricing my wants by the mail order house catalogue, and if you will all work on that line and kick when you are overcharged, you are going to win.

Novel Suggestion Concerning Toilet Room Odors.

Lansing, Dec. 18—You will see by reading letter herewith that it pays to print your thoughts in the Tradesman.

One of the big Legislative considerations of the coming session will be hotel sanitation, hence the Tradesman is and will be the medium of communication to and among us in acquiring information upon this element of sanitation.

Mr. Jenkins' claims for sanitary

toilets, I can most emphatically endorse, having been a guest on many occasions at his excellent travelers' home, the Western Hotel.

I think the publication of his letter in the Tradesman would give a large currency to the hotel keepers, commercial travelers and sanitary engineers.

D. E. McClure.

Ass't Sec'y State Board of Health.

Big Rapids, Dec. 17—I have just read your communication in the Tradesman of December 11 on "Sanitation for Hotels, Depots, Schools," as well as other public buildings, and I am impressed to write you that it seems to me the worst feature of these public places is in the toilet rooms.

Take a hotel, for example. The toilet room is usually entered through a door leading from the office; is quite close, with but little ventilation; is frequented by all the hotel guests, as well as numerous people from the street. The odor from the closets becomes very offensive and with but little, if any escape from the rooms, it is necessarily forced into the office. There usually being a stairway in the office, up which is a strong draft, away goes the odor through the house.

So far, I have never seen but one effective device for eliminating this very disagreeable feature. Three years ago in remodeling our hotel, the Western, I determined, if possible, to avoid this very objectionable difficulty, so with the aid of the plumber I devised a very simple and inexpensive affair, which completely rids the toilet room of any smell though all four seats be occupied at the same time. This consists of a two-inch pipe with a flattened wide mouth; an intake which is inserted under the seam of the seat rim. The pipe passes down and through the floor (one from each seat) and connects with a larger pipe, that connects, in turn, with a chimney, causing a draft. These mouthlike openings to the pipe draw the odor direct from the bowl and do not permit it to enter the atmosphere of the room. So pleasing is the effect it has seemed to me to be of considerable value, so much so that I have made application for letters patent which is now pending.

It is so inexpensive to install that I feel that it will appeal to all who have charge of public buildings, where largely used by many people. I can hardly think of anything more disagreeable than to be compelled to sit for from three to five minutes in such a foul atmosphere as is encountered in many hotels, some of which lay great claims to cleanliness and sanitation.

Geo. G. Jenkins.

Traveling Salesman Taboo "Thirteen" Hoodoo.

It was declared Monday by a number of traveling salesmen waiting for a Michigan Central train at the union station, that not a hotel in the State has a room in it numbered "13." Some of the travelers were hoary headed men, the inside of whose hands show the callous of years of wear from heavily laden sample grips.

"You won't find a hotel in Lansing

that has a room numbered '13,' and even when you get into the northern country the number is religiously skipped. Been all over the State and Ohio and have slept in every kind of bed from a big four poster of mahogany, to an iron one that cost \$1.75 at a mail order house, but none of these beds were ever in a room numbered 13. There is no such room in any hotel."

From the drift of the conversation and reminiscences, it would appear that the statement is correct. There is a centuries old superstition that number 13 is a hoodoo, and many traveling salesmen would rather bunk in a cramped seat in the smoker, than to take a berth numbered 13 if tendered free.

The majority of traveling men, wise in the world and generally cynical and unbelieving, would rather get their rest on a wood pile in a snow storm than to crawl between warm sheets of a bed in room 13. Hotel keepers, therefore, it would appear have become cognizant of this preference for other numbers, and have designated their rooms by a process that carefully and consistently eliminates the unlucky number.

The same superstition that impels traveling salesmen from the hoodoo numeral, also makes them take a decided stand against starting anything new on Friday. This includes a card game in some instances, it is said. But Friday has not the awful potentiality that number 13 has, it is claimed, and the killing of a black cat ranks even below Friday.

Number 13 has it all over any other hoodoo, it is declared by competent authority, hence no hotel, at least where the proprietor has an eye to business, ever has a room with "13" over or on the door.—Lansing Evening Press.

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.

BUSINESS PHILOSOPHY.

A TEXT BOOK.

By Edward Miller, Jr.

MILLER'S "Business Philosophy" contains FORTY NINE scientific essays explaining how one can Attract SUCCESS.

"Thoughts are Things." If We Think Right, We Will BE Right. If YOU want to BE Right study the psychology and philosophy of BUSINESS. Price One Dollar.

"Business Philosophy is full of concentrated truths and meaty epigrams, which if put into application, would have weighty influence upon the CAREER and SUCCESS of men. Few men think these matters out as you seem to have done, and give them expression," writes Mr. W. E. Stone, President of Purdue University.

Prospectus mailed on request.
Edward Miller, Jr. Evansville, Ind.

Our Stock is Always Complete on the
Following Lines

**Compo and Perfection
Certainteed Roofing**

Also Michigan Rubber Roofing

Genuine Fibretto, Protector

And

Red Rosin Sheathing

Blue Plaster Board

And

Tarred Felt

Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

PARCELS POST.

How Retail Merchants Can Benefit By It.

For many years the mail order houses, masked behind the farmers, together with other self-seeking interests, have been trying to get the Government to furnish them cheap transportation for their trashy merchandise at the public expense, and at the last session of Congress they were about to accomplish their long-sought purpose, for a bill drawn along lines of their own dictation bid fair at one time to become a law. But the imminence of the danger which was threatened served to arouse the sleeping retail merchants, the country newspapers, and the citizens of the small towns and rural communities, who made a protest so loud and clamorous that the politicians could not quite ignore it, with the result that the original bill was defeated and a compromise measure enacted, which does not exactly suit anybody. Though by no means meeting the demands of the Parcels Post advocates, they have not by any means lost heart, for they realize they have succeeded in establishing the principle for which they have contended and have already started on another campaign to secure the extension of the system, so as ultimately to meet all their purposes and business requirements. It may not, however, be necessary for them to work for or obtain any further legislation on the subject, for if a Postmaster General should be appointed who is imbued with the idea that the "middleman" should be eliminated, he could, without additional legislation or specific authorization, stretch and change the present law almost to suit his own ideas, for in the statute as enacted there is abundant authority for him to do so. It provides that if the Postmaster General shall find on experience that the classification, the weight limit, rates of postage etc., "are such as to prevent the shipment of articles desirable or to permanently render the cost of the service greater than the receipts of the revenue therefrom, he is hereby authorized, subject to the consent of the Interstate Commerce Commission, after investigation, to reform from time to time such classification, rates, zone or zones, the conditions of either, in order to promote the service to the public, or to ensure the receipt of revenue from such service adequate to pay the cost thereof." Such broad and comprehensive power lodged in the hands of an official however wise and good he may be, constitutes so serious a menace that no government ought to confer it, and no free people ought to submit to it no matter upon what pretext it may be urged.

How Retailers Can Benefit.

It remains, however, as far as can now be seen, that the law as it at present stands is not likely to add very greatly to the present advantages of the catalogue houses over the merchants of the smaller towns and cities; and if the latter will bestir themselves to prevent any extension of the system, either by legislative

enactment or administrative action, and will earnestly seek to appropriate all the benefits which the present system confers, it may turn out that they will profit from, rather than be damaged, by it.

Different from the manner in which all mail matter is now handled, merchandise under the parcels post is not to be carried at a flat rate (by which is meant the same rate for all parts of the country), but the rate will be determined by the distance the parcel is to be transported, just as is the case at present with the express companies and other common carriers.

For the convenience and guidance of postmasters in ascertaining and determining rates, the country will be arbitrarily divided into 3500 units or sections, and "each of these units shall be the basis of eight Postal Zones." The first zone includes all the territory lying within a radius of fifty miles from the center of these units, or sections; the second zone, all within 150 miles; the third zone, all within 300 miles; the fourth, all

they will profit by it may be taken for granted.

Owing to the fact that the druggists' packages are usually small ones, they seem to be in a little better position to compete with the catalogue houses than the grocers, the hardware dealers or the drygoodsmen.

Mailing Lists Should Be Compiled.

To get the benefits of the new system, the country merchant should begin at once to compile a mailing list, which shall contain the name of every person or family within a radius of fifty miles from the center of the section in which his store is located. He should then, from time to time and with regularity, send a circular to each name on the list, stating that any article in his line which may be wanted, no matter what it is, provided it does not weigh over eleven pounds, may be ordered by telephone and will be delivered by mail the same day or the next morning, according to the distance it has to go; or, unless they are in a hurry, his customers can order by mail and receive the goods as

with, and your capacity as a salesman and advertising man.

Another advantage which the parcels post will give the retailer is the lower cost of receiving small packages from his jobber which heretofore have been shipped by express. A merchant, after January 1, will be able to telephone an order to his wholesaler (if it should be a rush order) and receive it within a few hours, the exact time depending, of course, upon the distance it has to come. This promptness with which goods can be procured from the jobber should also be impressed upon your customers, so they will understand that you can supply anything they may want on short notice, even though you may not have it in stock. This will be a big point in your favor in competing with the catalogue houses and you should make all the capital out of it you can.

This facility of getting goods from the jobber will enable the retailer to do business on a somewhat smaller capital than now, since he will not have to carry as full a stock nor keep on hand as much of any one article as at present he is compelled to do.

This circularization should be done once a week or month and new specials and inducements advertised each time a circular is issued. By developing this rural quick-delivery business, unless in the workings of the same something now unforeseen should develop, there will be an opportunity for the more active and enterprising druggists to build up a bigger and better-paying business than they have heretofore been able to do;

The Mail-Order House

Air: "The Old, Oaken Bucket"

How dear to my heart are the scenes of my childhood
When fond recollection presents them to view—
The church and the store and the school in the wildwood
And all the loved spots that my infancy knew.
Last summer I wandered again to the village
But found not a neighbor of old or his spouse.
The streets were deserted, the farms needed tillage—
The town had been killed by the mail-order house.
The village had vanished when merchants were banished—
The town had been killed by the mail-order house.

But one lone survivor, as scared as a rabbit.

I found, and I asked why the village was dead.
"The town got the mail-order catalogue habit.
And that was what killed it forever," he said.
"It was not a war, epidemic or pillage.
No foeman's invasion or robber's carouse:
The money that should have developed the village
Was all sent away to the mail-order house—
The money we earned here—it never returned here.
When once it was sent to the mail-order house."

within 600 miles; the fifth all within 1000 miles; the sixth, all within 1400 miles; the seventh, all within 1800 miles, and the eighth zone, all the territory over 1800 miles from the center of the particular unit or section from which a parcel is shipped.

The rate of postage being determined by the distance, a catalogue house is prevented from sending a package from Chicago, say, to points outside of the first zone of which that city is the center except at a rate which increases with the distance. The package is to be carried. To this extent, it now appears that the retailer gets some protection, though there is nothing to prevent the catalogue houses from appointing agents or representatives in every city of any size, to whom their merchandise can be shipped by freight, to be distributed by said agent within each fifty-mile zone at the reduced parcel rate. Of course, the department stores in every city will have the same advantages that the smaller retailers have in shipping to nearby points, and that

promptly as the mails can deliver them. Merchants should, therefore, impress upon the public the value of this service; they should be shown how quickly their orders can be filled, and the quality of the goods the merchants supply should dwell on and emphasized—thus by implication drawing attention to the imitation and inferior goods usually sold by the mail order houses. If practicable, it would be well to print on such circulars the hours of delivery at the various points on rural delivery routes. The people ought also to be shown that under the present system the catalogue houses can not successfully compete with the local dealers, since, excepting in territory very near one of the mail order centers, the retailer can deliver an order from one to two days earlier than a shipment could come from one of the mail order concerns.

Many other things could be included in your circular, all depending upon the completeness of your stock your location, the class of trade you deal

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

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



You Can Sell It
If you have it in stock

Mapleine

The Flavor de Luxe

Order from your jobber or
Louis Hilfer Co.,
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

BUSINESS PHILOSOPHY.

A TEXT BOOK.

By Edward Miller, Jr.

MILLER'S "Business Philosophy" contains FORTY-NINE scientific essays explaining how one can Attract SUCCESS. "Thoughts are Things" If We Think Right We Will BE Right. If YOU want to BE RIGHT study the psychology and philosophy of BUSINESS. Price One Dollar.

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Prospectus mailed on request.

Edward Miller, Jr. Evansville, Ind.

and we trust that all subscribers of the Tradesman will do their utmost to this end. But it can not be accomplished except by hard, persistent and intelligent effort along the lines we have indicated, and hence it becomes a contest in which brains and ability will win the prizes.

The editor of the Tradesman will be glad to receive sample circulars of the kind mentioned above, which our subscribers may prepare, and he would also like to get the views of merchants as to the best way to make the most out of the new system.

As a suggestion in the way of a starter, we offer the following for the first circular, which may be altered or added to to suit the conditions surrounding each individual who uses it; and it should be sent out at once, to show you are alert and after business:

Beginning January 1, we will be able to offer you the promptest delivery service you ever knew. After that date you can telephone in your order for whatever you need in our line, and it will be delivered to you within a few hours. There will be no need of your waiting until you come to town to order your goods. You can drop us a postal any time or call us up over the phone—our number, you know, is 666—and expect your order just as soon as the mails can bring it. The new parcels post makes this impossible.

We also wish to advise you that, without carrying a larger stock, we are now in a much better position to fill all your wants than ever before. It is now possible for us to order our supplies from the wholesale houses and get them quicker than ever before, thus making it possible for us to really increase our stock without investing any more money—a fact which enables us to sell cheaper than even the largest stores in the big cities can afford to do. You can save much money in the course of a year by dealing with us and taking advantage of our quick-delivery service. You will always find our prices right, and if ever you get something which is not to your satisfaction, we will be glad to make it right.

The first merchant in any community who shows his alertness in this matter is likely to make a big hit. The circular might be reproduced in ordinary printing, or, what would be better, by typewriter fac-simile process. In either case, the name of the person addressed and the signature of the merchant could be filled in by typewriter or in handwriting as desired. Circulars so addressed and signed, if sent out unsealed and in any reasonable quantities can be mailed at one cent each, thus giving to them the appearance of personal communications.

It should be borne in mind, that the Interstate Commerce Commission has already prepared a new schedule of rates which it is proposed to compel the express companies to adopt, which rates, except for short distances and for packages weighing five pounds and over, are even cheaper than the parcels post rates.

There is no rate specified for packages weighing less than one pound, the reason being that the pound rate is charged for any package which weighs over four ounces. Up to four ounces the rate remains one cent an ounce or fraction thereof, and this latter is a flat rate, by which is meant that it will carry a package anywhere in the country and is thus outside the parcels post system.

The law provides that packages may be insured and that bills for goods shipped, including the postage, may be sent C. O. D. at a cost to be later determined by the Postmaster General. In all cases however, the

postage must be prepaid by stamps affixed. A special parcels post stamp will be prepared by the Department. Ordinary postage stamps will not be accepted for this purpose.

The system seems to make it easy for retailers to develop a rural route business, for matter which is mailed at any point on one of these routes can be sent for the same price not only to every other point on the same route but to all points on all the other routes which start from the post office from which the route on which the shipper is located starts. For instance, suppose at Kalamazoo, there are a dozen rural routes which start from that city. Any person living at any point on either of these twelve routes can ship to any or all other points on all of the routes for the same price.

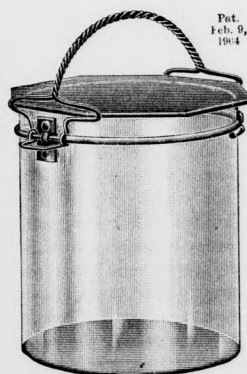
We have endeavored in this article to explain the probable workings of the new system and to furnish suggestions by which our subscribers may profit therefrom; but until the law goes into effect and has been put into practical operation, nobody can exactly tell how it will work or what its effects will be. Therefore, each merchant should make a special study of the matter, with the idea of benefiting by it, if possible; and we should be glad, as we have stated, to have them write us exactly what methods they have adopted to this end.

Progress of a Cabbage From Grower to Consumer.

This is the story of the adventure of a cabbage in New York. It is told with the intention of casting something of illumination upon the much discussed high cost of living. It should be read with an ever present consciousness of the fact that politics and the tariff have little, if anything, to do with cabbages. The cabbage is raised by a farmer in Connecticut. A comparatively small farmer will send 1,800 to 2,000 heads of cabbage to New York. For one head he receives 1½ cents. Then the head goes to the commission merchant. He lives on Riverside drive, pays \$2,000 a year for his apartments and keeps an automobile. He spends \$7,000 a year to live. Next the cabbage is sent to the wholesaler. He lives on West End avenue; he pays \$1,800 for his apartment and keeps an automobile. His living expenses are \$6,000 per year. He sends the cabbage to the jobber, who lives in an apartment which costs \$1,500 per year, on Broadway; keeps an automobile and spends \$5,000 per year. From him the cabbage travels to the retailer, who lives in a \$700 apartment on a side street, has a corner store, for which he pays \$125 a month rent, keeps two delivery wagons at a cost of \$140 per month and spends \$2,500 a year on his living. Finally the cabbage gets to the consumer. He lives in an apartment for which he pays \$40 a month; he rides in the trolley car or the subway; he spends all he can make or a little more to live, and he pays 13 cents for that head of cabbage.

The half is better than the whole—if you are the one who has to give up.

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



Switzer Glass Sales Jars

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

Jars, clearest tough flint glass.

Hinge cover attachment of non-rusting aluminum metal.

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

1 gal. complete, each.....	\$1.32	} F. O. B. Chicago
1½ gal. complete, each.....	1.67	
3 gal. complete, each.....	2.10	
4 gal. complete, each.....	2.60	

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

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

Ceresota Flour

The Prize Bread Flour of the World



The U. S. Government Laboratory Test

Shows "Ceresota" Flour to be worth 14 cents to 79 cents per barrel more than are other well known and extensively advertised Flour's.

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



Registered in U. S. Patent Office

Manufactured by

The Northwestern Consolidated Milling Company

MINNEAPOLIS, MINN.

H. P. GALLAHER, Vice Pres. and Manager



Mouth-to-Mouth Advertising of the Shoe Store.

Written for the Tradesman.

Of all advertising mediums, mouth-to-mouth advertising is the most profitable for the shoe dealer, or for any other merchandiser as far as that is concerned.

Mouth-to-mouth advertising is not commonly classified as a medium, but that's what it is. While it is generally spoken of as "good will," it is in effect the most valuable form of publicity.

The good will enjoyed by a shoe dealer is the public's appreciation of the merchandise and store service which may be had at such and such a shoe store. To put the matter in another way, it's the public's reaction upon the dealer and his policy.

Active, tangible, growing profit-producing good will is conditioned by many things in the shoe store's policy.

Fundamental among the things that combine to give the shoe merchant mouth-to-mouth advertising, we must reckon dependable merchandise. First of all, the shoes must make good. If they are popular-priced shoes, they must be good values for the prices at which they are sold. If medium-priced shoes, they must be good values at the prices asked. And if they are high-grade, high-priced shoes, they must possess bona fide merit as footwear.

If the shoes do not make good, then all other features about the store, its advertising and its service, cannot secure the coveted benefit of mouth-to-mouth advertising to the dealer. Defective merchandise invalidates the most potent copy and discredits the most valued mediums of advertising. Advertising experts are a unit in their contention that there must be intrinsic merit in the advertised, or there can be no permanent advertising success.

Therefore good shoes are fundamental in building up good will for the shoe store.

And the service must be as good as the merchandise if the retail shoe dealer hopes to link up with permanent good will. A single lapse in the store's service will queer one customer beyond all hope of reclaiming him—and, perhaps, through his unpleasant experience a score of friends and relatives may be disaffected. Every effort should be made to avoid a lapse in the service.

This fact was brought home to me by an experience related to me to-day by a friend. My friend is a suburbanite. He lives in a small village some seven miles from the city and commutes daily. This little village of eight or nine hundred people has the usual quota of small stores—grocery

stores, meat markets, drug stores, dry goods stores, hardware stores, etc., but it is, of course, too near the larger municipality to compete with the big city stores in the range of stock and the quality of merchandise carried in the city department stores and exclusive shops. For that reason people in this village of which I write buy their wearing apparel, furniture and household effects in the city stores. They make their money in the city, and most of it they spend in the city stores. The little village is substantially a part and parcel of the metropolitan community.

And the big stores of the near-by city are solicitous about the trade of this and all other near-by towns. Some of the larger stores send their motor delivery wagons out to the village two or three times a week. Where they do not deliver they prepay the express. And they are glad to get the business of our villagers on these terms.

My friend's wife bought a pair of shoes in one of the city stores several days ago. She is a discriminating dresser, and the shoes, if I remember correctly, cost her five dollars. She was careful to enquire if the store sent out parcels by prepaid express; otherwise, she explained, she would prefer to take them; for the Christmas holidays were approaching and she wanted to make her Christmas fund stretch as far as it might.

"Yes, indeed," said the clerk, "we'll prepay the express."

Imagine that woman's state of mind when, on calling at the express office, she found the parcel was sent collect. She paid the twenty-five cents express charges; but you can imagine the things she said to the floor-walker over the 'phone when she got home! She was highly indignant. And, while the store promised to reimburse her—and will doubtless make good its promise quite promptly—that woman is naturally sore on this particular shoe concern. Can you blame her?

Now if I am correct in my diagnosis of that little lady's peeve, she'll quit that dealer cold. Unreasonable, d'you say? Inexcusable? Well, viewing it in a detached, philosophical way, perhaps she is. But that isn't quite the way offended customers view the little things that disaffect them. They get all "het" up over it, and it takes a world of salve to heal the wound. And it's a question if the old sore ever does effectually heal up.

Now good will is correctly regarded as an asset. Men buy it and sell it; and no end of pains and expense are incurred to build it up. It ought to be safeguarded by every imaginable precaution.

Good will reduces itself to appre-

To All We Wish Good Health and A Happy and Prosperous New Year

And our good wishes we shall endeavor to make a reality in so far as it is possible for us to do by the rendering of service that shall please, and the delivery of a class of merchandise that will enhance your profits and increase your prestige in your community.

This is our New Year's resolution.

HIRTH-KRAUSE CO.

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

The MICHIGAN DAIRYMAN'S Shoe In Brown or Black
Boarded Kips



Full Double Sole.

Genuine
Goodyear Welt.

Smooth Insoles.

No Nails to
Hurt the Foot.

All Solid Leather
Throughout.

Full Vamps
Under the Tips.

For the Man
Who Works.

No. 2171 Choc. @ \$2.35

No. 2130 Black @ \$2.35

Compare with anything on the market at these prices.

Yet we give you 10% in 10 days. No dating. Net 30 days.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

ciation or gratitude. You do me a good turn and there's something in my nature that makes me uncomfortable until I've done you a good turn. You wrong me, and—well, while I may not actually do you an ill turn, I'll be sore about it just the same. And that's just the way you are too. And we are all alike.

If I go to a store for something or other I happen to need, and get something that proves to be all that was claimed for it; if I review that experience and observe that I was courteously treated; if the goods are delivered, I observe they are delivered at the time promised, and in good shape—I just naturally think well of that store. And when I happen to be in need of something else in that dealer's line, I go to him. That's good merchandise plus good service. And that's what it takes to earn good will, which is mouth-to-mouth advertising.

You may not have sufficient money to put large sums into other advertising mediums, but if you want the best little old advertising under the sun, just treat your customers so white they'll get to talking about your shoes and your shoe store service, and you'll win out. Chas. L. Garrison.

High-Grade Footwear Growing in Favor.

Written for the Tradesman.

There is no doubt about it, high-grade, high-priced footwear is growing in popularity.

Smartly dressed people (both men and women) are beginning to see the importance of elegant and appropriate footwear as a telling factor of the toilet ensemble.

New elegant and appropriate footwear costs more money than just ordinary shoes. And there is an increasing number of people in every sizeable community who are willing to pay the difference.

In many of the city shoe stores and specialty shops, and in the shoe department stores, merchants are now pricing shoes anywhere from six to twelve dollars the pair—and getting the money!

Recently Smith-Kasson of Cincinnati featured a swell Gun Metal boot for women, at eight dollars per pair. The top of the shoe was cut from imported French gray kid, the shoe was built on a narrow, stylish last, imparting "the newest touch of beauty," suggested their advertising man; "as do, also, the flat bone buttons." The shoe went big.

When white bucks were quite the newest thing on the sky-line, Smith-Kasson featured white bucks at, if I remember correctly, \$7 or \$8 per pair; and last fall a year ago, when the gaiter boot for women was considered quite the thing in certain quarters, they had a tremendous run on gaiter boots at something like \$7 per pair.

I could name a score of exclusive shoe stores and big, progressive shoe departments in the larger cities where tip top prices are placed on the higher grade shoes. Indeed the prices I have mentioned are really modest as compared with some of the fancy prices at which the finer grades of footwear retail. Cid McKay.

Ornamental Features of the Modern Shoe Store.

Written for the Tradesman.

The modern shoe store is far better off in the matter of equipment than the old-fashioned shoe store used to be.

Equipment of the present-day shoe store of the more progressive type includes not only furniture and fixtures whose purpose is fundamentally utilitarian but also quite a lot of things that have been added by way of adornment.

The addition of the ornamental touch wherever we find it is a tangible evidence of somebody's protest against ugliness.

There is no reason in the nature of things why the appointments of a shoe store should not be beautiful and attractive. Indeed there are many and substantial reasons why the shoe store should be both beautiful and attractive.

Shoppers are more easily drawn into a neat, artistically furnished store room than into one that is less invitingly equipped. And merchandise, such as shoes, whose intrinsic qualities are prosaic and limited in their appeal (so far at least as the average customer is concerned,) depend upon the influence of attractive environments for much of the interest that they are made to possess.

That is the reason progressive shoe merchants are beautifying their stores and finding the money thus invested quite as profitable as any other investment they make.

Verily we have entered upon the era of the shoe store beautiful, and the end is not yet. Cid McKay.

Know the Results of Your Efforts.

Retailers are not incompetent as a class. Their trouble is that they don't really know the results of their efforts. They work in a circle and never get anywhere—except into a rut.

Take the average retailer and provide him with a statement every morning of the previous day's business, and you won't know his store in a year.

But if he doesn't know to-day how much goods he sold yesterday and how much he has on hand, he isn't able to direct his energies.

Unscrupulous salesmen from unscrupulous houses come along, and, by the aid of extra discounts, threatened increases in prices, promises, etc., load him to the guards with unsalable goods.

Who suffers? The retailer and his real friends.

Ignorance of his own business undoubtedly is the snare which traps many an unwary storekeeper. His lack of systematic attention to the details of the day's transactions, coupled with lack of knowledge as to the condition of his stock, causes him to buy foolishly, and sell without wisdom. If he does not know how much he has he cannot know what to purchase, and if he does not know how fast certain lines are going he cannot determine whether or not they are profitable. If he is holding them too long, they are tying up his capital unduly. They should be pushed with energy, and gotten rid of quickly at a reduction if it is found they will not go satisfactorily.

If he does not know these things he is easy prey to the salesman who tries to unload upon him other merchandise of like nature. And he is then stuck deeper in the mire than ever.

Nothing is a good buy, no matter how many inducements are offered in the way of extra discounts, if it is not good to sell.



Use Tradesman Coupons

To All Our Friends and Patrons



We wish a most prosperous and successful New Year and assure you of our earnest desire for a continuance of the cordial relations existing between us.

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



H. B. Hard Pan

Unlined Blucher

No. 896..\$2.35

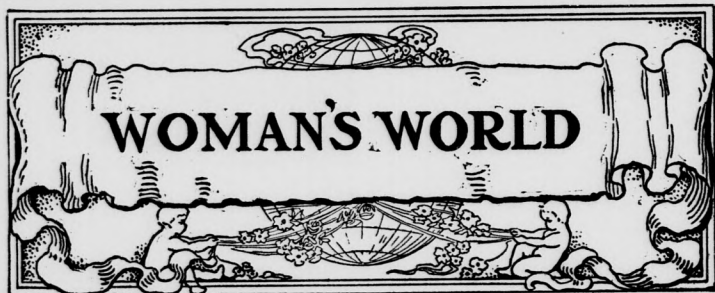
Brown Hard Pan Uppers
Full Size Bellows Tongue
Three Full Soles
Perfect Fitting. Roomy Last
Cap Toe. Standard Screw

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. 1/2 Double Sole. 6 inch	2 25
891—Brown Elk. 1/2 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.



Wishing a Happy New Year—To Whom?

Written for the Tradesman.

First of all, to yourself you should wish right gladly and heartily a Happy New Year!

Apparently, this putting of yourself first is contrary to all the rules. Let me explain. Being the energetic, earnest woman that I know you to be, you are apt to become so absorbed in looking after the health and morals of those who stand near and dear to you, in trying to reduce the cost of living, in church and charity work and in all kinds of measures for beautifying and bettering your town or city—to say nothing of attempting to solve the problems of the universe, which, if you are very earnest and very energetic is just what you are likely to attempt—I say you are apt to become so engrossed in these very necessary and very serious undertakings that you forget to take a little time just to be happy. If you are not happy yourself you can not radiate happiness, you can not spread the glad contagion of joyous living. So with

a stout determination that not all the sorrows and burdens of life shall prevent your desire from coming true, wish yourself a Happy New Year!

Wish your husband a Happy New Year! Do the words fall naturally or strangely from your lips? Very likely you have been married a considerable time. Does your husband prize a half hour's chat with you as he did in the old days of your first acquaintance? Does he look to you for sympathy and companionship or have you become merely a dependable cook and stocking-darner and button-sewer? In your care to perform every one of your multitudinous little tasks, are you forgetting one of your chief duties and privileges?

To your children a Happy New Year! You see to it that they have a sanitary home, according to the up-to-the-last-minute regulations; you attend to their report cards and averages at school with punctilious exactness; you censor their reading matter carefully; you never neglect their teeth or their eyes or their adenoids; but

do you find an afternoon now and then when you can be happy with them and they with you? What will be your children's remembrance of mother—as a marvelous being who was the center and source of innumerable good times and whose atmosphere was that of sunshine and good cheer, or as a faithful, self-abnegating drudge, concerned chiefly with the preservation of health and the maintenance of respectable standing at school?

To your mother-in-law a Happy New Year! Perhaps she meddles just a little, possibly she disapproves of you and of some of your ways, maybe she gives you the feeling that in her opinion her precious son didn't do quite so well as he ought to have done when he married you. No matter in what manner she may get on your nerves, still wish your husband's mother a Happy New Year and through no neglect or remissness of yours let her New Year be otherwise. Refrain from uttering the bitter taunt or sarcasm that sometimes is on your tongue. Teach your children to regard grandma not with scorn and derision, but with the esteem and affection that the more amiable side of her personality fully merits.

To your nephews and nieces, your cousins and second cousins, to all your kith and kin of whatever degree, to all your old friends and acquaintances, especially to those who are shabby or unfortunate or in straitened circumstances, a Happy New Year! Perhaps you may be able to brighten their sadder lives a little during the coming twelve months. Send Aunt Amy

a bouquet occasionally. Ask your husband's nephew who is working his way through medical college out to your home to dinner as often as you can and take some pains to give the bashful, homesick boy a good time when he comes. Give old Mrs. Banks, who was your mother's neighbor for twenty years, an automobile ride once in a while.

To your children's teachers in school a Happy New Year! If they are skillful in their profession and faithful in their work be ready to give hearty praise and appreciation. Cooperate with them in their efforts to improve and train your boys and girls. Help instead of hinder. Teachers are human, having faults and failings like the rest of us. Be willing to overlook some shortcomings. The fault-finding parent causes the good and conscientious teacher more annoyance and does more to destroy her influence and subvert the good discipline of the school than the most incorrigible pupil. The teacher's pathway in life is none too smooth at best. Do not needlessly make it rougher or rockier.

To your dressmaker a Happy New Year! Faithful little soul, how does she regard you—how does she have reason to regard you? As a friend who has some personal interest in her, or merely as an exacting customer who cares only that her gowns be well fitted and stylishly made?

To your maid—whether you call her a domestic or a servant or a helper or just a hired girl—to your maid a Happy New Year! Imagine this



The Karo Demand is Increasing Everywhere

Karo sales are jumping. Effective advertising in the magazines, newspapers, bill-boards and street cars is proving a powerful sales maker. It is influencing millions of housewives to use more Karo than ever—

telling them about the great food value of Karo, its purity, its nourishment, the energy it supplies and what's all important, its economy.

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

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

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

Corn Products Refining Company
New York

person who works in your kitchen to be gifted with sufficient literary ability to write a character sketch with you for a subject. What would the sketch be like? Would she draw you as a smiling, gracious queen in the parlor, and a cross, ill-tempered, survisaged shrew in the kitchen? Or would she describe you as a serene and gentle presence with a mind broad enough and a mother heart warm enough to include within the circle of your love and kindness even a crude, untrained, thoughtless, heavy-footed servant girl—a girl who with all her manifold failings—perhaps because of those same failings—sorely needs to find in her mistress a real friend?

To the grocer's boy, the milkman, the umbrella mender, a Happy New Year!

To every peddler and every book-agent—a Happy New Year! Very likely you can not patronize all these people as freely as they would like—few of us can afford to buy much that is either worthless in itself or unsuited to our needs—but you can at least give to each of them a pleasant greeting and courteous treatment. You may often find it best to decline to see what they have to offer, but you can do it in a way that will not wound their feelings. Remember that they all have feelings.

To the judge and his wife, the banker and his daughter, the wealthy merchant and his sister, to the eminent minister or artist or scholar whom you chance to know—to all the persons of your acquaintance whom you

consider a little your superiors, the persons to whom you look for recognition and help as you mount the rungs of the social ladder—to all these a Happy New Year! Most certainly. But to those whom you regard as your equals, the members of your own family and your intimate friends, the people whose lives touch yours not at the occasional social function but in daily and hourly contact—it is of far greater importance that so far as lieth in you you give to these a Happy New Year. And those who rank below you in the social scale, a few of whom I have mentioned, would that you may not forget how greatly whatever of happiness they may see during the coming year depends on the favor and consideration of such as you.

Perhaps you have generously remembered some of these whom you can but regard as under dogs in the fight of life, with a gift at Christmas. Well and good. But a Happy New Year should mean much more than a Merry Christmas—it should signify an extension through the whole cycle of three hundred and sixty-five days, of the Christmas spirit of kindness and brotherly love. Quillo.

It sometimes happens that when a woman loses her husband the loss is fully covered by insurance.

A girl who is more ornamental than useful can at least keep some fool man guessing.

Talk to yourself if you want an appreciative audience.

Some New Year Resolutions.

Resolve:

That you will keep so busy boosting that you won't have time to knock.

That you will vote, talk and work for a bigger, better, brighter town.

That you will help to make this a good town so the town can make good.

That you will increase the value of your property by improving its appearance.

That you will say something good about this town every time you write a letter.

That you will invest your money here where you made it and where you can watch it.

That you will not point out the town's defects to a stranger or fail to point them out to a neighbor.

That you will keep your premises picked up and your buildings repaired as a matter of both pride and profit.

That you will never buy a thing outside of town until the local merchants have been given a chance to sell it to you.

That you will brag about this town so much that you will have to work for this town in order to keep from being a liar.

That you will take half a day right now to pick up the odds and ends around the place and turn them into either use, money or ashes.

That you will contribute as much money as you can afford, and as much enthusiasm as anybody, to any movement to develop the town's resources.

That you will join the movement to induce the people in this town to do their buying at home or, if there is

no such movement, that you will start one.

That you will make friends with the farmers, if a town man, or with the town folks, if a farmer, and help work together for the good of the community of which this town is the center.

Hints to Young Married People.

Try to be satisfied and commence on a small scale.

Try not to look at richer homes and covet their costly furniture.

Try to cultivate the moral courage that will resist the foolish arrogance of fashion.

Try to avoid the too-common mistake of making an unwise effort to "begin where the parents ended."

Try going a step further, and visit the homes of the suffering poor when secret dissatisfaction is liable to spring up.

Try to be cheerful in the family circle, no matter how annoying may be the business cares and the housekeeping trials.

Shopper's Cramp.

Simeon Ford, at a dinner of hotel men in New York, discussed a new disease.

"There's a new disease called shopper's cramp," he said. "It appears early in December, becomes violently epidemic about the middle of the month, and ends suddenly on the evening of the 24th.

"Women feel shopper's cramp in the arms, the limbs, everywhere; but it attacks the husband only in one place—the pocket."

Consumers are Wedded to the

Hart Brand Canned Foods

Because Quality is Always Notable

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

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

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

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

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



Seeing Things Through Your Customers' Eyes.

Mrs. Mapleton and her friend, Miss Sawyer were going shopping together.

"You said you are wanting to see about getting silk for a couple of waists. Where shall we go first, Agnes?" began Miss Sawyer.

"I have been debating with myself whether or not to drop in at Gilligan's just to see what they have," Mrs. Mapleton replied. "They are advertising some mark-downs in waist lengths, and from the description one would think they might answer my purpose nicely, but I believe I'll try other places first. The last purchase I made there I had so much bother and was treated so discourteously that I vowed never to go there again for anything."

"What was the trouble?" sympathetically enquired her friend.

"It was just a little matter about the return of some nightgowns. I wanted a pair for my husband and selected some that were all right only I was a little fearful about the size. I took the largest they had, with the understanding that if these would not answer they could be returned and the money refunded. They proved altogether too small."

"Wouldn't they take them back?"

"Yes, they finally did, but they were unpleasant about it. When I took them in, I asked the salesgirl whether they had anything of the same price and similar in quality, of which she could give me a larger size. I found nothing that would do at all, so I requested my money for the goods.

"The girl went to the head of the department for the return O. K. and what did that lady do but come down to the nightgown counter herself and try to sell me a pair that were twenty-five cents more each and of an entirely different material. I told her I did not want to pay more than the price of the others and did not like this other style of gown.

"Why, of course if you are going to stand on twenty-five cents on a nightdress, we can pay you back your money," she snapped, and wrote out the O. K. I felt really ill-used and decided not to bother Gilligan's with any more of my patronage."

"I hear a good many complaints about Gilligan's," said Miss Sawyer. "Cases where people feel like you, that they haven't been treated well. Miss Monteith, and her sister, friends of mine, have just lately been put to serious inconvenience and annoyance there.

"Miss Clara Monteith is a milliner. Her sister, Mary, is several years younger than she, so very naturally Clara always has a hand in selecting Mary's clothes. Mary wanted a new suit, and as Gilligan's were advertising a mark-down sale, one of the first of the season, the girls set out on a Monday afternoon to make the purchase.

"Mary is working in a candy store and had to lose a half day's time to get away. Clara's time is really more valuable than Mary's, but she managed to leave her shop in charge of the young lady who is learning the business.

"They went to Gilligan's as they had planned and soon made a selection that pleased them both very much in style price and quality. The coat fitted perfectly as it was. The skirt needed to be made a little smaller over the hips and taken off an inch in length. These alterations were to be finished so the suit would be sent out Wednesday afternoon.

"The box was delivered but when they came to open it you can imagine their disappointment when they found that instead of being taken in at the hip seams the skirt, which had a plain panel back, had been made smaller by taking a dart in the middle of this back panel.

"Clara called up Gilligan's the next morning but could get no satisfaction over the 'phone, so that afternoon Mary got away from the candy store at three o'clock and they both went down town again, taking the suit with them.

"The matter was treated very lightly, even as a kind of a joke, by the man at the head of the cloak and suit department. He professed not to see how it could make any possible difference whether the skirt was darted at the back or taken in on the hips. Clara insisted very firmly and finally he promised to have it changed, to be completed and sent out on Saturday. The garment was sent up to the alteration room, where the offending dart was ripped out, and Mary again stood to have the skirt fitted over the hips.

"Saturday came and went but no suit, so Mary was disappointed in not having it to wear on Sunday as she had planned. Various times during the next week Clara called up the cloak and suit department at Gilligan's, but was put off on one pretext or another. On the Monday following she felt obliged to go down again and see about it, although it was extremely inconvenient for her to get away.

"As it happened the alterations were in progress the skirt probably

not having been touched till that day. The head of the department who before had looked at the matter in a humorous light to-day took the position of being aggrieved at what he seemed to regard as needless fuss and bother. No hint of regret or apology for all the bother and loss of time and extra car fares that the girls had been put to. The suit is all right and very satisfactory in every way, but Clara and Mary Monteith are resolved to stay away from Gilligan's in the future.

"I happen to know Mr. Gilligan personally," Miss Sawyer continued. "He is not an ill-disposed man, but he seems never to be able to see things from the other fellow's point of view. He has constant friction with his neighbors, with his help, with his associates in business. I think the great trouble with his store is that he does not realize the necessity for looking at things from the customers' standpoint. So, very naturally, he fails to train his assistants in this important matter."

* * * * *

Don't commit any blunders in this respect. Make it your constant study to see things with your customers' eyes.

Merchants are most of them men. Customers are mainly women. One of the hardest things for a man to understand is the great stress a woman places upon details—upon things that seem to him unimportant, even trivial. To him a dozen yards of silk is simply so much goods to be sold for so much money. To her it is potentially a gown, upon the satisfactoriness of which much of her happiness for a season or even longer may depend.

"Why make such a life-and-death matter of the style of a wrap, the shade of color of a ribbon, the material of a blouse, or a difference of a dollar in price?" the man cries involuntarily. To this question there can be only one reply—unquestionably women do place undue emphasis upon trifles. The shrewd merchant understands this trait of the sex and

instead of combating it caters to it.

Consider the labor of shopping from your customers' side of the question, the time they spend, the car fares, the fatigue of body and stress of spirit that they undergo in order to provide for their wants. Be wise and see to it that at your store no patrons are driven away by discourteous treatment, nor the arduous task of shopping made heavier for anyone by needless delays or indifference on your part. Fabrix.

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.

Parcels Post Zone Maps

We are prepared to furnish local zone maps, about 10 x 14 inches in size, showing towns located in first and second zones from the place of computation (similar to the map printed in the Michigan Tradesman of Dec. 11), as follows:

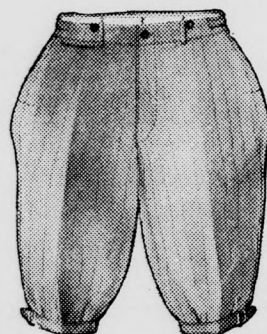
500	\$11.00
1000	13.00
1500	15.00
2000	17.00

This includes the making of an engraved plate about 8 x 10 inches in size and the printing at top or bottom of plate several lines setting forth who is responsible for the distribution of the map. On account of the timeliness of the map, due to the interest in parcels post at this time, no souvenir would be more generally appreciated than this.

Tradesman Company
Grand Rapids, Mich.

Samples of Knickerbockers

As well as a fine assortment of



Men's Trousers Overalls, Jackets, Etc.

which we consider exceptional values will be shown by our salesmen on their first trip in January.

TAKE A LOOK AT THEM

GRAND RAPIDS DRY GOODS CO.

WHOLESALE ONLY

GRAND RAPIDS, MICHIGAN

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Brunswick - Bale - Collander plant, at Muskegon, keeps growing. Another building will be erected in the spring and 400 to 500 men added to the pay roll.

Kalamazoo has broken past records in building activity during 1912 and the outlook for the coming year is very bright.

The Commercial Club of Howell is pushing plans for organizing the Livingston County Fair Association and has secured an option on a tract of forty acres suitable for the annual shows.

The Kalamazoo Stove Co. will erect a handsome three-story office building on Main street, Kalamazoo.

The matter of a State appropriation to build an armory at Owosso has been taken up by the Improvement Association of that city.

The Muskegon Chamber of Commerce has engaged Wm. McComb, civic evangelist, to direct the membership campaign.

The Battle Creek Automobile Club has plans for steel signs marking the roads in Calhoun county. The Club has asked the co-operation of the Battle Creek Chamber of Commerce in securing a State law requiring the separation of all dangerous grade crossings.

After a two months' shutdown the handle factory at Kalkaska is again in operation.

Battle Creek's new \$1,700 rock crusher has arrived and will be operated all winter, providing material for improving four miles of streets in the spring.

Flint's new building code will go into effect Jan. 1. This code does away with chimneys built on wooden brackets and provides in many ways for safety of buildings.

The Dayton Last Block works has begun its winter cut at Gaylord.

The Three Rivers Commercial Club has taken up the matter of an agricultural expert for St. Joseph county. At a recent dinner, President Waldo, of the Kalamazoo State Normal School, was the principal speaker.

A gladiolus club may be formed at Dowagiac by enthusiastic growers of this beautiful flower. Some of the Dowagiac people have 147 varieties.

Big Rapids Masons have bought the Morris block and will build a \$6,000 addition at once.

The Star Motor Car Co. has taken over the Huron River Manufacturing Co., at Ann Arbor, and will manufacture light trucks.

Representatives of twenty societies of Adrian met and formed a central organization for systematic charity and relief work.

Mayor Miller, of Benton Harbor, has ordered all pool rooms to close at midnight. These rooms have been kept open nearly all night for card players and games of chance.

The Fremont Board of Trade, under the direction of its President, Joseph Gerber, has started a campaign to secure a farm supervisor for Newaygo county.

Ornamental street lights are being tried out at Calumet.

An organization of celery growers and shippers is being talked of at Kalamazoo.

"Slow moving vehicles must stay close to the curb" is one of the new traffic regulations at Lansing, designed to reduce the number of accidents.

Manton will vote at the spring election on a proposition to bond for \$5,000 for park improvements.

St. Joseph will vote Jan. 15 on a \$50,000 bonding proposition for industrial development. "Help St. Joseph Grow" is the slogan of the campaign.

A meeting was held last week at the Battle Creek Chamber of Commerce to discuss plans for a farm expert for Calhoun county. The speakers were Prof. Eben Mumford, in charge of the work in Michigan, and M. F. Williams, National supervisor of farm management in this district. Committees were appointed to canvass the different townships and get the viewpoint of the farmers in the matter.

The Pt. Huron Grocers and Butchers' Association, after investigating the co-operative delivery system in successful operation at Ann Arbor, has appointed a committee to see what backing such a system will receive in the Tunnel City.

The annual banquet of the Harbor Springs Business Men's Association was attended by about sixty members and there were spirited business talks by a number of the members.

Business men of Mendon and farmers of that section met recently and talked better market conditions and shipping facilities, after which an oyster supper was enjoyed. An organization will be formed later.

Traverse City feels the need of an inspector of plumbing on account of the careless manner in which the sewerage system and other work has been handled. Some of the sewers have been made useless by faulty connections.

Petoskey retail grocers will probably establish a central delivery system soon. John Lake, James Saigeon and Samuel Wilson have been appointed a committee on arrangements. Meat dealers will be included and possibly dry goods and other stores.

The new plan of the Western Union Telegraph Co. to place its headquarters in the Michigan State Telephone Co.'s offices has been adopted at Albion.

The plan of buying grounds, building free sheds where farmers may hitch their horses, and placing someone in charge to see that rigs are safe and properly cared for is being considered at Three Rivers, at the suggestion of the Commercial Club.

The St. Joseph County Agricultural Betterment Association has been formed at Three Rivers, with Clark L. Brody, of Fabius, as President. A general meeting of farmers of the county will be held at the court house, Centreville, Jan. 1, to take action on engaging a farm expert.

A. U. of M. faculty club house costing \$40,000 will be built at Ann Arbor. Benton Harbor and St. Joe coal

dealers have cut prices on hard coal \$1 a ton. In explanation they say that the market is not so tight and coal may be secured without paying premiums.

Decatur is a lively shipping town, the record for November showing shipments of eighty-nine full cars and enough stuff in less than carload lots to bring the total up to 100 cars. The leading articles shipped are as follows: celery, twenty-five cars; stock, twenty-three cars; grapes, ten cars; potatoes, nine cars.

Detroit owners of the Niles Gas Co. will spend about \$25,000 in improvements this spring.

Some of the members of the Holland Merchants' Association feel that they are being drawn on jury too often. They are willing to do their share in seeing that the ends of justice are met, but feel that they are carrying most of the burden.

Ludington has a city market and coal yard in mind. A committee of aldermen is looking into the matter.

The newly-formed Bay City Advertising Club held a successful meeting Dec. 17, with Herbert Casson, of New York, as the principal speaker. Mr. Casson spoke on Efficiency, which was defined as "getting the greatest percentage of results."

Almond Griffen.

A Kind-Hearted Man.

"Mr. Wombat!"

"Yes; what is it?"

"Couple of suffragettes out here throwing stones at your window," bawled the policeman.

"How long have they been doing that?"

"Oh, several hours."

"Let 'em alone. It amuses the girls, and I don't believe they'll hit the window."

Organization is all right, but one man to lick the stamps and another to put them on the envelopes is carrying it a little too far.

Truth is stranger than fiction—and usually more unsatisfactory.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

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

We wish all our patrons
and friends a

**Happy and Prosperous
New Year**

Paul Steketee & Sons

Wholesale Dry Goods,

Grand Rapids, Mich.



We Manufacture
Public Seating
Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA



Grand Council of Michigan U. C. T.
 Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—E. A. Welch, Kalamazoo.
 Grand Past Counselor—Geo. B. Craw, Petoskey.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Wittliff, Detroit.
 Grand Conductor—M. S. Brown, Saginaw.
 Grand Page—W. S. Lawton, Grand Rapids.
 Grand Sentinel—F. J. Moutier, Detroit.
 Grand Chaplain—C. R. Dye, Battle Creek.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

Michigan Knights of the Grip.
 President—C. P. Caswell, Detroit.
 Secretary—Wm. J. Devereaux, Port Huron.
 Treasurer—John Hoffman, Kalamazoo.
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.

Wafted Down From Grand Traverse Bay.

Traverse City, Dec. 23—After an absence of a few weeks from these columns and now being in a position to again favor our readers with the news from this section, I wish first to state that owing to an article which appeared in the Tradesman under date of November 27 over the signature of John D. Martin, there seems to have arisen some varied opinions as to how I accepted this same article. In justice to all, I wish to state that I read and accepted the article in the same spirit as in which it was intended, that it was a good joke on me and written without any intent of slander or abuse on me or my family, for our many readers realize that we have been joking back and forth for some time and I cannot figure out wherein any one has suffered from their effects. Let's forget it anyway.

The Hotel Seiting has been opened to the public and Kalkaska can now boast of a first class hotel under the management of John Seiting.

Rufus Boer, of Grand Rapids, went hunting at Boyne City the other day and located the "dead birds" which were killed by that famous trio at the Wolverine.

According to all reports, V. C. Schrieder, of Grand Rapids, better known as "Uncle John," fully appreciates the nut story handed him by Louis Hake on the G. R. & I. train. Have "Uncle John" tell you all about it.

Owing to a recent fire at the home of Ray Thacker, Ray is \$10 ahead, for he found that amount under the rug which evidently was placed there by the better half to purchase Christmas presents. Ray has contracted for a vacuum cleaner.

Some one took the liberty of helping himself to some of Otto Carlson's belongings while en route from Fife

Lake to Mancelona the other evening. We extend sympathy.

Remember, boys the U. C. T. assessment expires December 25 and the dues on December 31. Better get busy and save your secretary a lot of extra work.

Mrs. A. E. Ford has been called to Detroit, owing to an accident which befell Mr. Ford's mother. We sincerely hope that it is not of a serious nature.

Jay and Will Smith have severed their connections with the Hannah & Lay Milling Co.

W. J. Wyman, of the Osborn division of the I. H. C. or A. has taken interests in the P. M. R. R. Co., but we understand his "holdings" are mostly evenings and we might suggest that he get some cards printed.

G. E. Gemin, a member of Montgomery Council, Ala., is assisting O. J. O'Reilly selling National cash registers and we can safely state that Brother Gemin has the appearance of a likely fellow and we certainly welcome him and Mrs. Gemin to our city.

The last number of our series of dances was the best ever. Everybody reported a fine time. The next one will be held Friday evening December 27.

Remember our next regular meeting will be held Saturday evening, December 28. Be sure to get in with your assessment. This should be a crackerjack meeting. Most of the boys will be at home all this week.

Geo. Schaaf, who represents the R. Gumms Packing Co., of Milwaukee, we believe holds the record for crossing Lake Michigan. Mr. Schaaf lives in Milwaukee and crosses the lake every Sunday evening and returns by this same route every Tuesday evening. He has crossed the lake two times each week for twenty-five years, which would make a total of 2,500 times. Can you beat it?

W. A. Van Sickle, of Holland, was seen in this territory in the interest of the Cross Milling Co., of Milwaukee. It has been some time since Van has been in these sections and we assure you we welcome you.

It is evident that L. D. Miller intends to spend most of his evenings in Detroit this winter, for he keeps two nightgowns there and only one here.

Will Morford now holds the honors of being the best mush eater in Northern Michigan. Well, wonders will never cease.

Homer Bradfield, of Grand Rapids, carries as a side line fruits of all kinds when he makes his northern trip. Grape fruit is his specialty.

Grand Rapids U. C. T. Bulletin for December is out and that Council can be proud of this newsy sheet. We consider this one of the best methods to boost and we certainly wish it success.

How about that application you promised to have filled out and presented at the next meeting? Remember, you have only a few months left to make your record for the year and we need every assistance. Get busy, we are in a class by ourselves.

Better late than never, we take pleasure in presenting a clipping of one of our State papers for which the author was thankful for Thanksgiving; I'm thankful that if Bill Taft had to go down that Roosevelt didn't go up.—Adrian Oole.

We understand that Mrs. Wm. S. Godfrey, formerly of our city, but now of Grand Rapids, met with an accident while en route from Waukegan, Ill., to her home, but we are pleased to report that she is on the mend.

W. L. Chapman will spend a portion of the holiday week with his firm in Detroit. There will be others, also.

Will Bennett was seen again purchasing dishes this week in Travers City and we presume some other gifts.

Clement T. Lauer will spend Christmas at home in Indiana and we certainly wish you the compliments of the season.

Fred. Johnson, of the Johnson Bros. Hardware Co., of this city, is confined to his home for a few days and we all hope that it is not of a serious nature.

The name of James F. Hammel, of Lansing, is being placed before Governor-elect Ferris for the appointment on the State Tax Commission and we firmly believe that Jim is the right man for the job. He has a State wide reputation and needs no introduction and here's hoping he lands it.

E. L. Packard has associated himself with the Votruba Harness Co., of this city, and we wish him success.

E. M. Allen has severed his connection with the S. B. & A. Candy Co., of our city. Mr. Allen makes Lake City his home and says he will spend a good portion of this winter playing with the baby.

W. A. White, chairman of our Legislative Committee, is meeting with the right kind of support on his proposed change of voting proposition, whereby a person can vote when he is away from home. He has interviewed nearly every Senator and Representative in the State and has every assurance that it will carry; also several National committees along these lines have expressed nothing but words of praise. Besides benefiting traveling men, it would also benefit about 12,000 wheelman or railroad men, exclusive of baggage men and mail clerks who are not included in the above figures. It is a movement for the right cause and every traveler should interest himself to the fullest extent. Wilkie is working every minute and we appreciate his efforts.

Mrs. E. E. Wheaton planned and successfully carried out a very pleasant surprise party on her husband last Monday evening, it being his birthday. It was strictly stag and the boys

all report a fine time. E. E. was presented with a handsome pair of fur lined gloves. The party lasted until the wee hours of the morning and Mrs. Wheaton reports that E. E. swore the following morning that he was born in 1854. Dutch lunch was served.

Most of the boys are setting up their Christmas trees to-day.

A movement has been started by the traveling public to regain the distribution of mail on Sundays by the post office, so that all hotel patrons will not suffer the delay inconvenienced in receiving same. Travelers can find petitions at all the hotels and it seems it would be a good move on your part to sign this petition for the good of the cause.

Fred. Meyers, of Manton, relates the following on the Hotel Cheboygan: Fred, it seems, had engaged a room with bath and after disrobing for the night and in preparation for his bath, discovered there was not a drop of hot water to be obtained, so he called for the bell boy and the bell boy advised him that the fire had gone out and it was impossible to get a drop of hot water in the house. We frequently experience this at several hotels and it seems that, inasmuch as you are obliged to pay for this accommodation, the management should, at least, try to provide what it charges for.

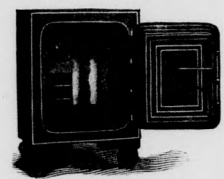
The Ann Arbor morning passenger train was derailed at Harriette this week. No one reported injured. Pretty lucky.

W. F. Murphy expects to spend a portion of his holidays with his house at Milwaukee, E. C. Knowlton likewise at Chicago.

Our Secretary has hung up his sock and expects to find all assessments and dues in same Christmas morning. Please do not disappoint him, for Harry is working for a living just the same as we are and appreciates sitting down with his family and spending a real holiday, instead of writing to delinquent members. Fourteen dollars will pay for the coming year and it will save him a lot of work and if there is a balance due you it will be applied on 1914. Think it over.

We wish you all a Merry Christmas and a Prosperous and Happy New Year.
 Fred C. Richter.

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

Honks From Auto City Council.

Lansing, Dec. 23—Remember that the semi-annual dues must be paid on or before January 4.

Remember that the next of our series of parties will occur December 28.

We have visions of a new ten story, fire-proof office building to be erected on the corner of Michigan and Washington avenues within the next year.

Brother Paul Laudibur, of Sidney, Ohio, was in our city Saturday and Sunday and visited several of his former business associates.

John Newton, with the Perry Barker Candy Co., is so anxious to do business that it requires a telegram from his house to bring him in Saturday nights.

Through the efforts of the Lansing Chamber of Commerce, it is confidently expected that a joint freight-rate will soon be established between the M. U. T. and D. U. R. electric railways.

Brother J. M. Miner has moved to Milwaukee and will transfer his membership to the Council there within a short time. Sorry to lose you, Bro. Miner.

Brother and Mrs. F. H. Hastings are entertaining friends and relatives from Casnovia.

One of our past counselors complains very bitterly because he found it absolutely necessary to stop for two days last week at the Hotel Hodges in Pontiac. This same brother brings the cheerful information that the new Stag hotel which is in process of construction in that city will be ready for business about January 15. It is said that this new hostelry will be up-to-date in every respect and managed on the European plan.

There is some talk of a damage suit being started against one of the members of Jackson Council because of insinuations made when approached by one of our members who was selling tickets for our bag drawing. Dan says that if it will help the sale of the tickets he will submit to having his hands tied behind him when the drawing takes place.

The condition of the free toilet in the new M. C. R. R. passenger station, at Owosso Junction, is already filthy. We know it is not the intention of the management to allow such conditions to exist and it is hoped improvements will be made at once. We believe that a few prosecutions of violators of common decency would assist the management in keeping their places in sanitary condition.

The report is current that a new \$85,000 hotel is to be erected in the city of Pontiac within the next year.

Brother D. J. Riordan has finished his year's work and will be at home with his wife and children until after January 1. Implement men, however, find it necessary to keep busy.

Every local passenger train between Jackson and Bay City now carries two conductors. It is said that this arrangement is made necessary because of the unusual amount of holiday travel. Many of our shippers would appreciate their efforts if they would get busy with freight trains in the same manner.

Brother L. L. Colton will take a vacation from now until January 1, hunting rabbits and gathering nuts on his father's farm near Bellevue. During a similar outing about a year ago, Bro. Colton narrowly averted a serious accident while climbing over a fence with a loaded gun in one hand and a bag of nuts in the other. Better remove the shells first and put the gun through the fence, throw the nuts over—and then go around. This advice won't cost you anything, Louis.

We have been too busy to write anything about Christmas, but we pause to extend the compliments of the season to every reader of the Michigan Tradesman. H. D. Bullen.

Chirpings From the Crickets.

Battle Creek, Dec. 23—I think, as I start to write, that I have lots of good things to tell our readers this week, but perhaps I may not recall all before I close. One topic that comes fresh to my mind as I write, is the session that our Council pulled off Saturday night. We expected and had three Grand officers with us and had a nice lunch all prepared. We opened our session by listening to an instructive address by F. H. Bodman, representing the Post Land Co. Mr. Bodman told us what the Post Land Co. was doing for the southwestern part of Battle Creek, giving the assembled company a brief sketch of his company's aims, etc. He stated he wished to tell the Battle Creek traveling men of his project as they could be justly proud of the advances of their city and the part that the Post Land Co. is playing to make Battle Creek bigger, better and busier for all classes of labor, professions, etc. Mr. Bodman said he realized that commercial travelers were all boosters and he was in hopes to tell us of his work, so we would all be impressed and interested by his talk. After his remarks, he was extended the thanks of the Council by our Senior Counselor, J. N. Riste. After Mr. Bodman had been dismissed, we closed and opened in due form. All officers were present with the exception of Chas. R. Foster who was filling an engagement giving readings. We all missed Charles, because he would have enjoyed this session. His office was well taken care of by Past Senior Counselor, A. Heinsler. F. H. Potter and R. Hall were our candidates and they were being prepared for their long rough trip, when the surprise of the evening was sprung on the boys. Our wives walked in on us and made us all sit up and take notice. Mrs. Ed. Schoonmaker and Mrs. Wm. Masters started phoning the ladies early after dinner Saturday afternoon and they called on us and sure did surprise all of the boys by their presence. The ladies played cards until our initiation and business session was over and we all marched to the dining room, where the boys had a palatable spread awaiting. After supper, or breakfast, Bro. Riste called on several for short talks. The remarks were all well received. Bro. Herbert Ireland favored us with several vocal selections. Mrs. Schoonmaker rendered an instrumental num-

ber. Our session broke up about 12:30 a. m. and we all hope to have the ladies with us again soon, but we have taken the hint. We will invite them more often from now on.

Claude De France reached his home in Kalamazoo Thursday evening to take in another one of the popular U. C. T. dances that Kalamazoo Council put on during the winter season. Claude is chairman of the dance committee and is holding it down to the entire satisfaction of his Council.

Bro. Carl Shaw, a popular and successful grocery salesman for Lee & Cady, Kalamazoo, has resigned to sell a bon ton line of gloves. Your friends, patrons and associates all wish you big business, Carl, and trust you will not forget us.

Battle Creek Council, No. 253, U. C. T., wishes to extend the season's greetings to our neighboring councils and friends. Also to thank the Tradesman for courtesies shown our correspondence and the manner in which it has assisted our committees by publishing reports, etc.

May 1913 be good for your health and business and may we all live to see each other in Grand Rapids June 13 and 14. Guy Pfander.

Late News From the Upper Peninsula.

Marquette, Dec. 24—With the ever changing scenes on the stage of life our hearts are sometimes saddened with the removal of a friend hither and thither to some other part of the country where he drops out of our sight—sometimes for years, sometimes forever—and it is with a great deal of selfish regret that with the beginning of the New Year we are to miss the familiar face and lose the presence from among us of George Dion, of Hancock, who has ably represented the Duluth Superior Milling Co. in U. P. territory. George is a most capable fellow whose every word and every act counts and every traveling man who knows him is his friend. He is of a quiet type, possessed of a strong personality and his integrity has won him the respect of all with whom he has been brought into contact. The Duluth Superior Milling Co. lose a good man. He has purchased the Puritan laundry, at Duluth, and we wish him every success in his new venture.

Con Sullivan is the biggest and best salesman in the copper country—big every way, broad minded, big hearted, good natured, typical of the higher type of Irishman. He represents Gowan-Peyton-Congdon Co., wholesale grocer, Duluth. This is not intended for his biography. That will come later under the heading of Successful Upper Peninsula Salesmen. We just heard a good story on Con which happened a year or so after he came from Ireland. He caught on to the American idea that he ought to have a girl to call on Saturday nights and take out for a buggy ride Sundays, and, accordingly, hired a rig one beautiful Sunday afternoon from a livery man who is in the business at Hancock yet. Whether Con was unaccustomed to the change from an Irish jaunting car to an American top buggy or the horse was unaccustomed to being

driven by a verdant Irishman isn't explained, but the facts are that the horse decided to part company with his driver and thought he would try it by running faster than he thought Con and the girl could ride. The result was that from the horse's way of thinking the devil was to pay, but Con and the liveryman were both agreed (after the usual war of words) that, instead of the devil, Con was to pay. He received the itemized bill for shafts broken, dash board broken, hamestrap broken, whip broken and top broken. When Con saw that bill, he certainly went six feet straight up into the air and couldn't see why he should be charged for "top broken." That was too much for Con and he burst forth with this ejaculation: "I'll pay for the boogie and I'll pay for the hitchin' straps, but may the devil blow me if I'll ever pay for that roof." Ura Donald Laird.

Juicy Jottings From Jackson Council.

Jackson, Dec. 23—The holiday season is here. Yes, Jackson, the same as any other commercial or railroad center, finds many traveling men gathering around their own hearthstones for a Merry Christmas. As a rule, it should be a Merry Christmas, too, for 1912 has been a wonderful year in the commercial world—crops bountiful, demand for labor large, wages good and money plentiful. Jackson has experienced all of these material blessings and has made a substantial growth. While the Christmas spirit is one of peace and good will for all mankind, is it not true that material blessings, in most cases, help to bring about its realization? Never in the history of our city will the poor be looked after in so generous a measure as they will this year. One society has purchased 400 pairs of mittens to distribute to the needy poor, besides toys, candies, nuts, etc., in equal proportions, and we doubt if a family in our city will fail to have the spirit of good will reach them.

John H. Docksey has resigned his position with the L. H. Field Co., to accept one with Chas. Frankla & Co. (Boston Store), of Grand Rapids. Mr. Docksey has been at the head of the L. H. Field Co.'s dress goods department for fifteen years and is leaving a host of friends, as well as a most successful record behind him.

Spurgeon.

Instead of laughing at the mistakes of others, try to profit by your own.

It is easy for a man to go wrong if he has no particular aim in life.

No matter how perfect an artificial eye may be, it's an unsightly thing.

Freshly-creased trousers are often indicative of an unpaid tailor bill.

If you accept charity some one is sure to say you don't deserve it.

Professional politics seems to be the great American game.

Airships and tramps have no visible means of support.

Some men run for office and others win in a walk.

GONE BEYOND.

Sudden Death of Dr. Charles S. Hazeltine.

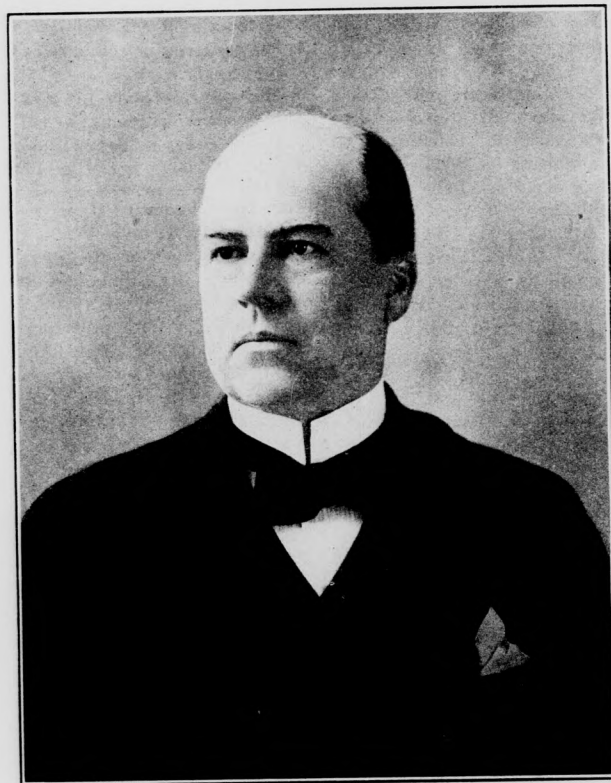
Dr. Charles S. Hazeltine, President of the Hazeltine & Perkins Drug Co., died at his home on John street Tuesday evening of last week. He had been in poor health for some years, but was feeling fairly well during the fall and winter months and his friends fondly hoped that he would be spared many months longer. He was taken suddenly ill the Saturday previous to his death. He was unconscious when the hour of dissolution came. The funeral services were held at the house Friday afternoon, being conducted by Bishop McCormick. The interment was in Oak Hills cemetery.

If there is anything in heredity, a long line of professional ancestors, including doctors, lawyers and teachers, transmitted to Dr. Hazeltine elements of character peculiarity fitting him for professional life. His father, Gilbert H. Hazeltine, was a noted physician and surgeon of Jamestown, N. Y., where he practised for half a century and was widely known also as a writer and local historian. His grandfather, Laban Hazeltine, was of the same profession, and others of his ancestors were prominent in other professions. The family were early inhabitants of Vermont. Dr. Hazeltine was born at Jamestown, N. Y., Oct. 1, 1844, his mother having been Eliza C. Boss. It was the wish of his family that he should be a physician and his education had that destiny in view for him. With an academic education acquired at Jamestown and considerable progress in scientific study through elementary reading at home, he first attended a course of medical lectures at the University of Michigan and subsequently entered the medical department of the University of Albany, graduating therefrom in 1866. He then, for a short time, attended the hospitals and colleges in New York. Following this for six months he had charge of the lying-in hospital at Buffalo. He then entered upon an active practice at Jamestown, but a physician's life proving distasteful to him, he retired from it after some eighteen months' trial and engaged in the drug business. Coming West in 1872 and stopping at Grand Rapids, he decided to locate here. He first interested himself in manufacturing, but soon formed a connection with Charles Shepard in the wholesale drug business, under the firm name of Shepard & Hazeltine, and from this beginning was evolved the present corporation, the Hazeltine & Perkins Drug Co., Mr. Shepard having sold his interest to Capt. C. G. Perkins, of Henderson, Ky., an intimate friend of the Doctor's. In 1888 Mr. Perkins' interest was purchased by Dr. Hazeltine and the business continued under the incorporated name. Under the management of Dr. Hazeltine, and as a natural consequence of honorable business methods, and the assembling of expert associates and competent assistants, the business has acquired a practical monopoly of the jobbing drug trade of Western Michigan and

compares favorably in extent and influence with its older competitors in Detroit and Chicago. The company outgrew its old quarters and about two years ago moved into its new building at Commerce avenue and Oakes street.

Dr. Hazeltine was one of the incorporators of the Elliott Button Fastener Co. and also its successor, the Elliott Machine Co. He served both corporations as President, occupying that position twenty-two years. The gradual evolution of the company from a well-defined idea and a few patents to one of the most prosperous institutions in the city was a matter of great satisfaction to him.

Dr. Hazeltine was engaged in other business and financial interests. For a number of years he was a Director and Vice-President of the old Grand Rapids National Bank, Dr. Hazeltine



Dr. Charles S. Hazeltine.

withdrawing from the official board at the time of the merger.

Politically, Dr. Hazeltine was originally a Republican, but President Cleveland's policy in his first term won him over to the Democracy and he became an enthusiastic Jeffersonian. He was appointed United States Consul to Milan, Italy, September 16, 1893, under the second Cleveland administration, a position which he filled with credit both to his Government and to himself. After a service of two years, however, he resigned to resume his place in the drug house of which he was the head.

Dr. Hazeltine was a member of the vestry of St. Mark's pro-cathedral, having been its junior warden. He was a member of the National Wholesale Druggists' Association. He was a Knights Templar and a member of the Mystic Shrine.

For many years Dr. Hazeltine was a member of the Board of Trustees of Butterworth hospital and much was due to his efforts as Secretary and Treasurer in the way of success in the early days of the institution and during the construction of its building.

Dr. Hazeltine was twice married. His first wife was Ella C. Burnell, daughter of Madison Burnell, a noted lawyer of Western New York, to whom he was married in Jamestown in 1868. After her death he married Miss Anna O. Fox, daughter of George H. Fox, of Boston, Mass., the marriage taking place in 1875. Dr. Hazeltine leaves a widow and four children; Berne Hazeltine of Glenwood, Cal.; Mrs. George B. Douglass of Cedar Rapids, Ia.; the Countess Adolf von Montgelas of Berlin, Germany, and Mrs. Ralph E. Ellis of Cedar Rapids, Ia.

Dr. Hazeltine was a man of strong,

[An appreciation of the life and character of Dr. Hazeltine, from the pen of Lee M. Hutchins, will appear in the Tradesman next week.]

Manufacture of Crude Cocaine.

The world's cocaine supply comes from Peru, Java and Ceylon, that produced by Java having increased eightfold in four years. The greatest producer is Peru, which in 1907 shipped 6,000 pounds of crude cocaine, representing about 1,200,000 pounds of leaves. Peru also ships coca leaves as such, but the largest proportion of the crop is converted where the leaves are grown into the crude alkaloid. The method of extraction is rather primitive, the leaves being first soaked for four days in four changes of dilute sulphuric acid, and the liquor passed through a screen. It is then made alkaline with sodium carbonate, and extracted by stirring gently for three or four hours with petroleum. The oily layer is washed with water to remove traces of free alkali, and the cocaine is obtained in impure solution by shaking with a dilute acid for 40 minutes. The alkaloid is precipitated by adding sodium carbonate solution, and allowed to settle for 12 hours, after which it is collected, washed and pressed out into a soft mass containing from 87 to 93 per cent. of cocaine. A small factory, employing four or five workers can produce about one kilo of crude alkaloid in 24 hours, at cost of \$21 to \$23 per pound. Most of the crude cocaine is sent to Germany to be further worked up.

What Perfumes Are Made Of.

There are few perfumes to-day that cannot be made from chemicals, synthetically, as the chemists call it. Formerly all perfumes were extracted from flowers, fruits, spices, woods, or other vegetable and animal substances. The first perfume to be imitated was vanilla, in 1876. Heliotropine followed, being obtained by oxidation of a by-product of camphor. Terpinol is one of the most freely used constituents of perfumes. This is a near relation of turpentine. With this, a little oil, and aqua fortis a chemist can produce a perfume that can scarcely be distinguished from those exhaled by the lily of the valley, lilac, and Cape jessamine, varying according to the proportion in which the chemicals are blended. Artificial violet is a combination of citral (an essence extracted from lemon,) Indian vervaine, or lemon verbena, with common acetone, a substance very like pyroligneous acid. Most of the cheap perfumes are imitations, and they are almost always inferior to the flower extracts. So it might properly be said that it is a wise flower that knows its own perfume.

Don't be alarmed over the criticisms, the sneers of competitors or the occasional failure to get results. What counts is the net results on a fair test.

Persuading folks to expect more than you can deliver is one way of telling them to trade somewhere else.

Dollar-getting, like vote-getting, means hustling.

forceful personality, the influence of which was always exerted in right directions. His naturally keen insight into modern conditions and developments were broadened and deepened by a love of books and by extensive reading. Possessing unusual magnetism, he readily attracted all with whom he came in contact, while his geniality, manliness and uprightness cemented the friendships thus engendered. In the drug trade and the other industries with which he was identified he was exceptionally well known and wherever known he was admired and respected. With the magnanimity of a true leader, he feared no rivals; he reared and trained his own successors that his lifework might survive him, that the company to which his labor was dedicated might thrive and prosper during the generations to come.

WHOLESALE DRUG PRICE CURRENT

Acids		Cubebs	4 @ 50	Digitalis	60
Acetic	6 @ 8	Erigeron	2 @ 50	Gentian	60
Boric	10 @ 15	Eucalyptus	75 @ 85	Ginger	60
Carbolic	24 @ 28	Hemlock, pure	1 @ 100	Guaiac	60
Citric	45 @ 50	Juniper Berries	1 @ 25	Guaiac Ammon.	70
Muriatic	1 1/4 @ 5	Juniper Wood	40 @ 50	Iodine	1 @ 100
Nitric	5 1/2 @ 10	Lard, extra	85 @ 1 00	Iodine, Colorless	21 25
Oxalic	13 @ 16	Lard, No. 1	75 @ 90	Ipecac	60
Sulphuric	1 1/4 @ 5	Lavender Flowers	4 @ 50	Iron, clo	60
Tartaric	38 @ 42	Lavender Garden	85 @ 1 00	Kino	75
Ammonia		Lemon	2 75 @ 3 00	Myrrh	60
Water 26 deg.	6 1/2 @ 10	Linseed, boiled bbl	45	Nux Vomica	50
Water 18 deg.	4 1/2 @ 8	Linseed, raw less	48 @ 52	Opium	2 00
Water 14 deg.	3 1/2 @ 6	Linseed, raw bbls.	49 @ 53	Opium Camph.	75
Carbonate	13 @ 16	Linseed, boiled less	49 @ 53	Opium, Deodor'd	2 25
Chloride	12 @ 15	Mustard, true	4 50 @ 5 00	Rhubarb	75
Balsams		Mustard, artifl	2 75 @ 3 00	Paints	
Copaiba	70 @ 75	Neatsfoot	80 @ 85	Lead, red, dry	7 1/2 @ 10
Fir (Canada)	1 00	Olive, pure	2 50 @ 3 50	Lead, white dry	7 1/2 @ 10
Fir (Oregon)	25 @ 35	Olive, Malaga,	1 50 @ 1 60	Lead, white oil	7 1/2 @ 10
Peru	2 40 @ 2 40	yellow		Ochre, yellow bbl	1 @ 1 1/4
Tolu	1 25 @ 1 40	green	1 50 @ 1 60	Ochre, yellow less	2 @ 5
Berries		Orange, sweet	3 50 @ 4 00	Putty	2 1/2 @ 5
Cubeb	65 @ 75	Organum, pure	1 25 @ 1 50	Red Venetian bbl	1 @ 1 1/2
Fish	15 @ 20	Organum, com'l	50 @ 75	Red Venetian, less	2 @ 5
Juniper	6 @ 10	Pennyroyal	2 25 @ 2 50	Shaker, Prepared	1 50 @ 1 60
Prickley Ash	40 @ 50	Peppermint	3 75	Vermillion, Eng.	90 @ 1 00
Barks		Rose, pure	16 00 @ 18 00	Vermillion, Amer.	15 @ 20
Cassia (ordinary)	25	Rosemary Flowers	90 @ 1 00	Whiting, bbl.	1 @ 1 1/2
Cassia (Saigon)	65 @ 75	Sandalwood, E. I.	6 25 @ 6 50	Whiting	2 @ 5
Elm (powd. 25c)	25 @ 30	Sassafras, true	80 @ 90	Insecticides	
Sassafras (pow. 30c)	25	Sassafras, artifl	45 @ 50	Arsenic	6 @ 10
Soap (powd. 25c)	15	Sperm	90 @ 1 00	Blue Vitrol, bbl.	6 @ 10
Extracts		Tansy	4 75 @ 5 00	Blue Vitrol, less	7 @ 10
Licorice	24 @ 28	Tar, USP	25 @ 35	Bordeaux Mix Pst	8 @ 15
Licorice powdered	25 @ 30	Turpentine, bbls.	44 1/2	Hellebore, white	
Flowers		Turpentine, less	46 @ 52	powdered	15 @ 20
Arnica	18 @ 25	Wintergreen, pure	25 00	Insect Powder	20 @ 35
Chamomile (Ger.)	25 @ 35	Wintergreen, sweet		Lead Arsenate	8 @ 16
Chamomile (Rom.)	40 @ 50	birch	2 00 @ 2 25	Lime & Sulphur	
Gums		Wintergreen, art'l	50 @ 60	Solution, gal	15 @ 25
Acacia, 1st	40 @ 50	Wormseed	26 00	Paris Green	15 @ 20
Acacia, 2nd	35 @ 40	Wormwood	28 00	Miscellaneous	
Acacia, 3d	30 @ 35	Potassium		Acetanilid	30 @ 35
Acacia, Sorts	30	Bicarbonate	15 @ 18	Alum	3 @ 5
Acacia, Powdered	35 @ 40	Bichromate	13 @ 16	Alum, powdered and	
Aloe (Barb. Pow)	22 @ 25	Bromide	40 @ 50	ground	5 @ 7
Aloe (Cape Pow)	20 @ 25	Carbonate	12 @ 15	Bismuth Subni-	
Aloe (Soc. Powd.)	40 @ 50	Chlorate, xtal and	12 @ 16	trate	2 10 @ 2 25
Asafoetida	1 00 @ 1 25	powdered	12 @ 16	Borax xtal or	
Asafoetida, Powd.		Chlorate, granular	16 @ 20	powdered	6 @ 12
Pure	@ 1 50	Cyanide	30 @ 40	Cantharides powd.	@ 1 25
U. S. P. Powd.	@ 2 00	Iodide	2 85 @ 2 90	Calomel	1 25 @ 1 35
Camphor	55 @ 60	Pernanganate	15 @ 30	Capsicum	20 @ 25
Guaiac	35 @ 40	Prussiate yellow	30 @ 35	Carmin	@ 3 50
Guaiac, Powdered	40 @ 50	Prussiate, red	50 @ 60	Cassia Buds	
Kino	40 @ 45	Sulphate	15 @ 20	25 @ 30	
Kino, Powdered	40 @ 45	Roots		Chalk Prepared	6 @ 8 1/2
Myrrh	40 @ 45	Alkanet	15 @ 20	Chalk Precipitated	7 @ 10
Myrrh, Powdered	40 @ 45	Blood, powdered	20 @ 25	Chloroform	38 @ 48
Opium	8 00 @ 8 25	Calamus	35 @ 40	Chloral Hydrate	1 25 @ 1 45
Opium, Powd.	9 00 @ 9 25	Elecampane, powd	15 @ 20	Cocaine	4 15 @ 4 35
Opium, Gran.	9 25 @ 9 45	Gentian, powd.	12 @ 15	Cocoa Butter	50 @ 60
Shellac	25 @ 30	Ginger, African,	15 @ 20	Corks, list, less 70%	
Shellac, Bleached	30 @ 35	powd-red	15 @ 20	Copperas, bbls	@ 85
Tragacanth	1 00 @ 1 25	Ginger, Jamaica	20 @ 25	Copperas, less	2 @ 5
Tragacanth, Pow	60 @ 75	Ginger, Jamaica,	20 @ 25	Copperas, Powd.	4 @ 6
Turpentine	10 @ 15	powdered	22 @ 28	Corrosive Sublm.	1 25 @ 1 40
Leaves		Goldenseal, powd.	@ 50	Cream Tartar	28 @ 35
Buchu	1 85 @ 2 00	Ipecac, powd.	2 75 @ 3 00	Cuttlebone	25 @ 35
Buchu, Powd.	2 00 @ 2 25	Licorice	12 @ 15	Dextrine	7 @ 10
Sage, bulk	18 @ 25	Licorice, powd.	12 @ 15	Dover's Powder	2 00 @ 2 25
Sage, 1/4s Loose	20 @ 25	Orris, powdered	20 @ 25	Emery, all Nos.	6 @ 10
Sage, Powdered	25 @ 30	Poke, powdered	20 @ 25	Emery, powdered	5 @ 8
Senna, Alex.	25 @ 30	Rhubarb	75 @ 1 00	Epsom Salts, bbls	@ 1 1/4
Senna, Tinn.	15 @ 20	Rhubarb, powd.	75 @ 1 25	Epsom Salts, less 2 1/2	@ 5
Senna, Tinn, Pow.	20 @ 25	Rosinweed, powd.	25 @ 30	Ergot	1 50 @ 1 75
Uva Ursi	10 @ 15	Sarsaparilla, Hond.	@ 45	Ergot, powdered	1 80 @ 2 00
Oils		Sarsaparilla, Mexican,		Flake White	12 @ 15
Almonds, Bitter,		ground	25 @ 30	Gambie's lb.	12 @ 15
true	6 00 @ 6 50	Squills	20 @ 25	Gambie's	6 @ 10
Almond, Bitter,		Squills, powdered	40 @ 60	Gelatin	35 @ 45
artificial	@ 1 75	Tumeric, powd.	12 @ 15	Glassware, full cases	80%
Almonds, Sweet,		Valerian, powd.	25 @ 30	Glassware, less 70 & 10%	
true	80 @ 1 00	Seeds		Glauber Salts bbl.	@ 1 1/4
Almond, Sweet,		Anise	15 @ 20	Glauber Salts less	2 @ 5
imitation	40 @ 50	Anise, powdered	22 @ 25	Glue, brown	11 @ 15
Amber, crude	25 @ 30	Bird, 1s	7 @ 8	Glue, brown grd	10 @ 15
Amber rectified	40 @ 50	Canary	6 @ 8	Glue, white	15 @ 25
Anise	2 00 @ 2 25	Caraway	12 @ 15	Glue, white grd	15 @ 20
Bergamot	@ 8 00	Cardamon	1 40 @ 1 50	Glycerine	23 @ 25
Cajeput	@ 75	Celery	45 @ 50	Hops	50 @ 80
Cassia	1 50 @ 1 75	Coriander	10 @ 15	Indigo	85 @ 1 00
Castor, bbls. and		Dill	18 @ 20	Iodine	3 75 @ 4 00
cans	12 1/2 @ 15	Fennel	30	Iodoform	4 80 @ 5 00
Cedar Leaf	@ 85	Flax	5 1/2 @ 10	Lead Potate	12 @ 18
Citronella	@ 60	Flax, ground	5 @ 10	Lycopodium	60 @ 75
Cloves	1 65 @ 1 75	Foenugreek, pow.	6 @ 10	Mace, powdered	90 @ 1 00
Cocoonut	13 @ 20	Hemp	5 @ 7	Menthol	14 00 @ 15 00
Cod Liver	1 00 @ 1 25	Lobelia	9 @ 12	Mercury	85 @ 90
Cotton Seed	70 @ 85	Mustard, yellow	9 @ 12	Morphine, all brd	4 55 @ 4 80
Croton	@ 1 60	Mustard, black	9 @ 12	Nux Vomica	@ 60
		Mustard, powd.	20 @ 25	Nux Vomica, pow	@ 15
		Poppy	15 @ 20	Pepper, black pow	20 @ 25
		Quince	@ 1 00	Pepper, white	25 @ 35
		Rape	6 @ 10	Pitch, Burgundy	10 @ 15
		Sabadilla	25 @ 30	Quassia	10 @ 15
		Sabadilla, powd.	35 @ 45	Quinine, all brds	2 1/4 @ 3 1/4
		Safflower	6 @ 8	Rochelle Salts	20 @ 25
		Sunflower	15 @ 20	Saccharin	@ 2 00
		Worm American	30 @ 35	Salt Peter	7 @ 12
		Worm Levant		Selditz Mixture	20 @ 25
		Tinctures		Soap, green	15 @ 20
		Aconite	@ 60	Soap, mott castle	10 @ 15
		Aloe	@ 60	case	@ 6 25
		Arnica	@ 60	Soap, white castle	
		Asafoetida	@ 1 00	less per bar	@ 65
		Belladonna	@ 60	Soda Ash	1 1/2 @ 5
		Benzoin	@ 70	Soda Bicarbonate	1 1/2 @ 5
		Benzoin Compound	@ 75	Soda, Sal	1 @ 4
		Buchu	@ 90	Spirit Camphoe	@ 75
		Cantharides	@ 75	Spirit Cologne	2 80 @ 3 00
		Capsicum	@ 60	Sulphur rol	2 1/2 @ 5
		Cardamon	@ 75	Nux Vomica Subl.	@ 2 00
		Cardamon, Comp.	@ 75	Tararinds	10 @ 15
		Catechu	@ 60	Tartar Emetic	40 @ 50
		Cinchona	@ 60	Turpentine Venice	40 @ 50
		Colchicum	@ 60	Vanilla Ext. pure	1 00 @ 1 50
		Cubebs	@ 75	Witch Hazel	65 @ 1 00
				Zinc Sulphate	7 @ 10

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Carbon Oils		Flour	
Saxon Wheat Food		Jelly	
		Roll'd Oats	

Index to Markets

By Columns

1		2	
AMMONIA		Clams	
12 oz. ovals 2 doz. box	75	Little Neck, 1lb.	@ 1 00
AXLE GREASE		Little Neck, 2lb.	@ 1 50
11lb. wood boxes, 4 doz.	3 00	Clam Bouillon	
11lb. tin boxes, 3 doz.	2 35	Burnham's, 1/2 pt.	2 25
3 1/2 lb. tin boxes, 2 doz.	4 25	Burnham's, pts.	3 75
10lb. pails, per doz.	6 00	Burnham's qts.	7 50
15lb. pails, per doz.	7 20	Corn	
25lb. pails, per doz.	12 00	Fair	75 @ 90
BAKED BEANS		Good	1 00 @ 1 10
No. 1, per doz.	45 @ 90	Fancy	@ 1 30
No. 2, per doz.	75 @ 1 40	French Peas	
No. 3, per doz.	85 @ 1 75	Monbadon (Natural)	per doz. 2 45
BATH BRICK		Gooseberries	
English	95	No. 2, Fair	1 50
BLUING		No. 2, Fancy	2 35
Condensed Pearl Bluing		Hominy	
Small C P Bluing, doz.	45	Standard	85
Large, C P Bluing, doz.	75	Lobster	
BREAKFAST FOODS		1/2 lb.	2 50
Apertiz, Biscuits	3 00	1 lb.	4 25
Bear Food, Pettijohns	1 95	Picnic Tails	2 75
Cracked Wheat, 24-2	2 50	Mackerel	
Cream of Wheat, 36-2	4 50	Mustard, 1lb.	1 80
Cream of Rye 24-2	3 00	Mustard, 2lb.	2 80
Egg-O-See Wheat	2 75	Soused, 1 1/2 lb.	1 60
Posts Toasties, T	2 25	Soused, 2lb.	2 50
No. 2	2 80	Tomato, 1lb.	2 75
Posts Toasties, T	2 80	Tomato, 2lb.	2 80
BROOMS		Mushrooms	
Farinose, 24-4	2 70	Hotels	@ 15
Grape Nuts	2 70	Buttons, 1/2 s	@ 14
Grape Sugar Flakes	2 50	Buttons, 1 s	@ 25
Sugar Corn Flakes	2 50	Oysters	
Hardy Wheat Food	2 25	Cove, 1lb.	90 @ 1 35
Postma's Dutch Cook	2 75	Cove, 2lb.	1 60 @
Holland Rusk	3 20	Plums	
Kellogg's Toasted Rice	3 30	Pears 1b Syrup	90 @ 1 35
Biscuit	3 30	No. 3 cans, per doz.	1 50
Kellogg's Toasted Rice	3 30	Peas	
Flakes	2 80	Marrowfat	@ 1 15
Kellogg's Toasted Wheat	3 30	Early June	@ 1 25
Biscuit	3 30	Early June sifted	1 45 @ 1 55
Krinkle Corn Flake	1 75	Peaches	
Malt Breakfast Food	4 50	Pie	90 @ 1 25
Maple Flakes	2 70	No. 10 size can pie	@ 3 25
Maple Corn Flakes	2 80	Pineapple	
Minn. Wheat Cereal	3 75	Grated	1 75 @ 2 10
Algrain Food	4 50	Sliced	90 @ 2 60
Ralston Wheat Food	1 45	Pumpkin	
Ralston Wheat Food 10c	1 45	Fair	80
Saxon Wheat Food	2 50	Good	90
Shred Wheat Biscuit	3 60	Fancy	1 10
Triscuit, 18	1 80	Gallon	2 15
Pillsbury's Best Cer'l	4 25	Raspberries	
Post Tavern Special	2 80	Standard	@
Quaker Puffed Rice	2 85	Salmon	
Quaker Brkfst Biscuit	1 90	Warrens, 1 lb. Tall	2 30
Quaker Corn Flakes	1 75	Warrens, 1 lb. Flat	2 40
Victor Corn Flakes	2 20	Red Alaska	1 65 @ 1 75
Washington Crisps	1 85	Pink Alaska	1 35 @ 1 45
Wheat Hearts	1 90	Sardines	
Wheatena	4 50	Domestic, 1/2 s	2 75
Evapor'd Sugar Corn	90	Domestic, 1/4 Mustard	2 75
BRUSHES		Domestic, 1/2 Mustard	@ 6 1/2
Scrub	75	French, 1/2 s	7 14
Solid Back, 11 in.	95	French, 1/2 s	18 @ 23
Pointed Ends	85	Shrimps	
Stove		Dunbar, 1st, doz.	1 20
No. 3	90	Dunbar, 1 1/2 doz.	2 25
No. 2	1 25	Succotash	
No. 1	1 75	Fair	90
Shoe		Good	1 20
No. 8	1 00	Fancy	1 25 @ 1 40
No. 7	1 30	Strawberries	
No. 4	1 70	Standard	95
No. 3	1 70	Fancy	2 25
BUTTER COLOR		Tomatoes	
Dandelion, 25c size	2 00	Good	1 15
CANDLES		Fancy	1 35
Paraffine, 6s	10	No. 10	3 50
Paraffine, 12s	10	CARBON OILS	
Wicking	20	Barrels	
CANNED GOODS		Perfection	@ 11 1/2
Apples	@ 90	D. S. Gasoline	@ 19
3lb. Standards	2 50 @ 2 75	Gas Machine	@ 25 1/2
Gallon	2 50 @ 2 75	Deodor'd Nap'a	@ 18
Blackberries		Cylinder	29 @ 34 1/2
2 lb.	1 50 @ 1 90	Engine	16 @ 22
Standards	@ 5 00	Black, winter	8 @ 10
Beans		CATSUP	
Baked	85 @ 1 30	Snider's pints	2 35
Red Kidney	85 @ 95	Snider's 1/2 pints	1 35
String	70 @ 1 15	CHEESE	
Wax	75 @ 1 25	Acme	@ 19
Blueberries		Bloomington	@ 18 1/2
Standard	1 80	Carson City	@ 18 1/2
Gallon	6 75	Hopkins	@ 18
Yeast Cake		Riverside	@ 18 1/2
14		Brick	@ 19
		Leiden	@ 19
		Limburger	@ 19
		Pineapple	40 @ 50
		Edam	@ 55
		Sap	@ 22
		Swiss, domestic	@ 13

CHEWING GUM.

Adams Black Jack	55
Adams Sappato	55
Beeman's Pepsin	55
Chiclets	1 25
Colgan Violet Chips	60
Colgan Mint Chips	60
Dentyne	1 10
Flag Spruce	55
Juicy Fruit	55
Red Robin	55
Sen Sen (Jars 80 pkgs.	55
\$2.20)	55
Spearmint, Wrigleys	55
Spearmint, 5 box jars	2 75
Spearmint, 3 box jars	1 65
Trunk Spruce	55
Yucatan	55
Zeno	55
5 boxes one kind, 3c per box less.	

CHICORY

Bulk	5
Red	7
Eagle	7
Frank's	7
Scheurer's	7
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.	22
German Sweet	22
Premium	22
Caracas	23
Hershey's Almond 5c	85
Hershey's Milk, 5c	85
Walter M. Lowney Co.	27
Premium, 1/4s	27
Premium, 1/2s	27

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 60 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 60 Braided Cotton	1 85
No. 60 Braided Cotton	2 25
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	1 00
No. 72 Jute	1 00
No. 60 Sisal	85

Galvanized Wire

No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/2 s	35
Colonial, 1/2 s	35
Epps	42
Hershey's	38
Hershey's, 1/2 s	38
Huyler	36
Lowney, 1/2 s	32
Lowney, 1/2 s	32
Lowney, 1/2 s	32
Lowney, 1/2 s	32
Van Houten, 1/2 s	32
Van Houten, 1/2 s	18
Van Houten, 1/2 s	36
Van Houten, 1/2 s	36
Webb	65
Wilber, 1/2 s	33
Wilber, 1/2 s	33

COCOANUT

Dunham's	per lb.
1/4s, 5lb. case	30
1/4s, 5lb. case	29
1/4s, 15lb. case	29
1/4s, 15lb. case	28
1/4s, 15lb. case	27
1/4s & 1/2s 15lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	12 1/2
Bulk, pails	12 1/2
Bulk, barrels	12 1/2

COFFEES, ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Santos	
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	24

Maracalibo

Fair	23
Choice	25
Mexican	
Choice	25
Fancy	26
Guatemala	
Fair	25
Fancy	28

Java

Private Growth	26 @ 30
Mandling	31 @ 35
Aukola	30 @ 32
Mocha	
Short Bean	25 @ 27
Long Bean	24 @ 25
H. L. O. G.	26 @ 28

Bogota

Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
New York Basis	
Arbuckle	24 75
Lion	24 50
McLaughlin's XXXX	
to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	

Extract

Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's Pepsin	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONS

Standard	8 1/2
Standard H H	8 1/2
Standard Twist	9
Cases	
Jumbo, 32 lb.	11
Extra H H	9
Boston Cream	14
Big Stick, 30 lb. case	9

Mixed Candy

Grocers	7
X L O	7 1/2
Special	10
Conserve	8 1/2
Royal	8 1/2
Ribbon	14
Broken	8 1/2
Cut Loaf	9 1/2
Leader	8 1/2
Kindergarten	11
French Cream	9
Hand Made Creams	17
Premio Cream mixed	14
Paris Cream Bon Bons	10

Fancy-In Pails

Gypsy Hearts	15
Coco Bon Bons	14
Fudge Squares	14
Peanut Squares	17
Sugared Peanuts	12
Salted Peanuts	12
Starlight Kisses	13
Lozenges, plain	13
Champion Chocolate	12
Eclipse Chocolates	15
Eureka Chocolates	16
Champion Gum Drops	10
Anise Squares	10
Lemon Sours	10
Imperial	10
Ital, Cream Bon Bons	12
Golden Waffles	14
Red Rose Gum Drops	10
Auto Kisses	14
Coffy Toffy	14
Molasses Mint Kisses	12

Fancy-In 5lb. Boxes

Old Fashioned Molasses Kisses 10lb. bx.	1 30
Orange Jellies	60
Lemon Sours	60
Old Fashioned Horehound drops	60
Peppermint Drops	70
Champion Choc Drops	65
H. M. Choc. Lt. and Dark, No. 12	1 10
Bitter Sweets, as'd 1	25
Brilliant Gums, Cryst.	60
A. A. Licorice Drops	1 00
Lozenges, printed	65
Lozenges, plain	60
Imperial	65
Mottoes	65
G. M. Peanut Bar	60
Hand Made Crms 80 @ 90	
Cream Wafers	65
String Rock	70
Wintergreen Berries	60

Pop Corn

Cracker Jack	3 25
Giggles, 5c pkg.	3 50
Oh My 100s	3 50

Cough Drops

Putnam Mental	1 00
Smith Bros.	1 25

NUTS-Whole

Almonds, Tarragona	18
Almonds, Drake	17
Almonds, California	14
soft shell	
Brazils	@ 12
Filberts	@ 15
Walnuts, 3 1/2 shell	17 1/2 @ 18
Walnuts, Marbot	@ 16
Table nuts, fancy	@ 16
Pecans, medium	@ 15
Pecans, ex. large	@ 16
Hickory Nuts, per bu.	2 00

Cocoanuts

Chestnuts, 5c per bu.	12
State, per bu.	12
Salted Peanuts	@ 12

Shelled

Spanish Peanuts	8 @ 8 1/2
Peanut Halves	@ 7 1/2
Walnut Halves	@ 35
Filbert Meats	@ 30
Alicante Almonds	@ 45
Jordan Almonds	@ 50
Peanuts	
Fancy H P Suns	6 @ 6 1/2
Roasted	7 @ 7 1/2
Choice, raw, H. P. Jumbo	@ 6

CRACKED WHEAT

Bulk	3 1/2
24 2lb. pkgs.	2 50

CRACKERS

National Biscuit Company	
Brands	
Butter	
N. B. C. Sq. bbl. 7 bx.	6 1/2
Seymour, Rd. bbl. 7 bx.	6 1/2
Soda	
N. B. C. boxes	6 1/2
Premium	7 1/2

6	7	8	9	10	11
<p>Superba 8 1/2 Triumph Cakes 16 Vanilla Wafers 17 Wafer Jumbles can 18 Waverly 10</p> <p>In-er Seal Goods per doz. Albert Biscuit 1.00 Animals 1.00 Arrowroot Biscuit 1.00 Baronet Biscuit 1.00 Brenner's Butter 1.00 Wafers 1.00 Cameo Biscuit 1.50 Cheese Sandwich 1.00 Chocolate Wafers 1.00 Coconut Dainties 1.00 Dinner Biscuits 1.50 Faust Oyster Crackers 1.00 Fig Newton 1.00 Five O'clock Tea 1.00 Frotana 1.00 Ginger Snaps, N. B. C. 1.00 Graham Crackers, Red 1.00 Label, 10c size 1.00 Graham Crackers, Red 1.00 Label, 5c size 1.00 Lemon Snaps 1.00 Oatmeal Crackers 1.00 Old Time Sugar Cook 1.00 Oval Salt Biscuit 1.00 Oysterettes 1.00 Premium Sodas 1.00 Pretzettes, Hd. Md. 1.00 Royal Toast 1.00 Rykon Biscuit 1.00 Saltine Biscuit 1.00 Santoga Flakes 1.00 Social Tea Biscuit 1.00 Sultana Fruit Biscuit 1.00 Soda Crackers N B C 1.00 Soda Crackers Select 1.00 S. S. Butter Crackers 1.00 Unedda Biscuit 1.00 Unedda Junior Wafers 1.00 Unedda Lunch Biscuit 1.00 Vanilla Wafers 1.00 Water Thin Biscuit 1.00 Zu Zu Ginger Snaps 1.00 Zwieback 1.00</p> <p>Other Package Goods Barnum's Animals 50 Chocolate Tokens 2.50 American Beauty 2.50 Ginger Snaps, NBC 2.50 Butter Crackers, NBC 2.50 family package 2.50 Soda Crackers, NBC 2.50 family package 2.50</p> <p>In Special Tin Packages. Per doz. Festino 2.50 Minaret Wafers 1.00 Nabisco, 25c 2.50 Nabisco, 10c 1.50 Champagne Wafer 2.50</p> <p>Per tin in bulk Sorbetto 1.00 Nabisco 1.75 Festino 1.50 Bent's Water Crackers 1.40</p> <p>CREAM CARTAR Barrels or drums 33 Boxes 34 Square Cans 36 Fancy caddies 41</p> <p>DRIED FRUITS Apples Evaporated, Choice pkg 7 Evaporated, Fancy pkg 8 1/2 Apricots 12@14 Citron 15 Currants Imp'd 1 lb. pkg. 9 1/2 Imported, bulk 9 1/2 Peaches Muirs—Choice, 25 lb. b 9 Muirs—Fancy, 25 lb. b 10 Fancy, Peeled, 25 lb. 18 Pearl Lemon, American 12 1/2 Orange, American 12 1/2 Raisins Cluster, 20 cartons 2.25 Loose Muscatels 3 Cr 5 1/2 Loose Muscatels 4 Cr 6 L. M. Seeded, 1 lb. 6 1/2@7 California Prunes 90-100 25lb. boxes 6 80-90 25lb. boxes 6 1/2 70-80 25lb. boxes 7 60-70 25lb. boxes 7 1/2 50-60 25lb. boxes 8 40-50 25lb. boxes 9</p> <p>FARINACEOUS GOODS Beans Dried Lima 7 Med. Hand Picked 2.45 Brown Holland 2.75 Farina 25 1 lb. packages 1.50 Bulk, per 100 lbs. 4.00 Original Holland Rusk Packed 12 rolls to container 3 containers (36) rolls 2.85 5 containers (60) rolls 4.75 Hominy Pearl, 100 lb. sack 2.00 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2.50 Pearl Barley Chester 3.00 Empire 3.75</p>	<p>Peas Green, Wisconsin, bu. 2.30 Green, Scotch, bu. 2.25 Split, lb. 5</p> <p>Sago East India 5 German, sacks 5 German, broken pkg.</p> <p>Taploca Flake, 100 lb. sacks 5 2 in. 2.25 Pearl, 36 pkgs. 2.75 Minute, 36 pkgs. 2.75</p> <p>FISHING TACKLE 1/4 to 1 in. 6 1/4 to 2 in. 9 1/4 to 3 in. 11 No. 7, 1/2 in. 15 No. 8, 1/2 in. 15 No. 9, 1/2 in. 20 Cotton Lines No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20 Linen Lines Small 26 Medium 20 Large 34 Poles Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60 Bamboo, 18 ft., per doz. 80</p> <p>FLAVORING EXTRACTS Jennings D C Brand Terpeness Extract Lemon No. 1 F Box, per doz. 75 No. 2 F Box, per doz. 90 No. 4 F Box, per doz. 1.75 No. 3 Taper, per doz. 1.75 2 oz. Flat, F M per dz. 1.50 Jennings D C Brand Extract Mexican Vanilla No. 1 F Box, per doz. 90 No. 2 F Box, per doz. 1.40 No. 4 F Box, per doz. 2.25 No. 3 Taper, per doz. 2.00 2 oz. Flat F M per dz. 2.00</p> <p>FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat. Purity Patent 5.70 Seal of Minnesota 5.00 Sunburst 4.80 Wizard 4.40 Wizard Graham 5.60 Wizard Gran. Meal 4.60 Wizard Buckwheat 6.00 Rye 4.40 Valley City Milling Co. Lily White 5.70 Light Loaf 5.10 Graham 2.30 Granena Health 2.40 Gran. Meal 1.50 Bolted Med. 1.50 Voigt Milling Co. Graham 4.60 Voigt's Crescent 5.50 Voigt's Flourloist 5.50 Voigt's Hygienic 4.60 Voigt's Royal 5.90 Watson-Higgins Milling Co. Perfection Flour 5.50 Tip Top Flour 5.10 Golden Sheaf Flour 4.80 Marshall's Best Flour 4.85 Worden Grocer Co. Quaker, paper 5.30 Quaker Buckwheat bbl 5.40 Quaker, Buckwheat, 5.50 Kansas Hard Wheat American Eagle, 1/4s 5.10 American Eagle, 1/4s 5.10 American Eagle, 1/4s 4.90 Spring Wheat. Roy Baker 5.00 Golden Horn, family 4.90 Golden Horn, bakers 4.90 Wisconsin Rye 4.00 Judson Grocer Co. Ceresota, 1/4s 5.50 Ceresota, 1/4s 5.70 Ceresota, 1/4s 5.60 Worden Grocer Co. Wingold, 1/4s cloth 5.40 Wingold, 1/4s cloth 5.30 Wingold 1/4s cloth 5.20 Wingold, 1/4s paper 5.25 Wingold's 1/4s paper 5.20 Bakers' Patent 5.05 Wykes & Co. Sleepy Eye, 1/4s cloth 5.50 Sleepy Eye, 1/4s cloth 5.40 Sleepy Eye, 1/4s cloth 5.30 Sleepy Eye, 1/4s paper 5.30 Sleepy Eye, 1/4s paper 5.30</p>	<p>Less than carlots 17 00</p> <p>Feed. Street Car Feed 33 No. 1 Corn & Oat Feed 33 Cracked corn 32 Coarse corn meal 32</p> <p>FRUIT JARS Mason, pts., per gro. 5 10 Mason, qts., per gro. 5 50 Mason, 1/2 gal. per gro. 7 60 Mason, can tops, gro. 1 40</p> <p>GELATINE Cox's, 1 doz. large 1.75 Cox's, 1 doz. small 1.00 Knox's Sparkling, doz. 1.25 Knox's Sparkling, gr. 1.00 Knox's Acid'd, doz. 1.25 Nelson's 1.50 Oxford 75 Plymouth Rock, Phos. 1.25 Plymouth Rock, Plain 90</p> <p>GRAIN BAGS Broad Gauge 18 Amoskeag 19</p> <p>HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25</p> <p>HIDES AND PELTS Hides Green, No. 1 11 1/2 Green, No. 2 10 1/2 Cured, No. 1 13 Cured, No. 2 12 Calfskin, green, No. 1 15 Calfskin, green, No. 2 13 1/2 Calfskin, cured, No. 1 16 Calfskin, cured, No. 2 14 1/2 Pelts Old Wool @ 30 Lambs 50@1 00 Shearlings 50@1 00 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 20 Unwashed, fine @ 15 HORSE RADISH Per doz. 90 JELLY 5lb. pails, per doz. 2.20 15lb. pails, per doz. 48 30lb. pails, per doz. 90 JELLY GLASSES 1/2 pt. in bbls, per doz. 15 1/2 pt. in bbls, per doz. 16 8 oz. capped in bbls, per doz. 18 MAPLEINE 2 oz. bottles, per doz. 3 00 MINCE MEAT Per case 2.85 MOLASSES New Orleans Fancy Open Kettle 42 Choice 35 Good 22 Fair 20 Half barrels 2c extra MUSTARD 1/4 lb. 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 05@1 15 Bulk, 2 gal. kegs 95@1 10 Bulk, 5 gal. kegs 90@1 05 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1.35 Stuffed, 14 oz. 2.25 Pitted (not stuffed) 14 Manzanilla, 5 oz. 90 Lunch, 10 oz. 1.35 Lunch, 16 oz. 2.25 Queen, Mammoth, 19 oz. 4.25 Queen, Mammoth, 28 oz. 5.75 Olive Chow, 2 doz. cs, per doz. 2.25 PICKLES Medium Barrels, 1,200 count 7.75 Half bbls, 600 count 4.38 5 gallon kegs 2.00 Small Barrels 9.50 Half barrels 5.25 5 gallon kegs 3.00 Gherkins Barrels 14.50 Half barrels 7.75 5 gallon kegs 3.00 Sweet Small Barrels 14.50 Half barrels 8.00 5 gallon kegs 3.25 PIPES Clay, No. 216, per box 1.75 Clay, T. D., full count 60 Cob 90 PLAYING CARDS No. 90, Steamboat 75 No. 15, Rival, assorted 1.25 No. 20, Rover, enam'd 1.50 No. 572, Special 1.75 No. 98, Golf, satin fin. 2.00 No. 808, Bicycle 2.00 No. 632, Tour'n't whist 2.25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 22 00@23 00</p>	<p>Short Cut Clear 21 00@21 50 Bean 19 50@20 00 Brisket, Clear 23 00@23 00 Pig 23 00 Clear Family 26 00</p> <p>Dry Salt Meats S P Bellies 13</p> <p>Lard Pure in tines 12 1/2@12 3/4 Compound Lard 8 1/2@9 30 lb. tubs advance 1/4 50 lb. tubs advance 1/4 50 lb. tins advance 1/4 20 lb. pails advance 1/4 10 lb. pails advance 1/4 5 lb. pails advance 1/4 8 lb. pails advance 1/4</p> <p>Smoked Meats Hams, 12 lb. av. 16 @16 1/2 Hams, 14 lb. av. 15 1/4@15 3/4 Hams, 16 lb. av. 15 1/4@16 Hams, 18 lb. av. 14 1/4@15 Skinned Hams 15 @15 1/2 Ham, dried beef 20 @20 1/2 sets 20 @20 1/2 California Hams 13 @13 1/2 Plenic Balled Hams 15 Boiled Ham 23 1/4@24 Minced Ham 12 1/2@13 Bacon 17 @17 1/2</p> <p>Sausages Bologna 9 1/4@10 Liver 7 1/2@8 Frankfort 11 @11 1/2 Pork 13 @14 Veal 11 Tongue 11 Headcheese 9</p> <p>Beef Boneless 17 00 Rump, new 19 00</p> <p>Pig's Feet 1/4 bbls. 1 00 1/2 bbls. 4 00 1 bbl. 8 00</p> <p>Tripe Kits, 15 lbs. 90 1/4 bbls. 1 60 1/2 bbls. 3 00</p> <p>Casings Hogs, per lb. 35 Beef, rounds, set 17@18 Beef, middles, set 90@95 Sheep, per bundle 80</p> <p>Uncolored Butterine Solid Dairy 12 @16 Country Rolls 12 1/2@18</p> <p>Canned Meats Corned beef, 2 lb. 3 80 Corned beef, 1 lb. 1 95 Roast beef, 2 lb. 3 80 Roast beef, 1 lb. 1 95 Cotted Ham, 1/4s 50 Potted Ham, 1/4s 90 Deviled Ham, 1/4s 50 Cassia, Canton 14 Potted Tongue, 1/4s 50 Potted Tongue, 1/2s 90</p> <p>RICE Fancy 6 @6 1/2 Japan Style 5 @5 1/2 Broken 3 1/2@4 1/2</p> <p>ROLLED OATS Rolled Avena, bbls. 4 40 Steel Cut, 100 lb. sks. 2 60 Monarch, bbls. 4 15 Monarch, 90 lb. sacks 1 95 Quaker, 18 Regular 1.45 Quaker, 20 Family 4 00</p> <p>SALAD DRESSING Columbia, 1/2 pt 2.25 Columbia, 1 pint 4.00 Duke's, large, 1 doz. 4 50 Duke's, small, 2 doz 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35</p> <p>SALERATUS Packed 60 lbs. in box Arm and Hammer 3.00 Wyandotte, 100 1/4s, .3 00</p> <p>SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. .1 25</p> <p>SALT Common Grades 100 3 lb. sacks 2.40 60 5 lb. sacks 2.25 28 10 1/2 lb. sacks 2.10 56 lb. sacks 40 28 lb. sacks 20 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, Fine 1 05 Medium, Fine 1 10</p>	<p>Y. M. wh. hoop Milchers kegs 75 Queen, bbls. 11 00 Queen, 1/2 bbls. 6 15 Queen, kegs 68</p> <p>Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75</p> <p>Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 10 00 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 25</p> <p>Whitefish 100 lbs. 9 75 50 lbs. 5 25 10 lbs. 1 12 8 lbs. 92 100 lbs. 4 65 40 lbs. 2 10 10 lbs. 75 8 lbs. 65</p> <p>SEEDS Anise 14 Canary, Smyrna 5 Caraway 10 Cardomom, Malabar 1 20 Celery 40 Hemp, Russian 5 Mixed Bird 5 Mustard, white 8 Poppy 16 Rape 6 1/2</p> <p>SHOE BLACKING Handy Box, large 3 dz 3 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85</p> <p>SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43</p> <p>SODA Boxes 5 1/2 Kegs, English 4 3/4</p> <p>SPICES Whole Spices Allspice, Jamaica 9 Allspice, large Garden 11 Cloves, Zanzibar 27 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochlin 14 1/2 Mace, Penang 70 Mixed, No. 1 16 1/2 Mixed, 5c pkgs. doz. 45 Nutmegs, 30 30 Nutmegs, 105-110 22 Pepper, Black 15 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 45</p> <p>Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 25 Cassia, Canton 12 Ginger, African 18 Mace, Penang 75 Nutmegs, 75-80 35 Pepper, Black 16 Pepper, White 35 Pepper, Cayenne 24 Paprika, Hungarian 45</p> <p>STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lb. pkgs. 5 1/4 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford 7 1/4 Silver Gloss, 40 lbs. 7 3/4 Silver Gloss, 16 lbs. 6 3/4 Silver Gloss, 12 lbs. 8 3/4</p> <p>Muzzy 48 lb. packages 5 16 lb. packages 4 7/8 12 lb. packages 6 50 lb. boxes 3 1/2</p> <p>SYRUPS Corn Barrels 28 Half barrels 31 Blue Karo, No. 2 1.70 Blue Karo, No. 2 1/2 2.00 Blue Karo, No. 5 2.06 Blue Karo, No. 10 1.91 Red Karo, No. 2 1.91 Red Karo, No. 2 1/2 2.31 Red Karo, No. 5 2.26 Red Karo, No. 10 2.17</p> <p>Pure Cane Fair 16 Good 20 Choice 25</p> <p>TABLE SAUCES Halford, large 3 75 Halford, small 2 25</p> <p>TEA Japan 24@26 Sundried, medium 30@33 Sundried, choice 36@40 Basket-fired, medium 35@37 Basket-fired, choice 40@43 Nibs 30@32 Siftings 10@12 Fannings 14@15</p> <p>Gunpowder Moyune, medium 35 Moyune, choice 33</p>	<p>Moyune, fancy 50@60 Pingsuey, medium 33 Pingsuey, choice 35 Pingsuey, fancy 50@55</p> <p>Young Hyson Choice 30 Fancy 40@50</p> <p>Oolong Formosa, Fancy 50@60 Formosa, medium 23 Formosa, choice 35</p> <p>English Breakfast Medium 25 Choice 30@35 Fancy 40@60</p> <p>India Ceylon, choice 30@35 Fancy 45@50</p> <p>TOBACCO Fine Cut Blot 1 45 Bugle, 16 oz. 3 84 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz. 32 Dan Patch, 4 oz. 11 52 Dan Patch, 2 oz. 5 76 Fast Mail, 16 oz. 7 80 Hiawatha, 16 oz. 60 Hiawatha, 5c 5 40 May Flower, 16 oz. 9 36 No Limit, 8 oz. 1 78 No Limit, 16 oz. 3 55 Ojibwa, 8 and 16 oz. 40 Ojibwa, 10c 11 10 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 2 00 Petoskey Chief, 14 oz. 4 00 Peach and Honey, 5c 5 76 Red Bell, 16 oz. 3 96 Red Bell, 8 fol 1 98 Sterling, L & D 5c 5 76 Sweet Cuba, canister 9 16 Sweet Cuba, 5c 5 76 Sweet Cuba, 10c 9 98 Sweet Cuba, 1 lb. tin 4 90 Sweet Cuba, 16 oz. 4 80 Sweet Cuba, 1/2 lb. foil 2 25 Sweet Burley 5c L&D 5 76 Sweet Burley, 8 oz. 2 45 Sweet Burley, 24 lb. 4 90 Sweet Mist, 1/2 gr. 5 70 Sweet Mist, 3 oz. 11 10 Sweet Mist, 8 oz. 35 Telegram, 5c 5 76 Tiger, 5c 6 00 Tiger, 25c cans 2 35 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 22</p> <p>Plug Am. Navy, 16 oz. 32 Apple, 19 lb. butt 38 Drummond Nat Leaf, 5 and 5 lb. 60 Drummond Nat Leaf, per doz 96 Battle Ax 28 Brazer, 6 and 12 lb. 30 Big Four, 6 and 16 lb. 32 Boot Jack, 2 lb. 86 Boot Jack, per doz. 86 Bullion, 16 oz. 48 Climax, Golden Twins 48 Climax, 14 1/2 oz. 44 Climax, 7 oz. 47 Days' Work, 7 & 14 lb. 37 Crema de Menthe, lb. 62 Derby, 5 lb. boxes 28 5 Bros., 4 lb. 65 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 58 G. O. P., 12 & 24 lb. 36 Granger Twist, 6 lb. 46 G. T. W., 10 1/2 & 21 lb. 36 Horse Shoe, 6 & 12 lb. 43 Honey Dip Twist, 5 & 10 45 Jolly Tar, 5 & 8 lb. 40 J. T., 5 1/2 & 11 lb. 35 Kentucky Navy, 12 lb. 32 Keystone Twist, 6 lb. 45 Kismet, 6 lb. 48 Maple Dip, 20 oz. 25 Merry Widow, 12 lb. 32 Nobby Spin Roll 6 & 3 58 Parrot, 12 lb. 28 Parrot, 20 lb. 28 Patterson's Nat. Leaf 93 Peachey, 6-12 & 24 lb. 40 Picnic Twist, 5 lb. 45 Piper Hedsick, 4 & 7 lb. 69 Piper Hedsick, per doz. 98 Polo, 3 doz., per doz. 48 Red Lion, 6 & 12 lb. 30 Scrapple, 2 & 4 doz. 48 Sherry Cobbler, 8 oz. 32 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 S. Deal 7, 14 & 28 lb. 28 Star, 6, 12 & 24 lb. 42 Standard Navy, 7 1/2, 15 & 30 lb. 34 Ten Penny, 6 & 12 lb. 31 Town Talk, 14 oz. 30 Yankee Girl, 6, 12 & 24 30</p> <p>Scrap All Red, 5c 5 76 Am. Union Scrap p. 5 40 Bag Pipe, 5c 5 88 Culias, 2 1/2 oz. 26 Globe Scrap, 2 oz. 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 1 55 Mail Pouch, doz 2 00 Old Songs, 5c 5 76 Old Times, 1/4 gro. 5 60 Polar Bear, 5c 1/4 gro. 5 76 Red Band, 5c 1/4 gro. 5 76 Red Man Scrap 5c 1 43</p>

Special Price Current

12	13	14
Scrapple, 5c pkgs. 48 Sure Shot, 5c, 1/4 gro. 5 78 Yankee Girl Scrp 2 oz 5 76 Pan Handle Scrp 1/4 gr 5 76 Peachy Scrap, 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 Bagdad, 10c tins 11 52 Badger, 3 oz. 5 04 Badger, 7 oz. 11 52 Banner, 5c 5 96 Banner, 8 oz. 1 60 Banner, 16 oz. 3 20 Belwood Mixture, 10c 84 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. 5 98 Carnival, 5c 5 70 Carnival, 3 1/2 oz. 3 98 Carnival, 16 oz. 40 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 5 76 Cream, 50c pails 4 60 Cuban Star, 5c foil 5 76 Cuban Star, 16 oz. pails 3 72 Chips, 10c 20 Dills Best, 1 1/2 oz. 79 Dills Best, 3 1/2 oz. 77 Dills Best, 16 oz. 73 Dixie Kid, 1 1/2 foil 39 Duke's Mix, 5c 5 76 Duke's Mix, 10c 11 52 Duke's Cameo, 1 1/2 oz 41 Drum, 5c 5 90 F F A, 3 oz. 4 85 F F A, 7 oz. 1 00 Fashion, 5c 6 00 Fashion, 16 oz. 43 Five Bros., 5c 5 60 Five Bros., 10c 10 70 Five cent cut Plug 29 F O B 10c 11 50 Four Roses, 10c 96 Full Dress, 1 1/2 oz. 1 44 Glad Hand, 5c 1 44 Gold Block, 1 1/2 oz. 39 Gold Block, 10c 11 88 Gold Star, 16 oz. 38 Gail & Ax Navy, 5c 5 95 Growler, 5c 4 42 Growler, 10c 2 94 Growler, 20c 1 85 Giant, 5c 1 33 Giant, 16 oz. 1 33 Hand Made, 2 1/2 oz. 5 76 Hazel Nut, 5c 5 76 Honey Dew, 1 1/2 oz. 40 Honey Dew, 10c 11 88 Hunting, 1 1/2 & 3 1/2 oz. 38 I X L, 5c 6 00 I X L, in pails 32 Just Suits, 5c 6 00 Just Suits, 10c 11 88 Kiln Dried, 25c 2 45 King Bird, 7 oz. 25 20 King Bird, 3 oz. 11 00 King Bird, 1 1/2 oz. 5 70 La Turka, 5c 5 76 Little Giant, 1 lb. 2 38 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. 38 Myrtle Navy, 10c 11 80 Myrtle Navy, 5c 5 94 Maryland Club, 5c 5 76 Mayflower, 5c 5 96 Mayflower, 10c 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 20 P. S., 8 oz., 30 lb. cs. 19 P. S., 3 oz., per gro. 5 70 Pat Hand, 1 oz. 63 Patterson Seal, 1 1/2 oz. 48 Patterson Seal, 3 oz. 96 Patterson Seal, 16 oz. 5 00 Peerless, 5c 5 70 Peerless, 10c 1 92 Peerless, 3 oz. 10 20 Peerless, 7 oz. 23 76 Peerless, 14 oz. 47 52 Plaza, 2 gro. cs. 5 76 Plow Boy, 5c 5 76 Plow Boy, 10c 11 00 Plow Boy, 14 oz. 4 50 Pedro, 10c 11 80 Pride of Virginia, 1 1/2 77 Pilot, 5c 5 76	Pilot, 7 oz. doz. 1 05 Pilot, 14 oz. doz. 2 10 Prince Albert, 10c 96 Prince Albert, 8 oz. 4 92 Prince Albert, 16 oz. 8 40 Queen Quality, 5c 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 1/2 oz. 30 Sweet Tip Top, 5c 2 00 Sweet Tip Top, 3 1/2 oz. 28 Sweet Tips, 1/4 gro. 10 08 Sun Cured, 10c 11 76 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. 28 Standard, 7 oz. 1 48 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 5 76 Trout Line, 10c 10 00 Turkish, 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 95 Union Leader, 25c 5 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 Bibber, 2 oz. tin 88 Velvet, 5c pouch 1 44 Velvet, 10c tin 3 84 Velvet, 8 oz. tin 3 84 Velvet, 16 oz. can 7 68 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. 5 75 Way up, 16 oz. pails 31 Wild Fruit, 5c 5 76 Wild Fruit, 10c 11 52 Yum Yum, 5c 6 00 Yum Yum, 10c 11 52 Yum Yum, 1 lb., 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. 50 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 Ideal No. 7 85 12 lb. cotton mop heads 1 45 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 Cedar all red brass 1 25 3-wire Cable 2 30 Paper Bureka 2 25 Paper 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 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Large Galvanized 5 75 Medium Galvanized 5 00 Small Galvanized 4 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 15 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 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 8 Butchers' Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 AXLE GREASE MICA AXLE GREASE 1 lb. boxes, per gross 9 00 3 lb. boxes, per gross 24 00 BAKING POWDER Royal 1 lb. 90 1/2 lb. cans 1 35 6 oz. cans 1 90 1/4 lb. cans 2 50 3/4 lb. cans 3 75 1 lb. cans 4 80 3 lb. cans 13 00 5 lb. cans 21 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head 4 inch, 5 gross 50

15 CIGARS

Johnson Cigar Co.'s Brand

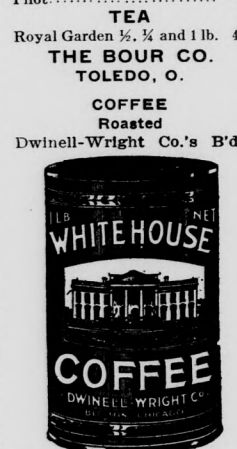


S. C. W., 1,000 lots 31
 El Portana 32
 Evening Press 32
 Exemplar 32
 Worden Grocer Co. Brand
 Ben Hur
 Perfection 35
 Perfection Extras 35
 Londres 35
 Londres Grand 35
 Standard 35
 Puritanos 35
 Panatellas, Finas 35
 Panatellas, Bock 35
 Jockey Club 35

Old Master Coffee



Old Master 33
 San Marto
 Pilot
 TEA
 Royal Garden 1/2, 1/4 and 1 lb. 40
 THE BOUR CO.
 TOLEDO, O.
 COFFEE
 Roasted
 Dwinell-Wright Co.'s B'ds



White House, 1 lb.
 White House, 2 lb.

16

Excelsior, Blend, 1 lb.
 Excelsior, Blend, 2 lb.
 Tip Top, Blend, 1 lb.
 Royal Blend
 Royal High Grade
 Superior Blend
 Boston Combination
 Distributed by Judson
 Grocer Co., Grand Rapids;
 Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

COCOANUT

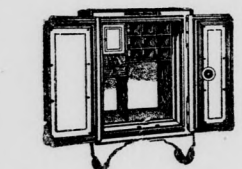
Baker's Brazil Shredded



10 5c pkgs., per case 2 60
 36 10c pkgs., per case 2 60
 16 10c and 38 5c pkgs.,
 per case 2 60



Full line of fire and burglar proof safes kept in



stock' by the Tradesman Company. Thirty-five sizes and styles on hand at all

17

times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Lautz Bros. & Co.
 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 15
 German Mottled 3 00
 German Mottled, 5 bx 3 15
 German Mottled 10 bx 3 10
 German Mottled 25 bx 3 05
 Marselles, 100 cakes 6 00
 Marselles, 100 cks 5c 4 00
 Marselles, 100 ck toll 4 00
 Marselles, 1/2 box toll 2 10
 Proctor & Gamble Co.
 Lenox 3 00
 Ivory, 6 oz. 4 00
 Ivory, 10 oz. 6 75
 Star 3 85

Tradesman Co.'s Brand
 Black Hawk, one box 2 50
 Black Hawk, five bxs 2 40
 Black Hawk, ten bxs 2 25

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

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

Soap Compounds
 Johnson's Fine 5 19
 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

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

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 Milwaukee Battle Creek Dayton Youngstown Syracuse Scranton

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 Original Manufacturer, GRAND RAPIDS, MICH.

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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.

Exchange—240 acres in corn belt of Indiana, for a clothing or general store in a live place. Address Owner, August Dreifus, Monticello, Ind. 628

To Exchange—My equity of \$1,700, in a good 60 acre farm near Middleville, for grocery or general stock. Address Percy Herman, Middleville, Mich. 627

Merchants—Have been constantly engaged for past 17 years closing stocks by auction. My method will net you more cash than you can get by lump sale. My testimonials prove this. Any auctioneer who claims to get you 100 cents clear is not reliable. It can not be done. I will be pleased to correspond with you. I sell merchandise only. W. D. Hamilton, Galesburg, Ill. 626

For Sale—Chair and furniture factory. 25 H. P. water power, all kinds of timber, in town of 1,500. Price, \$10,000. Terms. Address Stayton Chair Co., Stayton, Oregon. 639

For Sale—Racket store, about \$6,000, only one in Michigan town of 1,000. Good town, good prospects. Good business. A fine opening for someone who wishes to continue the business. Address No. 638, care Tradesman. 638

For Sale—A clean \$1,500 drug stock in a mining town of 350 population. Good schools, two railroads. Fine farming section. Don't write unless you mean business. Address Maus Drug Store, Panama, Okla. 637

Store Fixtures and stock for rent or sale. Millinery. Mrs. Whitney, N. Crystal Lake, Ill. 636

Real Estate Wanted—Sell your property quickly for cash, no matter where located. Particulars free. Real Estate Salesman Co., Dept. 68, Lincoln, Neb. 635

For Sale—Drug store at two-thirds value. Sales \$35 daily and increasing. Low expenses. Ill health. Part cash. Address Bowe, Druggist, Toledo, Ohio. 634

For Sale—Improved account registers at reasonable prices. Any size. Fire protection provided. No springs, hinges or rivets to wear. Guaranteed five years. Address Maxwell Filing System Co., 47 Wade Bldg., Cleveland, Ohio. 633

For Sale—One letter press rapid roller copier complete. Cost new \$35. Looks nearly like new and in best working order. Our price \$17.50. M. E. Fisher Co., Red Oak, Iowa. 632

Must sell or exchange well located store building on paved street. Living rooms above. Renting for \$28. Box 492, East Jordan, Mich. 625

Golden opportunities in a land of plenty. Southeastern Texas, the land of sunshine and showers, cheap and fertile lands for home-seekers; never had a crop failure. Would you like to know about it? Write Beaumont Real Estate Exchange, Beaumont, Texas. 623

For Sale—A chance for the right party with small capital, or manufacturer wishing to open branch factory, fully equipped, ten sewing machines, one button hole machine, one button machine, material, office fixtures, etc. No trouble to get help. Low rate electric power. Rent low. Write or call H. C. Rehm, Trustee for Ideal Garment Co., Sturgis, Mich. 621

For Sale—Grocery stock and fixtures, inventories about \$1,500. Central location, reasonable rent, good lease. Located in Kalamazoo, Mich. If interested address No. 619, care Michigan Tradesman. 619

300,000,000 feet spruce and cedar, located on a timber limit with mill site at tide water, where large ocean going steamers can take cargo. Big river runs through center of property. Responsible parties will enter into contract for five years to deliver timber ready for shipment at \$8 per thousand feet. Do not care to correspond with any one but bona fide purchasers. J. W. Powell, Canisteo, N. Y. 616

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

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 730, Chicago, Ill. 609

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

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. Dewhurst, Owner, Olney, Ill. 602

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

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

Are you looking for a buyer for your business or real estate? I bring buyers and sellers together. Write me to-day if you want to buy, sell or trade any kind of business or property. I can save you time and money. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Illinois. 369

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—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

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

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

Merchandise sale conductors.. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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

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

HELP WANTED.

Live Salesmen, strictly sober and experienced, for Spring 1913, selling shirts and wash suits to measure; catering high-class individual trade. Son's, New Orleans, La. 641

Wanted—Shirt salesmen. H. M. Joyce & Co., J. J. Kinsey, Mgr., 207 Monroe Ave., Grand Rapids, Mich. 642

Wanted—An assistant pharmacist or man with equal experience. Apply Greene's Drug Store, Grand Rapids. 640

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

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

SITUATIONS WANTED.

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.

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.

IF A CUSTOMER asks for

HAND SAPOLIO

and you can not supply it, will he not consider you behind the times?

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.

SOUTHERN TRADE.

Problems and Possibilities Attending Its Exploitation.

Written for the Tradesman.

The South offers a good many trade problems to the Northern and Eastern manufacturer who is interested in the development of Southern trade.

The problem of securing dealer distribution and dealer co-operation in the South is difficult in the South—difficult anywhere and everywhere for that matter; but the problem of advertising in the South presents some new and decidedly difficult features.

There are approximately thirty millions of people in the south; but more than fifty per cent. of this total population is made up of negroes and impoverished white people to whom you wouldn't care to ship merchandise on approval. The large percentage of illiteracy of the South is due to the large number of negroes and "poor whites."

I use these terms not with any animus; for I am a Southern man, and I believe in the South, as the reader of this article will see for himself before I have finished. I am merely stating conditions as they are.

These colored people and poor whites will be good customers some day; but that day hasn't arrived yet. Their purchasing power is now extremely limited, and because of their ignorance and untrustworthiness, you wouldn't care to have any business dealings with them.

But these people, large as the number of them unfortunately is, do not constitute the South.

The bone-and-sinew of the South is made up of substantial white people farmers, merchants and manufacturers—who pay taxes, support the schools and churches and uphold decency and order.

In the thirteen Southern states there are 1,750,000 tax payers, or a vast constituency of over six millions of people who are intelligent and capable, prosperous and happy.

The majority of the prosperous people of the South live in the country.

Eighty-three per cent. of the population is rural—only 16½ per cent of the people live in towns of 5,000 and upwards.

If you wanted to cover the South with general advertising, how would you go about it?

Couldn't reach them through the daily newspapers, for the majority of the people never see the dailies—only the few who live in cities large enough to support a daily paper. If you were to go into all the dailies of the South you would succeed in reaching about 10 per cent. of the people.

And you can't reach them by means of outdoor advertising—billboards and street cars. In some of the Southern states there are very few cars. The city of Philadelphia has as many street cars as the whole of the South put together. And it is manifestly impossible to cover the South with billboards. Good medium for a few of the larger towns and cities, but too costly for the country. Some of your billboards would rot down before a

hundred people had read your announcement.

And you can't reach the people of the South through the standard magazines, for only 12 8-10 per cent. of the people see the standard magazines, and many of these are in the towns and cities. The vast population outside of the towns and cities will remain untouched.

Three kinds of papers are taken and read by the people of the South: Weekly newspapers, farm publications, and religious weeklies.

We have already seen that the majority of the people of the South live in the country. The best they can do for news is to subscribe for a weekly newspaper. Of course this doesn't apply in the larger towns where there is a daily or dailies.

Since the people live in the country and are interested in the pursuit of agriculture, they take the farm papers. The percentage of farmers in the South reading farm publications is, of course, nothing like as large as in the North or the East. Still they read the farm papers to some extent.

But the class of papers that is read most extensively of all in the South is the religious paper.

The Southern people are deeply religious; and everywhere in the Southland the church is a vital institution.

Ninety per cent. of the people are affiliated with some religious body or other, and the man who is confessedly indifferent to religion is looked upon as an anomaly. If he doesn't go to church or profess some sort of interest in church work, people ask why.

In the South the church is still the center of social life.

Young people court on their way to and from church. The social features of the religious gatherings constitute a strong drawing factor.

Religious societies under the auspices of various congregations constitute the active social factors of the community, and they are always getting up suppers, entertainments and informal affairs.

The South is full of small towns and villages, with only here and there a city of any marked commercial importance.

But these small towns and villages are surrounded by rich agricultural lands. Moreover the crude materials of a vast new industrialism are most abundant everywhere through the South. Of the three prime elements of industry—coal, iron and lumber—we have an almost inexhaustible supply.

Birmingham is now a close rival to the famous Pittsburg District in the production of iron and steel.

The South produces the cotton of the world.

It is also a great corn-producing region.

Significant indeed are the resources of the South.

But that isn't all. Consider her strategic position right in the pathway that leads to the Panama Canal and across the Atlantic to Asia and the far East!

I do not believe the people of the Mississippi and the Ohio Valleys comprehend as yet the significance of the

opening of the Panama Canal; and while the people of the South are trying to grasp what the new route to the markets of the world is going to mean to them, they cannot as yet see how vitally it is going to effect the whole of this great Southland.

It is going to quicken the pulse of business all over the South and give a new and hitherto undreamed of impetus to industry.

Farm products are going to appreciate in value, and the prices of farm lands.

Towns that are now small and inconsequential are going to grow by leaps and bounds.

Cities that are now just beginning to have a name are going to wax big on the map in the South.

Southern industries are going to spring up everywhere.

Within a very little while the towns and cities of the South are going to be united by railroads and interurban lines and the whole country is going to be laved by the tidal waves of prosperity.

There is a vast potential business in the South for you, if you are a manufacturer or a wholesaler with Southern connections, and it behooves you to be up and after that business now.

Chas. L. Garrison.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York Dec. 23.—The year closes on a coffee market showing quite an amount of activity, as compared with previous weeks. Last Saturday the sales on the Exchange amounted to 211,500 bags. In store and afloat there are 2,498,246 bags, against 2,524,597 bags at the same time last year. At the close Rio No. 7 is worth, in an invoice way, 14¼@14¼c. Mild coffees have been rather quiet, but prices are well sustained and good Cucuta is held at same rates as prevailed a last report.

Cane granulated sugar is generally held at 4.90c, with beets 4.70c. The market, as might be expected at this time, is without interest and neither buyer nor seller seems to care whether school keeps or not.

Green and black teas are firmly sustained, but the demand is light. Buyers take only enough to supply the gaps in assortments and both sides seem to be waiting to see what the new year will have to offer.

Rice is quiet. Buyers take only enough to keep going and for a fortnight the staples like rice are on the back shelf. Prime to choice, 53½@5½c. There is said to be even a better yield than had been expected and after awhile this may have its effect, but just now quotations are firmly sustained.

Spices are steady, so far as demand is concerned. Supplies are not especially large, but there seems to be enough for all needs and quotations are just about on the same level as before noted, with pepper "futures" slightly lower.

Molasses has been in fair demand. Prices are steady and supplies are not overabundant. Good to prime centrifugal, 35@40c. Syrups are quiet, with fancy held at 25@28c.

Canned goods generally are neglected. They are not especially adapted for Christmas tree decorations, and as all attention is just now given to holiday fixings the festive tomato must wait its turn. Standard 3c it is said are worth 85c; but, apparently, some pretty good lots have been picked up for 82½c. Anything less than this quotation is regarded as not coming up to the mark. Price rather than quality is still what a good many want, and cheap goods "fill the bill." Corn is steady at about 50c f. o. b., with offerings rather light. Other goods show absolutely no change and the market is simply waiting the turn of the year.

Top grades of butter are firmly held and the supply is only moderate. In medium sorts the supply is apparently ample for all needs and quotations tend to a slightly lower level. Creamery specials, 37@37½c; firsts, 32@33c; held extras, 32@33c; firsts, 30@31c; process, 26@27½c; imitation creamery, 25@25½c; factory, 23½@24½c.

Cheese 17¼@18c for whole milk. The market is quiet, as buyers seem to think the rates just out of their reach.

Eggs are firm. Best Western, whites, 30@35c. Below this the range is through every fraction down to 24@28c.

Here's wishing the Michigan Tradesman and all connected therewith a most joyous holiday season. May each one get just what he wants.

BUSINESS CHANCES.

Wanted.—To buy grocery and meat business. Must be good location and good proposition. Address No. 643, care Tradesman.

Own and operate a factory in your home town. Large Pacific coast concern operating seven factories and making a high-class food product used every day, wishes to establish factories in northern cities of over 100,000 population. This is a legitimate opportunity for good, capable men with from \$2,000 to \$5,000 and references. We will consider no applicant unless he is willing to come to Seattle, investigate and learn our methods for himself. Address Hoyt's, Seattle, Wash.

For Sale.—Small stock of dry goods and notions, \$1,000, to be moved. Will take a cash register as part payment or will exchange for real estate. Address 118 Allegan, E., Lansing, Mich.

Young Man, Do You Want To Better Your Condition?

If you have been a successful merchant or clerk and would like to put yourself in a position to earn more money, write us, giving a full description of yourself and your success up to date. We have calls almost every day for MEN WHO DO THINGS, and, if you are worthy, we can, no doubt, be of service to you.

Tradesman Company
Merit Department
Grand Rapids

One For Every Grocer



No. 216
Detail Adder



No. 333
Total Adder



No. 416
Total Adder, Sales-Strip
Printer



No. 452
Total Adder, Receipt and Sales-
Strip Printer



No. 542
Total Adder, Receipt and Sales-Strip
Printer with Separate Depart-
ments or Clerk's Adding
Wheels.

NO MATTER how large or how small your business is, there is a sort and size of National Cash Register built to serve your particular requirements.

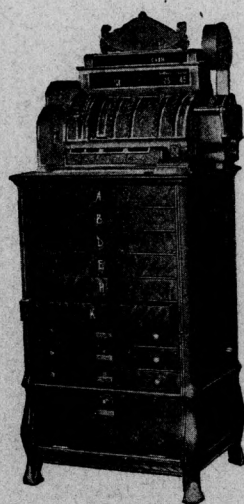
The one for your business will save you money, pay for itself out of part of the money that it saves and insure you more profit.

It will encourage clerks to sell more goods, prevent misunderstandings, and benefit customers.

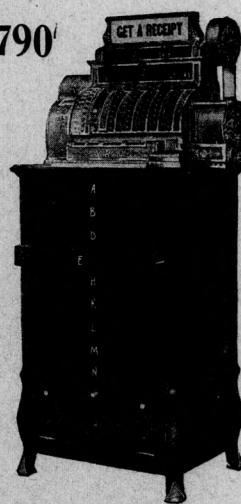
The prices range from \$20 to \$790.

Tell us how many clerks you employ, and we will furnish you with complete information regarding a register built to meet the particular needs of your store.

The National Cash Register Company
Dayton, Ohio



No. 562-6
Total Adder, Receipt and Sales-strip
Printer with Separate Counters
and Drawers for Six
Clerks.



No. 598G-EL-9
Counters and Drawers for Nine
Clerks, Electrically Opera-
ated and Illuminated.



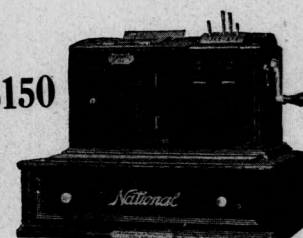
No. 313
Total Adder



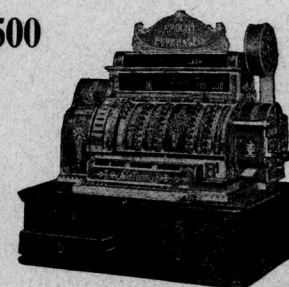
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Total Adder



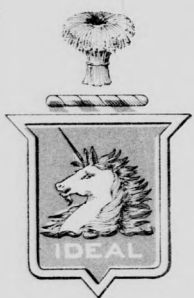
No. 1022
Drawer Operated



No. 143
Sales-Strip Printer
For Cashiers



No. 572-4
Total Adder, Receipt and Sales-Strip
Printer with Separate Counters
and Drawers for Each
Clerk.



The Ideal Girl Extends the Season's Greetings



1912

In a few short days this year will be but a remembrance and we trust that it has been the most successful you have ever experienced.



1913

The bells will soon ring in the New Year and our wish is that you may be happy and prosperous beyond your fondest hopes.

Start the year right by making a resolution to supply your trade with the best values the market affords. Do you realize what such a resolution, if carried out, will mean to you? It will insure you SATISFIED CUSTOMERS, and there is nothing that will build up your business so quickly and so surely as a customer who is satisfied, for he will tell his friends that the merchandise which you carry is the best that money can buy.

After you have made your resolution it will be necessary that you put our line of work clothes in your stock, for the IDEAL TRADE MARK which appears on the ticket of every garment that we manufacture is recognized throughout Michigan as standing for the best quality in Overalls, Work-shirts and Cotton Pants.

We will send samples prepaid so that you may compare them with others and prove to your own satisfaction that ours are superior work garments.



THE IDEAL CLOTHING CO.

GRAND RAPIDS

