

The Little Arm Chair

Nobody sits in the little arm chair;
It stands in a corner dim;
But a white-haired mother, gazing there,
And yearningly thinking of him,
Sees through the dust of long ago
The bloom of the boy's sweet face,
As he rocks so merrily to and fro,
With a laugh that cheers the place.

Sometimes he holds a book in his hand,
Sometimes a pencil and slate,
And the lesson is hard to understand,
The figures to calculate;
But she sees the nod of the father's head,
So proud of his little son,
And she hears the words so often said,
"No fear for our little one."

They were wonderful days, the dear, sweet days,
When a child with sunny hair
Was here to scold, to kiss and to praise
At her knee in the little chair.
She lost him back in her busy years,
When the great world caught the man,
And he strode away past hopes and fears
To his place in the battle's van.

But now and then, in a wistful dream,
Like a picture out of date,
She sees a head with a golden gleam
Bent over a pencil and slate;
And she lives again the happy day,
The day of her young life's spring,
When the small arm chair stood just in the way,
The center of everything.

A Woman's Love

There are times a woman's love
Fer a man stands out, I guess,
More'n usual, like as when
Sickness comes or else distress.
But I reckon that it shines
Brighter than a taller dip
When a man is goin' away
An' she comes ter pack his grip.

'Pears to me she seems to think
More about his comforts then;
Puts in slippers jes as though
They was worn by traveling men.
Fusses round an' round the room
Hopin', maybe, 'at she'll see
Something 'at perhaps he'll need—
Jes as thoughtful as can be.

Packs in heavy underwear,
Fearin' 'at it may get cold;
It is most remarkable
What a common grip will hold
When a woman fills it up—
Things fer sunshine 'an fer rain;
Pills fer every kind of ills,
Liniment fer every pain.

Seen her pack that grip o' mine,
Hundred times, I guess, an' more;
Heard her sigh while doin' it,
Kneelin' on the bedroom floor.
An' I never went away
On the shortest kind o' trip
Without feelin' 'at her heart
Had been packed inside my grip.

WHEN YOU SEE

THE  GOOD
SIGN OF CANDY

"DOUBLE A"

Remember it came from

The PUTNAM FACTORY, National Candy Co., Inc.
Grand Rapids, Mich.

The successful grocer makes it a point to please his customers. Have you ever noticed that all of them sell FLEISCHMANN'S YEAST? They wouldn't do it unless it pleased their customers. They also consider the profit, which makes it worth their while. 



Franklin Dessert and Table Sugar

"ONE OF OUR BEST SELLERS"

This sugar grades between POWDERED and FINE GRANULATED, dissolves quickly, sweetens thoroughly, can be used either with spoon or shaker.

FRANKLIN DESSERT and TABLE is a fancy table sugar, made especially for sweetening cereals, berries, fruits, desserts and other foods which are sweetened at the table. Your customers will appreciate its usefulness, and if you start them buying it you'll have an increased sale of sugar. The FRANKLIN CARTONS save cost of labor, bags, twine and loss from overweight.

Packed in 2 lb. CARTONS—48 lbs. to the CONTAINER and 120 lbs. to the CASE. Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

Franklin Carton Sugar is guaranteed full weight and refined CANE sugar.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar."

LISTEN

With your ear "close to the ground," you can hear a great wave of sound spreading all over the U. S., growing, increasing, insistent—the DEMAND for

"WHITE HOUSE" COFFEE

If you are a wise grocer, you will always be ready with "White House" in stock, to meet your share of the business *certain* to continue coming your way.

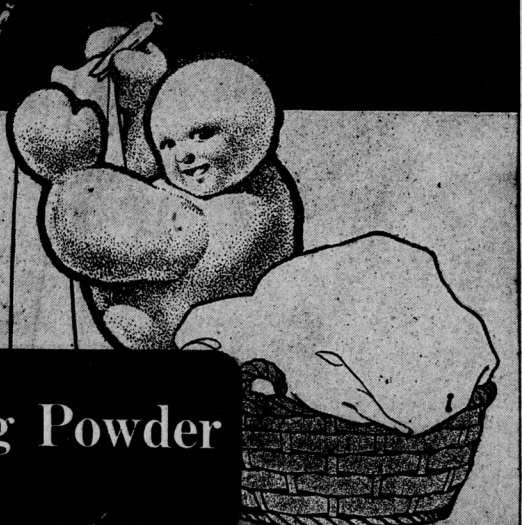
JUDSON GROCER CO.
Wholesale Distributors
GRAND RAPIDS, MICH.

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

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 3, 1913

Number 1576

SPECIAL FEATURES.

- Page.
2. Zephyrs From the Upper Peninsula.
3. News Items From the Soo.
3. Merry Musings From Muskegon.
3. New York Market.
4. Honks From Auto City Council.
4. News of the Business World.
5. Grocery and Produce Market.
6. Financial.
8. Editorial.
9. Second Port Said.
12. Butter, Eggs and Provisions.
14. Gabby Gleanings From Grand Rapids.
16. Dry Goods.
18. Shoes.
20. Woman's World.
22. Hardware.
24. The Commercial Traveler.
26. Drugs.
27. Drug Price Current.
28. Grocery Price Current.
30. Special Price Current.
31. Business Wants.

BEING ON TIME.

Napoleon based much of his success upon being prompt to the minute; and it is said that one of the great factors in his defeat at Waterloo was the loss of a few moments by himself and Grouchy on the fatal morning. As a result of this, Blucher was on time and Grouchy was late. It was not long, but no doubt the memory of that lost time came back to Napoleon many times while at St. Helena.

There are Bluchers and Grouchys seen every day in the trade world; and some of the Waterloos in the commercial field may be as surely traced to the lack of being on time. The man who waits until the flood tide of Christmas purchases before ordering his goods will lose the main part of the holiday trade. True, he may be able to catch his share of those who wait until the last, thinking to get things cheap. But the cut in prices comes out of a part which should be clear gain to him.

A part of your stock has a standard cash value the year round. A part has an increased value at this season. A part is comparatively worthless after the holiday trade is carried over until next year, even if you could afford to load up a year in advance. In another twelve months something so entirely different will have come that its sale would be hopeless.

The classes will require each a different treatment. In the one case "Timeliness" may be an indefinite term; in the other, "There will never be a time like the present," must be the rule. Make it a point to have your holiday goods on time and when the season is over, work them off, even if you have to cut rates to the lowest notch. Get rid of them, and begin planning for the next rush, be it Washington's birthday or Easter.

The time for the Red Cross Christmas seal is arriving and those behind the little stamps hope there will be a big sale, and there ought to be, because the money goes to serve a worthy purpose. It is not too early to remind users where they should put the stamps. Some of them have

been in the habit of putting them on the same side of the letter as the postage stamp and the address which is wrong. Order No. 5,020 of the Postoffice Department is to the effect that Red Cross stamps shall be affixed to the reverse side of domestic mail matter and not on the address side of any package going through the mail. If the parcel is sent by express, it makes no difference where the stamps are placed. It is well enough also to remember that seals of any kind ought not to be put over the strings which tie up any package going through the mails. If the seals cover the strings, they interfere with inspection and subject the parcel to first class postage rates. Remember that Christmas seals are not good for postage. They will not carry any mail matter, but any kind of mail matter will carry them.

In these later days there are schools for all sorts of accomplishments. The day has gone by when the school is supposed to teach only the three Rs and what comes after them. There are schools for music, for dancing, and forty other things. To Spain, not especially enterprising in educational matters, belongs the credit of being the first country in the world to open up a school or college to teach the gentle art of bull fighting. Something like \$100,000 has been expended in preparing the plant and securing a faculty. It is about the best paid business there is in Spain, and so it is not remarkable that the young men of that country should wish some place where they can get the education required to have a share in the glory and the money.

Chicago's barbers believe they can reduce the cost of high living and get more business. It is declared by the President of the Illinois Barbers' Association that within a few weeks the tipping system will be abolished in that State. He says the tip is the father of the safety razor, as customers hate to be held up for more money after they have paid their bills, so they cut out the barber and cut themselves when shaving.

The scientists go a good ways to find a germ or charge a microbe with disorderly conduct. For example, it is claimed that a man at Glastonbury, Conn., has died as the result of ptomaine poisoning because he ate a part of a gray squirrel, which squirrel in its lifetime had fed on chestnuts affected by the blight. That is going a good ways to find the cause of death, further than the squirrel had to go when it felt the shot.

Cheer up—this ain't so hot as hell is going to be.

THE ART DEPARTMENT.

Even though this is not a part of your regular stock, unless the field is now entirely covered by your neighbors, it pays to introduce it into your holiday trade. For various reasons there are always those who prefer to add a touch of their own personality to the Christmas gift. To these the art department comes as a boon. There are few women who do not enjoy fancy work in some form and it is of such a nature that spare moments will serve to eke out the scant supply of cash.

A fancy finding favor and possessing some marked advantages is that of making all gifts along a certain line. Thus the woman who gave cushions to all of her friends last year will not be in danger of forgetting and duplicating gifts in some instances by transferring her purchases to linen; and never were the towels and other accessories, with their monogram in needlework, more inviting. You can make some attractive prices where she buys a certain article in quantity which she will appreciate. Every woman's magazine nowadays is replete with directions and patterns for this line of work. Yet these never appeal as do the real articles. A sample towel with the lettering neatly done will sell a dozen, while the mere description only inspires the thought, quickly forgotten, that such things would be acceptable. Nine cases out of ten, the interest is not sufficient to even inspire the query as to whether you have similar goods in stock.

Make a specialty of your art department in your local advertising. Emphasize the fact that you have the material in variety; that you show samples of finished work and give directions for doing it, if desired. Fill your window with attractive patterns. When a passer-by steps in "just to see the work," give as cordial a greeting as if she came for the avowed purpose of buying. If you can convert her into buying, it but proves your greater skill as a salesman; but be sure not to become a bore; else she will not dare come in again "just to look;" welcome her, even though only a sight-seer.

A stream never rises higher than its source. The character of the government is a reflection of the character of the governed. Politics is the business of the present, very important, but the continued task is the keeping of the source of government—the people—pure, and enlightened. This comes within the province of education in its broadest aspect. If the agencies that make for a higher and better manhood, working day in and day out, perform their functions worthily and honestly,

there will be a gradual improvement. Wrong may hold brief sway at occasional periods, but in the long run right will triumph and the standard of excellence and efficiency will be slowly elevated. The foundation work in the purifying of politics and other evils, and in the creation of higher ideals, is in the keeping of the church the school and the home, with science as the handmaiden of each, and as these agencies perform their duties so will civilization advance. None need despair when these forces are alert and uncontaminated in the State. Upheavals, revealing disgraceful conditions, are not infrequently the visual expression of the good, in its leavening work, forcing out the bad.

Do you pay your employes as much as they deserve and as you can afford, or do you pay them as little as you can make them accept without actually quitting? Merchants have been known to say when it has been suggested that a certain clerk should have more money, that he should ask for it if he wants it. That is not good business. He should have it without asking if he deserves it. Cheap employes are very often costly. They are usually paid just what they are worth, or worth what they are paid. True economy consists in getting the best the business will stand, and the chances are that it will then soon be able to stand more. Look upon the employe, no matter in what department he labors, as an investment, not as an expense, and expect him to produce. He should magnify his work. He should make his job bigger by growing bigger himself. If he does not do that, get somebody who will do it. They are to be found, and they are business builders.

Postmasters throughout the country have been called upon to see to it that they do not run out of postage stamps during the holiday season, but they are also cautioned not to order too many stamps. They are supposed to be able to figure on the right amount to be used. A shortage would be a calamity, and sometimes it happens that a postmaster falls short. The parcel post being in operation this year, patrons will take advantage of it and send many packages that have formerly gone by express.

The world went along all right before you came upon it, and it is quite probable that it will hit a fairly lively pace after you have gone. We beg of you not to stop it.

One simple, novel idea in a window display is worth hours of work in making up an elaborate and complicated exhibit.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, Dec. 1—What's this? M. L. Moody, the George Washington of the Auto City Council! Isn't there some mistake about this? Is it M. L. Moody or D. L. Moody (not Dwight Lyman)?

Jim Campbell, of the "My Wife & I" hotel (the Dunham House), at St. Ignace, has discarded and consigned to the lake all the spray nozzles on the lower floor of his fine hotel. He has not yet announced what his plans are for the upstairs. Do you get me?

The boom launched by Supreme Counselor Claude Duval for a banner increase in U. C. T. membership during the present year, is showing fruit all over the country and is meeting with marked success. Marquette isn't behind the procession, either, although none of our members have up to date formally joined the militant movement organized by our Supreme Counselor. We have had either applications or initiations, or both, at every meeting since August. At the last meeting we had four applications and one initiation. We expect to report an increase far in excess of normal at our next State convention.

We read with interest from Jaunty Jottings from Jackson, Brother Spurgeon's comments on the productions of the Michigan State Cannery. We fail to see any particularly reasonable grounds for his objection to the marketing of this line of goods, any more than we do for the marketing of binder twine and overalls and other prison made goods, so long as the proper sanitary conditions, such as are observed in any modern factory in the production of food products, are maintained. In fact, we believe that the State is taking a very humane interest in the welfare of its prisoners in providing such congenial employment for the unfortunates of life. Brother Spurgeon surely wouldn't advocate the revival of the old tread mill, the whipping post, the dungeon and other barbarous methods of punishment which under modern conditions have been relegated to the medieval ages. Besides this, there is a commercial side to this experiment which would tend to put our prisoners on a self sustaining basis and would compel the prisoners to convert their time to a profitable account, instead of wasting it on tread mills, etc., thus having the opposite effect that Brother Spurgeon intimates, and would tend to actually reduce taxation. We are, however, unalterably opposed to paying the prisoners any money for their time and the State should not, of course, place the products on the market at a price that would materially affect legitimate competition.

We certainly feel grateful to W. G. Tapert, of the Soo, for his kind mention of the writer as Deputy Hotel Inspector; but my dear Tapert, you should be merciful. You should remember that I hold a big job in the first place—that of traveling representative for one of the largest and best wholesale hardware houses in the Northwest; that I am a great political, religious and social leader in my community; that I am the main squeeze in the local U. C. T., a very arduous position; that I am State Chairman of the Grand Council Committee on Railroads and Transportation; that I have a standing engagement with Brother Charlie Wheeler two Saturday nights each month which always takes me well into the Sabbath morning, and other engagements too numerous to mention, making me now a very busy man—but I can assure you that if I was hotel inspector in addition, I sure would make some of them sit up and take notice, and I would solve the problem for myself, once and for all

and to the satisfaction of all, with the single exception of the hotel keepers themselves what constitutes a \$3, a \$2.50 and a \$2 a day hotel, and wouldn't mince things about relegating a few so-called hotel keepers to the class of swine herders and livery stable keepers. I'd be there with the goods, but I haven't the time.

The genteel Guy Pfander raises an interesting question, "How far should a hotel proprietor go to show his patrons that he appreciates their business and a continuance of same?" This, it seems to me, is a matter of personality and applies to any other business as much as it does to the hotel business. I once knew a hotel proprietor who was a most friendly man. He loved to see his boys come and, if he could get to them, would meet them with the glad hand away out on the porch. He meant it, too, but I have known of cases where he was roundly criticised for doing so. Traveling men are not all real good judges of human nature and they charged the poor fellow with ulterior motives. I know now of a hotel man who has the art of "working" the boys at every point and he does it, too, to the king's taste, but the boys all "holler" their heads off for him and call him a "prince." He isn't a prince at all. He is a cheap grafter, but he gets the money in a real smooth sort of a way. I know, too, of a proprietor who at heart is a prince of good fellowship, but who has a "crabby" exterior and who runs a most excellent house where every comfort is safeguarded and who takes the best possible care of the boys on the road, but the boys who do not know him all "knock" him and rap him hard at that. As a class, we are not perfect. We have our own faults, just as the hotel man has, and there is just as much the matter with us as there is with that much discussed, that much expected of, that in too many cases hated individual, and the hotel man can only work out his own particular personality in the showing of his appreciation of business. He can in no way show his appreciation better than by giving the traveling public the best accommodations he can afford, consistent with making a decent living out of the business he is engaged in. The hotel man has much to contend with, too. I will also add that I know of a number of chumps who are in the hotel business who should have sought a livelihood in some other line of business, but the same is true of many of our own men as travelers and of our customers as well; in fact, true of every walk in life that could be named.

The Garden spot of the earth—dear old Cloverland.

Great dream that of John D. Martin, when he traveled the State from Bay City to Coldwater in an automobile in less than two hours, but none of the readers, I'll swear, ever gave a thought to the sleeping beauty. John is a real handsome man, both asleep and awake.

At our last meeting last Saturday night, we had the pleasure of initiating G. A. Beyer, the veteran representative of the Cudahy Packing Co., of Omaha. Mr. Beyer has been on the road for many years, but never saw fit to join us before. Welcome, Gus! We're glad you are with us.

Clifford Lafare has resigned his position as traveling salesman for the Gannon Grocer Co. and accepted a position with F. Labontey as clerk. Sorry to see you off the road, Cliff, and hope you will soon be out on the road again.

A boosters committee of three of our members, residents of the Soo, and two of our members, residents of Marquette, who visit the Soo frequently, and two laymen of the Soo, were appointed at our last meeting

to work for the good of the order at Sault Ste. Marie. At our next meeting we intend to take similar action with regard to Escanaba.

Our readers in the Upper Peninsula could not make a wiser investment than in a subscription to the Tradesman.

Wonder how Bill Pohlman is getting along with his bran new mustache? Can you throw any light on the subject, Mr. Goldstein?

The Tradesman last week reported that Saginaw's chief of police is urging a larger police force. Wonder if he is figuring ahead on the U. C. T. convention in June?

Ura Donald Laird.

News Items From the Soo.

Sault Ste. Marie, Dec. 1—A. Frazee, manager for Armour & Company here for the past year, has tendered his resignation and will finish the remainder of his honeymoon. Mr. Frazee has been confined very closely to business for the past few months and finds it necessary to take a prolonged rest. He expects to spend the holidays around Detroit, after which he and Mrs. Frazee expect to take a prolonged trip to visit friends and relatives around the State. Mr. Frazee has not made any plans for the future, but will probably get back into the harness at some other place. Mr. Frazee has made many friends during his stay at the Soo who regret very much to hear of his departure and wish him success in his future undertakings. He was succeeded by E. D. McLean, formerly at St. Paul, who comes here highly recommended, and trust he will be pleased with the Soo and his new position.

Soo met their Waterloo at the first football game with Detroit last week, not, however, without acquitting themselves with credit. We consider they made a good showing with the odds against them. The boys report an enjoyable time of it, however, and they were very much pleased with the good clean game that Detroit put up and the courtesy shown them while visiting that city. They returned in a happy mood and had no complaints to offer. It was simply a case of "covering too much territory."

What might be information to some of the meat dealers throughout the State is the fine that was imposed on one of our leading butchers at the Soo, who was fined for selling moose meat which was brought over from the Canadian Soo. The moose are among the protected game in Michigan, but is allowed to be sold in the Canadian border towns. While the dealers did not know that it was in violation of the game laws to sell moose meat, it was no excuse that would pass muster and the fine was the only alternative. It has sharpened up the knowledge of some of the other merchants here who will profit by the experience.

The Soo celebrated with plenty of noise last week at the completion of the third lock. When the last basket of cement was turned in the whistles around the lock works, boats and mills were pressed into operation and considerable excitement was experienced throughout the city and there was great rejoicing for the cement men, who were able to turn over the locks to the Government as completed. The fourth lock is getting along nicely, with about two layers of the earth and rock removed, and will be far advanced by next spring. The work will continue all through the winter.

A number of the Soo merchants are at Chicago attending the stock show this week.

The Gamble-Robinson Co. was fined \$200 by a magistrate in the Canadian Soo for violation of the provisions of the alien labor act, in

knowingly employing Carl J. Saunders as manager for its Canadian branch under contract. The company does business under the charter granted by the Province of Ontario and has its head office in Sault Ste. Marie, in the province of Ontario. It must be held responsible for acts done or contracts made by the directors of the company, no matter if made when temporarily absent from the Province or not. This is the first case of this kind that has been tried in the courts and other houses are looking into the matter and have been watching the procedure with interest. It is likely, however, that the Gamble-Robinson Co. will appeal the case and carry it to a higher court.

Salvatori Rosso, who for the past twelve years has conducted a grocery store in the west end of the Soo, died at the Soo hospital Saturday. Mr. Rosso was a successful grocer and his demise was a shock to his many friends here.

Joseph Cousins, a well known character in this section for many years and at one time a mineral prospector and land looker in the wilds of Ontario, is dead. He served in the British army. Mr. Cousins leaves a brother and sister in England and another brother somewhere on the Western Coast who has not as yet been located.

The Thanksgiving poultry trade this year was a disappointment to the butchers, as there were many birds left over, but as they were fresh and in the pink of condition, they were put in the freezer of the local storage here, so as not to necessitate the severe loss which would have otherwise occurred.

R. H. Weldenken, special butterine salesman representing Swift & Company, St. Paul, pulled off a successful butterine campaign at the Soo last week and reports the Soo one of the liveliest towns on his territory.

The Evangelists are still holding meeting in the tabernacle with great success, with an attendance averaging from two to three thousand people, and they are getting pretty well cleaned up. They have nearly all the Soo traveling men started on the right road and are waiting for the visiting brothers who make the Soo on their route, and numerous cases are cited where traveling men are better spreaders of the gospel than men in any other walks of life, because they are usually a class that are long on the talk and make a success of anything that they undertake.

W. G. Tapert.

Merry Musings From Muskegon.

Muskegon, Dec. 1—We understand that Muskegon's new hotel, now under construction, will be modern in all respects. It will have seventy-four rooms, hot and cold water in each and bath in nearly all of them. The location directly across from the depot makes it very convenient. As yet no name has been decided upon.

We are pleased to chronicle that John Porter was able to get home for Thanksgiving and, while he is still confined to the house, he is getting along as well as could be expected. During his enforced illness ye scribe will try in a feeble way to handle part of his territory.

I was sorry not to be represented in the Tradesman last week, but was busy nursing my jaw.

Boys, if you have anything of interest, please send it to me at 122 Lake street. E. P. Monroe.

Only One Kind.

Jones: Don't you think a talkative woman is more popular with the men than any other kind?

Henpecks: What other kind is there?

When the boss wants something done it simplifies matters to let him have his own way.

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 1.—The holiday season is causing a fair degree of activity to trade in general and, were it not for this, there would be considerable cause for complaint. Of all staples in the grocery line spot coffee is one of the slowest at the moment. On the Exchange there is uneasiness and a general feeling of doubt as to the future and this is reflected in the spot trade. Sales are of very limited proportions and buyers seem determined to take sufficient supplies only to do business with. At the close Rio No. 7 is worth, in an invoice way, 9 $\frac{3}{4}$ c and Santos 4s, 12 $\frac{1}{4}$ @12 $\frac{1}{2}$ c. In a jobbing way Santos 7s are worth 9@9 $\frac{1}{4}$ c. Jobbers are fairly well supplied with milds and trade is very quiet. Good Cucuta is held at 13 $\frac{1}{4}$ @14 $\frac{1}{4}$ c.

Teas are unchanged as to quotations, but prices are firmly held. The demand is very light. Imports of teas for the year ending June 30, 1913, aggregate 93,911,055 lbs. Of the total 46.3 per cent. came from Japan, 25.3 per cent. from China, and 27.3 per cent. was British grown. The average import cost of all teas for the past five years has been 17.1c.

Refined sugars quiet, with some refiners selling at 4.30c less 2 per cent. although the list price is 4.35c, regular terms. With the tariff on sugar to be changed March 1, new selling terms for sugar will probably be put into effect and all interested will have a meeting here this week to consider the matter.

Rice remains in the same dull channel as for some time past and has, apparently, been "relegated to the rear" for the time being. Receipts are liberal and may become rather too large. Choice to fancy domestic, 5 $\frac{1}{4}$ @6 $\frac{1}{2}$ c.

While spices show no appreciable advance, stocks are said to be reduced to a minimum and a steady trade is anticipated for the remainder of the year. Singapore black pepper, 11 $\frac{1}{4}$ @11 $\frac{1}{2}$ c; white, 18 $\frac{1}{2}$ @18 $\frac{3}{4}$ c.

There is a fair holiday demand for grocery grades of molasses and quotations rather favor the seller. Stocks are not very large, although there is sufficient of all sort to meet present demands. Prime to choice domestic as last quoted—35@40c. Syrups are fairly steady.

Canned goods are quiet, but there is a steady trade going on and fruits and salmon are well sustained. Standard 3s tomatoes are worth 70c. There are 3s which can be purchased for less, but they are hardly good enough to be classified as "Standards." Corn is without change. Fancy Maine stock \$1.15@1.25. Maryland, 60@80c and New York, 85c@\$1, as to label. Peas are quiet and steady, with supply of fine stock rather light. Other goods are well sustained, but packers contend that the general level is too low to allow any profit for them.

Top grades of butter continue well sustained and quotations have shown some advance. Creamery specials, 34@35c; firsts, 28@32c; factory, 22@23c; process, 21@21 $\frac{1}{2}$ c.

Cheese is firm, with best N. Y. State full cream, 16 $\frac{1}{2}$ @16 $\frac{3}{4}$ c.

Top grade eggs are quoted at the high level and there seems to be no height to which they will not soar. Best Western white gathered, 42@45c. There is a big lot of eggs here which can be bought for less—pretty good eggs, too. Really a tumble will occasion no great surprise.

Honks From Auto City Council.

Lansing, Dec. 1.—D. J. Riordan is making an extended visit in Chicago.

F. H. Hastings and wife spent Thanksgiving with friends at Owosso. Fred hasn't had much of an appetite since.

George O'Tooley is working his head off these days taking care of the

rapidly increasing business for the Perry Barker Candy Co. and endeavoring to collect assessment No. 119 from a few of our delinquent members.

D. D. Harris (Weatherly & Co.) is the proud daddy of a bouncing boy and is taking lessons in handling him. Recently, in attempting to show his dimpled face to an admiring friend in a downtown store, it developed that the poor little chap was being carried wrong end up. Under ordinary circumstances he is very good natured, but when he does cry, Well! he has Skinny Schaner's uncle beat a mile.

Having now been located with one of Michigan's greatest underwear departments for over six months, we are at liberty to accept any invitation scribe Bullen extends us—Last week's Detonations.

Evidently Brother Goldstein slipped one over in writing up his expense account or got an increase in salary.

Don't fail to attend Council meeting next Saturday night. Large class to initiate and some important business will come before the Council. Grand Counselor Welch, of Kalamazoo, will be present and will have something to say that will be well worth hearing. Our banquet committee is busy all this week with the preparations.

But we get the prize this week for brevity.

H. D. Bullen.

Some Things About the Salesmanship that Wins.

Written for the Tradesman.

What is good salesmanship?

Most of the readers of the Tradesman either own and operate stores of their own or belong to the salesforce of retailing establishments.

Practically all of them make a living, directly or indirectly, from the sale of goods. Many of them—perhaps most of them—are getting forward in the world in direct ratio to their abilities as salesmen. All of them are interested in salesmanship and the things that make for efficiency therein.

But what exactly is this matter that so vitally concerns the readers of the Tradesman, and makes them fail or succeed according as they bungle at it or do the thing right? What is salesmanship?

Suppose, for your own good—just to clarify your own thought and to stimulate your mind—you try to define salesmanship. Analyze the subject and jot down on a scrap of paper the various elements that combine to produce it. It will be a profitable and interesting exercise—and you may be somewhat surprised at the result. Salesmanship isn't so simple and easy after all. Indeed it is highly complex; and the smug, off-hand definition of it is pretty apt to leave much to be desired.

"Good salesmanship," said a laconic friend of mine, "is common sense plus knowledge of the goods." And I thought of Plato's so-called definition of man—"a featherless biped."

"The ability to make the other fellow willing to buy the thing you want to sell," said an aggressive dealer-friend—"that is good salesmanship." And I stifled the smile that welled up inside of me.

"Matching your customer's needs with merchandise suited to his actual requirements and his purse," said the veteran, "is what I call good salesmanship."

These so-called definitions of good

salesmanship are widely different, and indicate that the persons giving them are looking at the subject from different angles. To the first man, common sense is the main thing. He puts it first. "Good salesmanship is common sense plus—" Common sense is, of course, the necessary basis of good salesmanship—but not only of salesmanship—but of pretty nearly everything else that men do for a living. The mind of a person can be stuffed with information much as the delectable Thanksgiving turkey is stuffed with oyster dressing, and the hand may be taught a cunning that is marvelous, but lacking common sense both the trained head and the trained hand are foredoomed to failure even as the sparks fly upwards. The second element of the definition helps to redeem the situation somewhat, for it adds to common sense "knowledge of the goods."

Knowledge of the goods is undoubtedly a big factor in efficient selling. And you can make it just as comprehensive and as exact as you please. When a salesman knows about the lines, and knows that he knows, and knows that his information is absolutely correct, his confidence rests upon a solid basis. He is, therefore, convincing because he is convinced. And he speaks with authority—not that he necessarily display an arbitrary and superior attitude—most emphatically no; but he says things that get the customer's attention, quicken his interest and arouse his wants—and all because the things so quietly spoken by the salesman ring true. They spring spontaneously and easily from a well-informed mind. The salesperson has knowledge of the merchandise he is selling.

To merchants, to salesmen and saleswomen, to cash and errand boys and girls who tie bundles, to everybody in the store who longs to know the science of selling goods—this admonition is applicable; learn to know the goods. Concerning everything you attempt to sell these things should be known: its use, the material or materials of which it is made, workmanship upon material or materials and its good qualities—i. e. its durability, serviceability, and general satisfactoriness, price considered. If the commodity to be sold is unique in any particular, how and why. If it belong to the category of commodities necessarily influenced by fashion, the style-element must be mastered; if an article of wear, the comfort, fit and general correctness of the thing must be studied. And all these things can't be learned in a week or a year; and there is no single bureau of information to which the learner may be directed for boundless information on anything under heaven. You pick it up a little at a time, and you find it here and there. But you will surely get it if you keep after it. And in the continued, never-ending pursuit of it, bear this fact in mind: every bit of reliable information you pick up along the way adds something to your selling power.

In some way the second definition of good salesmanship is better than

the first. Without any considerable ability to make people buy, nobody can become efficient in salesmanship. Simple, staples articles that people must buy whether or not, are easily dispensed. All the clerk does is hand over the merchandise and ring up the cash. But as the lines increase in grade and price, the selling of them takes on a higher significance—and when it comes to the distribution of extravagant and costly luxuries, the selling stunt develops into a fine art. But force is the key-note of good salesmanship, and that my dealer-friend was hitting at in his definition. "Ability to make," is the way he starts out. Without this "ability to make" folks buy a salesperson cannot climb very high. He'd better take a fling at something else in life; he's missed his calling. Little desires—just "notions" as we say—must be converted into actual calls. Small wants must be transformed into larger wants. Entirely new wants must be created. Indifference must be fanned into interest; prejudice allayed, and stubbornness overcome. Yes, indeed, it takes a positive Ego, vital personality, real force to become a good salesperson.

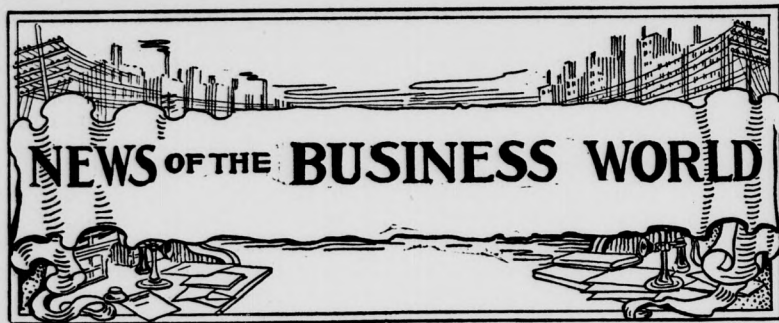
The last so-called definition of good salesmanship is what I would call a good description of a very commendable sort of salesmanship. It points out the way of the judicious salesman. He is the man who tries to give each individual customer the sort of merchandise he ought to have—the man who isn't willing to let the banker go out with a two dollar derby when he might, with the right sort of talk, sell him a five dollar Dunlap.

Really, when you come to think about it, there are many elements that combine to produce this complex and difficult thing called good salesmanship. And here is a final word on the kind you hear when you see a piece of good salesmanship going on: "The model sales talk is a quiet, convincing, uninterrupted appeal for the goods to be sold, in which all of the information concerning the goods which the customer may desire is given with no extraneous matter. There is no attempt at vaudeville or other form of entertainment. There is no violent increase in voice or gesture. The salesman acts in a normal way."

Frank Fenwick.

The popularity of the tango is doomed if the prophecy of a corset saleswoman and physician is correct. She says that the new dances develop the hip bones excessively, throw the hip bones forward, cause new rolls of fat to form at various points and give a potato sack effect to a Greek goddess. If the tango will spoil the shape of a Greek goddess, what will it do to the ladies who are striving for a perfect figure? The edict of the corset seller is sad and liable to do more to drive out the tango than all the pulpit censure and storms of protests from other quarters.

Autumn is the storehouse into which all the other seasons bring their treasures. It is the Exposition of spring, summer and winter.



Movements of Merchants.

Delton—Charles Deneau has engaged in the plumbing business here.

Cedar Springs—George E. Porter has purchased the Holland feed business.

Boyne City—Francis F. La Mart has engaged in the tailoring business here.

East Jordan—Mrs. A. C. Sweet succeeds Mrs. DuPont in the millinery business.

Grand Ledge—Charles Spinney has opened a cigar store and restaurant on North Bridge street.

Clarkston—Cook & Deacon have been succeeded by J. F. Deacon in the lumber business.

Three Rivers—The Lueth-Alt Clothing Co. has changed its name to the Cox-Alt Clothing Co.

Ishpeming—E. H. Mack is closing out the J. N. Fohrman stock of music and musical instruments.

Manistee—L. N. Roussin has leased his meat market to H. A. Spinnoble, who has taken possession.

Battle Creek—J. R. Goff & Co. succeed Deeson Kistler in the meat business at 272 East Main street.

Litchfield—C. W. Morse, recently of Pickney, has leased Hotel Lansing and will continue the business.

Flint—The capital stock of the Industrial Savings Bank has been increased from \$50,000 to \$100,000.

Ironwood—The Finnish Co-Operative Trading Co. has engaged in business with an authorized capital stock of \$10,000.

Bronson—H. Straw has sold his grocery stock to Mr. Bloski, recently of Fremont, Ind., who will continue the business.

Rockford—H. B. Elhart has sold his grocery stock to Thomas Welsh & Son, of Belding, who will continue the business.

St. Johns—Stephen Temple has sold his meat stock to Robert Price, formerly of Olive, who will take possession Dec. 15.

Jackson—Thomas J. Fishburn and George W. Karcher have formed a copartnership and engaged in the meat business here.

Byron—William F. Close, of W. F. Close & Co., dealers in grain and fuel, died suddenly at his home, Nov. 25, aged 69 years.

Interlochen—J. C. Tillepaugh has sold his grocery stock to E. Connine, formerly of Wexford, who will continue the business.

Brighton—Executors of the G. J. Beetcke estate will declare another 25 per cent. dividend as a New Year's gift to creditors of the old Beetcke bank. This will bring the dividends up to 50 cents on the dollar.

Pontiac—Aurelius J. and Ellsworth King, recently of St. Johns, have engaged in the grocery business here under the style of King Bros.

Lake Odessa—E. E. Reed has sold his stock of groceries to Jackson & Son, who will consolidate it with their stock of groceries and meats.

Vanderbilt—Yuill Bros. has bought 640 acres of land near this place and will take the timber off and manufacture it at their sawmill at Logan.

Bagnall—L. B. Bellaire and Datus Lagoe have formed a copartnership under the style of Bellaire & Lagoe and engaged in general trade here.

Red Jacket—McQueen & Sibilsky have sold their drug stock to Uno Montin who will continue the business under the style of the Superior Pharmacy.

Flint—The Industrial Savings Bank of Flint has filed articles with the State Banking Commissioner, increasing its capital stock from \$50,000 to \$100,000.

Detroit—The W. H. Adams Shoe Co. has been organized with an authorized capital stock of \$3,000, which has been subscribed and \$1,500 paid in in cash.

Vermontville—W. H. Miller, recently of Allegan, has purchased the Allen & Eckhart grocery stock and will continue the business under his own name.

Litchfield—F. S. Sackett has sold a half interest in his grocery stock to John E. Corey and the business will be continued under the style of Sackett & Corey.

Owosso—W. P. Payne has purchased the interest of T. M. Euler in the agricultural implement stock of Payne & Euler and will continue the business under his own name.

Munising—B. Oosser and B. Hankin have formed a copartnership and engaged in the grocery business on West Superior street under the style of the Cut Price Grocery.

Onsted—C. D. Beebe has sold his interest in the Beebe & Boyd hardware stock to Chauncy Pentecost and the business will be continued under the style of Boyd & Pentecost.

Alpena—James F. Grant, a leading grocer for thirty years, killed himself by drinking poison Dec. 1. He was a Mason, Elk, and Eagle, and had been prominent in civic affairs for twenty years, holding various city positions.

White Pigeon—F. A. Reynolds, proprietor of the only clothing store in this place, has filed proceedings in bankruptcy. His liabilities total \$9,000 with assets of \$7,000. Reynolds had conducted the store for three years.

Munising—H. A. VanGalder and Edward Heric have formed a copartnership under the style of VanGalder & Heric and engaged in the meat business at the corner of West Superior and Chestnut streets.

Durand—M. G. Schneider, the Durand butcher who pleaded guilty to putting too much water in the sausages sold in his shop, was released on probation by Judge Miller Dec. 1. He must also pay the cost of prosecution.

Lansing—The Toggery Shop has been incorporated to sell at retail, ladies' and men's furnishing goods, clothing, boots and shoes, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Lansing—Guy Sharpe and Edward Stolte have formed a copartnership and purchased the Morehead & Warner stock of men's furnishing goods and will continue the business on South Washington avenue under the style of the Toggery Shop.

St. Clair—Baby & Dale, steamboat agents and dealers in coal, have merged their business into a stock company under the style of The F. W. Baby Co., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Detroit—Creditors of Frank Wiener, bankrupt clothing merchant at 1468 Michigan avenue, have decided to hold a public auction of the property Dec. 10. The total appraisal is \$2,550. The liabilities amount to \$4,388. The petition in bankruptcy was made involuntarily.

Manistique—The reduction in wages among woodsmen has caused considerable movement among the men, many of whom have quit work. It is announced that wages will run from \$26 to \$32 this winter, whereas they have run as high as \$40 and averaged over \$30. It is asserted that as low as \$22 is offered in some camps for certain classes of labor.

Bay City—The Kneeland-Bigelow Co. is operating six lumber camps in Otsego and Montmorency counties, cutting logs for the company's two mills in this city. The concern reports an improvement in the hardwood lumber trade the last two weeks. Maple, beech, birch and basswood are in good demand, and stocks in manufacturers' hands continue low.

Ironwood—The Merchants and Miners State Bank has been organized with a capital stock of \$50,000, all paid in, and \$10,000 surplus in addition. C. E. Houk, who has been postmaster for the past sixteen years, has been selected for Cashier. The bank will occupy the rooms formerly occupied by the Bank of Ironwood and also the rooms occupied by J. A. Sullivan as an insurance office.

Kalamazoo—The Commercial Club has warned the merchants of Kalamazoo to keep the weather eye out for solicitors who claim to have received the sanction of the Club to solicit. One solicitor was refused the sanction of the Club and thereupon proceeded to represent himself to a number of merchants as being backed by the organization. His opening number was to present a petition alleged to

be sent to Congress providing for the levying of a 1 per cent. tax on all sales from mail-order houses. This money, according to the petition, will be collected by the United States officials and turned over equally to each state. He then sells a subscription to a Western trade journal which secures subscriptions by clap-trap and subterfuge.

Ypsilanti—Charles E. King, senior member of the grocery firm of Chas. E. King & Co., died recently, aged 52. He was President of the Peninsular Paper Co., Vice-President of the First National Bank, former member of the Board of Education and Public Works Commissioner, and was a member of the vestry of St. Luke's Episcopal church. He graduated from the U. of M. in 1873. Mr. King was born in Ypsilanti and had never married.

Detroit—A fine of \$20 for contempt of court was levied against Schiller & Koffman, produce dealers, by Judge Tuttle of the United States District Court, Dec. 2. Deputy United States Marshal Lyon seized twenty-five packages of fruit jam at the concern's place of business last summer and to avoid paying storage on the products the court allowed the assignment to remain at the store until wanted. When the court ordered it destroyed it could not be found. It was found that the consignment had been returned to the manufacturers in New York State and the court held the firm in contempt because it could not produce the goods.

Corunna—The \$500 damage case of the Ionia Bean Co. vs. Louis C. Hall, an Owosso elevator man, is on trial in the Circuit Court. The plaintiff claims that in January of this year it entered into a contract to purchase 250 bags, or 687½ bushels of choice hand-picked beans at \$2.22 per bushel from Hall. It is asserted that when the beans were examined by an inspector of the Michigan Bean Jobbers' Association, of which both are members, the beans were discovered to be prime hand-picked beans, which is a grade inferior to that called for in the contract. According to the terms of the contract, Mr. Hall was to receive \$1,526.25 for the beans, but the sellers were able to realize but \$1,443.75 by their sale.

First Success to Be Repeated.

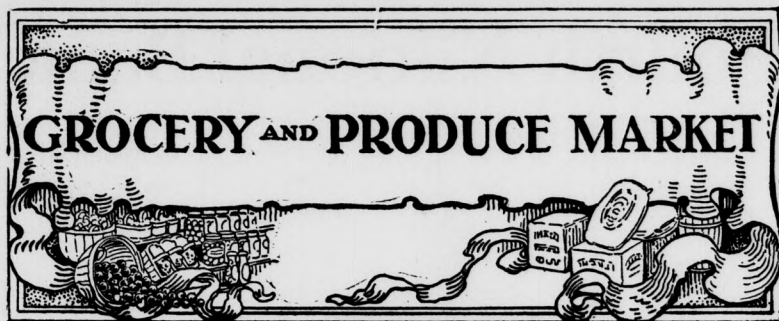
Bay City, Dec. 1—The first of the series of parties planned by the entertainment committee of Bay Council, No. 51, was held at the Armory Nov. 28. A large number of the U. C. T.'s and their friends enthusiastically responded to the excellent music rendered by the orchestra. The U. C. T. parties are popular because they are well conducted, therefore prolonged applause greeted the announcement that Dec. 26 is the date selected for another U. C. T. party.

J. H. Belknap.

C. Huizenga succeeds John Diephuis in the bazaar business at 743 South Division avenue.

James Berghuis succeeds John Spanman in the grocery business at 1000 West Second street.

A. F. Vollette has engaged in the plumbing business at 1355 Lake Drive.



Review of the Grand Rapids Produce Market.

Apples—Greenings and Baldwins, \$3.50; Wagners, \$3.75; Northern Spys, Jonathans and Shiawassee Beauties, \$4@4.25.

Bananas—\$3.25 per 100 lbs. or \$1.60 @2.50 per bunch.

Butter—Receipts are fairly liberal for the season and the market is steady on the top grades with prices ranging the same as last week. Under grades are more plentiful, being for sale at prices about 1@2c per pound lower than a week ago. The consumptive demand is only fair, and if there is any change in price in the near future it will be a slight decline. Fancy creamery commands 33c in tubs and 34@35c in cartons. Local dealers pay 20c for No. 1 dairy and 17c for packing stock.

Cabbage—75c per bu.

Carrots—65c per bu.

Celery—\$1.25 per box containing 3 to 4 bunches.

Cocoanuts—\$4.75 per sack containing 100.

Cranberries—Late Blacks, are out and Late Howes have advanced to \$9.50 per bbl. The supplies about equaled the demand for the Thanksgiving trade. It is feared that the crop shortage is more serious than was at first believed. Unless a continued spell of cold weather materializes, there is every chance of goods not keeping well except in refrigeration.

Cucumbers—\$1.50 per doz.

Eggs—Receipts of fresh continue very light and everything in that line meets with ready sale on arrival at outside market quotations. The stocks of storage eggs have also been reduced very fast and the market is firm on the present range of quotations. No relief is expected from the present conditions until the receipts increase, which is not likely to be for another month. Local dealers pay 36c for strictly fresh and hold cold storage at 30@31c.

Grape Fruit—There is a very good crop and the demand is increasing at such a rate that prices are being maintained on the basis of \$4.25 for all sizes.

Grapes—Malaga, \$6.50 per keg; California Tokay \$2 per 20 lb. crate; Emperor \$2.25 per 20 lb. crate.

Green Onions—25c per dozen.

Honey—18c per lb. for white clover, and 16c for dark.

Lemons—Verdellis, \$7 per box.

Lettuce—Eastern head, \$2.50 per bu.; hot house leaf, 12c per lb.

Nuts—Almonds, 18c per lb.; Butter-nuts, \$1 per bu.; Chestnuts, 22c per lb. for Ohio; Filberts, 15c per lb.;

Hickory, \$2.50 per bu. for Shellbark; Pecans, 15c per lb.; Walnuts, 19c for Grenoble and California; 17c for Naples; \$1 per bu. for Michigan.

Onions—\$1.10 for red and yellow and \$1.25 for white; Spanish, \$1.40 per crate.

Oranges—\$2.75 for Floridas; \$3.35 for California Navals.

Peppers—Green, \$2 per bu.

Potatoes—The market is dull and featureless. Country buyers are paying 45@50c; local dealers get 65@70c.

Pop Corn—\$1.75 per bu. for ear; 5c per lb. for shelled.

Poultry—Local dealers pay 10c for springs and fowls; 5c for old roosters; 8c for geese; 10c for ducks; 14c for No. 1 turkeys and 12c for old toms. These prices are live weight. Dressed command 2c per lb. more than live.

Radishes—25c per dozen.

Spinach—90c per bu.

Sweet Potatoes—Delawares in bu. hampers, \$1.10; Jerseys, \$4 per bbl.

Tomatoes—\$2.50 per 6 basket crate of California.

Veal—Buyers pay 6@12c according to quality.

Increase in Capital Stock.

The A. J. Brown Seed Co. has increased its capital stock to \$200,000—\$100,000 preferred and \$100,000 common. All of the common is subscribed and issued and \$60,000 of the preferred is subscribed and paid in. The directors of the corporation are A. J. Brown, Thomas H. Brown and Edwin B. Seymour. The officers of the company are as follows:

President—A. J. Brown.

Vice-President—Thomas H. Brown.

Secretary—Edwin B. Seymour.

Treasurer—A. J. Brown.

The business was established by A. J. Brown in 1885 and has shown a gradual growth ever since.

B. A. Dise, grocer at 1210 Madison avenue, has admitted to partnership, Kate Connelly, and the business will be continued under the style of Connelly & Dise.

A. T. Thoits and son, Thomas, have become interested in the McDonough Thoits Co., of Hot Springs, Ark., manufacturers of staves.

Hill & Shay succeed H. R. Spoelman in the grocery business at 1155 Grandville avenue. The firm consists of B. J. Hill and Walter Shay.

The Wm. P. Canaan Co. has taken the agency for the Langrock pennant.

G. Zalenas has opened a jewelry store at 443 West Leonard street.

The Grocery Market.

Sugar—Raw sugars are weaker and lower. New Cuban sugars are coming in on a dull market and every indication points to cheap sugars for the remainder of the season. The Federal refinery is offering granulated at 4.25, but the other refiners are pretending to ask 4.30.

Tea—The tea market generally is quiet, with more activity being shown in Japans and Formosas than in other growths and prices are firmly held. The marked advances in Indias and Ceylons have created some heavy bids from England for low grade Congous to be used as a substitute for blending purposes, resulting in a stronger market for Congou teas. The possibility of a war with Mexico is causing some discussion as to whether, in such an event, an import duty might not be imposed on teas for war revenue. The local market is steady with no speculative sales noted.

Coffee—There has been no material change in values, although the situation is still more or less weak, and practically all holders, even those that have confidence in the future of the market, will shade prices if there is a chance of making a good sale. Mild coffees are in practically the same position as Brazils. Java and Mocha are quiet and unchanged. The demand for coffee is quiet.

Canned Fruits—Little interest is shown in gallon apples at present, but as there is no pressure to sell from any quarter the market has a firm tone. California fruits are firm owing to the small and broken supply remaining in packers' hands. Buyers here are showing little interest in forward shipments, their attention being given to the receipt of deliveries on forward contracts, which are now being freely made. Southern fruits of all kinds in first hands are in small compass and the market, although quiet, has a firm tone.

Canned Vegetables—The tomato market is unchanged with fair demand. There is a good supply under packers' labels, but unlabeled goods are rather hard to find. There is no change in corn or peas; demand moderate. Other canned goods also unchanged and quiet.

Canned Fish—In salmon the market for all descriptions is firm but quiet. The packing season for domestic sardines legally closed Nov. 30, but to all intents and purposes it closed some time earlier, as for many days the canneries have been receiving little if any fish. The 1913 season will pass into history as one of the worst that has been experienced in point of supplies since the beginning of the industry, and closes with stocks in packers' hands more closely cleaned up than ever before at the end of the packing season. The market is firm with an upward tendency, but there was no quotable advance in prices at the end of last week. Imported sardines of all descriptions are in a strong statistical position, and with a steady consuming demand high prices are looked for.

Dried Fruits—Stocks of California prunes remaining on the Coast are said to be unusually strong and con-

trolled by one or two holders. One large packing interest which was understood to have had a considerable stock of 1912 prunes is reported to be closely cleaned up. Only one of the leading packers is understood to have any stock of 1913 fruit to sell and, according to report, his holdings are much below the average for this time of the year, particularly in the popular sizes. Among other Coast holders the advices received here say the stock is small and scattered. While there is little demand for spot peaches and apparently none for forward shipments from the Coast, the market has a firm tone, and some buyers have, it is said, been compelled to pay a premium on stock actually needed in the finer grades. Apricots are quiet, but owing to the close clean up on the stock and small offerings here the market remains firm. California raisins are inactive, but holders are not trying to force sales in view of the strong statistical position, with the Associated Company practically dominating the situation owing to its control of the bulk of the stock. The market therefore closed firm. Currants are steady on the spot, with a moderate demand, and latest advices from Greece reflected a firm feeling in spot and forward shipments.

Syrups and Molasses—Corn syrup is unchanged. Compound syrup is wanted in a moderate way at unchanged prices. Straight sugar syrup is dull and unchanged. Molasses is wanted to some extent at prices which on the fancy grades are about 8@10c per gallon below last year. This is because last year there was a corner in New Orleans, while this year the market is standing upon its own feet.

Spices—Pepper arrivals keep going directly into consuming channels, leaving supply here quite insignificant and inadequate for recurrent needs; while few actual alterations are to be made in spot prices, there is an undercurrent of strength and no break of consequence is probable, to say the least. The large shortage in production for the year is becoming more clearly apparent. Its effect must be felt later on. In white pepper the spot stock has again been decreased by grinding needs. The shipments of black and white peppers for the first ten months of 1913 to Europe and America from all producing countries are 24,000 tons, against 32,000 for the same time in 1912.

Cheese—Owing to the light stocks, the market is firm and all grades are being held at outside quotations. There is not likely to be any change from the present conditions in the near future.

Provisions—The consumptive demand for smoked meats, characteristic of the season, is very light. Pure lard and compound are only in fair consumptive demand at unchanged prices. Barreled pork is dull; dried beef is steady; canned meats are also dull—all at unchanged prices.

Salt Fish—Cod, hake and haddock moderately active; steady to firm prices. Mackerel shows no special change and at the moment no demand.



Senator Owen's remarks on call loans by banks in Wall street, in his speech introducing the Senate amendments to the Banking and Currency bill, called attention to one interesting question, How would the bill, if enacted, affect the machinery of the Wall street market? The Senator's comments, which were uncomplimentary to the Stock Exchange, concerned the proposal of the House bill (endorsed by both reports of the Senate Committee) that National banks be no longer allowed to keep three-fifths of their reserve on deposit with banks of the larger cities. Eventually, under the new bill's terms, such reserves will have to be made up of cash in a bank's own vault and a deposit in the regional reserve bank.

The Chairman of the Senate Committee showed some comprehension of the really bad effects of the present system, but he missed the main point entirely. For one thing, he compared our occasional 10, 20, and 75 per cent. call money rates with the "rates of discount for fifty years in England, France, Germany, Holland, and Belgium, where the rate has been steadily around 3 to 4 per cent." But he was comparing rates at a Stock Exchange settlement with rediscount rates on prime commercial paper, endorsed by banks. Within the past few years, rates for money at Stock Exchange settlements at London and Berlin have gone as high as 12 and 15 per cent. Again, Mr. Owen's notion of the evil of the present system is that it permits New York banks, which lend out on call, "in the most gigantic gambling establishment of the world," these re-deposited reserves, to "sell the collateral immediately on any day when money is actually needed," although that process "may be ruinous to the borrower" and "result in financial panic."

But the soundest economic critics have for years denounced the system, not, like Senator Owen, because it may bankrupt borrowers. That is the borrower's own risk. The real trouble with the system of reserves, re-deposited in the city banks and loaned on the Stock Exchange, was described by an eminent economic critic, forty years ago, as arising from the fact that it created "the most explosive element in American banking." These reserves are hired by city banks through the 2 per cent. interest paid on them. They are loaned on demand, because, being reserve money, they are subject to very sudden recall. They are loaned on the Stock Exchange, because no other

borrowers ask for demand loans in sufficient quantity. When an interior bank wants its re-deposited reserves returned, for the harvest movement or because of a financial strain, the stock market has the props all at once pulled out from it.

In proposing to put a stop to this, the House bill merely follows in the footsteps of two formal reports, made by the New York Clearing House itself in 1857 and 1873. The question would remain, How much would the stock market be affected by such change? In the first place, the total required ratio of reserves is largely reduced at once, and three years are allowed before it must cease counting balances in a city bank as part of such reserve. After this change, we should certainly have fewer "speculative booms," made in seasons of dull trade solely because the money had flowed to Wall street, and therefore we should have fewer of the familiar autumn Stock Exchange convulsions, when the money had to be paid back.

Whether the lodging of these re-deposited reserves with a regional central bank, instead of with the private banks which lend on Wall street, would necessitate a change in the methods of the call money market, is another question. Demand loans of all the country's National banks on Stock Exchange collateral, in June of 1912, were \$571,000,000. How much of that would be no longer available for the purpose, when the re-deposited reserves in regional banks could not, under the pending act, be loaned on stocks or bonds, might be an interesting question.

It would be complicated by another—whether the new facilities, for re-discounting with the regional bank the

Fourth National Bank

Savings
Deposits

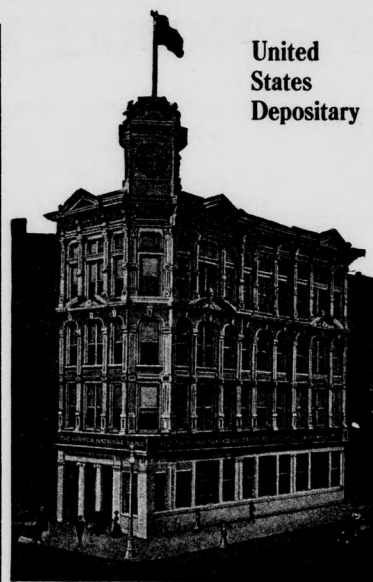
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Wm. H. Anderson,
President
John W. Blodgett,
Vice President
L. Z. Caukin,
Cashier
J. C. Bishop,
Assistant Cashier

United
States
Depositary



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000

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.

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

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits

7 Million Dollars

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holdings of commercial paper by individual institutions might not be utilized by those institutions to release their own resources for the legitimate purposes of the Stock Exchange. That is what happens on the great European markets. It was the overdoing of the practice, by the Berlin banks in 1905, which led the governor of the Reichsbank to threaten publicly that he would put its re-discount rate from 4 per cent. to 6, if the private banks did not cease helping with their loans the extravagant Stock Exchange speculation.

The Government has given out the foreign trade figures for October, 1913. They showed an excess of exports over imports amounting to \$138,600,000, or \$45,900,000 more than in 1900, the previous high October record. Now was this all; for last month's "export excess" far surpassed the similar showing of any other month in the country's history. The next largest excess was the \$124,700,000 of last November, when we were shipping out the largest crops in the country's history to Europe, whose crops were short. The \$121,100,000 excess of January, 1908, and the \$114,800,000 of December, 1907—which came when the country was selling its products desperately, at any price obtainable, to pay for European gold needed to stop our panic—were the next best records.

Those were abnormal times. But of November, 1913, as of November, 1900, it was possible to say that only the wealth of the country, and the enterprise of its exporters, were the cause. The \$500,250,000 ten months' excess of 1900 was never surpassed again until 1908, when the showing for the same ten months reach \$502,213,000. In the same period this year, the excess reached \$544,822,000. Last year, up to date, it was \$185,000,000 less than this.

Gratifying Report From State Banking Commissioner.

Lansing, Dec. 1—The abstract of reports of the 453 banks and six trust companies in the State of Michigan, showing their condition on October 21, shows loans of \$320,730,991.57, total deposits of \$338,654,529.81. Compared with the corresponding report of one year ago, November 26, 1912—shows a total increase of loans of \$15,000,078.73; total increase in deposits—\$19,573,042.29, with an increase of capital stock of \$1,989,320.00.

The reserve maintained by Michigan State banks and trust companies was \$64,793,257.05, or 19.13 per cent. of deposits, or \$11,045,142.31 over the requirements of the banking law. Based on saving deposits of \$217,187,258.99, the law requires mortgage and bond investments of at least \$108,698,367.00. Such investments exceed the requirements of the law by \$35,884,370.50.

During the period from January 1 to December 1, the examining staff of the Department has made 813 examinations.

After November 15, 1913, the Department will, under the provisions of Section 22a of the law, strike from its lists of reserve banks any bank which does not furnish daily statements to correspondents who have funds deposited on active account. This authority is vested in the Department as it now stands, and will be strictly enforced.

Complaints are continually coming

to the Department that excessive rates of interest are being charged by certain banks, directly and indirectly, by means of premiums, bonus, etc. Persons residing in any locality who are being charged more than the legal rate of interest (7 per cent.) are requested to notify the Department.

State banks in Michigan to-day are being run in a more orderly and systematic manner than at any other time in the history of incorporated banking. It is true, however, that in farming communities the banks and the Department are put to a great deal of annoyance on account of the dilatory methods of farmers in not attending to their business with the banks in a prompt and businesslike manner. Promptness in attending to banking affairs is taken into consideration, and appreciated by both banker and the Department. E. H. Doyle.

Quotations on Local Stocks and Bonds.

Public Utilities.	Bid.	Asked.
Am. Light & Trac. Co., Com.	333	336
Am. Light & Trac. Co., Pfd.	106	108
Am. Public Utilities, Com.	48	50
Am. Public Utilities, Pfd.	72	75
Cities Service Co., Com.	79	81
Cities Service Co., Pfd.	69	71
Citizens Telephone Co.	74	76
Comw'th Pr. Ry. & Lt., Com.	53	54½
Comw'th Pr. Ry. & Lt., Pfd.	75	76
Comw'th 6% 5 yr. bond	96	97½
Pacific Gas & Elec. Co., Com.	34½	35½
Tennessee Ry. Lt. & Pr., Com.	12	14
Tennessee Ry. Lt. & Pr., Pfd.	60	62
United Light & Rys., Com.	79	80
United Light & Rys., 1st Pfd.	76	77
United Lt. & Rys. new 2nd Pfd.	71	72
United Light 1st and ref. 5% bonds		87½
Utilities Improvement, Com.	41	43
Utilities Improvement, Pfd.	62	64
Industrial and Bank Stocks.		
Dennis Canadian Co.	104	106
Furniture City Brewing Co.	59	60
Globe Knitting Works, Com.	125	139
Globe Knitting Works, Pfd.	97	99
G. R. Brewing Co.	150	160
Macey Co., Pfd.	94	96
Commercial Savings Bank	200	225
Fourth National Bank	215	220
G. R. National City Bank	175	177
G. R. Savings Bank	250	300
Kent State Bank		260
Old National Bank	204	206
Peoples Savings Bank	250	

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WILL ACCEPT THE TRUST IF APPOINTED EXECUTOR OF YOUR ESTATE
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E. A. STOWE, Editor.

December 3, 1913

NOT LAID ON THE SHELF.

It is apparent that ex-President Taft does not intend to eliminate himself from the public view and rest upon his laurels, contenting himself with the distinction of being pointed out as a former chief executive of the greatest republic in the world. He means to be a factor in the political life of the Nation. He recently delivered an address in Brooklyn on what should be the attitude of this country with regard to the Philippines. Mr. Taft is probably the best informed man in this country on the Philippine question. For some years he was Governor General of the islands and had an opportunity to study the conditions in that insular possession from first hand investigation. As President he had an opportunity to deal with the problems presented from the position of one in authority, acquainted with all the facts and pursuing a policy maturely considered. Thus what he had to say in the Brooklyn address is entitled to careful thought, and the suggestions made could not have been otherwise than valuable to those entrusted at the present time with responsibility for the islands.

It is not necessary, however, for the administration to follow the policy advocated by the ex-President, but that it should give what he says the most serious thought is evident. And there is no doubt that President Wilson does give heed to the advice of such men as Mr. Taft, who have had the very best opportunity to know whereof they speak. But whatever effect the address may have officially, it furnished illumination from one point of view upon a question that needs all the light possible to secure, if it is to be properly settled. In rendering work of this kind Mr. Taft is doing a public service, and it is fortunate that he is to be heard upon other public questions, discussed, not from the standpoint of party politics, but from the view of one who has had opportunity to give them study at the sources of the best information. Announcement is made that Mr. Taft is to give a series of lectures on the Monroe doctrine and other governmental themes, now up for discussion. An ex-President could not be engaged in better

business. What he may offer from his experience in public life and from his study of political problems will aid in the formation of a sound public opinion and adduce facts that will help those in authority to formulate policies suitable to the needs and the conditions presented. Mr. Taft has been characterized as judicial in his methods and study, and his views are therefore the more valuable. Whether his suggestions are adopted or not, it is certain that what he says will have weight with those who formulate the policies of the Government, and that hence his influence will be indirectly felt.

THE NUT DISPLAY.

A display of nuts may be made most unique and attractive by arranging some of them in their natural covering. Show two cocoanuts side by side with those normally seen, the one enveloped in its large natural husk and the other with a section of this husk removed and showing the hard shell as it is safely packed in this fibrous cushion. Not one in ten is familiar with nature's manner of thus placing in safety from the hard bump otherwise certain when it falls from its lofty perch in the top of the tree to the ground the hard shelled nut, which would be dashed to pieces, and the milk—so relished by the natives when fresh and so necessary to the germinating stage of the nut—necessarily lost. The value of the husk for cordage, matting, etc., will also be apparent to the observer and prove of interest.

By the side of this may be shown two of the hard, spherical balls in which the Brazil nuts are encased, the one unopened, the other with a section removed from the top and showing how the bony, three-cornered nuts are packed away by nature. One can readily see how such a protection might prove most essential in nature, where the mischievous monkey would be very certain to devour the rich kernel before it was ripened unless in some way debarred from approach.

Then the growth of some of our native nuts may prove of interest to many. The open chestnut burr with its glistening brown offering is a picturesque scene which may bring back boyhood days to the man who has lived for many years in the city. Even the plain hickory nut encased in its bitter spongy covering has its lesson. We take things too much without thought of where they came from and how they were originally presented. To know how they grow and why this or that peculiar method, will not only make the commercial products more attractive but it will be adding a bit to the world's knowledge.

Those who like to hunt rabbits ought to go to Idaho, where they will be hailed with glad acclaim and accorded every facility and convenience. Rabbits are a nuisance out there and that they are plentiful is evidenced by the fact that in a recent systematic drive 18,000 of them were killed. Even an indifferent marksman could get a full game bag there.

CONCENTRATED ENERGY.

A school boy remarked to his teacher that when he got to reading at home he became so interested that when his father told him to do something he did not hear; and he had taken more than one licking in consequence. She advised him to stick to his concentration, even if it did cost him some whippings. She had seen his classmates pore over their lessons for hours and then come to class unprepared, while this lad always knew the substance of the subject thoroughly. He had learned how to study, how to concentrate his thoughts on the subject at hand. She felt like giving a long lecture on how to play ball and how to study—doing each with the whole might to the complete exclusion of the other.

When the rain drops fall over an open field they sink into the soil and we almost forget that they fell, but if their force is concentrated at a certain spot there is a washout as a result. Vast valleys are thus due to erosion from streams which are continually wearing away the rock. Even Niagara is receding because of this. It is the constant wear which causes even the hardest rock to give way.

Well did that teacher advise the lad to stick to his concentration. The boy who has learned to so apply himself to the work at hand that nothing else can distract has a bit of capital which is bound to serve him well in the years to come. The man who knows what he wants to do at a certain time and then does it, shutting out temporarily other things, is the one who accomplishes the most in this world. It may be work; it may be pleasure; the plan is essential in either case. Taking the work into the rest period is a sure invitation for a nervous breakdown. Working hard and to the point will accomplish more in an hour than the indifferent workman will accomplish in a day. The habit of concentration is one of the most efficient economizers of time and money.

THE UNOPENED LETTER.

With advertising dodges galore to secure attention, there are still many letters which should be read that slip into the waste basket. Even the two cent stamp affixed will not save the missive with the letterhead of one you are not interested in, although he periodically assails you with circulars, from being cast aside unread. Yet by some chance, though a man sends you a dozen letters that are not of the slightest interest to you, the thirteenth may contain something of real value.

The author of "Ships that Pass in the Night" was so chagrined at the return of the thick, bulky envelope that she thrust it into a drawer without even opening it. There it remained for two or three years. Then one day she happened to be rummaging among old things, came upon the well nigh forgotten package and opened it. Within was a letter from the editor, instead of the printed slip she had expected to find. He liked the story exceedingly and would she shorten it a little and return at the

earliest possible date that he might announce it in the autumn prospectus?

For obvious reasons the announcement did not appear that autumn; but the story had a wonderful sale when it did come out; and the delay was due alone to the fact that the letter which should have been read was cast aside—and came very near never finding attention. It takes but a moment to penetrate the envelope and decide for a certainty as to its contents. It is a courtesy you owe to yourself if not to the sender. Better open a hundred letters that are worthless to you than allow one of real value to slip past without attention, guessing at its contents without breaking the seal.

SIDE-LIGHTS ON TRADE.

Prediction that there will be anything more than a steady though quiet trade, during the next few months, is not accepted by the wholesalers. Commercial travelers who have been making their last rounds for the winter trade and are taking orders for early spring delivery, give the same testimony. They declare that while there seems to be plenty of money in the country, merchants are wary of large purchases. Even the customers of local stores seem to be desirous of "playing safe." They have funds, but they do not propose to take any chances until they are assured of what the spring will bring forth.

This attitude is general over the Middle West and is one reason for the slow collections reported by many country merchants. Early holiday shopping has progressed only a short time, and is not yet sufficient to give a definite idea of what it will be. The merchants seem to expect a normal trade, but nothing that is exceptional, and there is perhaps some disposition to cut down the luxuries in favor of the necessities in this holiday season. How long this will last cannot be told, but probably until spring, and the effect will be to make everybody "sit tight" and wait for something to happen. There is plenty of wealth; that is the encouraging feature. The disposition to use it will come when there is full confidence that outside conditions are favorable.

A man who will surrender an annual income of at least \$40,000 to accept a Government position of a subordinate nature, at a salary of \$5,000, is either a patriot or has some axe to grind. It is said that patriotism influenced William Wallace, Jr., a Western lawyer, to do this. He hails from Montana and has made a great financial sacrifice to accept a position as Assistant Attorney General. He will handle many difficult questions, among them prosecutions of white slavery, peonage, postal offenses, contract labor, Chinese exclusion, internal revenue, naturalization and immigration cases.

There is but one good fortune to the earnest man. This is opportunity; and sooner or later opportunity will come to him who can make use of it—David Starr Jordan.

He who has misgivings as to the finish will never start anything.

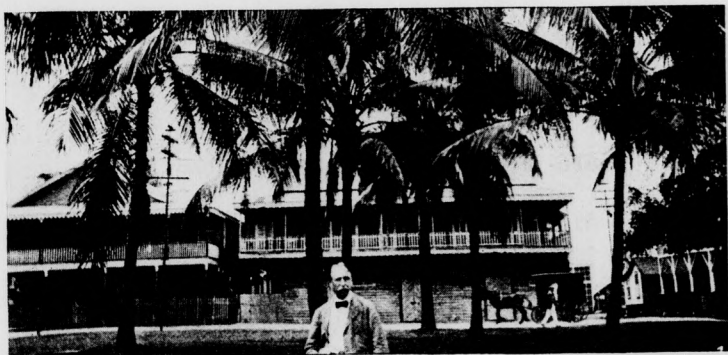
SECOND PORT SAID

Glimpse of Pacific End of the Panama Canal.

Panama means a canal and a canal-strip; but it also means a city, a city 240 years old, which would prefer not to wake up from the doze history has left it in. Now comes along Colonel Goethals with his canal; the nations are going to be passing their

high-walled paths run among red, blue, gray, and yellow houses which have stood a century; occasionally they widen to plazas with churches which have stood longer even than that.

Down near the water's edge are the four massive walls of what once was a church. Roofless they enclose now a group of wooden shacks where black-robed monks teach the young-



Residences at Panama.

commerce noisily through; and Panama, which is the gate to the Pacific, will be waked up willy-nilly. Whether it suits tropical languor or not, Panama City must now become a second Port Said.

Of the new \$400,000,000 Isthmian waterway the American people have been well supplied with information; they know how much water is imprisoned in the Gatun Lake, how many cubic yards of soft earth have slid into the Culebra Cut, how soon a vessel will be lifted upstairs by one giant set of canal locks and downstairs by another. But of the quaint old city of Panama, that has stood for centuries and sheltered generations of canal-dreamers, waiting in calm patience for the day when the Atlantic and the Pacific should finally be joined, they have heard little—perhaps only that it marks one end of the Panama Railway and is also the Pacific terminus of the canal.

Panama City reckons from 1673, and, but for that bold buccaneering gentleman, Henry Morgan, it would have reckoned back 158 years farther. There was an old town founded in 1515. Morgan in 1671 sacked that old town, and now there is little to be seen of it save some stone walls, stern and melancholy relics of the glorious period of Spain. It is difficult to conjure from overgrown mounds and occasional stone heaps a picture of the splendor and wealth of that old city, or of the days of Cortez and Pizarro, Drake and Morgan. Seven miles from the desolate place of the first Panama is the second Panama.

To-day, as one looks out seaward from the eminence of Ancon Hill, the sleepy town is a splotch of vivid color below the changing background of the Pacific. It is a curious fact that although Panama is the Pacific terminus of the canal, the canal debouches into the ocean in a southeasterly direction; so that the outlook is a southern one.

In the town itself the hand of time has erased the paint from walls and crumbled brick and mortar. The

sters their books. Many years ago these walls sheltered the women and children while the men fought in one of the perennial revolutions which in Central America appear to have dated from the beginning of time.

Of the Panama Cathedral itself, absolutely Spanish in its architecture with long unbroken walls and richly decorated facades, much could be



Hotel Tivoli (Panama) in the Distance.

told. Musty with age it is, and nowhere within its walls can one find trace of the dawn of a new era. One strolls beneath the shaded entrance above which rise the two spires which are the focal point of those gazing toward the city from any direction, and instantly he feels he has stepped out of the twentieth century into the eighteenth. The thick walls muffle all sound. Over them and through the peaceful hush there comes the voice of the Spanish padre, intoning an Ave, words and chant as they have sounded every evening for many generations.

As one treads the aisles of the cathedral, the tiling sounds hollow, and one stubs his toe on the loose iron rings which mark the entrance to the burial places beneath. One may, if he cares to (and if the verger is not near), stoop and lift the tiles to peer into the black depths. All about are reminders of past generations; in the thick walls are tombstones, marked with almost indistinguishable letterings. About the walls are pictures enclosed in rude

wooden frames. The altars are decorated with garlands of wax and paper flowers, their colors hidden beneath the dust of years.

The ancient churches, the prison, and the sea wall best typify the city's age. These are far more interesting than the President's palace, which with its open court and balconies looking down on a fern-enclosed fountain, is one of the show places of Panama. The National Assembly, with its tawdry draperies and plaster adornments, is not half so appealing as the picturesque old shops, markets, and hotels along the waterfront. To pass through the narrow streets beneath arching balconies, or to stop and listen to the wonderfully musical chimes that have rung out the hour from the little adobe church of Santa Anna since the days of Spanish rule, is better than an afternoon in the gallery of the assembly chamber, listening to political harangues.

The prison is older even than the cathedral—punishment for crime evidently was provided for in Panama before reward for virtue was preached. Chirique prison is beneath and within the monster sea wall which keeps the sweep of the Pacific tides from Panama. It was once a fortress and has a dark and tragic history. A visitor is permitted to-day to grope his way through the long arched passages to deep dungeons whose stories of horror are still told

As a visitor strides through the damp, hollow-sounding corridors, picturing how these dungeons once contained Spanish pirates, English freebooters, political intriguers, murderers, noted thieves, he is called sharply out of the past by a plaintive voice pleading from a dark cell: "I'll thank you for a cigarette, mister." And the eager black face, pressed with pleasurable expectancy against the bars as a match is struck, dispels the picture that had been conjured of a proud Spanish don, whose name now is only a scrawl on the scroll of time, or a Central American dictator, pining away his days down there in the dark. Nearly all the present inmates of the Chirique prison are the mischief-loving Jamaican blacks.

It might be supposed that because of the invasion of the canal-diggers Panama had become Americanized. Nothing of the kind. Up to this time Panama City has stood remarkably unsullied by the nearness of the great ditch work. In the early eighties, when the French came, the Panamanians welcomed them, but that was all. The Americans have made greater progress than the French; still, that progress has not been very much. The city remains to-day as before: a sleepy tropical town, the inhabitants moving indolently about the sun-baked streets or sitting on some spot suitable for uninterrupted gazing over the boundless Pacific.

In parts of the city, particularly near the Panama Railroad station and down the Avenida Central, the transformation which the Americans have brought about is marked. An American store is at hand where the purchase of American goods with American money is rung up on an American cash register. On a street corner is flaunted the advertisement of an American talking machine; on another is the entrance to the office of an American beef-packer.

That, however, is near the railroad station. Around the corner there is nothing that is American. The people are not, the streets are not, the atmosphere is not. Here the city clings tenaciously to the relics of its past, refusing to change.

In its streets and in its people Panama cannot be honestly described as a bit of Spain transplanted, with courteous men and beautiful women and architecture rivalling Seville and Granada in wonder. But so far as



Old Prison at Panama.

cleanliness is concerned, conditions are satisfactory; the Americans have insisted absolutely on that. Were it not for the Americans it can quite truthfully be said that Panama would never be clean. For the Panamanian is an easy-going gentleman, not all addicted to toil.

How he earns his daily bread would be difficult for the uninformed observer to say. Certainly he is not overburdened with work. He is not employed on the canal, and there seems to be no native productive pursuit. If engaged at all, the Panamanian is either a hack driver or a policeman—"vigilante." Or he is the seller of lottery tickets. But his chief occupation seems to be to shelter himself carefully during the day from the heat of the tropical sun, and then, when night falls and the cool comes, to emerge to the cafes.

Then the streets are crowded and life is light-hearted. Black-eyed señoritas circle the cathedral plaza in long lines, between rows of the upper-class dandies, or sit on the park benches and listen to the dreamy waltz strains that float from the bandstand through the palms.

In the lower part of the city, the little shops light up, and from dark alley-ways sound the plonk-a-plonk of the guitar and the twang of the mandolin, in accompaniment to a carressing Spanish song. Out on the curb-stone the wife of the lower-class citizen makes her hearth and cooks the family supper; nightly she can be seen feeding sticks to the tiny flame beneath the kettle and pan, while within doors is the family, including oftentimes a dog or two, a parrot, a monkey, and a hen, complacently gathered about the table in full view.

Because it is never cold in Panama the people live nearly all on the ground floor, with rooms opening directly on the street. These rooms, innocent alike of door or window screens, expose the Panama citizen and his family to more or less frank scrutiny. But that does not matter; no one evidences the slightest interest in the American who occasionally peers in from the street or who stumbles over the cook-pots.

Children of every shade and color, from white to ebony black, guiltless of clothing, romp together in the streets or sit in the cool of the doorways.

Idle, good-natured, proud, the Panamanian somehow finds a way through life that has plenty of sunshine in it. But the question is presenting itself more seriously each day: How much longer is it to last? Looking over the town from Ancon Hill, one is impressed with the ties that bind this old city to the past. But one is impressed also with something else. That something is the promise of a future that must be entirely different from the past. The quarter of a thousand years has Panama City moved along in tropic languor. But that is all gone now. The canal will shortly be thrown open to the commerce of the world. Soon millions of wealth will come from the south seas, beneath Panama's low horizon, to pass to the

north countries through the new water highway which American ingenuity and pluck have placed here. Millions, too, will go back over that horizon from the north countries. Not in the stately galleons of Spain or in the windjammers which for so many years fought their way around the Horn, but in express steamers, in huge freighters, in humble rusty tramps. All will pass the gateway of Panama. In a few years this will be the meeting place of nations.

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

December.

Michigan State Grange, Flint, 9-13.
Michigan Knights of the Grip, Grand Rapids, 26-27.
Michigan Branch of the National Bee Keepers' Association, Detroit.

January.

Michigan Hardwood Lumber Dealers' Association, Detroit, 4-6.
West Michigan State Poultry Association, Grand Rapids, 6-9.
Modern Maccabees of the United States, Bay City, 11-15.
Retail Walk-Over Association, Grand Rapids.
Michigan Poultry Breeders' Association, Detroit, 26-Feb. 2.

February.

Fifth Annual Automobile Show, Grand Rapids, 9-14.
Michigan Dairyman's Association, Grand Rapids, 10-14.
Retail Grocers and General Merchants Association, Grand Rapids.
Michigan Association of County Drain Commissioners, Grand Rapids.
Michigan Retail Hardware Dealers' Association, Kalamazoo, 17-20.

March.

Michigan Association of Master Plumbers, Grand Rapids.
United Brotherhood of Carpenters and Joiners, Saginaw.

April.

State Bowling Tournament, Detroit.
Michigan Cost Congress, Saginaw.

May.

Michigan Congregational Conference, Grand Rapids.
Michigan Letter Carriers' Association, Detroit, 30.
Degree of Honor, Flint.

June.

Michigan Dental Society, Detroit.
Knights of Columbus of Michigan, Detroit, 10.
U. C. T. Grand Council, Saginaw, 12-13.
National Association Chiefs of Police, Grand Rapids.
B. P. O. E., Petoskey.
G. A. R., Jackson.
Michigan State Bankers' Association, Alpena.
Michigan Unincorporated Bankers' Association, Alpena.

July.

Michigan State Barbers' Association, Flint.
Michigan Retail Jewelers' Association, Grand Rapids.
Michigan Association of Police Chiefs, Sheriffs and Prosecuting Attorneys, Alpena.

August.

Tribe of Ben Hur, Lansing.
Michigan Postmasters' Association, Grand Rapids.
Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.

September.

International Association for the Prevention of Smoke, Grand Rapids.
Michigan Association of County Superintendents of the Poor, Grand Rapids.
Michigan Association of Local Fire Insurance Agents, Grand Rapids.
Michigan Constitutional Convention, Grand Rapids.

October.

Order Eastern Star, Grand Rapids.

November.

Michigan State Sunday School Association, Adrian.

December.

Michigan State Potato Association, Grand Rapids.

Like Bad Money.

A man was up before the judge "What is your name?" asked the judge.

"Tom Wilson," responded the vagrant.

"What occupation?" continued the judge.

"Oh, nothing much at present," answered the man, "just circullatin' round."

"Retired from circulation for thirty days," pronounced the judge, dryly.

SERVICE

Our aim is to give our customers the best service possible. Orders are shipped the same day they are received. This applies to mail and telephone orders as well as all others. If you are dissatisfied with your present service we solicit a trial order.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers

MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

And patronize the service that has done most to abridge distance.

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



There Are Many Good Printers

We have the advantage over most of them for the following reasons:

1. We study every need.
2. We make service satisfactory for the price every time.
3. Our aggregate of work makes every economy and efficiency possible.
4. We have had thirty years' experience.
5. We are proud of it.

Write us. Get the best we have in plans and estimates—for you.

Tradesman Company

Grand Rapids

Mayer's Honorbilt Winter Tans

In stock for immediate shipment



No. 781

No. 781—Men's Tan Chrome Waterproof Calf Blucher, Tip, Drysox, Leather Lined, Wide High Toe, White Rope Stitched, 1¼-inch Half Military Heel, ½ D. Oak Sole, Viscolized Welt, E, 5-11..... **\$3.85**

No. 769—Drill Lined, Nat. Drysox, same as No. 781..... **\$3.50**



No. 762

No. 762—Men's Tan Chrome Winter Calf Blucher, Tip, Wide High Toe, White Rope Stitched, 1¼-inch Half Military Heel, ½ D. Oak Sole, Welt, D-E, 5-10.... **\$3.50**

No. 763—Button, same as No. 762..... **\$3.50**



No. 790

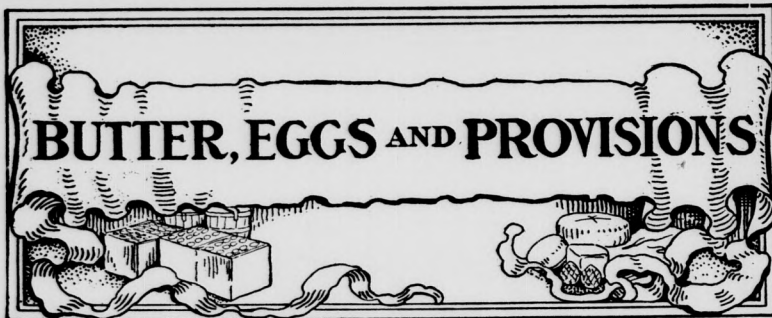
No. 790—Men's Tan Chrome Winter Calf Blucher, Tip, 7-inch High Cut, Wide High Toe, White Rope Stitched, 1¼-inch Half Military Heel, D. Oak Sole, Welt, E, 5-10..... **\$3.75**

No. 791—Black, same as No. 790..... **\$3.75**

PROVIDE your stock with these three red hot sellers and put them on display. For quick action you will find them the liveliest propositions you have ever had in your store. These shoes belong to the big Honorbilt Line—that settles the quality question. The styles and patterns are strictly correct. Get after new trade with these numbers; they will make steady customers for you. We help you with special advertising on these shoes. Write us.

F. MAYER BOOT & SHOE CO., Milwaukee, Wis.

Largest Manufacturers of Full Vamp Shoes in the World



Michigan Poultry, Butter and Egg Association.

President—B. L. Howes, Detroit.
 Vice-President—H. L. Williams, Howell.
 Secretary and Treasurer—J. E. Waggoner, Mason.
 Executive Committee—F. A. Johnson, Detroit; E. J. Lee, Midland; D. A. Bentley, Saginaw.

When "Eggs Is Not Eggs."

Our old friend, Dr. Harvey W. Wiley, is still doing business in the same old way, but not at the same old stand.

He no longer has the privilege of signing himself as "Chief of the Bureau of Chemistry of the Department of Agriculture," and his utterances, therefore have not the ex cathedra significance they were wont to have. And the newspaper reporters do not, as in former days, hang around him with eagerness to catch up his bizarre expressions and flash them over the wires.

The great man has fallen from his once high estate and is now but a sort of caudel appendage to the Hearst Newspaper Interests, doing monthly stunts in Good Housekeeping, one of the many periodicals belonging to that outfit. And in his present position he appears to be in his native element. He seems at last to have found an appropriate market for his intellectual wares and exactly the kind of an audience for the balderdash he is accustomed to dish up. And he grinds out his wordy stuff with his old-time recklessness and disregard for consistency both as to fact and his own utterances.

For instance, in "Dr. Wiley's Department" of Good Housekeeping for October, there is a characteristic article entitled "Eggs Is Eggs." In this article the learned scientist takes strong ground in favor of freshly-laid eggs as against cold-storage eggs as an article of food. Incidentally, as he has done in other cases, he pays his respects to the courts for presuming to interpret the law as Congress wrote it and as they understand it, rather than as Dr. Wiley thinks the law ought to be. And he "takes a fall out," also, of Dr. S. J. Crumbine, executive officer of the Kansas State Board of Health, who temerarily gave scientific testimony on the subject which Dr. Wiley does not approve.

Now, it is not often that we are in accord with Dr. Wiley in anything; but as regards this egg question, we must confess that we agree with him. We believe the fresher eggs are the better and more desirable they are for purposes of food, although at the same time acknowledging the beneficence of cold storage as an economic device and admitting that eggs kept for a reasonable length of time in

that way are better than no eggs at all.

But Dr. Wiley has not always been an opponent of cold-storage eggs. He has engaged in so many controversies, he has testified in so many cases, he has given his opinion on so many subjects—in short, he has talked so much and so variously that he has probably forgotten that some twelve or thirteen years ago he gave sworn testimony on the egg question not quite in accord with the opinions to which he gives expression in the Good Housekeeping article.

In the year 1901 there was tried in the city of Toledo, Ohio, a case in which one James A. White was defendant, the charge being the alleged violation of the Food and Drug Laws of that State. The prosecution was based on the sale of a pound of coffee labeled Ariosa, which it was alleged was adulterated in that it was colored and coated with a mixture of sugar and eggs. The eggs used in the mixture having been preserved, or cold-storage eggs, the claim was made that the food value of the coffee thus colored and coated was lessened. The coffee in the case was a product of Arbuckle Brothers, the great dealers in that article, and Dr. Wiley was an expert witness for that concern. As usual, on such occasions, he proved to be an astute witness, abundantly able to take care of the interests committed on his charge, helping the lawyers on his own side when they failed by their questions to elicit the proper answers, and foiling those of the adversary in their attempts to weaken his testimony. On direct examination it came out that he had examined the eggs used in the mixture, and the question was asked, "Will you say they were 'fresh eggs?'" To this interrogatory he did not "true answer make"—he did not reply directly, but, faithful to his employers, he answered: "They were good eggs." The question was asked: "What do you say as to the comparative value for food of fresh eggs and those that have been twelve months laid?" Dr. Wiley, taking no note of the fact that as the question was propounded it might as well have referred to rotten eggs as to cold-storage eggs, said: "I think the food value would be the same." Being asked to state whether, "If the Arbuckle Brothers had used fresh eggs, would you regard them as better than a twelve months' old egg?" Dr. Wiley as promptly replied, "I would not."

He also testified that he had been employed by the Department of Agriculture from April, 1883, up to the 1st of July, the month in which he

If You Can Load

POTATOES

Let's hear from you. We will buy or can make you an interesting proposition to load for us.

If you are in the market, glad to quote you delivered prices in car lots.

H. E. MOSELEY CO.

F. T. MILLER, Gen. Manager

30 IONIA AVENUE

GRAND RAPIDS

Loveland & Hinyan Co.

GRAND RAPIDS, MICH.

We are in the market for car lots

APPLES AND POTATOES

BEANS

CAR LOTS AND LESS

Get in touch with us when you have anything to offer.

M. Piowaty & Sons

Receivers and Shippers of all Kinds of

Fruits and Vegetables

GRAND RAPIDS, MICHIGAN

Branch House: Muskegon, Mich.

Western Michigan's Leading Fruit House

Come in and see us and be convinced

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

was testifying. But he also swore that he had been working for Arbuckle Brothers at different times for about ten years, thus serving two masters at the same time, whose interests were not at all times identical, and sometimes, as in the case in which he was then a witness, they were antagonistic.

All of which shows how little weight should be attached to the testimony of so-called scientific experts. Like medical experts, they may be depended on to give such testimony as in their judgment is most likely to further the interests of the party that employs them. The fact is, they do not give testimony at all, they make arguments. They should not, therefore, appear as witnesses, but as advocates, which indeed they are. Nor should they be permitted by the display of a long list of official and professional titles to invest their purchased opinions with a semblance of truth and authority which on their merits they do not possess.

Government Sounds Warning on Poultry Diseases.

The United States Department of Agriculture, after extensive study of the practice of certain poultry packers in feeding chickens with quantities of sand just before they are killed, so that the poultry will weigh more, has issued a warning to housewives to scrutinize carefully the craws of any undressed chickens they buy, and to watch the craws of chickens that are being dressed by the butcher. The Government inspectors have for some time been investigating the practices of certain poultry shippers who collect chickens from farms and kill and ship them in large quantities. In some of these places the inspectors found that the practice was to take the chickens as they came from the farms, nearly always below weight or out of condition because of their being ill-fed on the farms and handled roughly on the cars, and keep them in fattening pens for from three days to two weeks. The chickens are fed corn meal and water or finely ground mixed grains and buttermilk. This practice is becoming more and more general and is highly desirable because both quality and quantity of edible flesh are increased. It is also profitable, as the cost of care, feed and interest on the investment necessary to add a pound in weight still leaves a good margin of profit, provided the fattening is rightly done.

Not content, however, with adding legitimately to the weight of the chickens, some of these poultry shippers, a day or two before the chicken is killed, feed red pepper, which makes the chicken have an abnormal appetite, then feed a mixture of fine sand and a little corn meal. The chicken eats this mixture ravenously, and as a result large quantities of sand are introduced into the craw and the intestines as well. This may amount, in the case of a single chicken, to only an ounce or two, but where thousands of chickens are sold the aggregate charge for sand becomes important. It simply means that the poultry dealer is selling sand to the consumers at the rate of 20 cent or more per pound.

The housewife should scrutinize the crops of poultry before buying and make it very plain to her poultry dealer or butcher that she will not pay at the rate of 20 to 30 cents per pound for an ounce or more of sand introduced into the body of a chicken with the view of defrauding the purchaser. In fact, she should rebel against food in the crop, because, quite aside from fraud, the presence of food means that the chicken has not kept as well as it would have kept had it been starved for twenty-four hours before killing. All reputable poultry packers starve the birds before slaughter, which results in empty intestines as well as empty crops. The makeshift of cutting a slit in the crop and squeezing out the food is not satisfactory, because that does not empty the intestines. If the housewife would have the poultry drawn in her own kitchen she could catch frauds of this character and take means to prevent them.

New Oleo Regulations.

For the purpose of complying with the conditions prescribed by the regulations governing the transportation of merchandise by parcel post Regulations No. 9, Revised July, 1907, concerning oleomargarine, adulterated butter, and process or renovated butter, have been modified by the Treasury Department, in respect to original packages as follows:

Manufacturers or wholesale dealers are permitted to incase wooden original packages, bearing caution notice and proper tax-paid stamp, in an additional covering or wrapper or shipping container, as prescribed by sections 22 and 34 of parcel post regulations of January 1, 1913, and as subsequently modified:

Provided—That such additional covering, wrapper or shipping container has impressed or stenciled thereon the manufacturer's brand, as prescribed for original packages, and the additional inscription: "The original package herein contained has been duly tax paid and proper stamp is affixed," is also durably impressed or stenciled on the outer covering in legible letters not less than one-half inch square.

This modification applies only to original packages falling within the weight limit of the parcel post regulations and which are shipped by mail.

Any previous rulings with respect to incasing original packages of oleomargarine, adulterated butter and renovated butter in conflict with the above are revoked.

W. H. Osborn, Commissioner.

True Blue Union Man.

A farmer in great need of extra hands at haying time finally asked Si Warren, who was accounted the town fool, if he could help him out.

"What'll ye pay?" asked Si.

"I'll pay what you're worth," answered the farmer.

Si scratched his head a minute, then announced decisively:

"I'll be darned if I'll work for that. I am a union man and cannot work, according to the union rules, unless I am paid three times what I am worth."

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.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

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 well at quotation.

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.

We Are in the Market to Buy BEANS, POTATOES

What have you to offer? Write or phone.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Potato Bags

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

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.



HAMMOND

DAIRY FEED

A LIVE PROPOSITION FOR LIVE DEALERS

Wykes & Co., Mich. Sales Agt., Godfrey Bldg., Grand Rapids



Hickorynuts, Walnuts, Butternuts

Ship us, correspond with us. We pay top prices.

M. O. BAKER & CO.

:::

TOLEDO, OHIO

Use Tradesman Coupons

IMPORTANT

Retail Grocers



who wish to please their customers should be sure to supply them with the genuine

**Baker's
Cocoa and
Chocolate**

with the trade-mark on the packages.

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

Walter Baker & Co. Limited
DORCHESTER, MASS.
Established 1780

Let Me Show You Why

The 1914 model of the Twentieth Century Standard Computing Scale is now ready for demonstration. It is the most convenient, the most attractive, high grade Automatic Visible Indicating Computing Scale ever produced. Our electric model is a peach.

Write for Information.

W. J. KLING, Sales Agent
50 Ionia Ave., S. W., GRAND RAPIDS, MICH.
New and Second-hand Scales.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 1.—If a stranger had dropped in on the United Commercial Travelers, their wives and friends at Herald hall last Saturday night, he would not have needed any bills, posters or other means of information to satisfy him that it was a Hard Times party. Or should it have happened that he was slow to comprehend, one of the very last things he might have guessed would be that it was an aggregation of living models placed there for the purpose of advertising a modern up-to-date toggery shop. About one hundred were present and everyone was appropriately dressed for the occasion, wearing old garments of every kind, some patched and others that should have been patched, while many were decked out in a conglomeration of fantastic colors compared with which the brightest Japanese kimono would look like blue gingham. Mrs. Pete Anderson won first prize offered the ladies for the most appropriate costume. She wore an old fashioned bonnet with a bright feather on it that dates back to the Civil War, while in her hand she carried an old fashioned carpet bag that was brought over in the Mayflower. John V. Ripperger won the first prize awarded the men and no one would dare challenge the decision, for he certainly was a pitiful object of poverty. When it came to awarding second prizes, the judges found it by no means an easy task. Mrs. Emil Gansser, Mrs. Ira F. Gordon, Mrs. J. V. Ripperger and Mrs. A. F. Rockwell were all neck and neck in the race, with Mrs. Gansser the final victor. E. F. Scott won second for the men. The judges were Fred De Graff, Walter S. Lawton and E. J. McMillan. The refreshments consisted of sweet cider and ginger snaps. Tuller's orchestra was in attendance and if there was any U. C. T. member who did not have a good time it was because he wasn't there.

We trust the retail merchants will pardon us if we offer a word of criticism as observed by a commercial traveler. If you have postage stamps for sale and you were asked what profit there is in it, you would say none. That is, you would say that, unless you stopped a moment to reflect. We will state one concrete illustration to show you there is a profit in postage stamps—and this is only one case of many we might relate. A certain gentleman of our acquaintance stepped into a nearby drug store and asked for a postage stamp. He was the first customer in, but immediately behind him was a boy who wanted a dish of soda and back of him a lady who wished to buy a magazine, and so. The clerk, instead of taking them in turn, waited on the boy first, then the lady and all the others, putting the postage stamp customer off until the last. The gentleman naturally resented it, walked over to another store, purchased his stamp, bought a box of face cream for 50 cents, a quarter's worth of cigars, two magazines and a newspaper, articles which he expected to purchase in the first store. As a result, this druggist not only lost this particular sale, but lost a customer, for the gentleman vowed he would never go back simply because the clerk in charge did not know the profit in the sale of a postage stamp. It pays to be courteous to all and to be alert to see the details that often are more essential to securing business than a whole page of advertising.

Knowing that there are a legion of U. C. T. men who, as yet, are not conversant with the rights and benefits of the Grand Rapids Traveling Men's Benefit Association, we give herewith a brief account of its purpose. Its object is to provide a burial fund for its members. The first cost of membership is \$1.50, 50 cents of which is membership fee and the remainder goes into the burial fund. Then there is no further charge un-

til a member dies, at which time there is an assessment of \$1 per capita, which is turned over to the beneficiary. The Association is about two years old and to date it has cost each policy holder but \$2.50. The beneficiary of a deceased member receives \$1 from each member, but cannot receive to exceed \$200. At present there are about eighty members. The Association held an enthusiastic meeting last Saturday afternoon at the Chamber of Commerce rooms and discussed plans to boost the membership. Only members of Grand Rapids Council are eligible and it ought to be no trouble to increase the membership to at least 200. Think it over.

A meeting of the Executive Committee of the Grand Council of Michigan, United Commercial Travelers, will convene in Detroit at 2 p. m., Saturday, Dec. 13. At this meeting an appointment will be made to fill the vacancy in the office of Grand Treasurer made vacant by the death of Henry E. Perry, of Cadillac Council, No. 143, Detroit. The appointee will serve until the annual session of the Grand Council in Saginaw, June 12 and 13, 1914. Other matters of importance will come before this Grand Executive body at this time and it is expected Grand Counselor E. A. Welch, of Kalamazoo, will preside, but should he, for any reason, be unable to be present. Vice-Chairman John D. Martin, of Grand Rapids Council, will take charge of the meeting.

Hurry! Hurry! Ye prospective candidates for the Guild of Bagmen of Bagdad, who want to come in on the charter, as charter members. The time is drawing near when we must send in the money for the special dispensation. Notices have been run in the last two issues of the Tradesman, urging you to send your remittance to John D. Martin, 254 Henry avenue, S. E. Checks may be made payable January 1, 1914, but, fellows, it is positively necessary to get busy and send this in so we can tell how many to make applications for. The question is often asked, "How much is this going to cost after the first payment?" Just \$2 covers the annual dues.

Among those who received honorable mention at the party were Mr. and Mrs. Paul Berns, Chas. Auferle, George Clark, Ira Gordon and R. J. Ellwanger. Paul Berns impersonated an actor and furnished all kinds of fun for everybody.

We are pleased to report that A. E. Atwood, who has been seriously ill with appendicitis, is convalescing.

Next Saturday night, at the regular meeting of Grand Rapids Council, the convention committee will render a full financial report of the convention held in Grand Rapids last June. This alone should draw out a big attendance.

Mrs. Fred De Graff was taken suddenly ill at the party Saturday night and had to leave the hall.

Another way for us to write a whole page would be to publish the names of those—not scribes—who would like to get even with us through the columns of the Tradesman.

There is no use trying poetry any more. We wrote up a whole half column last week and it got the "blues" on Editor Stowe's roll top and has not been seen or heard of since.

Ben Krause, with Hirth-Krause Co., is soon to move into a brand new colonial home at 622 Ethel avenue, S. E.

Mrs. Pete Anderson helped eat up a Montcalm county turkey Thanksgiving Day. Pete says he can now bid for the new Kalamazoo-Grand Rapids Railway with the money he saved on the turkey.

We have had several enquiries (merely curiosity) about how many more days remain in which to pay the income tax. Not being directly interested, we do not know. If any of our readers can answer this question we should be glad to have you communicate the information to the writer. Possibly Bro. G. K. Coffey could enlighten us.

This is no slam on you, Bro. Coffey, as you were seen one day last week having in your possession two quarts of oysters, a nine pound roast and four pounds of sausage on your way home for lunch. If this is not suggestive of unadulterated opulence then we are not posted.

When Jim Goldstein wants to fill up on real old fashioned, well fattened, corn-fed turkey, he hikes for the vicinity of Grand Rapids. In company with Mrs. Goldstein, he took Thanksgiving dinner at Lakeview amid the scenes of his boyhood days and it is a four to one shot James gave the citizens of that little village an enlarged picture of a good appetite.

Harry Shellman, who underwent a serious surgical operation on his nose last week in the University hospital at Ann Arbor, is reported as doing nicely.

Eugene Scott paid his admission to the Hard Times party in pennies and it is alleged he had to rob a bank in order to get them.

The hotel at Fountain wishes to announce that they appreciate the patronage of Tommy McBride, of Fremont, but would like to have him pay his bill, as provisions are high and coal bills are due. Better settle, Tommy, before "Uncle" Frank Pierce hears about it.

Someone asked Mrs. Anderson where she got those stockings she wore at the Hard Times party. She replied that one of them she borrowed and the other she got of Mrs. James Keane.

If anyone knows of a house looking for an energetic, competent and experienced salesman, please communicate the fact to the writer.

Lost! Last Saturday night, at the Hard Times party, a nickel with a

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

You'll Want Another
when your broom from the

**Bay City
Broom Factory**

wears out—they take their
time about this, though.

BALWINSKI BROS.
Manufacturers of Brooms

1109 S. Chilson Ave. Bay City, Mich.

Your Opportunity

lies where competition is not so

keen and where the surrounding country will support you; there are many business openings along the lines of the Union Pacific system, alfalfa mills, bakers, bankers, barber shops, blacksmith shops, brick yards, canning factories, cement block factories, creameries, drug stores, elevators, flour mills, foundries, furniture stores, garages, hardware stores, hotels, implement stores, laundries, lumber yards, meat markets, physicians, restaurants, stores (general), and a great variety of others; we will give you free complete information about the towns and surrounding country where opportunities are numerous; write today.

R. A. SMITH

Colonization and Industrial Agent, Union Pacific Railroad Co., Room 1578 Union Pacific Building, OMAHA, NEB.

A Golden Opportunity to Turn Dead Stock Into Cash

Three weeks of open time commencing December 10. A skillfully conducted auction sale just before the holidays will bring lots of people to your store and lots of cash into your till.

Yours for business,

E. D. COLLAR,

Ionia, Mich.



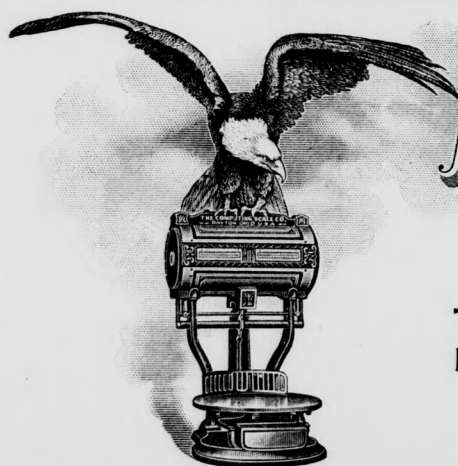
As a Steady
Seller

Mapleine

is classed with the staple
flavors. It ranks high in
popularity.

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

Crescent Mfg. Co., Seattle, Wash.



MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

**THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES**

GENERAL SALES OFFICE

165 N. STATE ST., CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



The Store Where You Find What You Want.

Written for the Tradesman.

Two ladies, living near each other and well acquainted, chanced to return home on the same car after a busy afternoon's shopping. Their conversation naturally drifted to the experiences of the day.

"Where did you make most of your purchases?" enquired the younger, Mrs. Sargent.

"I got almost everything at Bixby's," replied the elder woman, Mrs. Ruggles by name. "I usually make the rounds of the other places and see what I can see. When I find something that strikes my fancy and seems good in quality and reasonable in price, I buy it wherever it is. I do not intentionally confine my shopping to any one store; but nine times out of ten when I am in search of anything about which I am a little particular, I bring up at Bixby's and buy there."

"It's the same with me. Some of the other stores have fuller stocks, but Bixby's is the place where you find what you want."

"I am often surprised to see at some of the shops window displays of rich, expensive materials, and shelves and counters loaded with goods, and still be unable to obtain little common things for everyday use, suited to my needs in kind and price and quality. If it is towels or apron gingham that I am needing, then a well-selected assortment of those useful articles is of far more interest to me than the latest offerings in matelasse suitings. Sometimes I think I won't go about to the other stores at all—I'll just go to Bixby's and get what I want, for that is what it usually amounts to before I make my purchases."

It would be hard to find higher commendation of a store than this casual conversation between two loyal and appreciative patrons.

Many shops now have some phrase or slogan, used on their signs and all their advertising, some brief catchy expression which the public is led to associate with that store. "The Store With A Conscience," "The Cash Store," "The Moneyback Store," "Particular Styles For Particular People," are examples of this slogan form of advertising, which really has a good psychological foundation in the natural tendency in humanity to associate some characteristic with any given place of business, provided that characteristic is put prominently forward and constantly reiterated.

Why not call your shop. "The Store Where You Find What You Want." This phrase would appeal

to customers, and at the same time furnish an ever-present reminder to the merchant of one of the great aims which he must keep before his mind if he would achieve the greatest measure of success possible.

"Where You Find What You Want" soon would be a joke unless the claim were lived up to, but that a store can well merit such a title is shown by the degree of excellence which now and then one manifests in this respect.

If your store is of the other kind, you can not by a momentary determination or any mental sleight of hand on your part, change it to one that will deserve and receive the hearty commendation of customers as being a place where they find things just to their liking; for the high art of providing what will please patrons begins back with the buying of the goods.

There are what may be called two great schools of salesmanship, the old and the new. According to the tenets of the old school, a merchant's main idea is not selecting a stock to please his patrons, but selling to his patrons whatever he may happen to fill his store with. He buys to suit his own tastes with little thought as to the preferences of his customers. Or, worse yet, he may not take the trouble to use his own judgment in the matter, but may partonize unscrupulous wholesalers who depend on flattery and lavish entertainment to work off upon careless buyers whatever they are most anxious to get rid of. From this cause many stores are filled with undesirable goods, although the practice is not nearly so prevalent as formerly and never is resorted to by the better class of wholesalers and jobbers.

Whether guided by his own pig-headedness or induced by his wholesalers to take whatever they want to hand out to him, the unheeding buyer is pretty sure to collect a stock made up largely of purchases not adapted to the requirements of his trade.

Having gotten in the goods, of course the next thing is to sell this melange of ill-assorted articles. The expert salesman of the old school is the one who, by a stream of persuasive eloquence, by jollying her, by asseverating for goods qualities purely extraneous and imaginary, perhaps by an adroit juggling of prices, can sell a customer what she does not really. It goes without saying that the old-school salesman is a necessity, an inevitable accompaniment as it were, wherever the careless, happy-go-lucky kind of buying is indulged in.

The new school of salesmanship

consists largely in placing before the customer what she wants, what will strike her fancy and suit her purse. It does not consist of cajoling or dragooning her into taking what she does not want and what, as soon as the hypnotic spell thrown over her by a smooth-tongued salesman passes off, will be a cause of dissatisfaction as long as it lasts.

This new-school salesmanship is more difficult of attainment than the old. That sort was easily compassed by any man with a ready wit and good command of language, a magnetic and dominating personality, and an elastic conscience. But the new kind can not be assumed hastily on the appearance of a customer. It is not found at the counter alone but has its beginnings in the buying of the goods and indeed

before that in their manufacture, and runs all through the system and methods of the store. Fluency in agreeable small talk, desirable as that is in meeting and handling customers, will not take the place of the fundamental and painstaking work needed to have your stock made up of such articles as your trade will want.

One practice that will aid in bringing your shop to the rank of "where you find what you want" is running the same lines of desirable staples right along. You find a brand of hosiery or a grade of common towel-ing crash, or a certain kind of pearl buttons for underwear, that makes a hit with your customers. Keep duplicating your orders on these things as long as they continue to sell well. If you are making a fair profit

While They Last

A few good Specialties in Sweaters for the Holiday Trade.

15 Doz. Juvenile, Red and Oxford.....	\$ 9.00 value at \$ 7.50
10 Doz. Misses' White	12.00 value at 9.00
20 Doz. Boys' Heavy Shaker Knit, Maroon and Oxford.....	24.00 value at 19.50
7 Doz. Ladies' Wool with Belt, Red...	24.00 value at 19.50
10 Doz. Ladies' Heavy All Wool with Belt, Red and Oxford	33.00 value at 24.00
10 Doz. Ladies' Heavy All Wool, White	42.00 value at 36.00
30 Doz. Men's Fancy Stitch, Tan, Maroon and Oxford	18.00 value at 15.00
20 Doz. Men's Worsted and Wool Shaker Maroon and Oxford	39.00 value at 30.00
10 Doz. Men's All Wool Shaker, Tan...	45.00 value at 33.00



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

NOW is the TIME

You can sell 5, 10 and 15 cent Handkerchiefs all the year around. BUT NOW is the time to sell 25 cent Handkerchiefs.

We have a great line. One corner and side embroidered effects, embroidered and lace edges. Splendid values \$1.75, \$2.00, \$2.12½ and \$2.25 per dozen. We also have the famous Princess Lace Handkerchief to retail at 50 cents.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

and your customers are suited, don't run the risk of being able to shift the patronage to something different which allows a little better margin. A staple that sells readily and pleases well is one of the solid comforts of a merchant's life. Always having in stock articles that customers call for is one of the best known ways of building up and holding trade.

In the selection of even the commonest items, as far as possible choose such as have character and distinctive merits. Two or three lines, each possessing some special excellence and each kept well filled up as to sizes etc., may be a better stock to sell from than a dozen different lines, no one of which means anything in particular.

This forms an important consideration in portioning out your capital. Always it is well to remember that a big, unwieldy stock is not the desideratum, but a stock accurately chosen with the end in view of meeting the greatest possible number of needs of one's customers.

In new styles and in novelties of every description, the selection of what customers will want is a far more difficult problem than the buying of staples. Every new thing is in a certain sense a speculation, a guess, a gamble, if you wish to put it so. It requires a certain fine discernment, a sort of buyer's sixth sense, to pick the item that will take well and sell freely, among half a dozen others similar, and, to the indiscriminate eye, equally desirable. A buyer should improve every opportunity to learn the harmony of colors and always should keep well posted on styles. Then he should temper all this knowledge with a careful study of the requirements of his particular trade. Knowing what has pleased them best in the past will aid him in making wise selections for the future.

The test of good buying is ready selling and well pleased customers. There are very few stickers and hangers in a stock selected by a real expert. To move these, do not depend on talking some too-easily persuaded patron into taking them off your hands, but instead place on them a price so low that the price alone will induce some bargain seekers to buy them with triumphant joy. Fabrix.

Icy pavements and icy steps in front of the store should be carefully guarded against. It is most inhospitable to have the entrance in a condition that makes access difficult. You would be careful of this if you expected a visit from the President of the United States. Every customer is just as much your guest, and you are a snob if you treat one better than the other after sending out invitations. And the opening of your store is an implied invitation to every purchaser in your territory, whether you advertise or not. Their reception is your care. It is a matter of common courtesy to give them proper treatment even if it was not necessary in a business sense. But it is. No one wants to fall and break his neck in order to deal with you, and he will stay away if he is running the risk.

Fighting the Mail Order Game.

Written for the Tradesman.

The average man would rather tackle something he is familiar with than something he is ignorant of. Take a prize fighter. If he goes up against an opponent whose record he knows he may not be full of confidence, but he knows, at least, what to expect and is able to provide an appropriate defense. But put this same man up against "a great unknown" and he is at a decided disadvantage. For all he knows, the "great unknown" may be a gorilla. The kind of defense to make is impossible to prepare beforehand and he almost goes into the ring a beaten man.

Such things illustrate the great weaknesses of the average merchant when he comes to fight the retail mail order house. The retail mail order house has him scared. He has already been daunted by its claims and it has told him so often that he is a "poor, miserable pygmy" that he begins to believe it.

All this fear of the mail order houses is not based on exact knowledge, but nine times out of ten on hearsay.

The merchant believes the skeptical statement of a customer when he says, "Why I can buy this for half of the mail order house."

A merchant believes mail order advertising when says, "We sell these goods at 25 per cent. less than they cost the retailer." But 99 per cent. of the merchants who fear the mail order house really know nothing about the prices and profits the mail order house gets.

For sometime past the writer has been supplying the Tradesman with lists of articles which retailers can sell in competition with mail order houses and make a fair profit and he is absolutely certain that there are thousands and thousands of items that a home retailer can sell just as cheaply as the mail order house.

Why don't you dig into the retail mail order quotations and find out where you stand and where they stand? See whether they have what they claim—whether the prices are so superior to yours.

If you really investigate and do some real comparing, we venture to say that you will gain the kind of confidence that is absolutely necessary to have before you can put any sort of punch into your advertising.

A salesman who has no confidence in the values he offers has difficulty in convincing a prospective buyer. So have you as long as you take for full value hearsay statements about mail order prices.

Get down to brass tacks and find out where you stand.

Anderson Pace.

Terrible Malady.

Tommy's Aunt—Won't you have another piece of cake, Tommy?

Tommy (on a visit)—No, I thank you.

Tommy's Aunt—You seem to be suffering from loss of appetite.

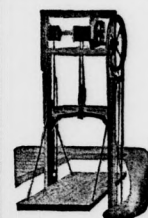
Tommy—That ain't loss of appetite. What I'm suffering from is politeness.

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

ELEVATORS



Hand and Power
For All Purposes

Also Dumbwaiters
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio.



WHY NOT HAVE BEST LIGHT ?

Smokeless. Make coal oil produce gas—3 times more light. At dealers or prepaid by us for 25c.

Steel Mantle Light Co. Huron Street Toledo, O.

The Ad Shown Above

Which is running in a large list of select publications, will certainly send customers to your store. If you are not prepared to supply them, you had better order a stock of our Burners at once. Accept no substitutes. The genuine is stamped "Steel Mantle, Toledo, Ohio." If your jobber doesn't handle them, send us his name, and we will make quotations direct to you. Sample Burner mailed for 25 cents.

STEEL MANTLE LIGHT COMPANY
310 Huron St. Toledo, Ohio

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.
218 Pearl Street Grand Rapids, Mich.

Match Price List

NON-POISONOUS

Strike Anywhere Safety Matches

Price for 5 cases and over per case Price for less than 5 cases per case

SAFE HOME

No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case \$3.50 \$3.60

BIRD'S-EYE

No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case 3.40 3.50

BLACK DIAMOND

No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case 3.25 3.40

MARGUERITE

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 4.40 4.65

SEARCH LIGHT

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 4.40 4.65

BLUE BIRD

No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case 4.10 4.35

CRESCENT

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 4.00 4.25

SWIFT & COURTNEY

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 3.85 4.10

BLACK SWAN

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 3.70 3.85

BEST AND CHEAPEST

No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case 1.60 1.70

RED DIAMOND

No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case 1.60 1.70

ANCHOR

No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case 1.60 1.70

GLOBE

No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case 2.70 2.85

STRIKE ON BOX MATCHES

RED TOP

B Size—12 boxes to package, 60 packages (720 boxes) to case \$2.50 \$2.75

ALUMINUM

AL Size box—12 boxes in package, 60 packages (720 boxes) in case. Per case 1.90 2.00
boxes) in case 1.40 1.50

The New Stationery House

Have taken the agency for

"Longrock" Pennants

Wait for our salesmen with the big line of New
Novelties in Pennants and Pillows

WILL P. CANAAN CO.

Grand Rapids, Mich.



"Sun-Beam" Fur-Lined Coats

A fur lined coat is an article of comfort as well as beauty, and this is the time of the year when the COMFORT part comes in strong. We have a large assortment of these goods ready for shipment, and you should avail yourself of the opportunity to add to your income by selling a few of these good sellers. If you have not our catalogue, giving full descriptions, kindly drop a card and it will be sent to you.

Mail Orders Receive Our Special Attention

BROWN & SEHLER CO. Grand Rapids, Mich.



Novelties, Basement Specials and Children's Shoes.

Written for the Tradesman.

"Yes," remarked the accommodating head of the women's shoe department, "we have some of the popular 'Tango' pumps, and we have a lot of dandy sets of ornaments wherewith to embellish them, too. We believe in the new stuff here; the novelty is never too high priced or daring for us—in limited quantities, mind you. You see it's this way. Our trade demands the very newest and most dashing things in feminine footgear; but we stock up gingerly until we get a line on what's going big, then we re-order. The people who produce this class of goods can supply us on very short notice; and if it wasn't for the in-stock methods we'd simply have to cut out a lot of these notiony lines and stick a lot closer to staples."

This in-stock proposition is certainly one great big boom to the shoe dealer who wants to play safe. In the hey-day of enthusiasm, when the prospect looks so rosy, it's the easiest thing in the world to overload. You know how it is. Every separate last looks good, and many of them have all the earmarks of fancy-getters. But you never can tell absolutely. And since the other fellow is willing to assume the risk, why do you voluntarily butt in and take on the chances? The visible supply of beautiful and stylish footwear will not be exhausted this week or this month. Conservative buying—judicious, careful, wise selections, in the main, and gingerly, tentative orders as the chances become appreciable longer—this always was a good rule—and now, in view of the increasing amplitude of leathers, lasts and finishes, it is becoming absolutely indispensable.

Looking at the proposition from a merchandising point of view, that idea of segregating popular priced shoes in the basement and saturating the enterprise with the idea of inexpensiveness, was a bully good idea. It's simply working over-time in our big towns and cities. All the big exclusive shops are doing it. And the department stores are falling in line. That phrase, "No-rent Basement," while not quite up to National Advertising Association ideals, is a real fetcher. Some folks—a good many, in fact—really suppose they don't have to pay rent on the basement; and everybody is willing to agree that operating expenses are less down under the sidewalk than they are on the upper floors.

So it's to the basement with all popular priced lines in footery. All the odds and ends of broken lines, dis-

continued lines, out of date novelties, new ones that never got over, and all old stickers of every kind—to the basement with 'em! And then brighten up all this depressing aggregation by some nifty leaders—lines that exhibit a whole lot of real class, only in cheaper grade stuff—that's the stunt! And then advertise the money-saving possibilities that are fairly bulging out and sticking around in that Low-rent, No-rent, or Money-saving Shoe Emporium, just below the street level. Do that, and you'll get 'em going.

Last Saturday, just for the sake of knowing the truth, and incidentally to have a little diversion, I visited several of these popular priced shoe emporiums in the basement of Cincinnati shoe shops; and, take it from me, they were selling the wares! Women and children made up the crowd although there were a few boys and occasionally a man. The men looked sheepish, invariably—as if you caught them red-handed in something they were ashamed of. These stores were making big runs on shoes for women, children and misses. There was a salesperson and four customers to every little nook of floor space no longer than the top of a director's table, and new customers coming in and others filing out, were so thick they had to go up and down the stairway edgewise. Clerks were busy, floorwalkers radiant, and managers positively and infectiously hilarious. The basement-special plan is certainly working sumptuously in this little old Cincinnati burg. How is it with you?

Selling Children's Shoes.

From basement specials to children's shoes isn't an abrupt transition, for it's largely in the popular priced basements of the city stores that the mothers of city children make their footwear purchases.

Little folks are hard on shoes now as always, and the normal, lusty youngster from seven to fourteen years of age wears out a good many shoes in the course of twelve months. Some folks are saying that children's shoes don't last as long as they should. But that statement brings on more talk.

Suppose we frankly admit that the average length of service in a child's shoe retailing at from \$1.35 to \$1.65 the pair is appreciably less than the average life of a child's shoe at the same price of, say, fifteen years ago. Does that necessarily prove that sole leather has been shamefully adulterated and shoemaking debased?

No. For there are other matters to be taken into consideration. Children's shoes are less hefty than for-

merly—and the less leather there is to wear, the less wear there is. That's simple, isn't it? Children like 'em lighter; and parents demand 'em so. And there you are.

Time was when little folks' shoes weren't supposed to be stylish. Now they are. Little people have their styles and modes as well as grown ups. Fashions in adult footwear styles

are duplicated in styles for little people. Class, comfort, and looks count for as much, or more than wear features to-day. And the things that have become popular are the things that shoe dealers are selling. Can you blame them?

Of course children's shoes come in the several grades. If you want better values you can easily find them in

"There is No Friend Like an Old Friend"

Especially if This Friend Puts Money in Your Pocket

It was a bad thing to do, but about a year ago we thought it advisable to discontinue making women's and girls' Córdovan shoes.

Our customers demand that we make them again.

It is a pleasure to announce that we are prepared to deliver

"OUR CORDOVAN SHOES"

Old Stock and Construction,
New Lasts and Patterns

Women's Bals. tipped and plain.

Women's, Misses' and Child's in Blucher and Button.



Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

You'll Need a Lot of Bear Brand Rubbers

That stock in the basement is dwindling and many sizes are broken. When the next storm comes there is going to be something doing. The

Wales Goodyear Bear Brand Rubbers

always leaders, are better this year. You are going to have a lot more people after the BEAR BRAND quality than you expected. The sales you lose by running short of sizes will pay the freight many times over. Send us that order now.

HEROLD-BERTSCH SHOE CO.

::

Grand Rapids, Mich.

higher priced shoes. I know of one establishment that has its children's department on the second floor. It is a large exclusive shop; and carries pretty much everything in men's, women's and children's shoes from the least expensive to the most exclusive and high grade. In high top shoes and boots for little people they don't hesitate to ask you anywhere from \$3.50 to \$4 the pair; and sometimes, in novelties, even more. And they get the money.

I think I am easily within bounds of truth when I observe, as I may have done before in these columns, that shoe dealers generally are taking their children's trade far more seriously than shoe dealers used to take it. And I am inclined to think the average reader will agree with me when I say that the dealers who are getting the large slices of this class of business are the men that go after it intelligently, diligently, and enthusiastically. It isn't the easiest thing in the world to round up this class of trade. It requires study, time, and—souvenirs.

Little folks have a penchant for the gift commodity that goes along with the purchase. Maybe it isn't an ideal situation; and I am perfectly familiar with all the theoretical objections to it. But the stubborn fact I set over against all these fine-spun theories is this: The dealers who generously hand out the little trinkets are the fellows that are getting themselves into the good graces of their little patrons. It pays to get little Johnny or little Fannie to rooting for you and your store. Get 'em with you, and all else is relatively easy.

The trade of little people is worth any dealer's going after.

Charles L. Phillips.

Doings in the Hoosier State. Written for the Tradesman.

"Eat less meat and more beans" is a Purdue expert's advice to housewives in their efforts to slash the high cost of living.

The Terre Haute Chamber of Commerce hopes to build up a membership roster of 1,000 in a ten day campaign, starting Jan. 5. The present membership is 675.

In order to eliminate congestion and danger at grade crossings, Terre Haute is asking the roads to use the belt line in the interchange of all freight and through freight, and that all crossings be planked and guarded by watchmen.

Grocers of Evansville have opened war on peddlers who pay no license fees.

Final arguments in the case of the Terre Haute Chamber of Commerce against Western railroads asking for lower rates to points west of the Missouri river will be heard Dec. 5 before the Interstate Commerce Commission in Washington.

Almond Griffen.

Just to Oblige.

"The doctor says I must quit smoking. One lung is nearly gone."

"Oh, dear, John. Can't you hold out until we get enough coupons for that dining room rug?"

There is something doing somewhere for every man ready to do it.

Michigan Tradesman Thirty Years Old.

Under the above caption, the Grand Rapids Progress, official organ of the Association of Commerce, publishes the following:

"The October 29 issue of the Michigan Tradesman marks the thirtieth milestone in the life of that publication. During its career the Tradesman has seen the city of Grand Rapids grow from a town of 35,000 to a city of about 135,000. The commercial prosperity of the community has been reflected by this publication, which has been one of the strong forces in building up the jobbing trade of Western Michigan.

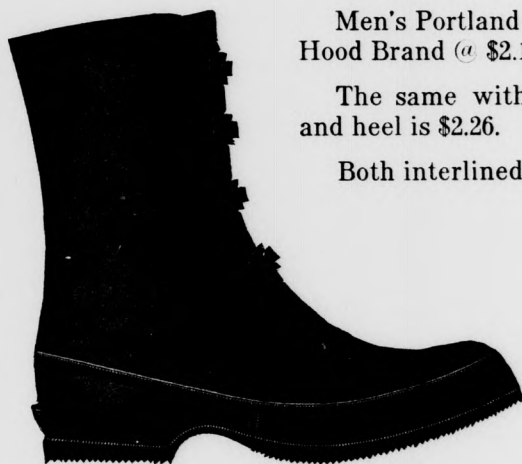
"Its editorial policy has been fearless and independent and its pages have been clean and wholesomely devoted to the upbuilding of best business principles. Mr. E. A. Stowe, the editor, has been a virulent figure in the civic and commercial affairs of Grand Rapids. Like all strong men he has many friends and many enemies. He speaks his mind edi-

torially and otherwise without hesitation and is as unstinted in his criticisms as in his commendations.

"During his administration as President of the Grand Rapids Board of Trade Mr. Stowe worked earnestly and efficiently for the betterment of the city. As the organization was smaller and the dues lower during that period, it was often necessary for the President to use his own funds to promote the interests of the public. Many things that Grand Rapids is enjoying to-day were advocated or started during Mr. Stowe's administration. Since the re-organization and enlargement into the Association of Commerce we have often fallen under the whip of his criticism, but knowing him to be honest we have always received it in a friendly spirit, although we did not at all times agree with the suggestions which he made.

"We honor and respect him for being a man representing strength, progress and the highest type of business principles."

Keep the GOOD HOODS in mind this time of year



Men's Portland 4 Buckle Arctics
Hood Brand @ \$2.15.

The same with the double sole
and heel is \$2.26.

Both interlined.

The Hood
Brighton
Interlined
Men's \$1.34



The same style in Old Colony in

Men's is \$1.18	Women's is \$.86
Boys' is 1.00	Misses' is .73
Youths' is .80	Child's is .58

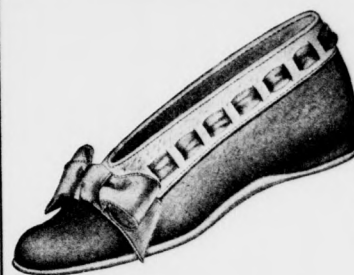
Save That 5%

Grand Rapids Shoe & Rubber Co.

Largest Rubber Dealers in Michigan

The Michigan People

Grand Rapids



Holiday Novelties for the Shoe Store

This is the season of freely spending on the part of the public; a time when suggestions for Christmas buying are welcomed, and therefore just the time to display an assortment of these attractive house slippers.

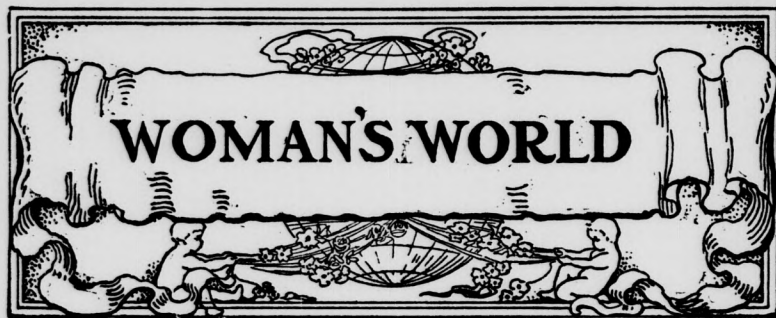


Our line is complete in its variety of styles and colors, and the range of prices is such as to enable you to satisfy your various customers in all respects.

Your orders will be filled the day they are received.



Hirth-Krause Company
Grand Rapids
Mich.



A Merry Christmas for the Merchant Himself.

Written for the Tradesman.

The children are now counting the days that must pass before the holiday which, in spite of its faults and failings, in spite of all the absurdities and extravagances and excessive and commercialized observance have heaped upon, it still is reckoned, and very properly too, the red-letter day of the whole year. Grown-ups also are counting the days, not with that glad expectancy of childhood which would hasten the passage of time, but with nervous apprehension that all the tasks with which custom has heavily overloaded this festive season can not be crowded into the too-short time remaining for their accomplishment.

To the merchant the weeks and even the months preceding Christmas are a time of special anxiety and nervous strain. The holiday trade is his harvest, and even as the farmer during the season of reaping spares no effort but works early and late to gather in the grain which is his return for his year's labors, so the shopkeeper puts forth his utmost exertions to secure a large and successful Christmas patronage and its consequent profits.

The careful selection of holiday goods some months previous to the time of their sale; the getting them in and checking up the all but innumerable items; the training of raw recruits to supplement the sales force; the proper display of the various wares at the precise psychological moment, neither too early nor too late best to catch the fancy of the buying public; the close watchfulness as to just how things are moving, giving special prominence to and perhaps cutting the price on this or that article that seems to be hanging fire a little, in order that the stock may move out evenly and only a small amount be left on hand to pack away and carry over; the getting everything in shape and into the smoothest running order for the rush of the last few days; that final struggle of the week preceding the Great Day, lasting to a late hour on Christmas eve; the more dead than alive feeling with which he wakens on Christmas morning, rubs his eyes and breathes a quiet prayer of thankfulness that the agony is over with for another year—under present conditions it is inevitable that the shopkeeper shall associate with the word Christmas the thoughts and feelings and activities that have just been mentioned.

It can hardly be expected that the merchant will be enthusiastic in the way of reform as to overlavish ex-

penditure in Christmas giving. In his private reflections, sitting up aloft and observing the ways of humanity with the eye of a kindly friend and well-wisher, he may deplore keenly the mad folly of pre-holiday spending which the witnesses, knowing that a recreation of after-holiday pinching and scrimping must follow in consequence; but as a matter of fact he must be prepared with tempting offerings so as to take in the money at the time when, of all times, people let go of it most freely. He must leave to the wealthy women who as society leaders set the pace in social customs, the task of educating the generality of people in a saner observance of Christmas.

The movement which the newspapers have so earnestly and successfully advocated of early Christmas shopping has tended to make things easier for the merchant in one respect—it spreads the stress over several weeks instead of its being crowded into a few days as it used to be. But along with the early shopping movement public attention was directed to the long hours and severe labor that the holiday season formerly imposed upon store employes. Laws have been passed in some states limiting the number of hours that women may be kept at work in stores, and everywhere the great force of public opinion is making itself felt against the inconsiderate and inhuman overworking of store help at this season. No fair-minded merchant but rejoices heartily in all this, but of necessity it places a somewhat heavier burden upon himself. He must see to it that no one of all his salespeople or delivery boys or cash girls exceeds the legal limit as to hours of work, and, what is equally important, does not go beyond the physical limit in speed and endurance.

But who shall set the bounds of what the merchant himself may do? Who shall call a halt when his ambition and the requirements of his business would press him on to unreasonable and excessive exertion? No legislative enactments protect him from the whiplash of his own energy. No enterprising reporter makes a pathetically entertaining write-up in which the weariness and overwork of a store proprietor furnish the main motif. Must the merchant then have a wholly commercialized Christmas? Must the season to him be lacking in that gladness and cheer which pervade it for others, or if not wholly wanting these, must his joys be merely those occasioned by a flourishing business and a record-breaking volume of sales? Must it be to him

merely a time given over to unusually strenuous effort, with no higher thought than getting a satisfactory return in dollars and cents?

The answer to these questions as to any particular merchant depend mainly upon what kind of woman his wife is. Mrs. Merchant has it largely in her hands what associations the Christmas season—and every other season as well—hold for her husband.

Some writer—I can not tell who—has spoken of the magic of doors, of the change in thought, feeling, and mental atmosphere that one experiences just from passing through a door.

If, when he enters the portals of his home, be that home a mansion or a bungalow or flat, he comes into a peaceful refuge where the carking cares of the day naturally slip off from his mind and heart, there is opportunity for the merchant to enter into the spirit of Christmas without neglecting its business possibilities. If the guiding presence of his home is serene and restful, he quickly forgets the stress and strain of the outer world in the tranquility of his own fireside.

But there can be no such happy ending of his strenuous day if the guiding presence is irritated and fretful, working under tensest strain to accomplish the Herculean stunts she has set for herself in the way of making with her own hands Christmas gifts for her family and friends. No woman blessed with a fair average amount of common sense should strain her eyes and wear herself to a frazzle with Christmas needlework or hand painting; least of all the wife of the merchant, who needs to keep a calm and unruffled self-control at this season, to act as a balance wheel to her husband's overwrought nerves.

The sensible wife will not be ambitious to give too expensive and showy presents to friends or even to their own children and near relatives. She will limit her expenditures to what can reasonably be afforded, so that her husband will have no worries

over her extravagance, to add to his business anxieties.

The Christmas season affords an opportunity for cementing the feeling of friendliness and good will that exists between employer and employes in every well-managed store. Extra work falls upon the help at this time, which, if performed cheerfully as is usually the case, merits recognition in the shape of some suitable gift. A gold piece or a crisp new bill for each helper added to the regular weekly stipend is bread cast upon the waters, which in most cases will be returned many times over in loyalty and faithful service. But more and better than this, so to gladden the lives of his faithful workers will bring to the merchant's hearth a glow of warmth and good feeling, that many business cares can not chill. And if to the gift for each the merchant's wife can add a little personal touch of friendliness and graciousness, it will serve to bring to the store a Merry Christmas indeed.

There always are old people and unfortunate ones and poor little second cousins and the like to be looked after at this season. Probably Mrs. Merchant will do most of the actual work connected with all these benefactions, but if she is wise she will consult with her husband regarding them, and so lead him to share in the kindness and loving thought.

The storekeeper's household need not be lacking in those sweet surprises and pleasant observances that go to make up a happy family Christmas; and even amid the stress and struggle of exhausting cares and labors, time should be taken to learn something of the spirit of Him who taught us that living should be higher and finer and nobler than merely gaining the means of livelihood. Quillo.

No Socialist He.

"Your husband is a Socialist, I believe?" asked a friend at the reception of Mrs. Smith.

"A Socialist?" replied Mrs. Smith. "No, indeed. Why he hates to make calls with me."

Clarehose
The
Kind You Have
Been Looking For

For
Christmas
Trade

4 Pairs Mercerized Lisle or Cashmere	In Fancy Xmas Boxes	Retail at \$1.00 Box
4 Pairs Thread Silk Reinforced Heel and Toe	In Fancy Xmas Boxes	Retail at \$2.00 Box

The high quality of this hosiery, its beautiful appearance and attractive boxing make them appropriate and sensible Christmas gifts to offer your customers for presentation to their friends.

Blacks and Colors. All Sizes. Guaranteed.

CLARE KNITTING MILLS
SAGINAW, MICH.

Methods of Hastening the Christmas Season.

Written for the Tradesman.

That so much of the Christmas buying is crowded into the last few days is often due to a great extent to the lack of initiative on the part of the merchant himself. Experience pretty clearly shows that early selling is a pre-requisite to early buying, and that where a merchant commences well in advance to appeal to the Christmas trade, he benefits either by a larger bulk of business or a more equitable distribution of the "Christmas rush."

Too many merchants look upon the Christmas season as a period limited to the two weeks immediately before Christmas day; and for that reason fail to do anything conspicuous in the direction of interesting Christmas buyers before the time at which, according to their way of viewing things, the Christmas season is fore-ordained to commence. In not a few cases the Christmas stock is not complete until too late to advertise it effectually.

Early buying by the merchant is a necessary prelude to early buying by the customer. Seasonable goods for the Christmas trade should be pretty well stocked by November 1. With his goods ready to supply the demand, the merchant should then set to work to create a demand.

The merchant who uses a mailing list should first interest his regular customers. Before the end of November, Christmas circulars should be sent out, suggesting specific articles for use as gifts, or that are otherwise seasonable. Coupled with these suggestions, arguments can be used in favor of early buying. The fact that a better selection can be made by the customer who comes early, that he has more leisure and a more complete stock from which to choose, should be urged; and, if it is in line with store policy, the offer to reserve Christmas goods for later delivery on payment of a small deposit can be made. It will usually be found good policy, however, for the merchant in these circular letters, as in all Christmas advertising, to start with the specific and pass on to the general. The customer knows without being told that Christmas is coming; and that early buying is good policy; but he may be delaying his early buying for lack of specific suggestions that the merchant is well fitted to give.

Newspaper advertising can be used effectively; but, to be most effective, newspaper advertising should be specific rather than general. As a rule the newspapers will afford valuable help in the more general phases of early buying, for the mere asking; it needs only the suggestion from a leading advertiser to secure editorial comment on the subject which will help to educate the buying public. But a specific suggestion as to what to buy will interest the prospective customer far more than a general talk.

Many merchants make a practice of concentrating their Christmas advertising in the last two weeks. During that period their regular space is doubled, as a rule. Experience tends

to show, however, that Christmas advertising earlier in the season will do far more toward bringing out the early customer, whose forethought helps to materially lessen the burdensome if profitable "rush" in the last days.

Displays can be commenced as early as November 15. These displays should be changed frequently, as often as twice a week; and should be so utilized as to show, in the course of the season, a wide range of stock. Changes of the displays in the silent salesman should also be frequent, and regular. After a week such a display loses its pulling power, and needs to be replaced by something novel.

From the outset, displays should "talk Christmas." Show cards and price cards can be used to link the display with the Santa Claus idea.

Little specialties in the way of advertising help to boom Christmas business. For instance, contests of any kind to interest the children are very helpful in attracting the older people. An essay contest or a puzzle contest need take but a few inches of advertising space and yet, through the medium of the interested youngsters it will be the talk of the entire town. A doll or a teddy bear makes an inexpensive but attractive prize.

It is good policy to look about early for extra help. The merchant who makes his bargains beforehand, like the buyer who buys early, gets the pick of the stock.

When the Christmas rush is over, it is generally good policy to go over the stock thoroughly, and to push out any left-overs, even if some little sacrifice be necessary. By the time next year comes round the old goods will be out of date. This is peculiarly the case with dry goods and dry goods accessories, in which the fashions change quickly.

William Edward Park.

Assurance that legislation intended to better the condition of the American farmer would be considered by Congress immediately the pending currency bill has been disposed of, was given by Senator Gore, of Oklahoma, in an address before the International Dry Farming Congress recently in session at Tulsa. The Senator declared that is a result of the recent investigation of rural credits in Europe a plan would be devised whereby money with which to finance cropping operations would be loaned to the farmer at 4 per cent. interest. Whatever benefits the farmer indirectly benefits the rural merchant, and he should be interested in movements of this kind. It seems to be the intention of the present administration to foster the farming sections and, especially to spread the money out where it will do the most good. That is the object of the currency bill. The only question in regard to the latter is whether the method adopted is the best. If it really will keep the money of the country from centering in one or two large cities for the benefit of speculators, it will be a good thing.

Most people get what they deserve, but very few are willing to admit it.

LAMSON



REDUCED OPERATING COST and increased efficiency are the "reasons why" you see Lamson Service in over 80 per cent. of the world's leading stores.

LAMSON CARRIERS are the tried and proven result of more than thirty years of specializing by the originators of Store Service Apparatus—Service fads and freaks may come and go, but Lamson Service goes on forever because of its common-sense business economy.

Ask Your Neighbor!

Wire, Cable, Tube, Belt and Pick-up Carriers

THE LAMSON COMPANY
BOSTON, U. S. A.

Representatives in all principal cities

SERVICE

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

Supposing To-night FIRE

Destroys Your Store

and with it your day book, journal and ledger, or credit account system.

What would you do TO-MORROW?

WHAT COULD YOU DO?

The "CHAMPION"
Complete Accountant is

FIREPROOF

We back this statement with a

\$500

Guaranty Gold Bond

to the merchant. No insurance company will protect your accounts—WE WILL.



Open—A Desk, Money Drawer, Recorder, Filing System and Credit Register.

You are not only protected against fire, but also:

- 1—You know every cent you pay out or take in.
- 2—You can instantly tell what every person owes.
- 3—You save all bookkeeping
- 4—Your accounts are always "up to the minute."
- 5—You know how much each clerk sells.
- 6—You prevent disputed accounts, rebates and forgotten charges.
- 7—You have your finger constantly on the pulse of your business.



Closed—A Substantial, Fire-proof Safe.

Champion Register Company

403-412 Society Savings Bldg.

CLEVELAND, OHIO

Use the coupon today—be protected

Champion Register Co. Date.....

Please send me information about the Champion Complete Accountant (Fire-proof.)

Name

Address

Business

No. Accts.....



Michigan Retail Hardware Association.
President—F. A. Rechlin, Bay City.
Vice-President—C. E. Dickinson, St. Joseph.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Developing New Sources of Hardware Trade.

Written for the Tradesman.

Fourth of Five Papers.

"When I was a young man just fairly starting in the hardware business," said the head of a big hardware concern now employing a sales force of twenty-five men, "I doped it out that the old-time hardware dealer was too slow for the modern pace. So I said to myself: 'The thing to do, son, is just to cut loose and make a noise like a real merchant.' I looked around and saw what the enterprising fellows in other lines were doing. Now they were not content merely to keep up with the procession, but how they were always managing to keep a few jumps in the lead; and I said to myself: 'Why can't that be done in hardware?' And I answered my own enquiry by saying: 'It can be done! And—and I am going to do it!'"

"So I then and there made up my mind to conduct a hardware business that was different. I vowed and declared I would, so help me, cut loose from every traditional method in vogue among hardware dealers that was not founded on sound business policy and good hard common sense. I proposed to do things different—partly just to be different, but mainly to be efficient. And I decided to begin by making my hardware store look utterly unlike any other hardware store in our town. I began at the front and worked back. And I didn't hesitate to spend money. I figured that I was making a substantial business investment. I had a good stock of goods—I proposed to have an attractive store.

"I tore out the old front—though it was a very good one, as store fronts went—and put in a new one. It was all glass and metal with a granite base, hard wood floors in the windows, and paneled backs. I had a new glass sign made that was a Simon-pure attention-getter. When that store front was finished, it was the handsomest front on the street. Then I put in a nifty metal ceiling, large, handsome display cases, and mural decorations worthy of a clothing store or a high class specialty shop. And while my store was undergoing these extensive repairs, I was cudgeling my noggin trying to work out some feasible plan for luring people into a store that sold

simple, old prosaic hardware. In due time I solved the problem—in a way at least. The hardware store can be popularized. And you can tell 'em I said it."

Popularizing Hardware.

Opinions to the contrary notwithstanding, hardware can be popularized. I know, for I often visit a certain hardware establishment of my city that's as popular as a department store on bargain day.

As a matter of fact, every day is bargain day in this hardware emporium.

They have an endless succession of leaders and specials—at least half a dozen a day, and some days a full dozen or more. These specials are featured in the newspaper advertisements and displayed in the windows. Each day's leaders are illustrated and priced in the advertisements. And their name is legion; cheap, inexpensive, yet practical, household commodities; handy tools, devices and contrivances, new and staple; things of almost every conceivable sort, from the simplest and least expensive to the more complicated and costly; things that are, may be, could be, or should be, used in and about the house by Mister, Mistress or any of the kiddlets; and then there are toys and what not without end especially for little people. Insofar as possible, they are seasonable—ice picks and screens in summer and skees and sleds in winter.

The settled belief of this particular hardware firm is that, in this community, at all events, there is a tremendous latent demand for popular priced things in hardware. And my own conviction is that this is also true of every other locality of any consequence. For the man who doesn't use finishing nails ever; the man who thinks he's doing fairly well, if he hits a half grown nail say one time out of three; for the man who doesn't drive many nails anyhow, and is rather glad he doesn't—they have a ten or a fifteen cent hammer. I don't recall the exact figures, but the price is decidedly popular; and the hammer—well, it's all right for occasional, plain driving, but isn't recommended for heavy, fancy driving. Now some hardware dealers would think it immoral, perhaps, to sell anything short of a mechanic's hammer at \$1.25. But you can sell a whole lot more 25-cent hammers in most any fairly husky community than you can mechanics' hammers at \$1.25; and in so doing it is doubtful if you actually kill any possible sales of the higher grade article.

Holiday Goods Silver Ware

Rogers 1847,
Wm. Rogers & Son, } All Patterns
Community.

Pocket Cutlery Razors
Manicure Sets Scissor Sets
Nickel Plated Ware
Casseroles

Michigan Hardware Company

Exclusively Wholesale

Cor. Oakes and Ellsworth

GRAND RAPIDS, MICH.

Foster, Stevens & Co. Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

H. Eikenhout & Sons Jobbers of Roofing Material

GRAND RAPIDS, MICH.

Red Rosin, Gray Rosin,
Blue Plaster Board Sheathing.

Use Tradesman Coupons

If the promptings of mechanical genius are strong in a person, he isn't going to be satisfied for long with a cast iron hammer. People who really have skill in the use of tools very soon learn what to call for when buying tools; and they know good tools everywhere and always command better prices. But you needn't think you are going to scare these discriminating buyers off and get them sore on you because you carry popular priced tools as well as the higher grade, higher priced kind. The expert tool-user would like for you to sow the country-side to cheap tools. He'd be fair tickled if you'd sell his friends and neighbors and borrowing acquaintances all the saws and hammers and jack-planes you can, and he doesn't care a pickle how popular priced they are—just so they don't borrow his tools and kink his saws and nick his planes.

Everybody admits hardware isn't as attractive as some other lines.

Personality — commodities — including wearing apparel of all sorts — have a personal interest growing out of the style element that enters into them. Thus dealers in those lines have a source of appeal to the popular mind that isn't available to the hardware dealer. He can't advertise a new fall and winter jack-plane, neither can he go into picturesque ecstasies over a nifty "tango" screw-driver and exploit it as the latest Parisian sensation. That wouldn't do at all.

But there is such a thing as brightening up one's lines even in hardware. Commodities, not in themselves particularly interesting, can nevertheless be invested with a borrowed interest. The hardware dealer should master the trick of making prosaic, commonplace things attractive and interesting, by putting them alongside them things that do possess attractive and interesting features.

There are many new and seasonal things in hardware that may now be had and exploited to advantage; and always the holidays are coming—times and occasions for pushing gift articles, specialty lines and holiday wares. Instead of having a dingy, prosaic hardware establishment, with nothing new and fresh and bright and appealing to the eye, brighten up your store by seasonable decorations and trims, new arrangements and displays of staple lines, the introduction of hardware novelties, gift commodities and the like. It can be done, and in the doing of it there is substantial reward.

Charles L. Phillips.

Pig and Pat.

"Patrick, you were on a bad spree yesterday," said a friend, reproachfully.

"Yis, sor, Oi was thot," replied Patrick. "Bless me, if Oi wasn't lying in the gutter wid a pig. Father Dunn come along an' looked at me, an' he says, 'One is known by the company he kapes.'"

"And did you get up, Patrick?"

"Oi did not, but the pig did."

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Parks and playgrounds is a live subject with the civic committee of the Muskegon Chamber of Commerce. A protected bathing beach for city youngsters will also be established.

W. D. Sanders, formerly of Lowell, has opened a mattress factory at Holland.

One of the church Sunday Schools of Portland, in an effort to do work of a practical, helpful sort, has opened a free employment bureau.

Mayor Reutter and A. P. Rogers, Sealer of Weights and Measures at Lansing, are working out plans for the opening of a municipal grocery and meat market on the city market at Grand avenue and Saginaw street, which is to be opened next summer.

The Round Oak shops, at Dowagiac, which are now operating on a five-day schedule, will run full six days per week during the winter, beginning New Year's Day.

Buckley is a big town when it comes to potato shipments, the money paid out there so far for tubers exceeding \$50,000. Four large storage houses there are filled with stock held for higher prices.

The new auto factory at Holland will start manufacturing operations in January.

A new \$20,000 theater was opened Thanksgiving Day at St. Joseph.

The Marquette Commercial Club, under direction of the new Secretary, E. A. Daley, is getting under way. A monthly bulletin will be published, showing the Club's activities.

Supt. Coburn, of the Battle Creek schools, points to a danger of neglect of studies by young men who work in stores or elsewhere after school hours. He says the school system is being commercialized.

A farmers' fair and poultry show will be held at the city hall, Belding, Dec. 3-6.

Foundations are being laid for the new factory of the Henry Rowe Manufacturing Co., at Newaygo.

Pontiac hesitates about enacting a curfew ordinance. The city attorney says it cannot be legally enforced.

Will art reform criminals? Kalamazoo will try it out on the jail prisoners by taking them through the art exhibit at the central high school.

Jackson has awarded the contract for building a new detention hospital, to be located in the northwest section of the city.

Traverse City business men will prepare a booklet for distribution setting forth the advantages of the Grand Traverse region.

The rooms of the Battle Creek Chamber of Commerce in the Post building are to be redecorated and re-furnished and a new dining room will be added.

Alfred Galbraith has been re-appointed Secretary of the Flint Board of Commerce, with salary increased to \$1,500.

The sale of real estate of the Michigan Buggy Co., Kalamazoo, will take place Dec. 9, and the chances of saving the big industry for that city now seem dim. Almond Griffen.

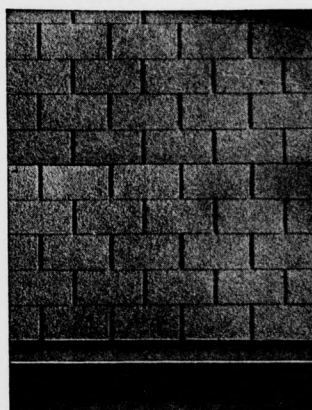
How to Help the Deaf.

One of the most effective helps which we can render those fellow travelers who find the fatigue of their deafness a daily load, is gentle speech, well-chosen, well-modulated, of an even tenor and, above all, articulate. When it is necessary to increase the voice volume, this should be done with due regard to

the evenness of tone and the distinctness of articulation; to those who can receive only that which is ministeringly brought to them, to whom the once-accustomed volume of the sound of life has become pitifully diminished, let us bring in gentle mien, carefully, patiently, the best that we have to offer.

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

Beware of Imitations. Ask for Sample and Booklet.
Write us for Agency Proposition. Distributing Agents at

Detroit
Saginaw
Lansing
Jackson

Kalamazoo
Battle Creek
Flint
Toledo

Columbus
Cleveland
Cincinnati
Dayton

Youngstown
Buffalo
Rochester
Syracuse

Utica
Scranton
Boston
Worcester

Milwaukee
St. Paul
Lincoln, Neb.
Chicago

And NEW YORK CITY

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

In Your Quest of the Best
Buy
Williams
Beans
They are Best
Just That!

The Williams Bros. Co.
ALL SIZES of Detroit ALL GROCERS



Grand Council of Michigan U. C. T.

Grand Counselor—E. A. Welch, Kalamazoo.
 Past Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—M. S. Brown, Saginaw.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Henry E. Perry, Detroit.
 Grand Conductor—W. S. Lawton, Grand Rapids.
 Grand Page—F. J. Moutier, Detroit.
 Grand Sentinel—John A. Hach, Jr., Coldwater.
 Grand Chaplain—T. J. Hanlon, Jackson.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompson, Jackson.
 Next Grand Council Meeting—Saginaw, June 12 and 13.

Michigan Knights of the Grip.

President—Frank L. Day, Jackson.
 Secretary and Treasurer—Wm. J. Devoreaux, Port Huron.
 Directors—H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.
 Next Meeting—Grand Rapids, December 26 and 27.

Michigan Division, T. P. A.

President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, E. C. Leavenworth, W. E. Crowell, L. P. Hadden, A. B. Allport, D. G. McLaren, J. W. Putnam.

Wafted Down From Grand Traverse Bay.

Traverse City Dec. 1—Traverse City Council entertained the traveling men and their families at a 6 o'clock dinner last Saturday evening, followed by an entertaining and instructive programme. Toastmaster Wm. E. Bennett, in his usual clever manner, introduced the speakers of the evening and, as usual, made a hit with his pointed remarks. W. G. Wyman had the subject of fraternity, Frank Wilson, sociability, and E. C. Knowlton the insurance feature. Each subject was handled cleverly and all gave an excellent idea of the true purpose of the U. C. T. as an order. The musical programme was particularly good. Willard Frederick, son of brother Frank Frederick, favored us with a piano solo. Brother Otto Powers, whose vocal solos are always pleasing, was particularly good in rendering his selection and responded to encores. Rev. Slade made the hit of the evening, both by his well rendered vocal solo, his part in the duet with Mr. Powers and his cheerful response to the many encores. After the regular programme our Council orchestra, under the able leadership of brother Prof. Herman C. Hoffman, formerly of Milwaukee, Wis., rendered several selections and dancing was enjoyed by all during the remainder of the evening. Much credit must be given the orchestra for the excellent programme rendered. Considerable credit is due Willard Frederick and Mrs. Otto Powers for their assistance in the orchestra. The untiring Herman Hoffman was always on the job and we wish we had more Hermans, likewise Bill Bennets. The dining room was prettily decorated with potted plants and 150 people sat down to the sumptuous spread which had been prepared. The tables were presided over by our ladies' committee and due credit must be given them for the very palatable

dinner. The utter lack of confusion in serving added much to the success. Grand Secretary Richter assisted in the programme and in the entertainment. (Ish Ka Bibble.) Our many guests declared they had one of the most sociable times of their lives. Although search was made for the orator, Frank Wilson, who discoursed so eloquently on sociability, it was found that he had disappeared, but had told some of the members "Don't do as I do, but do as I say." Traverse City Council once more goes down on record as pulling off a successful event.

On behalf of the Council we wish to assure brother B. J. Reynolds that, although he wears fancy vests, the toastmaster overstepped the liberties allowed even a brother-in-law when he referred to him in connection with Jacob, the Israelite, who had the coat of many colors and, incidentally, was the founder of the first insurance company.

Rebus: Why does a man in a dry town whose name is synonymous with potato take the morning train out of Frankfort en route to Peacock and leave his personal grip?

John Neilan, of Cadillac, now covers this territory for the Union Match Co., of Chicago. Best of wishes, John.

Fred. Bennett and Chris Taylor, of East Jordan, did their Christmas shopping in our city last Saturday. Manager Taylor conducts the Taylor Inn and is well known to the boys. Well, Fred is pretty well known by the way.

A. E. Ford is teething. We say teething with the permission of Sunny Jim.

Some of our members seem to think that when the Supreme Council meets in California in 1915 that the entire expense will be borne by the Supreme Council, but far be it from such, for this meeting will not cost the order any more than if the meeting were held in Columbus, for one-third of this expense will be borne by the Supreme Council which would be the same amount that the meeting at Columbus would cost. One-third will be paid by the Western jurisdictions and the other third will be paid by the representatives who attend the meeting.

Sam Taylor, our weather prophet, still predicts an open winter. Looking back over his records for forty years or more, Sam says that Mother Nature has but twice been as fickle as this season. Indications for a severe winter, says Sam, are as follows: a plentiful crop of nuts, heavy fur on animals, ants building their homes underground, bones of goose heavier and thicker and muskrat houses higher. Sam sells flour for H. L. & Co.

While Paul Heinzelman sells stationery for the Grand Rapids Paper Co., Paul says you must keep on the move.

Jim Shaughnessy, the only hardware salesman who raises and lowers his own salary—as Jim is one of the big noises of the Michigan Hardware Co.—is about to have rabbits painted on his head, for Jim says that they are sometimes called hares. Better wait until the hunting season closes.

Only one more week and L. D. Miller, representative for Edson, Moore & Co., of Detroit, will send in his dollar subscription for the Trades-

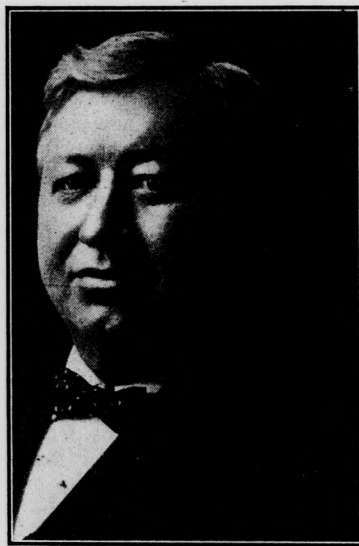
man for Lew was seen doing his washing one day this week.

Mr. and Mrs. B. J. Reynolds report a pleasant Thanksgiving at Dublin, where they spent it among friends and relatives.

W. J. Wyman says that while love may be blind, it certainly is a good eye opener.

Can Editor E. A. Stowe give any good reason why the U. C. T. convention, which will be held June 12 and 13 at Saginaw is not listed under the heading Coming Conventions to be held in Michigan? We realize, brother Stowe, that this is only an oversight.

We note by the State press that brother James F. Hammel, member of Auto City Council, Lansing, has been appointed hotel inspector, and we



JAMES F. HAMMEL,
The Newly-Appointed Hotel Inspector.

herewith present his likeness so that when "Jim"—as he is better known—opens the front door, the landlord will immediately discard the roller towels. Jim Hammel has been an active worker in more lines than one and has a broad acquaintance in the State and his many friends know he will do the right thing. Besides holding this position, he is chief clerk of the office of the State Labor Commissioner. Best of wishes.

If any one thinks saving tobacco coupons is not a good investment, kindly take a peak at the overcoat Kent C. Buttars is wearing. For full particulars I would refer you to him.

Isadore Jacobs says if Noah was a consistent Jew, why did he take Ham into the ark?

M. Carroll, our genial P. M. ticket agent, and his better half did not attend our Thanksgiving party owing to some misunderstanding. Well, Mike, you sure missed a good time.

Traverse City Council has declared war and we expect to have one grand rally January 13, as will be seen under the item of War News elsewhere in this issue.

Get busy and enlist in the Grand Commercial Army.

Three weeks until Christmas.

Fred C. Richter.

Coldwater Council Holds Its Annual Banquet.

The United Commercial Travelers banquet and ball held at Maccabee hall Saturday evening was a decided success and in keeping with the results usually attained when the traveling fraternity undertake to do anything.

Invocation was offered by Counselor G. O. Gallap, after which over one hundred members and guests sat down to an elegant repast. The credit for this banquet is entirely due to the ladies' committees, of which Mrs. F. W. Lobdell and Mrs. A. E. Pearce were chairmen.

The toastmaster then introduced E. A. Welch, of Kalamazoo, Grand

Counselor of Michigan, who in the course of his remarks paid a splendid tribute to our city, as well as, to our respected citizens, Milo D. Campbell and John A. Hach, Jr., in which the guests were left to draw their own conclusions.

Mr. Welch stated that when he left home he knew he was going to Milo Campbell's town, but on his arrival he was almost forced to conclude that he had arrived in John A. Hach's town.

This beautiful tribute to these two gentlemen was responded to by Mr. Campbell with his usual wit and humor, bringing forth great applause.

At this point, the only incident that marred the full purpose of the occasion was announced by Counselor Pearce in his regret that the presentation on the token of esteem in honor of the election of Brother Hach to the Grand Council would be deferred until a later date owing to belated shipments. To this Mr. Hach responded with an original toast entitled, "My Duty" as follows: In the past has been a pleasure. In the future I shall treasure. And do the best I can, To bring about all pressure; To see that you get full measure. Of all that is due you, as a traveling man."

Harry J. Neely, of Spokane, then presented two boxes of beautiful fruit from his own orchard at Sunset Ranch, near Spokane. Mr. Neely's reference to the possibilities of the Northwestern country was listened to with intense interest, at the conclusion of which the ladies and members of the Council tendered him their appreciation for his beautiful and appropriate donation, which proved to be not only in evidence, but very much in demand.

After the delivery of the Ray of Hope lecture by Senior Counselor Pray, the banquet hall and lodge room was converted into a dance hall and a programme of sixteen numbers was enjoyed by young and old until the midnight hour.

Upon his arrival in the city, Grand Counselor Welch was met by a committee and escorted to the lodge room where he highly complimented the local members on their steady growth in membership and the spirit evidenced in their work. He also paid a glowing tribute to Mr. Hach as the founder of the local Council, which is one of the youngest in the State, as well as located in one of the smallest cities in the grand jurisdiction, Mr. Hach being elected to the Grand Council at Grand Rapids last June in appreciation of the work here.

Traverse City Council Has Declared War.

Traverse City, Dec. 1—The members of Traverse City Council No. 361 have declared war and with Captain Wm. F. Murphy and Captain Harry Hurley with their volunteers on the firing line, we are about to discharge the first volley of U. C. T. ammunition and try and capture as many worthy, eligible traveling salesmen as possible from the battle field.

We have all promised when we joined the order of United Commercial Travelers of America that we would do all we could to advance the interests of our order, and now brother its up to you to make good.

We have the only secret order of commercial travelers in the world and the only one that maintains the widow and orphans' features. In addition to these strong features, you are entitled for total loss of time by accident \$25 per week, for partial loss of time by accident \$10 per week, for the accidental loss of both eyes \$10,000, loss of both hands \$10,000, loss of

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.
 Best Beds That Money Can Buy

both feet \$10,000, loss of one hand and one foot \$2,500, loss of one hand \$1,250, loss of one foot \$1,250 and loss of one eye \$1,000. In case of death by accident the order pays \$6,300. All the above benefits for a cost not to exceed \$13 per year.

Now, brother, we have explained the benefits of our order and it is your duty to ask a traveler to join and have him share in our benefits, as we are giving him protection at actual cost, and at the same time you are helping the order that helps you.

With assessment No. 119 you received an enlistment blank as volunteer in the Grand Commercial Army, and if for any reason you have not filled same out and sent it in, we can gladly supply you with another.

Our Secretary has plenty of regular application blanks on hand and would appreciate if you would lend your assistance and secure as many applications as possible for the one big meeting, Saturday evening, January 31, 1914.

Remember, you are either a member of company "M" or "H" and it is up to you if your company wins. They would at least appreciate your support. Fred C. Richter, Major.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Dec. 1.—Learn one thing each week about Detroit: There are thirty-six brass and iron foundries in Detroit.

Ignatius McIlhargey, the Merrill merchant, informs us that he has a horse for sale. He says he wants \$100 for the horse, but will take \$50. If he cannot get \$50, he will take \$10. However, if the ten is too much, Mac says he will thank the man, woman, child or shep dog that will lead it away. Maybe Mac will throw in one of his recently purchased wedding Havanas in the bargain.

To show the respect out-of-town papers have for our own little Tradesman, two different Detroit publications quoted from it last week. An honest publication is not without honor save in Grand Rapids.

Here's one stamped Detroit: "You might mention in Detonations that Michigan's greatest guesser has been discovered in the person Frank Buckingham, member of the firm of G. W. Buckingham & Co., of Flint. Frank never failed to guess on the winners of the football contests of the season. E. W. P. S. I forgot to state he guessed wrong."

Another one of Detroit's infant jobbing houses that shows much promise is H. Brilling & Co., jobbers of handkerchiefs, notions and fancy goods. This firm was organized about a year ago with Harry Brilling, one of the best known traveling men in Detroit and the Upper Peninsula, which territory he covered for thirty years for A. Krolik & Co. Starting in on a conservative scale, Mr. Brilling, as the needs of the trade were realized, gradually added to the various lines until to-day he has as complete and well appointed a stock as will be found anywhere. Harry Brilling's hosts of friends will rejoice in his success, which comes to one who is deserving, after years of hard work and conscientious effort.

Cousin Dorothy writes from the U. P. to tell us that said U. P. is safer than Mexico. Well, maybe it is, but either one is what Sherman said about war, as compared to Detroit.

Ralph Lichtenauer, the Kady Kid of Grand Rapids, is "cleaning up" the suspender business in Detroit this week. "Jiminy crickets," said Ralph, "every time I come to Detroit it seems to be two or three miles larger." And Ralph gets to town every thirty days, too.

Next Saturday night, Dec. 6, Detroit Council No. 9, will give one of its monthly dancing parties which will be the last before the holidays. All U. C. T. members are cordially invited, as well as friends recommend-

ed by members. As this will be the last party of the year, special efforts will be made to make it the greatest yet held. To the Detonation's way of thinking, if the party is as good as those which preceded it, everyone will get value received for his money.

Our idea of the height of wit (?) is for some one to make fun of another's religion.

E. B. Stebbins, furniture manufacturer of Sturgis, says that at the price of eggs, no woman should feel insulted by being called an old hen.

We are sure, however, that if the average husband called the average wife an old hen she would be sure to lay for him.

Happy Mike Krohn, dry goods merchant of Edmore, evidently does not believe in knocking. Mike comes forward with this apt aphorism: "A mud slinger never has clean hands."

Is it any wonder that some of the boys cuss all the railroads in the Universe? All roads certainly have their off days. One week ago to-day, Pere Marquette train No. 23, leaving Grand Ledge at 4:20, waited on a switch less than a mile out of Lyons for over thirty minutes for No. 26 to pass. As we understand it, train No. 26 waited about thirty minutes at Ionia for No. 23 to pass. The distance from Lyons to Ionia is about five miles. Why a train should wait thirty-five minutes within one mile of a regular station stop is too much for us to comprehend. Looks very much like poor calculation on the part of the train dispatcher.

The Pere Marquette is not alone, however, and we wish to state at this time that no road in the State at the present time is giving better service on the average. The Pere Marquette is the only road in Michigan that is willing at all times to assist the traveling man, credit for which is largely due to General Passenger Agent Woolfenden and Neil DeYoung, District Passenger Agent of Grand Rapids district.

Regarding our weekly campaign of education, we would like to see all the correspondents do the same for their respective localities. The idea is by no means original with us, it being carried on by Detroit newspapers. So if Gabby Gleanings will do likewise, he can rest assured that he is not "stealing our thunder."

At any rate, we are highly gratified to know that we had something that someone thought it worth while to steal.

S. T. McCornac, who helps direct the directors of Edson, Moore & Co week days and deacons in a local church on Sundays, says he got a glimpse of the sun last Monday. Of course, Uncle Sam, being a deacon, we will not doubt his word—not in print.

At the present rate of Italian murders in Detroit, we are commencing to wonder what will happen when there is only one dago left.

Never put off your Christmas shopping for to-morrow if you can do it to-day. In other words, never put off your Christmas shopping for to-morrow if your credit is good to-day.

Christmas shopping and high priced eggs are always good subjects for December space fillers.

Fred Woolfenden, formerly in the real estate business, has accepted a position with Burnham, Stoepel & Co. Mr. Woolfenden is connected with the glove and sweater department and will carry that line on the road in the regular seasons. Fred is not new to the dry goods jobbing business, having been connected with a local jobbing house a few years ago, during which time he made many friends among the trade in different parts of the State.

Arthur Davenport, member of the firm known as the Belle Isle Garment Co., and an old time grip grabber, says that the twentieth century idea of the Golden Rule is an "S" with a couple of vertical lines drawn through

it. Arthur is a member of Traverse City Council, which he joined when a resident of that hustling little city, but he intends transferring to Detroit Council, No. 9, in the near future. We cannot imagine where No. 9 could find a more welcome acquisition.

We have been scrutinizing the papers closely, but as yet have seen no accounts where Pete Boter, John Van Totenhove and "Issy" Altman, of Holland, have been gathered in by the village marshal—and some one in that desperate crowd is getting free coffee every day.

Alpena, Dec. 1.—I read your kind mention of me in last week's issue with great pleasure. As you mentioned particularly that I have brought in many applications, I shall do what I can to merit those splendid words and, if all goes as well as I anticipate, I hope to increase the number of applications to ONE.

Sid F. Pungs.

A man might drink like a fish, but very seldom when he does is it the same stuff.

There is much talk around the State about the vast number of unemployed in Detroit. Within the fifteen mile zone the amount is 10,000 men, while every fifty miles 10,000 or so more are added to the list. By the time the Upper Peninsula is reached the grand total is way up in five figures. Truth of the matter is, a few automobile factories are taking inventory and getting their machinery in shape, something which occurs every year. Even at that, several auto factories are running full force. It is the old story of the calamity howlers grasping at every argument like a drowning man to a chip.

No man ever gets too lazy to work his friends.

At the next meeting of Cadillac Council, No. 143, which will be held in its hall at 111 Congress street, E., on Saturday night, Dec. 13, all members of Council No. 9 are urgently requested to attend. At this time the Councils will talk over the prospects of another Detroit man being appointed to fill the chair of Grand Treasurer, left vacant by the death of Henry E. Perry; also resolutions on his death will be presented at the meeting. Grand Counselor E. A. Welch, of Kalamazoo, will be present and will speak to the members. Remember, Saturday, Dec. 13 means a meeting for members of both Councils.

In nearly every state where a grand secretary gives efficient service, he is retained in the office as long as the efficiency lasts and he is willing to serve. In many of the states the grand secretaries serve in office from seven to ten years—and for a compensation much larger than that which is awarded the Grand Secretary of Michigan.

It was our pleasure to meet the editor of Gabby Gleanings last week and from the garb he wore he looked the typical newspaper man—he was attending the hard times dance given by good old 131.

Women—A being to run away from or with, as the case may be. Elbertus Hubbard—From Gabby Gleanings, Nov. 26.

Elbertus may be right, but the way we view the question is this: Women—Beings to run over or be run over, as the case may be.

Bang! Goes another flat iron.

Frank Washatka, of the Rye & Washatka department store, Ludington, writes as follows, mailed in a sealed envelope: "Woman's suffrage may be all right, as is generally claimed, but can you tell me what chance a homely candidate like Dean Thomson would have if women could vote?" The only chance Dean Thompson would have, Frank, would be to give away 1,000 trading stamps for every vote.

Pankhurst returned home with \$20,000. Just think what a lot of

dynamite, matches and acid that amount of money will buy!

W. O. Chase, who conducts a ladies' and men's furnishing goods store at 259 Holden street, has added a line of piece goods to his stock. Mr. Chase recently moved into his present location and has been gradually adding new lines. It is his intention to eventually expand into an up-to-date department store.

Owing to the continued poor weather, it is now up to the calamity howlers to loudly cuss President Wilson's administration.

That the live ones are not all dead is evidenced by the rapid growth of Regner & Graef, men's furnishing goods dealers. About five years ago, these two young men, one a clerk in a local store, while one was interested in the automobile industry, started in a very small way in a small store on Gratiot avenue. Through good business acumen and their own personal popularity, the business grew until to-day these young men own four stores located in different parts of the city and the name of Regner & Graef is becoming as familiar as that of any of the large city stores.

Sam Rosenberg has opened a men's furnishing and shoe store at 1171 Mack avenue.

E. G. Kenneth has opened a ladies' and men's ready-to-wear store at 819 Grand River avenue.

It is an ill wind that blows no good. As long as the mild weather continues we can laugh at the coal man.

Abram Shook, Coral merchant, has been appointed Deputy U. S. Marshal by Marshal Nick Whelan, of Holland, and has gone to Kansas City to bring back some Federal prisoners from that place. "Well," says Abe, "it isn't any worse being deputy than it is to go deer hunting."

Sam Blumenthal, well known to the inhabitants in and about Standish, where he conducted a general store for a number of years, has cast his lot with the citizens of our city. Sam has opened a new and up-to-date men's clothing and furnishing goods store at 2971-2972 Woodward avenue, near the Ford factory. Welcome to our village, Sam-u-ell!

Gaby Deslys is in Detroit this week. Evelyn Nesbit Thaw was here last week, both playing to crowded houses. However, the opera house holds but 2,000 people, while the population of Detroit is nearly 750,000, so the entire city must not be judged by those who attended the "sight-seeing" performance.

Quite a joke to do your Christmas shopping carrying a sun parasol. Yes?

Think of poor Santa with the fur trimmings. James M. Goldstein.

Recent Hotel Changes.

Thomas Shaw has sold the Hotel Shaw, at Onaway, to James Finan. The considerations was \$10,000.

J. M. Campbell has sold the Dunham House, at St. Ignace, to C. H. Stranns, of Newport, Ky. Mr. Campbell has conducted the Dunham House since 1886.

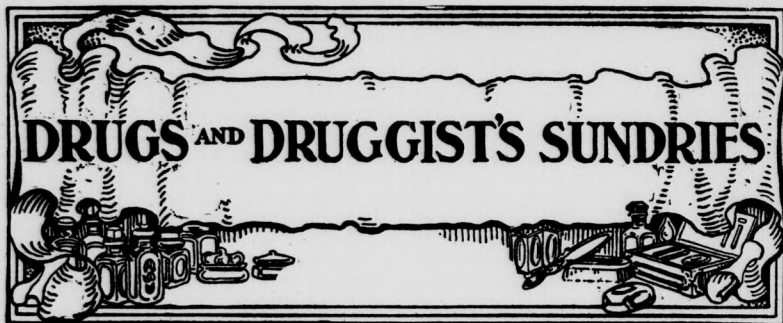
Why?

Buchanan, Dec. 2.—I am writing from the Hotel Lee, of this place, to enquire why the hotel still uses the old rag roller towel which is forbidden by law and contrary to every rule of sanitation and decency? Otherwise, the Lee is a fair hotel.

H. L. Alschuler.

A. F. Rockwell (Brown & Sehler Co.) is putting in the week with his Ohio trade.

Hell is full of fellows who fell—those who got up again dwell in Heaven.



Michigan Board of Pharmacy.
 President—Will E. Collins, Owosso.
 Secretary—E. T. Boden, Bay City.
 Treasurer—E. E. Faulkner, Delton.
 Other Members—John J. Campbell,
 Pigeon; Chas. S. Koon, Muskegon.
 Grand Rapids Meeting—November 18,
 19 and 20.

Michigan State Pharmaceutical Association.
 President—D. G. Look, Lowell.
 Vice-Presidents—E. E. Miller, Traverse
 City; C. A. Weaver, Detroit.
 Secretary—Von W. Furniss, Nashville.
 Treasurer—Ed. Varnum, Jonesville.
 Executive Committee—D. D. Alton,
 Fremont; Ed. W. Austin, Midland; C.
 S. Koon, Muskegon; R. W. Cochrane,
 Kalamazoo; James Robinson, Lansing;
 Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.
 President—Geo. H. Halpin, Detroit.
 Secretary-Treasurer—W. S. Lawton,
 Grand Rapids.

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

Inside Truths About Drug Store Windows.

One of the strongest business creating methods of to-day is Window Publicity, and it is just as important to the success of an establishment as drugs are to the curing of the sick.

The progressiveness, cleanliness, completeness of your stock—in fact, everything pertaining to your store, is judged by your store front.

Enough stress can not be laid on the fact that to keep your window displays up to the second, to keep them clean, well lighted and properly trimmed, is three-fourths of the battle toward success.

You, Mr. Druggist, wouldn't walk the street, or stand in front of your store, with your shirt front soiled, your clothes full of grease spots, your hands and face dirty, your hair uncombed! Yet I have seen the owners of drug stores, who were spotlessly clean personally, have a much neglected store front.

Remember, you are judged by how your store looks. No matter how pure your drugs are, no matter how honest your policy is, there is nothing that will keep your trade like clean, up-to-date window displays, and a neat, clean interior. But if you want to drive your trade away quickly, neglect your show window, neglect your store, and presto! Away your customers go to our competitor, who is wise enough to realize the value of his display windows, for you know as well as I do, that Purity and Filth never go hand in hand.

The druggist of to-day is realizing the fact that it is a hard climb up hill, if he has to depend upon his patent medicines and prescriptions for success, so mostly all druggists of to-day carry side lines, from souvenir postals to bric-a-brac.

The drug stores of my childhood were far different from those of nowadays. Twenty-five years ago two or three jars of colored water, which were lighted up at night from behind, constructed a window display; to-day these methods are useless.

Rents were cheap then, but the modern landlord knows the value of your store front and rates your rent accordingly; so if you, Mr. Druggist, don't know enough to get a good return for this expenditure each month, you ought to wake up to the fact that you are neglecting the best result-bringing opportunity, both directly and indirectly, you have. Unless you do wake up, the sooner you close up and quit the less you will be the loser in the end.

In making a window display, you must take three things into consideration, namely, Psychology—Judgment—Common Sense.

The most important is psychology. The trimmer must consider to whom the merchandise to be displayed will appeal; then act accordingly.

Don't display high-grade merchandise, which is used by the better class of trade, without giving a touch of refinement to the display. Show all the taste you can and make the arrangement as artistic as possible. Don't use large gingerbread signs, that look like circus posters—make the display a creme de la creme affair and don't crowd too much merchandise into it.

On the other hand, if the goods you wish to display are meant to sell to the cheaper classes why do just the opposite, for the only way to draw their attention is in a sensational way—plenty of merchandise in the window—you can't get it too crowded; large signs—in fact, any little scheme to draw the attention.

Now, add a little judgment to your work. Before you make a display, study your material, and see if you can't get some idea that can be used as an attraction.

For example, you desire to display perfume and toilet water in fancy packages; a few artificial flowers that match the names of the odors, borrowed from the milliner next door, i. e., lilies of the valley for the valley extract, a bunch of American Beauties for the odor of rose, a few violets for the violet, etc., besides a little ribbon draped here and there, and your display is a hit.

In making a display of bandages the use of dolls comes in handy; one as a patient, another as a doctor and a third as a nurse. A little white wall paper stretched on frames, a toy bed, and your display is done. It

takes judgment to find these little points.

It is common sense to know that to display talcum powder at Christmas time and say that it prevents sunburn isn't proper. Common sense isn't looking to display merchandise without showing the price tickets. Common sense isn't looking to display some attraction foreign to the merchandise displayed, which detracts from goods you wish to draw attention to. There are a hundred little details that the use of a little common sense would overcome, but space is limited.

Change your displays often, but to do so more than once a week is detrimental.

Always use the displays that the manufacturers send you, for the following four reasons:

First: They are at all times attractive.

Second: Being attractive, they will help sell the merchandise they advertise.

Third: They are inexpensive to you.

Fourth: So co-operating with the National advertiser, you are giving your store the best advertising it can get.

Printed publicity and display publicity are links in the chain of present-day commercialism, and to weaken these links is to weaken the entire chain.

Be original, but don't neglect details.

Be particular in displaying merchandise; a finger mark here, or a dirt spot there, kills the good points of your efforts.

Don't cover your windows with cigar, cigarette and theatrical posters. If the space is worth something to the tobacco and show people, it is worth much more to you.

Just a little time and thought spent each week in planning your displays, will make your window your best salesman—neglect them, and they become your worst enemy. They will send your trade to the man that knows window publicity pays.

Be careful to speak the truth through your window displays to the passerby, just as you would be careful to speak truthfully in person, and if you are wide awake, courteous to your patrons, treat your help right, you are bound to be successful.

Samuel Friedman.

Clippings From the Spiral Center Bugle.

Wm. Wiggle says that if a fellow can write poetry he needn't worry about the future so long as the county maintains poor houses.

Mrs. Ben Bewick joined the church and she says it is never too late to mend. Mrs. Bewick ought to know. She has fourteen children to sew for.

Unhappy be the head that wears a crown—especially if it were put on by the Spiral Center dentist.

Jess Simmons has to get up at 4 o'clock every morning and he sets the alarm clock to wake him up, but he always had trouble finding the clock to shut it off because it is dark so early, and the clock is a regular ventriloquist. He has overcome the

little difficulty, however. He lays a piece of limburger cheese on the clock and he has no trouble locating it now.

The ladies will give a swap party at Squire Stoepel's house next Friday night. Everybody will bring something they don't need to swap. The ladies will bring their husbands.

One of our deacons is trying to follow out the teachings of the Bible to the letter. The Bible says to love thy neighbor as thyself and, judging by the attention he pays to the widow next door, he works the commandment overtime. We are not mentioning any names, but the deacon runs the creamery.

Bug Brevitz got paid last Tuesday and come to town to celebrate. He was making the money go so fast that Constable Nye Allen arrested him for exceeding the speed limit.

Owing to the discussion of the Mexican situation, our genial store keeper, Even Klaffke, announces he is obliged to place the cracker barrel and prune box under the counter.

Our postmistress, Mrs. Watson, and Miss Daisy Duncan nearly came to blows the other day. Daisy wrote her fellow a postcard and the postmistress told her it was a darnation lie.

Our willing undertaker, Gay Gillis, is carrying around a grouch these days. He says this nice weather is hurting his business.

Alonzo Smith, our pleasant painter, decorator, embalmer, dealer in flour and feed and justice of the peace, says he's lived in a dry county so long that he's almost forgotten how to drink out of a glass.

Lawyer Tighthold spent 5 cents for a cigar last week and there was some talk of calling in the insanity experts to see if he hadn't gone crazy.

A new family moved to town and now Joe Berard wears a smile that reaches clean around his countenance. Joe needed a new suit of clothes, but before the new family came, his wife was doing only enough washings to pay running expenses.

If the old saying, "Fools and their money soon parted," is true, then about 99½ per cent. of the people in Spiral Center are fools, these high cost of living days.

Owing to the poor eyesight of deacon Lazarus Stokes, the minister of the church at Spiral Center has appointed John Spindlehut to pass the contribution plate.

Frank Ratigen went deer hunting last week Tuesday. He leaves his widow \$1,000 insurance.

Even Klaffke has cleaned out the spit boxes and refilled them with new sawdust preparatory to the cold weather. He also had Daniel Zant chop the tobacco off the stove.

James M. Goldstein.

Hadn't Changed It.

"Miss Antique is very different from most girls. She told me to-day that she is twenty-three years old."

"Yes, she always has been different. She told me exactly the same thing ten years ago!"

No man is down and out until he has lost faith in himself.

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	@1 05
Carbolic	19 @ 23		Hemlock, pure ..	@1 00	Guaia Ammon...	@ 80
Citric	61 @ 68		Juniper Berries ..	@1 25	Iodine	@1 25
Muriatic	1% @ 5		Juniper Wood ..	40 @ 50	Iodine, Colorless	@1 25
Nitric	5 1/2 @ 10		Lard, extra	85 @ 1 00	Ipecac	@ 75
Oxalic	13 @ 16		Lard, No. 1	75 @ 90	Iron, clo.	@ 60
Sulphuric	1% @ 5		Lavender Flowers	@4 50	Kino	@ 80
Tartaric	38 @ 45		Lavender, Garden	85 @ 1 00	Myrrh	@1 05
Ammonia			Lemon	5 50 @ 6 00	Nux Vomica	@ 70
Water, 26 deg. ...	6 1/2 @ 10		Linseed, boiled, bbl	@ 49	Opium	@2 00
Water, 18 deg. ...	4 1/2 @ 8		Linseed, bld less ..	53 @ 58	Opium Camph. ...	@ 65
Water 14 deg. ...	3 1/2 @ 6		Linseed, raw, bbls.	@ 48	Opium, Deodorz'd	@2 25
Carbonate	13 @ 16		Linseed, raw less ..	52 @ 57	Rhubarb	@ 70
Chloride	12 @ 15		Mustard, true	4 50 @ 6 00	Paints	
Balsams			Mustard, artif'l ..	2 75 @ 3 00	Lead, red dry ...	7 1/2 @ 10
Copaiba	75 @ 1 00		Neatsfoot	80 @ 85	Lead, white dry ..	7 1/2 @ 10
Fir (Canada) ...	1 75 @ 2 00		Olive, pure	2 50 @ 3 50	Lead, white oil ..	7 1/2 @ 10
Fir (Oregon) ...	40 @ 50		Olive, Malaga, ...	1 60 @ 1 75	Ochre, yellow bbl.	1 @ 1 1/2
Peru	2 25 @ 2 50		Olive, Malaga, ...	1 50 @ 1 65	Ochre, yellow less	2 @ 5
Tolu	1 00 @ 1 25		Orange, sweet	4 75 @ 5 00	Putty	2 1/2 @ 5
Berries			Organum, pure	1 25 @ 1 50	Red Venetian bbl.	1 @ 1 1/2
Cubeb	65 @ 75		Origanum, com'l ..	50 @ 75	Red Venet'n, less	2 @ 5
Fish	15 @ 20		Pennyroyal	2 25 @ 2 50	Shaker, Prepared	1 40 @ 1 50
Juniper	7 @ 10		Peppermint	4 00 @ 4 25	Vermillion, Eng.	90 @ 1 00
Prickley Ash ...	@ 50		Rose, pure	16 00 @ 18 00	Vermillion, Amer.	15 @ 20
Barks			Rosemary Flowers	90 @ 1 00	Whiting, bbl.	1 @ 1 1/2
Cassia (ordinary)	25		Sandalwood, E. I.	6 25 @ 6 50	Whiting	2 @ 5
Cassia (Salign)	65 @ 75		Sassafras, true	80 @ 90	Insecticides	
Elm (powd. 25c)	25 @ 30		Sassafras, artif'l	45 @ 50	Arsenic	6 @ 10
Sassafras (pow. 30c)	@ 25		Sperm	5 50 @ 6 00	Blue Vitrol, bbl.	@ 6 1/2
Soap Cut (powd. 25c)	15 @ 20		Tansy	5 00 @ 5 50	Blue Vitrol less	7 @ 10
Extracts			Tar, USP	30 @ 40	Bordeaux Mix Pst	8 @ 15
Licorice	24 @ 28		Turpentine, bbls.	@53 1/2	Hellebore, White	15 @ 20
Licorice powdered	25 @ 30		Turpentine, less ..	57 @ 62	Insect Powder ..	20 @ 35
Flowers			Wintergreen, true	@ 5 00	Lead Arsenate ...	8 @ 15
Arnica	18 @ 25		Wintergreen, sweet	2 00 @ 2 25	Lime & Sulphur	15 @ 25
Chamomile (Ger.)	25 @ 35		Wintergreen, art'l	50 @ 60	Solution, gal.	15 @ 25
Chamomile (Rom.)	40 @ 50		Wormseed	3 50 @ 4 00	Paris Green ...	15 1/2 @ 20
Gums			Wormwood	6 00 @ 6 50	Miscellaneous	
Acacia, 1st	40 @ 50		Potassium		Acetanilid	30 @ 35
Acacia, 2nd	35 @ 40		Bicarbonate	15 @ 18	Alum	3 @ 5
Acacia, 3d	30 @ 35		Bichromate	13 @ 16	Alum, powdered and	5 @ 7
Acacia, Sorts	@ 20		Bromide	45 @ 55	Bismuth, Subni-	2 10 @ 2 25
Acacia Powdered	35 @ 40		Carbonate	12 @ 15	trate	2 10 @ 2 25
Aloes (Barb. Pow)	22 @ 25		Chlorate, xtal and	12 @ 16	Borax xtal or	6 @ 12
Aloes (Cape Pow)	20 @ 25		powdered	12 @ 16	powdered	6 @ 12
Aloes (Soc. Powd.)	40 @ 50		Chlorate, granular	16 @ 20	Cantharides po.	2 25 @ 2 50
Asafoetida	75 @ 1 00		Cyanide	30 @ 40	Calomei	1 20 @ 1 30
Asafoetida, Powd.	@ 75		Iodide	3 20 @ 3 40	Capsicum	20 @ 25
Leaves			Permanganate ..	15 @ 30	Carmine	@ 3 50
Buchu	1 85 @ 2 00		Prussiate yellow	30 @ 35	Cassia Buds	@ 40
Buchu, Powd. ...	2 00 @ 2 25		Prussiate, red ..	50 @ 60	Cloves	30 @ 35
Sage, bulk	18 @ 25		Sulphate	15 @ 20	Chalk Prepared ..	6 @ 8 1/2
Sage, 1/2 Loose ..	20 @ 25		Roots		Chalk Precipitated	7 @ 10
Sage, Powdered ..	25 @ 30		Alkanet	15 @ 20	Chloroform	38 @ 48
Senna, Alex	45 @ 50		Blood, powdered	20 @ 25	Chloral Hydrate	1 00 @ 1 15
Senna, Tinn.	15 @ 20		Calamus	35 @ 40	Cocaine	4 20 @ 4 50
Senna, Tinn. Pow.	20 @ 25		Elecampane, pwd.	15 @ 20	Cocoa Butter	50 @ 60
Uva Ursi	10 @ 15		Gentian, powd. ...	12 @ 16	Corks, list, less 70%	
Oils			Ginger, African, ..	15 @ 20	Copperas, bbls.	@ 5
Almonds, Bitter, true	6 00 @ 6 50		powdered	15 @ 20	Copperas, less ..	2 @ 5
Almond, Bitter, artifical	@ 1 00		Ginger, Jamaica, ..	22 @ 25	Copperas, Powd. ...	4 @ 6
Almonds, Sweet, true	90 @ 1 00		powdered	22 @ 28	Corrosive Sublim.	1 05 @ 1 10
Almond, Sweet, imitation	40 @ 50		Goldenseal, powd	6 25 @ 6 50	Cream Tartar ...	30 @ 35
Amber, crude	25 @ 30		Ipecac, powd. ...	2 75 @ 3 00	Cuttlebone	25 @ 30
Amber, rectified ..	40 @ 50		Licorice	14 @ 16	Dextrine	7 @ 10
Anise	2 25 @ 2 50		Licorice, powd. ...	12 @ 15	Dover's Powder	2 00 @ 2 25
Bergamont	7 50 @ 8 00		Orris, powdered	25 @ 30	Emery, all Nos. ...	6 @ 10
Cajuput	75 @ 85		Poke, powdered	20 @ 25	Emery, powdered	5 @ 8
Castor	1 50 @ 1 75		Rhubarb	75 @ 1 00	Epsom Salts, bbls.	@ 1 1/2
Castor, bbls. and cans	12 1/2 @ 15		Rhubarb, powd. ...	75 @ 1 25	Epsom Salts, less 2 1/2%	@ 5
Cedar Leaf	@ 85		Rosinweed, powd.	25 @ 30	Ergot	1 50 @ 1 75
Citronella	@ 60		Sarsaparilla, Hond.	@ 50	Ergot, powdered	1 80 @ 2 00
Cloves	1 50 @ 1 75		ground	@ 50	Flake White	13 @ 15
Cocao	20 @ 25		Sarsaparilla Mexican,	25 @ 30	Formaldehyde lb.	10 @ 15
Cod Liver	1 25 @ 1 50		ground	25 @ 30	Gambier	6 @ 10
Cotton Seed	80 @ 1 00		Squills	20 @ 35	Gelatine	35 @ 45
Croton	@ 1 60		Squills, powdered	40 @ 60	Glassware, full cases	80%
Tinctures			Tumeric, powd. ...	12 @ 15	Glassware, less 70 & 10%	
Aconite	@ 75		Valerian, powd. ...	25 @ 30	Glauber Salts bbl.	@ 1
Aloe	@ 65		Seeds		Glauber Salts less	2 @ 5
Arnica	@ 60		Anise	15 @ 20	Glue, brown	11 @ 15
Asafoetida	@ 1 00		Anise, powdered	22 @ 25	Glue, white	15 @ 25
Belladonna	@ 90		Bird, Is	8 @ 10	Glue, white grd	15 @ 20
Benzo	@ 90		Canary	9 @ 12	Glycerine	23 1/2 @ 30
Benzo Compound	@ 1 00		Caraway	12 @ 18	Hops	50 @ 80
Buchu	@ 1 00		Cardamon	1 75 @ 2 00	Indigo	85 @ 1 00
Cantharides	@ 1 00		Celery	30 @ 35	Iodine	4 35 @ 4 60
Capsicum	@ 90		Coriander	12 @ 18	Iodoform	5 40 @ 5 60
Cardamon	@ 95		Pill	25 @ 30	Lead Acetate	12 @ 18
Catechu	@ 65		Pennell	@ 30	Lycopodium	55 @ 65
Cinchona	@ 60		Flax	4 @ 8	Mace	80 @ 90
Cinchonum	@ 60		Flax, ground	4 @ 8	Mace, powdered	90 @ 1 00
Colecium	@ 60		Foenugreek, pow.	6 @ 10	Menthol	5 50 @ 6 00
Cubebs	@ 1 20		Hemp	5 @ 7	Mercury	75 @ 85
Seeds			Lobelia	@ 50	Morphine, all brd	4 55 @ 4 80
Aconite	@ 75		Mustard, yellow ..	9 @ 12	Nux Vomica	@ 10
Aloe	@ 65		Mustard, black ..	9 @ 12	Nux Vomica pow	@ 15
Arnica	@ 60		Mustard, powd. ...	20 @ 25	Pepper, black pow	20 @ 25
Asafoetida	@ 1 00		Poppy	15 @ 20	Pepper, white	30 @ 35
Belladonna	@ 90		Quince	75 @ 1 00	Pitch, Burgundy ..	10 @ 15
Benzo	@ 90		Rape	6 @ 10	Quassia	10 @ 15
Benzo Compound	@ 1 00		Sabadilla	25 @ 30	Quinine, all brds	25 @ 36 1/2
Buchu	@ 1 00		Sabadilla, powd.	35 @ 45	Rochelle Salts ..	23 @ 30
Cantharides	@ 1 00		Sunflower	6 @ 8	Saccharine	1 50 @ 1 75
Capsicum	@ 90		Worm American ..	15 @ 20	Salt Peter	7 1/2 @ 12
Cardamon	@ 95		Worm Levant	40 @ 50	Selditz Mixture ..	20 @ 25
Catechu	@ 65		Tinctures		Soap, green	15 @ 20
Cinchona	@ 60		Aconite	@ 75	Soap, mott castile	10 @ 15
Cinchonum	@ 60		Aloe	@ 65	Soap, white castile	@ 6 25
Colecium	@ 60		Arnica	@ 60	case	
Cubebs	@ 1 20		Asafoetida	@ 1 00	Soap, white castile	@ 6 25
Seeds			Belladonna	@ 90	less, per bar	@ 68
Aconite	@ 75		Benzo	@ 90	Soda Ash	1 1/2 @ 5
Aloe	@ 65		Benzo Compound	@ 1 00	Soda, Sal	1 @ 4
Arnica	@ 60		Buchu	@ 1 00	Spirits Camphor ..	@ 75
Asafoetida	@ 1 00		Cantharides	@ 1 00	Sulphur roll	2 1/2 @ 5
Belladonna	@ 90		Capsicum	@ 90	Sulphur Subl.	2 1/2 @ 5
Benzo	@ 90		Cardamon	@ 95	Tamarinds	10 @ 15
Benzo Compound	@ 1 00		Catechu	@ 65	Tartar Emetic	40 @ 50
Buchu	@ 1 00		Cinchona	@ 60	Turpentine Venice	40 @ 50
Cantharides	@ 1 00		Cinchonum	@ 60	Vanilla Ext. pure	1 00 @ 1 50
Capsicum	@ 90		Colecium	@ 60	Witch Hazel	65 @ 1 00
Cardamon	@ 95		Cubebs	@ 1 20	Zinc Sulphate ...	7 @ 10

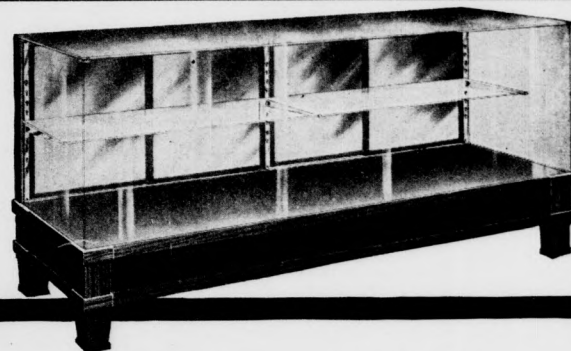


Our Home—Corner Oakes and Commerce

Our holiday line of samples has now been on display about two months here in our store in Grand Rapids and yet contains a quantity of desirable merchandise for the belated buyer. We always hold ourselves somewhat in readiness after November 1st, to take care of those who could not be with us earlier in the season. This line together with our extensive stock of staple sundries, stationery and sporting goods will enable you to get from us during November an assortment that will be entirely satisfactory.

Grand Rapids.

HAZELTINE & PERKINS DRUG CO.



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

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

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

Four Kinds of Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Bulk Olives
Ceresota Flour
Dried Peaches

Index to Markets

By Columns

Col.	1	2
A	AMMONIA	Beans
Ammonia	12 oz. ovals 2 doz. box 75	Baked 85@1 30
Axle Grease	AXLE GREASE	Red Kidney 85@1 15
	Frazer's.	String 70@1 15
	11b. wood boxes, 4 doz. 3 00	Wax 75@1 25
	11b. tin boxes, 3 doz. 2 35	Blueberries
	3 1/2 lb. tin boxes, 2 doz. 4 25	Standard 1 80
	10lb. pails, per doz. 6 00	Gallon 7 00
	15lb. pails, per doz. 7 20	Clams
	25lb. pails, per doz. 12 00	Little Neck, 1lb. .. @1 00
B	BAKED BEANS	Little Neck, 2lb. .. @1 50
Baked Beans	No. 1, per doz. 45@ 90	Clam Bouillon
Bath Brick	No. 2, per doz. 75@1 40	Burnham's 1/2 pt. 2 25
Bluing	No. 3, per doz. 85@1 75	Burnham's pts. 3 75
Breakfast Food	BATH BRICK	Burnham's qts. 7 50
Brooms	English 95	Corn
Brushes		Fair 65@ 70
Butter Color		Good 90@1 00
	BLUING	Fancy @1 30
	Jennings'.	French Peas
	Condensed Pearl Bluing	Monbadon (Natural)
	Small C P Bluing, doz. 45	per doz. 1 75
	Large C P Bluing, doz. 75	Gooseberries
C	BREAKFAST FOODS	No. 2, Fair 1 50
Candles	Apetizo, Biscuits 3 00	No. 2, Fancy 2 35
Canned Goods	Bear Food, Pettijohns 1 95	Hominy
Carbon Oils	Cracked Wheat, 24-2 2 50	Standard 85
Catsup	Cream of Wheat, 36-2 4 50	Lobster
Cheese	Cream of Rye, 24-2 3 00	1/2 lb. 1 85
Chewing Gum	Posts Toasties, T. 2 80	1 lb. 3 15
Chicory	No. 2 2 80	Mackerel
Chocolate	No. 3 2 80	Mustard, 1lb. 1 80
Clothes Lines	Farinose, 24-2 2 70	Mustard, 2lb. 2 80
Cocoa	Grape Nuts 2 70	Soused, 1 1/2 lb. 1 60
Cocoa Nut	Grape Sugar Flakes 2 50	Soused, 2lb. 2 75
Coffee	Sugar Corn Flakes 2 50	Tomato, 1lb. 1 50
Confections	Hardy Wheat Food 2 25	Tomato, 2lb. 2 80
Cracked Wheat	Postma's Dutch Cook 2 75	Mushrooms
Crackers	Holland Rusk 3 00	Hotels @ 15
Cream Tartar	Kellogg's Toasted Rice	Buttons, 1/2s @ 14
	Biscuit 3 30	Buttons, 1s @ 25
	Kellogg's Toasted Rice	Oysters
	Flakes 2 80	Cove, 1lb. @ 95
	Kellogg's Toasted Wheat	Cove, 2lb. @1 75
	Biscuit 3 30	Piums
	Kellogg's Krumbles 3 30	Plums 90@1 35
	Krinkle Corn Flake 1 75	Peas in Syrup
	Mapl-Wheat Flakes, 3 doz. 2 70	No. 3 cans, per doz. 1 50
	Mapl-Wheat Flakes, 2 doz. 2 80	Peas
	Mapl-Corn Flakes 2 80	Marrowfat 90@1 00
	Minn. Wheat Cereal 3 75	Early June 1 10@1 25
	Algrain Food 4 25	Early June siftd 1 45@1 55
	Ralston Wheat Food 4 50	Peaches
	Ralston Wht Food 10c 1 45	Pie 1 00@1 25
	Saxon Wheat Food 2 60	No. 10 size can pie @ 25
	Shred Wheat Biscuit 3 60	Pineapple
	Triscuit, 18 1 80	Grated 1 75@2 10
	Pillsbury's Best Cerl 4 25	Sliced 95@2 60
	Post Tavern Special 2 80	Pumpkin
	Quaker Puffed Rice 4 25	Fair 80
	Quaker Puffed Wheat 2 85	Good 90
	Quaker Brkfst Biscuit 1 90	Fancy 1 00
	Quaker Corn Flakes 1 75	Gallon 2 20
	Victor Corn Flakes 2 20	Raspberries
	Washington Crisps 1 85	Standard @
	Wheat Hearts 1 90	Salmon
	Wheatena 4 50	Warrens, 1 lb. Tall 2 30
	Evapor'd Sugar Corn 90	Warrens, 1 lb. Flat 2 40
D	BROOMS	Red Alaska 1 40@1 45
Dried Fruits	Fancy Parlor, 25 lb. 4 50	Med Red Alaska 1 15@1 30
	Parlor, 4 String, 25 lb. 4 25	Pink Alaska @ 90
	Standard Parlor 23 lb. 3 75	Sardines
	Common, 23 lb. 3 25	Domestic 1/4s 3 50
	Special, 23 lb. 3 00	Domestic 1/2 Mustard 3 25
	Warehouse, 33 lb. 4 75	Domestic, 1/2 Mustard 2 75
	Common Whisk 1 00	French, 1/4s 7@14
	Fancy Whisk 1 25	French 1/2s 13@23
E	BRUSHES	Saur Kraut
Salad Dressing	Scrub	No. 3, cans 90
Saleratus	Solid Back, 8 in. 75	No. 10, cans 2 40
Sal Soda	Solid Back, 11 in. 95	Shrimps
Salt	Pointed Ends 35	Dunbar, 1st doz. 1 30
Salt Fish	Stove	Dunbar, 1 1/2 doz. 2 35
Seeds	No. 3 90	Succotash
Shoe Blacking	No. 2 1 25	Fair 90
Snuff	No. 1 1 75	Good 1 20
Soap	Shoe	Fancy 1 25@1 40
Soda	No. 3 1 00	Strawberries
Spices	No. 7 1 30	Standard 95
Starch	No. 4 1 70	Fancy 2 25
Syrups	No. 3 1 90	Tomatoes
F	BUTTER COLOR	Good 1 05
Farnaceous Goods	Dandelion, 25c size 2 00	Fancy 1 35
Fishing Tackle	CANDLES	No. 10 3 25
Flavoring Extracts	Paraffine, 6s 7 1/2	CARBON OILS
Flour and Feed	Paraffine, 12s 8	Perfection @11
Fruit Jars	Wicking 20	D. S. Gasoline @18 1/2
	CANNED GOODS	Gas Machine @30 1/2
G	Apples	Deodor'd Nap'a @18 1/2
Gelatine	3 lb. Standards @ 90	Cylinder 29 @34 1/2
Grain Bags	Gallon 2 75@2 85	Engine 16 @22
H	Blackberries	Black, winter @10
Herbs	2 lb. 1 50@1 90	CATSUP
Hides and Pelts	Standard gallons @5 00	Snider's pints 2 85
Horse Radish		Snider's 1/4 pints 1 35
J		
Jelly		
Jelly Glasses		
M		
Macaroni		
Mapleine		
Meats, Canned		
Mince Meat		
Molasses		
Mustard		
N		
Nuts		
O		
Olives		
P		
Pickles		
Pipes		
Playing Cards		
Potash		
Provisions		
R		
Rice		
Rollad Oats		
S		
Salad Dressing		
Saleratus		
Sal Soda		
Salt		
Salt Fish		
Seeds		
Shoe Blacking		
Snuff		
Soap		
Soda		
Spices		
Starch		
Syrups		
T		
Table Sauces		
Tea		
Tobacco		
Twine		
V		
Vinegar		
W		
Wicking		
Woodenware		
Wrapping Paper		
Y		
Yeast Cake		

3

CHEESE	Acme @17 1/2
Bloomington	 @17 1/2
Carson City	 @17 1/2
Hopkins	 @18
Brick	 @17 1/2
Leiden	 @15
Limburger	 @17 1/2
Pineapple	40 @60
Edam	 @85
Sap Sago	 @18
Swiss, domestic	 @20
CHEWING GUM	Adams Black Jack 55
Adams Sappota	 55
Beeman's Pepsin	 55
Beechnut	 60
Colgan Violet Chips	1 25
Colgan Mint Chips	 60
Dentyne	 1 10
Flag Spruce	 55
Juicy Fruit	 55
Red Robin	 55
Sen Sen (Jars 80 pkgs. \$2.20)	 55
Spearment, Wrigleys	 60
Spearment, 5 box jars	3 00
Spearment, 3 box jars	1 80
Trunk Spruce	 55
Yucatan	 55
Zeno	 55
CHICORY	Bulk 5
Red	 7
Eagle	 5
Frank's	 7
Scheuer's	 6
Red Standards	1 60
White	1 60
CHOCOLATE	Walter Baker & Co. 22
Germans Sweet	 32
Premium	 28
Caracas	 28
Walter M. Lowney Co.	 29
Premium, 1/4s	 29
Premium, 1/2s	 29
CLOTHES LINE	Per doz.
No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 60 Braided Cotton	1 85
No. 80 Braided Cotton	2 25
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
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
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
COCOA	Baker's 37
Cleveland	 41
Colonial, 1/4s	 35
Colonial, 1/2s	 33
Epps	 42
Hershey's, 1/4s	 30
Hershey's, 1/2s	 28
Huyler	 36
Lowney, 1/4s	 33
Lowney, 1/2s	 33
Lowney, 5 lb. cans	 33
Van Houten, 1/4s	 12
Van Houten, 1/2s	 18
Van Houten, 1/4s	 36
Van Houten, 1s	 65
Wan-Eta	 36
Webb	 33
Wilber, 1/4s	 33
Wilber, 1/2s	 22
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
1s, 15lb. case	 27
1/4s & 1/2s 15lb. case	 28
Scalloped Gems	 10
1/4s & 1/2s pails	 16
Bulk, pails	 14 1/2
Bulk, barrels	 13 1/2
Baker's Brazil Shredded	 16
10 5c pkgs., per case	2 60
25 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60
COFFEES ROASTED	Rio
Common	 19
Fair	 19 1/2
Choice	 20
Fancy	 21
Peaberry	 23
Santos	Common 20
Choice	 20 1/2
Choice	 21
Fancy	 23
Peaberry	 23
Maracaibo	Fair 24
Choice	 25
Mexican	Choice 25
Fancy	 26
Guatemala	Fair 25
Fancy	 28
Java	Private Growth 26@30
Mandling	 31@35
Aukola	 30@22

4

Mocha	Short Bean 25@27
Long Bean	 24@25
H. L. O. G.	 26@28
Bogota	Fair 24
Fancy	 26
Exchange Market, Steady	 26
Spot Market, Strong	 26
Package	New York Basis
Arbuckle	 21 00
Lion	 23 50
McLaughlin's XXXX	 23 50
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago	
Extracts	Holland, 1/2 gro boxes 95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro. 85	
Hummel's tin, 1/2 gro. 1 45	
CONFECTIONERY	Stick Candy
Horehound	 8
Standard	 8
Standard, small	 8 1/2
Twist, small	 9
Cases	Jumbo 8
Jumbo, small	 8 1/2
Big Stick	 8 1/2
Boston Cream	 13
Mixed Candy	Broken 8
Cameo	 12
Cut Leaf	 9
Fancy	 10 1/2
French Cream	 9
Grocers	 6 1/2
Kindergarten	 11
Leader	 8 1/2
Majestic	 9
Monarch	 8 1/2
Novelty	 10
Paris Creams	 10
Premio Creams	 14
Royal	 8 1/2
Special	 7 1/2
Valley Creams	 12
X L O	 7
Specialties	Pails
Auto Kisses (baskets)	 13
Bonnie Butter Bites	 16
Butter Cream Corn	 16
Candy Crackers (bakt)	 15
Caramel Dice	 13
Cocoanut Kraut	 14
Cocoanut Waffles	 14
Coco Macaroons	 16
Coffy Toffy	 14
Cream, Marshmallows	 16
Dainty Mints 7 lb. tin	15
Empire Fudge	 14
Fudge, Pineapple	 13
Fudge, Walnut	 13
Fudge, Walnut	 13
Fudge, Choco. Peanut	12
Fudge, Honey Moon	 13
Fudge, Toasted Cocoa-nut	 13
Fudge, Cherry	 14
Fudge, Cocoa	 13
Honeycomb Candy	 15
Kokays	 14
Iced Maroons	 14
Iced Gems	 15
Iced Orange Jellies	 13
Italian Bon Bons	 13
Macchus	 15
Molasses Kisses, 10 lb. box	 13
Nut Butter Puffs	 13
Salted Peanuts	 15
Chocolates	Pails
Assorted Choc.	 15
Amazon Caramels	 15
Champion	 12
Choc. Chips, Eureka	 18
Climax	 13
Eclipse, Assorted	 15
Eureka Chocolates	 16
Favorite	 16
Ideal Chocolates	 13
Klondike Chocolates	 18
Nabobs	 18
Nibble Sticks	 25
Nut Wafers	 18
Ocoro Choc. Caramels	17
Peanut Clusters	 22
Pyramids	 14
Quintette	 16
Regina	 11
Star Chocolates	 13
Superior Choc. (light)	18
Pop Corn Goods	Without prizes.
Cracker Jack	 3 25
Giggles, 5c pkg. cs.	3 50
Oh My 100s	 3 50
Cough Drops	boxes
Putnam Mental	 1 00
Smith Bros.	 1 25
NUTS—Whole	lbs.
Almonds, Tarragona	 20
Almonds, Drake	 18
Almonds, California	 18
soft shell	 18
Brazil	 @16
Filberts	 @15
Cal. No. 1	 @19
Walnuts soft shell	 @19
Walnuts, Chilli	 @16
Table nuts, fancy	 @16
Pecans, medium	 @15
Pecans, ex. large	 @16
Hickory Nuts, per bu.	 10
Ohio	 @19
Cocoanuts	 @19
Chestnuts, New York	 @19
State, per bu.	 @19

5

Shelled	
No. 1 Spanish Shelled	
Peanuts, New	9½ @10
Pecan Halves	... @55
Walnut Halves	... 36 @38
Filbert Meats	... @30
Alicante Almonds	... @50
Jordan Almonds	... @60
Peanuts	
Fancy H P Suns Raw	@6½
Roasted	@7½
H. P. Jumbo, Raw	@7½
Roasted	@8½
CRACKED WHEAT	
Bulk	3½
24 2lb. pkgs.	2 50
CRACKERS	
National Biscuit Company	
Brands	
Butter	
Excelsior Butters	Boxes 8
NBC Square Butters	6½
Seymour Round	6½
Soda	
NBC Sodas	6½
Premium Sodas	7½
Select Sodas	8½
Saratoga Flakes	13
Saltines	13
Oyster	
NBC Picnic Oysters	6½
Gem Oysters	6½
Shell	8
Sweet Goods	
Cans and boxes	
Animals	10
Atlantics Also Asstd.	12
Avena Fruit Cakes	12
Bonnie Doon Cookies	10
Bonnie Lassies	10
Brittle Fingers	10
Cameo Biscuit Choc.	
(cans)	25
Cameo Biscuit Asstd.	
(cans)	25
Cartwheels Asstd.	8½
Cecelia Biscuit	16
Chocolate Bar (cans)	18
Chocolate Drops	17
Chocolate Drop Cen-	
ters	16
Choc. Honey Fingers	16
Choc. Rosettes (cans)	20
Cracknels	18
Cocoonut Taffy Bar	13
Cocoonut Drops	12
Cocoonut Macaroons	18
Cocnut Honey Fingers	12
Cocnt Honey Jumbles	12
Coffee Cakes Iced	12
Eventide Fingers	16
Family Cookies	8½
Fig Cakes Asstd.	12
Frosted Creams	8½
Frosted Ginger Cookies	8½
Fruit Lunch Iced	10
Ginger Gems Plain	8½
Ginger Gems Iced	9½
Graham Crackers	8
Ginger Snaps Family	8½
Ginger Snaps NBC	
Round	8
Household Cookies	8
Household Cks. Iced	9
Hippodrome Bar	12
Honey Jumbles	12
Imperials	8½
Jubilee Mixed	10
Lady Fingers Sponge	30
Leap Year Jumbles	18
Lemon Biscuit Square	8½
Lemon Wafers	17
Lemona	8½
Mace Cakes	8
Mary Ann	8½
Marshmallow Cakes	13
Marshmallow Walnuts	18
Medora	8
Mottled Squares	10
NBC Honey Cakes	12
Oatmeal Crackers	8
Orange Gems	8½
Penny Assorted	8½
Peanut Gems	9
Pineapple Cakes	16
Raisin Gems	11
Reveres Asstd.	15
Spiced Ginger Cakes	9
Spiced Ginger Cakes	
Iced	10
Sugar Fingers	12
Sugar Crimp	8½
Sultana Fruit Biscuit	16
Triumph Cakes	16
Vanilla Wafers	17
Waverley	10
In-er-Seal Trade Mark	
Goods	per doz.
Baronet Biscuit	\$1.00
Bremners Btr Wafa.	1.00
Cameo Biscuit	1.50
Cheese Sandwich	1.00
Chocolate Wafers	1.00
Excelsior Butters	1.00
Fig Newton	1.00
Five O'Clock Tea Bisc.	1.00
Ginger Snaps NBC	1.00

6

Graham Crackers Red	Label 10c size	1 00
Lemon Snaps		50
Oysterettes		1 00
Premium Sodas		1 00
Royal Toast		1 00
Saratoga Flakes		1 50
Social Tea Biscuit		1 00
S. S. Butter Crackers		1 50
Uneda Biscuit		50
Uneda Ginger Wafer		1 00
Vanilla Wafers		1 00
Water Thin Biscuit		1 00
Zu Zu Ginger Snaps		50
Zwieback		1 00

Other Package Goods		
Barnum's Animals		50
Chocolate Tokens		2 50
Butter Crackers NBC		2 50
Family Package		2 50
Soda Crackers NBC		2 50
Family Package		2 50
Fruit Cake		3 00
In Special Tin Packages		
Festino	per doz.	2 50
Nabisco 25c		2 50
Nabisco, 10c		1 00
In bulk, per tin		
Nabisco		1 75
Festino		1 50
Bent's Water Crackers		1 40

CREAM TARTAR		
Barrels or drums		33
Boxes		34
Square Cans		36
Fancy Caddies		41

DRIED FRUITS		
Apples		
Evapor'd, Choice bulk		
Evapor'd, Fancy pkg.		
Apricots		
California	13@15	

Citron		
Corsican		16
Currants		
Imported 1lb. pkg.		8 1/2
Imported, bulk		8 1/4

Peaches		
Muir-Choice, 25lb.		7 1/2
Muir-Fancy, 25lb.		8 1/2
Fancy, Peeled, 25lb.		15

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

Raisins		
Cluster, 20 cartons		2 25
Loose Muscatels, 4 Cr.		7 1/2
Loose Muscatels, 3 Cr.		7 1/4
L. M. Seeded, 1 lb.		8 1/2@9

California Prunes		
90-100 25lb. boxes		@ 6 1/4
30-90 25lb. boxes		@ 6 1/4
70-80 25lb. boxes		@ 8
60-70 25lb. boxes		@ 9 1/2
50-60 25lb. boxes		@ 10 1/2
40-50 25lb. boxes		@ 11 1/2

FARINACEOUS GOODS		
Beans		
California Lima		6 1/4
Michigan Lima		6
Med. Hand Picked		2 25
Brown Holland		1 50

Farina		
25 1 lb packages		1 50
Bulk, per 100 lbs.		4 00
Original Holland Rusk		
Packed 12 rolls to container		
3 containers (40) rolls		3 20

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		

Peas		
Green, Wisconsin, bu.		2 00
Green, Scotch, bu.		2 00
Split, lb.		5

Sago		
East India		4 1/2
German, sacks		4 1/2
German, broken pkg.		

Tapioca		
Flake, 100 lb. sacks		4 1/2
Pearl, 100 lb. sacks		4 1/2
Pearl, 36 pkgs.		2 25
Minute, 36 pkgs.		2 75

FISHING TACKLE		
1/4 to 1 in.		6
1 1/4 to 2 in.		7
1 1/2 to 2 in.		9
2 in.		11
2 1/2 in.		15
3 in.		20

Cotton Lines		
No. 1, 10 feet		5
No. 2, 15 feet		7
No. 3, 15 feet		9
No. 4, 15 feet		10
No. 5, 15 feet		12
No. 6, 15 feet		12
No. 7, 15 feet		15
No. 8, 15 feet		18
No. 9, 15 feet		20

Linen Lines		
Small		20
Medium		26
Large		34

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

FLAVORING EXTRACTS

Jennings D C Brand		
Terpeneless 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 25
No. 4 F Box, per doz.		2 25
No. 3 Taper, per doz.		2 00
2 oz. Flat F M per dz.		2 00

FLOUR AND FEED

Grand Rapids Grain & Milling Co.		
Winter Wheat		
Purity Patent		5 10
Seal of Minnesota		4 80
Sunburst		4 80
Wizard Flour		4 70
Wizard Graham		4 80
Wizard Gran. Meal		4 40
Wizard Buckwh't cwt		3 50
Rye		4 40

Valley City Milling Co.		
Lily White		5 10
Light Loaf		4 60
Graham		2 10
Granena Health		2 20
Gran. Meal		2 10
Bolted Med.		2 00

Voigt Milling Co.		
Graham		4 30
Voigt's Crescent		5 10
Voigt's Flour		5 10
Voigt's Hygienic		4 30
Voigt's Royal		5 50
Columbian		4 80
Calla Lily		4 60

Watson-Higgins Milling Co.		
Perfection Buckwheat		
Flour		6 00
Perfection Flour		5 50
Tip Top Flour		4 60
Golden Sheaf Flour		4 10
Marshall's Best Flour		4 65

Worden Grocer Co.		
Wizard Flour		4 70
Quaker, paper		4 90
Quaker, cloth		5 00
Quaker Buckwheat bbl.		5 50

Kansas Hard Wheat		
Worden Grocer Co.		
American Eagle, 1/4s		5 10
American Eagle, 1/4s		5 00
American Eagle, 1/4s		4 90

Spring Wheat		
Roy Baker		
Golden Horn, family		4 75
Golden Horn, bakers		4 85
Wisconsin Rye		3 95

Judson Grocer Co.		
Ceresota, 1/4s		5 30
Ceresota, 1/4s		5 40
Ceresota, 1/4s		5 50

Worden Grocer Co.		
Wingold, 1/4s cloth		5 45
Wingold, 1/4s cloth		5 35
Wingold, 1/4s cloth		5 25
Wingold, 1/4s paper		5 30
Wingold, 1/4s paper		5 25
Bakers' Patent		5 10

Wykes & Co.		
Sleepy Eye, 1/4s cloth		5 40
Sleepy Eye, 1/4s cloth		5 30
Sleepy Eye, 1/4s cloth		5 20
Sleepy Eye, 1/4s paper		5 20
Sleepy Eye, 1/4s paper		5 20

Meal		
Bolted		4 20
Golden Granulated		4 40

Wheat		
New Red		90
New White		90

Oats		
Michigan carlots		45
Less than carlots		47

Corn		
Carlots		78
Less than carlots		80

Hay		
Carlots		18 00
Less than carlots		19 00

Feed		
Street Car Feed		33
No. 1 Corn & Oat Feed		32
Cracked corn		32
Coarse corn meal		32

FRUIT JARS		
Mason, pts., per gro.		4 55
Mason, qts., per gro.		4 95
Mason, 1/2 gal. per gro.		7 30
Mason, can tops, gro.		1 65

GELATINE		
Cox's, 1 doz. large		1 45
Cox's, 1 doz. small		90
Knox's Sparkling, doz.		1 25
Knox's Sparkling, gr.		14 00
Knox's Acidu'd doz.		1 25
Nelson's		1 50
Oxford		75
Plymouth Rock, Phos.		1 25
Plymouth Rock, Plain		90

GRAIN BAGS		
Broad Gauge		18
Amoskeag		19

Herbs		
Sage		15
Hops		15
Laurel Leaves		15
Senna Leaves		25

HIDES AND PELTS		
Hides		
Green, No. 1		12
Green, No. 2		11
Cured, No. 1		13 1/2
Cured, No. 2		12 1/2
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		60@1 25
Lambs		50@1 00
Shearings		50@1 00

Tallow		
No. 1		@ 5
No. 2		@ 4

Wool		
Unwashed, med.		@ 18
Unwashed, fine		@ 13

HORSE RADISH		
Per doz.		90

Jelly		
5lb. pails, per doz.		2 40
15lb. pails, per pail		60
30lb. pails, per pail		1 10

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

MACARONI.		
Uncle Sam Macaroni Co.		
Macaroni, 24 10c pkgs.		1 70
Spaghetti, 24 10c pkgs.		1 70
Vermicelli, 24 10c pkgs.		1 70
Curve Cuts, 24 10c		
pkgs.		1 70
Alphabets, 24 10c pkgs.		1 70
Kurl Cuts, 20 lb. pails		1 35
Kurl Cuts, 25 lb. pails		1 37
Kurl Cuts, 50 lb. pails		2 40
Egg Noodles, 24 10c		
pkgs.		1 80
Bulk Macaroni, 10 lb.		
boxes		75
Bulk Spaghetti, 10 lb.		
boxes		75
Hotel Hook, fibre bxs.		1 00

MAPLEINE		
2 oz. bottles, per doz.		3 00
1 oz. bottles, per doz.		1 75

MINCE MEAT		
Per case		2 85

MOLASSES		
New Orleans		
Fancy Open Kettle		42
Choice		35
Good		22
Fair		20
Half barrels 2c extra		
Red Hen, No. 2 1/2		1 75
Red Hen, No. 5		1 75
Red Hen, No. 10		1 65

Lard

Pure in tierces		12 @ 12 1/2
Compound Lard		9 @ 9 1/2
80 lb. tubs		advance 1/2
60 lb. tubs		advance 1/2
50 lb. tubs		advance 1/2
20 lb. pails		advance 1/2
10 lb. pails		advance 1/2
5 lb. pails		advance 1
8 lb. pails		advance 1

Smoked Meats		
Hams, 12 lb. av.		19 1/2 @ 20
Hams, 12 lb. av.		19 1/2 @ 19 1/2
Hams, 16 lb. av.		16 @ 17
Hams, 18 lb. av.		16 @ 16 1/2
Ham, dried beef		
sets		29 @ 30
California Hams		12 @ 12 1/2
Picnic Boiled		
Hams		19 1/2 @ 20
Boiled Hams		25 1/2 @ 26
Minc'd Ham		14 @ 14 1/2
Bacon		17 @ 25

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SPECIAL PRICE CURRENT

12

Scrapple, 5c pkgs. 48
 Sure Shot, 5c 1-6 gro. 5 76
 Yankee Girl Scrap, 2oz. 5 76
 Pan Handle Scrp 1/4 gr. 5 76
 Peachy Scrap, 5c 5 76
 Union Workman 2 1/4 6 00

Smoking

All Leaf, 2 1/4 & 7 oz. 30
 BB, 3 1/2 oz. 6 00
 BB, 7 oz. 12 00
 BB, 14 oz. 24 00
 Bagdad, 10c tins 11 52
 Badger, 3 oz. 5 04
 Badger, 7 oz. 11 52
 Banner, 5c 5 76
 Banner, 20c 1 60
 Banner, 40c 3 20
 Belwood, Mixture, 10c 94
 Big Chief, 2 1/4 oz. 6 00
 Big Chief, 16 oz. 30
 Bull Durham, 5c 5 85
 Bull Durham, 10c 11 52
 Bull Durham, 15c 17 28
 Bull Durham, 8 oz. 3 60
 Bull Durham, 16 oz. 6 72
 Buck Horn, 5c 5 76
 Buck Horn, 10c 11 52
 Briar Pipe, 5c 6 00
 Briar Pipe, 10c 12 00
 Black Swan, 5c 5 76
 Black Swan, 14 oz. 3 50
 Bob White, 5c 6 00
 Brotherhood, 5c 6 00
 Brotherhood, 10c 11 52
 Brotherhood, 16 oz. 5 05
 Carnival, 5c 5 76
 Carnival, 1/2 oz. 39
 Carnival, 16 oz. 40
 Cigar Clip's, Johnson 30
 Cigar Clip's, 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 70
 Cuban Star, 5c foil 5 76
 Cuban Star, 16 oz pails 3 72
 Chips, 10c 10 30
 Dills Best, 1 1/2 oz. 79
 Dills Best, 3 1/2 oz. 77
 Dills Best, 16 oz. 73
 Dixie Kid, 5c 48
 Duke's Mix, 5c 5 76
 Duke's Mix, 10c 11 52
 Duke's Cameo, 5c 5 76
 Drum, 5c 5 76
 F. F. A. 4 oz. 5 04
 F. F. A. 7 oz. 11 52
 Fashion, 5c 6 00
 Fashion, 16 oz. 5 28
 Five Bros., 5c 5 76
 Five Bros., 10c 10 53
 Five cent Plug. 29
 Four Roses, 10c 11 52
 Full Dress, 1 1/2 oz. 76
 Glad Hand, 5c 48
 Gold Block, 10c 12 00
 Gold Star, 50c pail 4 70
 Gail & Ax Navy, 5c 5 76
 Growler, 5c 42
 Growler, 10c 94
 Growler, 20c 1 85
 Giant, 5c 5 76
 Giant, 40c 3 96
 Hand Made, 2 1/4 oz. 50
 Hazel Nut, 5c 5 76
 Honey Dew, 10c 12 00
 Hunting, 5c 38
 I X L, 5c 6 10
 I X L, in pails 3 90
 Just Suits, 5c 6 00
 Just Suits, 10c 12 00
 Kill Dried, 25c 2 45
 King Bird, 7 oz. 2 16
 King Bird, 10c 11 52
 King Bird, 5c 5 76
 La Turka, 5c 5 76
 Little Giant, 1 lb. 28
 Lucky Strike, 10c 96
 Le Redo, 3 oz. 10 80
 Le Redo, 8 & 16 oz. 38
 Myrtle Navy, 10c 11 52
 Myrtle Navy, 5c 5 76
 Maryland Club, 5c 50
 Mayflower, 5c 5 76
 Mayflower, 10c 96
 Mayflower, 20c 1 92
 Nigger Hair, 5c 6 00
 Nigger Hair, 10c 10 70
 Nigger Head, 5c 5 40
 Nigger Head, 10c 10 56
 Noon Hour, 5c 48
 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 76
 Peerless, 10c cloth 11 52
 Peerless, 10c paper 10 80
 Peerless, 20c 2 04
 Peerless, 40c 4 08
 Plaza, 2 gro. cs. 5 76
 Plow Boy, 5c 5 76
 Plow Boy, 10c 11 40
 Plow Boy, 14 oz. 4 70
 Pedro, 10c 11 92
 Pride of Virginia, 1 1/2 77
 Pilot, 5c 5 76

13

Pilot, 7 oz. doz. 1 05
 Pilot, 14 oz. doz. 2 10
 Prince Albert, 5c 48
 Prince Albert, 10c 96
 Prince Albert, 8 oz. 3 84
 Prince Albert, 16 oz. 7 44
 Queen Quality, 5c 48
 Rob Roy, 5c foil 5 76
 Rob Roy, 10c gross 10 52
 Rob Roy, 25c doz. 2 10
 Rob Roy, 50c doz. 4 10
 S. & M., 5c gross 5 76
 S. & M., 14 oz. doz. 3 20
 Soldier Boy, 5c gross 5 76
 Soldier Boy, 10c 10 50
 Soldier Boy, 1 lb. 4 75
 Sweet Caporal, 1 oz. 60
 Sweet Lotus, 5c 6 00
 Sweet Lotus, 10c 12 00
 Sweet Lotus, per dz. 4 35
 Sweet Rose, 2 1/4 oz. 30
 Sweet Tip Top, 5c 50
 Sweet Tip Top, 10c 1 00
 Sweet Tips, 1/4 gro. 10 08
 Sun Cured, 10c 98
 Summer Time, 5c 5 76
 Summer Time, 7 oz. 1 65
 Summer Time, 14 oz. 3 50
 Standard, 5c foil 5 76
 Standard, 10c paper 8 64
 Seal N. C., 1 1/2 cut plug 70
 Seal N. C., 1 1/2 Gran. 63
 Three Feathers, 1 oz. 48
 Three Feathers, 10c 11 52
 Three Feathers and
 Pipe combination 2 25
 Tom & Jerry, 14 oz. 3 60
 Tom & Jerry, 7 oz. 1 80
 Tom & Jerry, 3 oz. 76
 Trout Line, 5c 5 90
 Trout Line, 10c 11 00
 Turkish, Patrol, 2-9 5 76
 Tuxedo, 1 oz. bags 48
 Tuxedo, 2 oz. tins 96
 Tuxedo, 20c 1 90
 Tuxedo, 80c tins 7 45
 Twin Oaks, 10c 96
 Union Leader, 50c 5 10
 Union Leader, 25c 2 60
 Union Leader, 10c 11 52
 Union Leader, 5c 6 00
 Union Workman, 1 1/2 5 76
 Uncle Sam, 10c 10 80
 Uncle Sam, 8 oz. 2 25
 U. S. Marine, 5c 5 76
 Van Bibber, 2 oz. tin 88
 Velvet, 5c pouch 48
 Velvet, 10c tin 96
 Velvet, 8 oz. tin 3 84
 Velvet, 16 oz. can 7 68
 Velvet, combination cs 5 75
 War Path, 5c 6 00
 War Path, 20c 1 60
 Wave Line, 3 oz. 40
 Wave Line, 16 oz. 40
 Way up, 2 1/4 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

TWIN

Cotton, 3 ply 25
 Cotton, 4 ply 25
 Jute, 2 ply 14
 Hemp, 6 ply 13
 Flax medium 24
 Wool, 1 lb. bales 9 1/2

VINEGAR

White Wine, 40 grain 8 1/2
 White Wine, 80 grain 11 1/2
 White Wine, 100 grain 13
 Oakland Vinegar & Pickle
 Co's Brands.
 Highland apple cider ..18
 Oakland apple cider ..13
 State Seal sugar 11
 Oakland white pickling 10
 Packages free.

WICKING

No. 0, per gross 30
 No. 1, per gross 40
 No. 2, per gross 50
 No. 3, per gross 75

WOODENWARE

Baskets
 Bushels 1 00
 Bushels, wide band 1 15
 Market 40
 Splint, large 3 50
 Splint, medium 3 00
 Splint, small 2 75
 Willow, Clothes, large 8 25
 Willow, Clothes, small 6 75
 Willow, Clothes, me'm 7 50

Butter Pates

Ovals
 1/4 lb., 250 in crate 35
 1/2 lb., 250 in crate 35
 1 lb., 250 in crate 40
 2 lb., 250 in crate 50
 3 lb., 250 in crate 70
 5 lb., 250 in crate 90

Wire End

1 lb., 250 in crate 35
 2 lb., 250 in crate 45
 3 lb., 250 in crate 55
 5 lb., 250 in crate 65
 Churns
 Barrel, 5 gal., each 2 40
 Barrel 10 gal., each 2 55
 Clothes Pins
 Round Head

14

4 1/2 inch, 5 gross 65
 Cartons, 20 2 1/2 doz. bxs 70
 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, 3 in. 70
 Cork lined, 9 in. 80
 Cork lined, 10 in. 90

Mop Sticks

Trojan spring 90
 Eclipse patent spring 80
 No. 1 common 85
 No. 2 pat. brush holder 85
 Ideal No. 7 85
 12lb. cotton mop heads 1 45

Palls

2-hoop Standard 2 00
 2-hoop Standard 2 25
 3-wire Cable 2 30
 Fibre 2 40
 10 qt. Galvanized 1 70
 12 qt. Galvanized 1 90
 14 qt. Galvanized 2 10

Toothpicks

Birch, 100 packages 2 00
 Ideal 85

Traps

Mouse, wood, 2 holes 22
 Mouse, wood, 4 holes 45
 Mouse, wood, 6 holes 70
 Mouse, tin, 5 holes 65
 Rat, wood 80
 Rat, spring 75

Tubs

20-in. Standard, No. 1 8 00
 18-in. Standard, No. 2 7 00
 16-in. Standard, No. 3 6 00
 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

Banner Globe 2 50
 Brass, Single 3 25
 Glass, Single 3 25
 Single Acme 3 15
 Double Peerless 3 75
 Single Peerless 3 25
 Northern Queen 3 25
 Double Duplex 3 00
 Double Enough 3 25
 Universal 3 15

Window Cleaners

12 in. 1 65
 14 in. 1 85
 16 in. 2 80

Wood Bowls

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

WRAPPING PAPER

Common Straw 2
 Fibre Manila, white 3
 Fibre Manila, colored 4
 No. 1 Manila 4
 Cream Manila 3
 Butchers' Manila 2 1/2
 Wax Butter, short c't 10
 Wax Butter, full count 15
 Wax Butter, rolls 12

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 Foam, 1 1/2 doz. 58

AXLE GREASE



1 lb. boxes, per gross 9 00
 3 lb. boxes, per gross 24 00

BAKING POWDER

Royal
 10c sixe .. 90
 1/4 lb cans 1 35
 6 oz. cans 1 90
 1/2 lb. cans 2 50
 3/4 lb cans 3 75
 1 lb cans 4 80
 3 lb cans 13 00
 5 lb cans 21 50

15

CIGARS
Johnson Cigar Co.'s Brand

S. C. W., 1,000 lots 31
 El Portana 33
 Evening Press 32
 Exemplar 32

Worden Grocer Co. Brands.
 Canadian Club.

Londres, 50s, wood 35
 Londres, 25s, tins 35
 Londres, lots, 30s 10

Old Master Coffee



Old Master 31
 San Marto 31
 Pilot 31

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, 2lb
 Excelsior, Blend, 1lb
 Excelsior, Blend, 2lb
 Tip Top, Blend, 1lb
 Royal Blend

16

Royal High Grade
 Superior Blend
 Boston Combination
 Distributed by Judson
 Grocer Co., Grand Rapids;
 Lee & Cady, Detroit; Sy-
 mons Bros. & Co., Sagin-
 aw; Brown, Davis & War-
 ner, Jackson; Godsmark,
 Durand & Co., Battle
 Creek; Fielbach Co., To-
 ledo.



Apex Hams
 Apex Bacon
 Apex Lard
 Excelsior Hams
 Excelsior Bacon
 Silver Star Lard
 Silver Star Lard
 Family Pork
 Fat Back Pork

Prices quoted upon applica-
 tion, Hammond, Standish
 & Co., Detroit, Mich.

COFFEE
 Roasted
 Dwinell-Wright Co's B'ds

COFFEE
 Roasted
 Dwinell-Wright Co's B'ds

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 Dwinell-Wright Co's B'ds

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COFFEE
 Roasted
 Dwinell-Wright Co's B'ds

COFFEE
 Roasted
 Dwinell-Wright Co's B'ds

17



The only
 5c
 Cleanser

Guaranteed to
 equal the
 best 10c kits
 80 - CANS - \$2.80

SOAP

Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
 Acme, 25 bars, 75 lbs. 4 00
 Acme, 25 bars, 70 lbs. 3 80
 Acme, 100 cakes 3 00
 Big Master, 100 blocks 4 00
 German Mottled 3 15
 German Mottled, 5 bx. 3 15
 German Mottled, 10 bx. 3 10
 German Mottled, 25 bx. 3 05
 Marseilles, 100 cakes .. 6 00
 Marseilles, 100 cks. 5c 4 00
 Marseilles, 100 ck toll 4 00
 Marseilles, 1/2 box toll 2 10

Proctor & Gamble Co.

Lenox 3 00
 Ivory, 6 oz. 4 00
 Ivory, 10 oz. 6 75
 Star 3 35

Tradesman Co.'s Brand

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

A. B. Wrisley

Good Cheer 4 00
 Old Country 2 40

Soap Powders

Snow Boy, 24s family
 size 3 75
 Snow Boy, 60 5s 2 40
 Snow Boy, 100 5c 3 75
 Gold Dust, 24 large 4 50
 Gold Dust, 100 5c 4 00
 Kirkoline, 24 4lb. 2 80
 Pearlina 3 75
 Soapbitt's 1776 4 00
 Raubitt's 1776 3 75
 Roseine 3 50
 Armour's 3 70
 Wisdom 3 80

Soap Compounds

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

Scouring

Enoch Morgan's Sons

Sapolio, gross lots 9 50
 Sapolio, half gro. lots 4 85
 Sapolio, single boxes 2 40
 Sapolio, hand 2 40
 Scourine Manufacturing Co.
 Scourine, 50 cakes 1 80
 Scourine, 100 cakes 3 50

Conservative Investors Patronize
Tradesman Advertisers

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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—General merchandise store, invoices \$3,500 or \$4,000. Other business to attend to. J. W. Gaffield & Son, Six Lakes, Mich. 664

Wanted—Fifty feet hardware shelving, six cash carriers, one grocery counter. W. J. Gonderman, Flint, Mich. 663

For Sale—Feed mill in a good farming locality. Good location for handling hay, grain and feed. Address Nelson J. Wyckoff, Summit City, Mich. 662

Detroit property to exchange for stock merchandise. Three story, fourteen room, solid brick residence, half block off Woodward avenue, in two half mile circles, used as rooming house. Income two hundred month, rooms always filled. Small expense, hot water heat, price \$15,000, mortgage \$4,000 at 6 per cent. Will pay cash difference up to \$5,000. This fine chance for merchant to turn his stock into money, this property worth \$3,000 more than I am asking in this trade. Address 125 West 7th St., Flint, Mich. 666

Wanted—Merchandise stocks in exchange for choice Pecos Valley, Texas, irrigated land. Scott Lane, Springfield, Mich. 661

Dry goods, groceries, etc., new stock, \$2,500; new bungalow home; fruits, flowers, etc.; \$1,200. Barbour-McDonald Co., Alvin, Texas. 660

One hundred million western pine. I will contract to group one hundred million feet western pine in Eastern Oregon, price \$1 per M.; 65 per cent pine, balance fir and larch, fine quality and convenient for railroad extension. One hundred million feet forest reserve pine can be secured therewith when you wish to operate. J. V. LeClair, Lewiston, Idaho. 658

Drug Store—The best located store in New Mexico; doing good business; best climate in the United States for anyone with lung trouble. Box 239, Albuquerque, N. M. 657

For Sale—Stock of boots and shoes in a good live town, good farming country surrounding. Stock and fixtures will inventory \$5,000. Must sell at once. Address No. 656, care Tradesman. 656

Notice—If you want cash for your stock of merchandise, write to the Merchant's Auction Co., Reedsburg, Wis., it will pay you. 655

For Sale—One Oliver typewriter, No. 5. One Wales adding machine. One ice box. A. T. Pearson Produce Co., Grand Rapids. 653

I have at Brunswick, Mo., one big fine store building, 40 x 140, full two stories, facing the north and south on two streets and has three big show windows; electric lights and water works in building; five apartments for living rooms on the second floor. It has the best location in the town of 2,500, on the main line of the Wabash Railroad, between Kansas City and Moberly, Mo. Also a furniture stock in this building, put in in May, this year. Will invoice \$3,000. Price of building, \$13,000. Owning in the neighborhood of 1,100 acres of land at Wausaukee, Wis., I desire to trade this property for land or a furniture or hardware stock in the State of Wisconsin and as near Wausaukee as possible. Also other property, I have for sale or trade for land or a hardware stock in Wisconsin. Address J. W. Nisbeth, Beaver, Mo. 654

For Sale or Rent—New brick building and up-to-date soda fountain. Fine place for druggist. D. F. Gable, Three Oaks, Mich. 647

For Sale—Tailoring business, located in Lansing, Mich.; stock invoices at \$2,600; best business location in the city; lease for two years; business established for thirty-two years; suits I make vary from \$35 to \$60; best trade in city; reason for selling, leaving city. Enquire T. H. Sedina, Lansing, Mich. 650

Business block on main street of Traverse City for sale or rent. The building is 25 x 150 feet, brick, two stories high and full basement. For further particulars address Attorney, c-o County Clerk, Traverse City, Mich. 648

Wanted—Every dealer in U. S. to order from his jobber, or send direct, for the X. L. container opener, price 50c. It's not a graphophone but it speaks for itself. John L. Washburne, Mfr., Rock Falls, Ill. 652

For Sale—An established millinery and ladies' furnishing goods business. Stock, fixtures and lease included. Location fine. Reasonable rent. If interested write The Moores Co., Battle Creek, Mich. 627

\$1,500, with services, to invest in dry goods or general store by hustling dry goods man. Experienced buyer, manager and advertiser. Address 612, care Tradesman. 612

For sale or exchange, cash grocery and hardware. Will consider a dwelling or small farm. J. N. Douglas, Belvidere, Ill. 646

For Sale—Hardware stock in good town 2,000 population, only one other stock in town. My stock will inventory \$5,500. Address No. 645, care Tradesman. 645

For Sale or Trade—One-half interest in greenhouse, doing \$5,000 business yearly. Could do more. Wm. Currier, Elkhart, Ind. 644

For Sale—Good clean stock of dry goods, groceries and notions, everything new. Best location in town of 500, on Grand Trunk Railroad. Stock will inventory about \$3,000. Must sell on account sickness, as I am not able to be in store much. Have nice cream station in connection that pays well. Address F. L. Clark, Dryden, Mich. 643

Business opportunity at Harbor Springs, the busy town. The boot and shoe stock of the late Andrew J. Gruver, decd., for sale, invoice \$2,600. For terms address Thomas Linehan, Administrator of Estate. 642

For Sale—Furniture store in a good town; on account of poor health. Address M. S. Holland, Waterville, Wash. 641

For Sale—General stock, about \$10,000, mostly dry goods and shoes, grocery department, all in fine condition. Established eighteen years in county seat of a fine county in Central Michigan. Best location and best business in city, rents low, would reduce stock to suit buyer. Address No. 639, care Michigan Tradesman. 639

Automobile tire and accessory business for sale; mail and city trade; established 5 years; best location in city; about \$2,500 for stock and equipment. Automobile Tire & Vulcanizing Works, 1613 Grand Ave., Kansas City, Mo. 636

For Sale—Big department store, largest in county. Excellent opportunity, \$16,000. Address W. E. Ensminger & Co., Laurel, Ind. 637

For Sale—Well located stock shoes and rubbers, with electric shoe repairing outfit, doing good paying business. Address 632, care Tradesman. 632

For Sale—A paying drug business in good Oklahoma town. Stock consists of drugs, paint, oil, glass, wall paper and jewelry, and will invoice about \$5,000, including soda fountain. No dead stock. Cheap rent. Terms cash; no trade considered. Address No. 635, care Tradesman. 635

For Sale—One of the best shoe stores in Southern Michigan. Invoice about \$9,000. Owner wishes to retire. Cash only. Address S. care Tradesman. 631

For Rent—Large store at Elmira, Mich., \$15 month, with living rooms, furnace, gas, shelving, tables. Would exchange for merchandise. A. W. Stein, Fenton, Mich. 624

For Rent—Best business corner in town of 400 for groceries or dry goods; 30 feet front and 60 feet deep. Postoffice in connection. Address Mrs. J. F. Costello, Cavour, S. D. 621

For Sale—Small stock of groceries, with good fixtures, located in one of the best farming towns in Northern Michigan. Must be sold at once. Estate must be settled. Small investment. Address Administrator, care Tradesman. 613

Wanted—Stock of general merchandise, dry goods or shoes. Address O. G. Price, Macomb, Ill. 618

For Sale—The furniture and fixtures, with lease, of P. M. Eating House, Traverse City, Mich. Whole or in part, at a sacrifice of 40 per cent. Reason, other business out of city. Enquire J. F. Haldaman, P. M. Eating House, Traverse City, Mich. 617

Wanted To Exchange—480 acres of Cass county, Minnesota land for merchandise. Lake Region Land Co., Pine River, Minn. 542

Gall Stones—Bilious colic is result; no indigestion about it; your physician can not cure you; only one remedy known on earth; free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 615

Big money in cattle raising, 6 per cent. dividends guaranteed. Your money returned at the end of five years at your option. You get the benefit of the dividends on cattle growing, regardless of amount. We are organizing a corporation to raise cattle on the rich alluvial soil of the Mississippi bottom. We have the land on which is an abundance of pasture and on which cattle can be run the year round without feed other than the natural growth of grasses in summer and cane in winter. This we want to place against sufficient money with which to stock this land with cattle. If interested write us. Tennessee Cattle Co., Dyersburg, Tenn. 607

For Sale—Drug Store (Rexall). Get full particulars. Address C. H. Wagner, Mount Pulaski, Ill. 616

For Sale—HICKORY AXLES, 500 pieces Ohio stock 4 x 5, 4 1/2 x 5 1/2, 5 x 6 and 5 1/2 x 6 1/2, 7 feet long and up, also 5/8 in. panel poplar, all widths. Charles F. Shiels & Co., Cincinnati, Ohio. 610

For Sale—Paying meat market. Address Peter Holst, Waupaca, Wis. 604

Entire cost is \$25 to sell your farm or business. Get proposition or list of properties with owner's addresses. Fardee Business Exchange, Traverse City, Mich. 596

For Sale—Hickory axles, 500 pieces Ohio stock 4 x 5, 4 1/2 x 5 1/2, 5 x 6 and 5 1/2 x 6 1/2, 7 feet long and up, also 5/8 in. panel poplar, all widths. Charles F. Shiels & Co., Cincinnati, Ohio. 610

Free for six months, my special offer to introduce my magazine "Investing for Profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

Can furnish retired business men, clerks, book-keepers and others fine farms, 5 acres and up to 1,000, near railway stations and good markets cheaply and on easy payments. Write for particulars to Stephenson Land & Lumber Co., Oconto, Wis. 549

Henry Noring, Reedsburg, Wis., expert merchandise auctioneer and author of The Secret of Successful Auctioneering, closes out or reduces stocks of merchandise. Write for dates and information. 336

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

Hotel Wanted—Practical hotel family would take a long lease of furnished hotel in good town, must be leading commercial \$2 per day hotel. Give details in first letter. W. S. Hull, Lincoln, Ill. 566

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

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 559

Come To California—We sell bakery and candy stores only. Write for list. Bakers' & Confectioners' Sales Bureau, Los Angeles, Calif. 494

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

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

HELP WANTED.

Wanted—An experienced groceryman to take charge, also money to invest in the business of the grocery department of our department store. A good chance for a live wire. Address No. 659, care Tradesman. 659

Wanted—Man with good stock merchandise to join our stock, taking interest in our department store with salaried position. Address The Markley Big Store Co., Mineral City, Ohio. 665

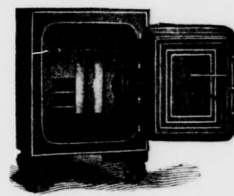
Wanted—Agents to sell our Cost and Selling Price Markers. They appeal to all classes of merchants. A splendid sideline. Big money. Small investment. For particulars write the M & M Stamp Co., Emporia, Kan. 638

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

Look Here Merchants! You can collect all your old given up accounts yourself by our new plan. Enclose stamp for sample and full particulars. Pekin Book Co., Detroit, Mich. 512

Try a "want ad." in the Tradesman and watch results.

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

DO YOU GET OUR Quotation Sheet

It contains the last bid and asked prices, the dividends being paid, investment return at current market and time of payment on a number of securities of interest to investors in Michigan and vicinity. Also a brief review of the market conditions.

On request we will be pleased to place your name on our list.

HOWE, CORRIGAN & CO.

INVESTMENTS

Michigan Trust Bldg.

Grand Rapids, Michigan

WE BUY SELL QUOTE
Commonwealth Power Railway & Light

Manufacturing Matters.

Detroit—The F. M. Sibley Lumber Co. has increased its capital stock from \$100,000 to \$200,000.

Port Huron—The Port Huron Lumber Co. has increased its capital stock from \$30,000 to \$100,000.

Detroit—P. A. Gordon has retired from the Kanouse-Gordon Lumber Co. and it is now the H. W. Kanouse Lumber Co.

Detroit—The H. L. Willing Co., manufacturer of overalls, shirts, etc., has increased its capital stock from \$25,000 to \$100,000.

Hartford—F. G. Swartz has sold his bakery and store building to Charles Unrath, who will take possession in the spring.

East Jordan—F. H. Bennett has sold his bakery to J. MacEachran, who will continue the business under the style of the City Bakery.

Pinconning—The old stove and heading plant here was recently taken over by J. T. Wylie & Co. of Saginaw. It is to be dismantled and the machinery removed and sold.

Detroit—The General Screw Products Co. has engaged in business with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$250 paid in cash.

Detroit—The National Pattern & Manufacturing Co. has engaged in business with an authorized capital stock of \$5,000, which has been subscribed and \$2,000 paid in cash.

Holly—Grinnell Bros., who purchase cases and movements from other manufacturers and assemble them at Detroit, will conduct that branch of the business at Holly hereafter.

Sault Ste. Marie—The Wynn Pneumatic Puncture Proof Tire Co. has engaged in business with an authorized capitalization of \$25,000, of which \$24,360 has been subscribed and paid in property.

Detroit—The Glue Specialties Co. has been incorporated with an authorized capitalization of \$130,000 common and \$120,000 preferred, of which \$185,000 has been subscribed, \$40,000 being paid in cash and \$145,000 in property.

Jackson—The Crown Paper & Bag Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$70,000, of which \$60,000 has been subscribed, \$12,000 being paid in cash and \$48,000 in property.

Detroit—The Stroh's Detroit Overalls Co. has engaged in business to manufacture and sell overalls and similar kinds of clothing, with an authorized capital stock of \$50,000, which has been subscribed, \$5,000 being paid in cash and \$45,000 in property.

Detroit—Assets of the Warren Motor Car Co., liquidated by the Detroit Trust Company as receiver, brought \$10,942.92 more than the appraised valuation, the total being \$130,088.40. Creditors will receive a dividend of 5 per cent. in addition to the 10 per cent. already paid and further payments will be made as the money is received from the purchasers. The receiver reports \$63,376 on hand for the benefit of creditors.

Detroit—At a meeting of the creditors of the Triumph Manufacturing Co. it was ascertained that the liabilities of the bankrupt concern total \$8,264.46. The balance on hand is \$1,870.70. This, it is declared, will cover only amounts due employees for labor and administration.

Cadillac—The installation of new boilers at the Cobbs & Mitchell flooring plant, this city, is progressing rapidly and will be completed shortly. With the additions being made, including enlarged boiler room and extra dry-kilns, the plant will be one of the most complete of its kind in the United States.

Owosso—The Owosso Manufacturing Co. recently divided among day laborers who had been with the company two years a bonus of \$3,843.60. At the end of the fiscal year of the company, in July, a dividend of \$2,231.38 was declared in favor of the piece workers, who had qualified for the bonus by serving one year. In the last thirteen years the company has paid \$65,000 to its employees in profit sharing dividends. This amounts to approximately 10 per cent of the wages the men received.

Muskegon—The Racine Boat Co. is building three motor survey cruisers for the United States Government in its yards, to be completed by April 30, the time limit. They are exactly alike in every way. All three boats are equipped with 125 horse-power engines and each will have two small boats, a dingy and a sixteen foot power boat to be used for survey purposes. They are to be eighty-two feet, nine inches in length over all, with a beam of fifteen feet six inches and a draught of six feet. White oak and pine and southern pine are used almost exclusively in the construction of these vessels.

Alba—This town has long been one of the broom-handle producing plants of Michigan. About thirty years ago the Rose Broom Co., now of Chicago, operated a handle mill at this point. Later the interests were transferred to the Tindle & Jackson Co. The Jones Manufacturing Co. also has a broom handle factory here and within a short distance of Alba are located several smaller factories. Several years ago the Anderson Handle & Lumber Co. bought a considerable tract of land from the Ward Estate and has erected one of the finest handle and sawmills to be found as all of the machinery is of the latest pattern. The latter company are manufacturing handles and lumber at the present time and standing timber will ensure them not less than a ten years' run.

Stop a minute and look back at the resolutions of January first. Are you keeping them up or are you backsliding?

The next annual meeting of the Michigan Retail Grocers and General Merchants' Association will be held at the city hall Feb. 17, 18 and 19.

Starch—Muzzy bulk and Best bulk and package have declined 10c per 100 lbs.

Bankruptcy Matters in Southwestern Michigan.

St. Joseph, Nov. 26—In the matter of Frank W. Flint, bankrupt, of Saugatuck, an order was entered by the referee, as no cause had been shown to the contrary, confirming the sale of the bankrupt's assets to A. B. Bosman, of Holland, for \$495.88.

Nov. 28—In the matter of the Sanitary Laundry Co., bankrupt, of Kalamazoo, the first meeting of creditors was held at Kalamazoo. No creditors were present or represented whose claims were allowed and the referee appointed Stephen S. Wattles, of Kalamazoo, trustee, fixing his bond at \$300. Edward Holslip, Carey Cole and George J. Haines, of Kalamazoo, were appointed appraisers. The trustee was authorized and directed to solicit bids at private sale for the bankrupt estate. Christine W. Redpath, Secretary and Treasurer of the bankrupt, was sworn and examined by the referee without a reporter and the meeting adjourned to January 3.

Nov. 29—In the matter of Isaac Shinberg, bankrupt, of Kalamazoo, an adjourned first meeting of creditors was held at the referee's office and claims to the amount of several hundred dollars allowed and there being no assets in the estate an order was entered adjourning the meeting without day preparatory to calling a final meeting of creditors.

In the matter of William H. Evans, bankrupt, of St. Joseph, the first meeting of creditors was further adjourned for three weeks at which time arguments will be heard to the exceptions taken by certain creditors to the allowance of the bankrupt's exemptions.

Dec. 1—In the matter of Victor L. Palmer, bankrupt, of Kalamazoo, an order was entered by the referee adjourning the first meeting of creditors to December 29 at the referee's office.

In the matter of the Michigan Bugby Co., bankrupt, of Kalamazoo, the examination of the officers of the bankrupt and others for the purpose of discovering assets was adjourned to December 29, at the office of the referee.

In the matter of William C. Snyder, bankrupt, of Baroda, the trustee filed his final report and account showing total receipts of \$3,509.41 and disbursements of \$2,217.95, leaving a balance on hand of \$1,291.46 for the payment of a final dividend, which will amount to about 12 per cent. and will make a total dividend to creditors of 22 per cent.

The Power of Smell.

If, when you went to school as a child, you carried a tin lunch-box which often contained, let us say, some gingerbread and sandwiches and perhaps an apple, it is worth while to take a sniff at such a box again, now. It is surprising how this simple experiment may recall the patter of long-forgotten feet and the memory of childish voices that startle over the long lapse of years.

These flashes of memory aided by smell are wonderful. Through smell we achieve a sense of the past; the secret members of the mind are roused to life and memory. What a pity that we waste this talent!

Apples—With Worms.

May it not be that we get a keener pleasure out of eating an imperfect apple than a perfect one? It is neither the best possible apple, which would be perfect, nor the worst possible apple, which would have a kind of negative perfection; it has a worm at the core; but I wonder whether we do not enjoy it more because we have to eat the

more carefully to keep from eating him. Besides, he arouses in our mind all sorts of questionings. Why is he there? What kind of worm is he? How did he get in? How would he have got out if we had not ousted him? And—note this—what sort of an apple would it have been if he had taken up his residence elsewhere?

The perfect apple could have roused no queries which the defective apple does not. The same subtle influences went to make both; the same elements, the same forces, the same chemical process. But the defective apple has in addition to all these—the worm. Robert M. Gay.

Butter, Eggs, Poultry, Beans and Potatoes, at Buffalo.

Buffalo, Dec. 1—Creamery butter, fresh, 26@33c; dairy, 25@27c; poor to good, all kinds, 18@24c.

Cheese—New fancy 16@16½c; choice 15@15½c; poor to common, 6@10c.

Eggs—Choice, fresh candled, 38@42c; cold storage, 29@30c.

Poultry (live)—Turkeys, 20@21c; cox, 10@11c; fowls, 12@15c; springs 12@16c; ducks, 15@16c. Dressed, turks, 20@24c; ducks, 16@18c; chicks, 14@17c; fowls, 13@16c; geese, 14@15c.

Beans—Marrow, \$3.25; medium \$2.25; pea, \$2.15@2.25; white kidney, \$3.50@3.75. Red kidney new, \$2.75@3.

Potatoes—75@80c per bu.
Rea & Witzig.

Anderson Pace, advertising manager of Butler Bros., Chicago, is one of the faculty of special lecturers engaged by the Northwestern University of Chicago for its School of Commerce. This School of Commerce has become quite a factor in the educational life of Chicago, especially in the instruction of young business men, the evening classes affording an opportunity to attend for those who work during the day hours. One of the subjects taught by Mr. Pace is "Retail Management," which includes the following: Opening a new store; the installation of departments; selection of merchandise; buying; quantity versus variety; overstocks; stickers; selling; advertising; records; freight and shipping; expense; figuring profits, and so forth.

The engineer of a locomotive blows a whistle, the engineer of an automobile blows a horn and the engineer of a business must make a noise by advertising, or nobody will know he is coming.

The baseball fan who lets the brief football season interrupt his figuring on which team will win the pennant next year is not a real fan. He's just a silhouette of one.

BUSINESS CHANCES.

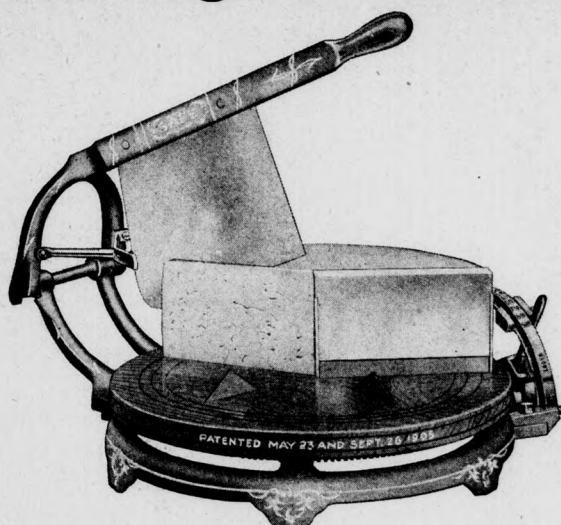
For Sale Cheap—Small stock of crockery, china, glass and tinware. Cheap rent. Address No. 670, care Tradesman. 670

I can sell or exchange your stock of merchandise. D. S. Benson, Henderson, Minn. 669

To exchange for a grocery or a general stock 20 acre chicken and fruit farm, located just outside the city limits in Western Michigan city. Good markets. Modern buildings. Fruit consists of 4 acres bearing grapes, 3 acres raspberries, apples, peaches, plums and pears. This is a fine country home. Will take stock up to \$3,000. Address No. 668, care Michigan Tradesman. 668

For Sale or Exchange—\$2,000 stock dry goods, notions and furnishing goods in good little town, doing nice cash business. Exchange for grocery stock or nice little home in small town in Michigan. Address 667, care Tradesman. 667

Knowing vs. Guessing



THE SAFE WAY

This is the cheese cutter that makes it possible for you to make a profit on cheese instead of selling it at a loss, because you don't have to guess at the size piece of cheese you cut. Saves you from losing by overweight.

If you want something handsome, something that will draw the trade, get in touch with us.

QUALITY? No one questions the High Quality of the SAFE Cheese Cutter. All who have tried it are well pleased and we know you would be.

Put your finger on the leak. Don't give away profits on cheese.

The best for ten years and the best to-day.

A matchless cutter at a matchless price. Made a little better than necessary.

The only inducement for you to buy the SAFE is to better yourself. May we tell you more about it? Write for prices.

Computing Cheese Cutter Company
Anderson, Ind.

CERESOTA

Is a GUARANTEED

Spring Wheat Flour

Made in Minneapolis

A Short Patent Flour Especially for
Family Trade

Costs a Little More—But Worth It

We Have Sold This High Quality Flour
for Twenty Years

Always Uniformly Good

JUDSON GROCER CO.

The Pure Foods House
GRAND RAPIDS, MICHIGAN

Fine Calendars



NOTHING can ever be so popular with your customers for the reason that nothing else is so useful. No good housekeeper ever has too many, and they are a constant reminder of the generosity and thoughtfulness of the giver.

We manufacture everything in the calendar line at prices consistent with first-class quality and workmanship.

Tell us what kind you want and we will send you samples and prices.

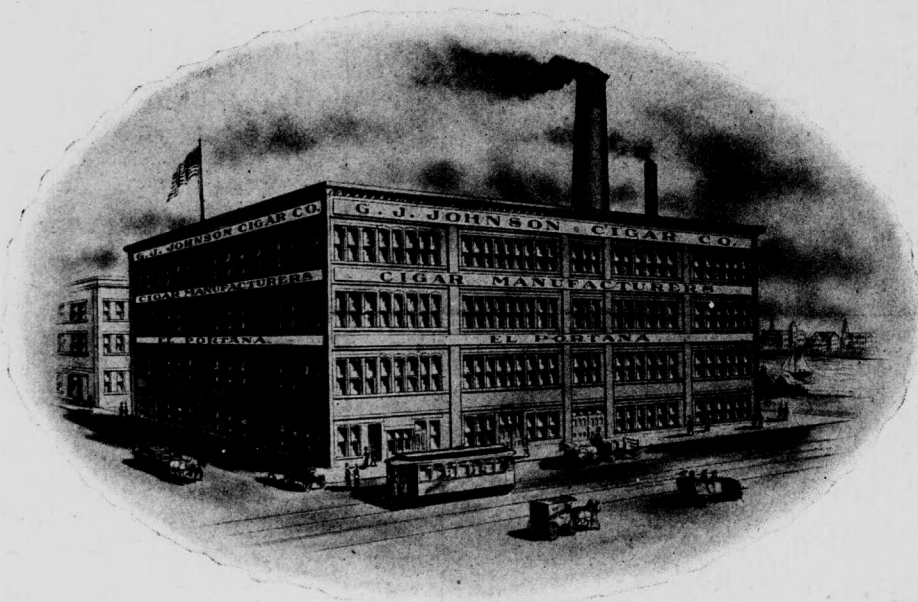
Tradesman Company

Grand Rapids
Michigan

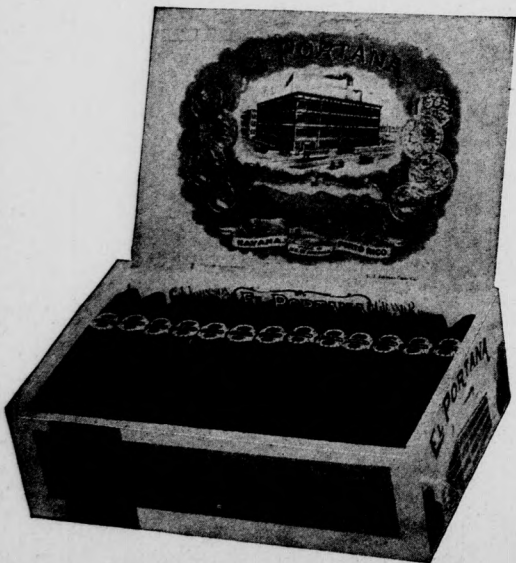
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in
Eight Sizes

G. J. Johnson
Cigar Co.

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Grand Rapids, Mich.

