

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$1 PER YEAR

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, MARCH 6, 1912

Number 1485

I Defy Thee to Forget

I.

Thou wilt struggle to forget me; I defy thee to forget;
Thou wilt often wish, as I do, that we two had never met.
Thou wilt bow at other shrines; nay, more, will wear a face as bright,
But a time will come for memory in the visions of the night.
Thou wilt hear a voice that once thou saidst was music in thine ears,
And a face will rise to haunt thee thru the mists of bygone years,
Till the strings of conscience goad thee to remorse, perhaps regret,
Thou wilt struggle to forget me; I DEFY THEE TO FORGET.

II.

Thou wilt strive to cast behind thee every memory of the past,
But the thoughts we wish to perish are forever those that last;
Thou wilt struggle to forget me; it will baffle all thy powers,
For the hardest ghosts to conquer are the ghosts of bygone hours.
Often when thou least expect it, in thine hours of mirth and glee,
Like a shadow o'er thy spirit, there will come a thought of me.
Some one's look or tone will remind thee of a day whose sun is set,
Thou wilt struggle to forget me; I DEFY THEE TO FORGET.

III.

Other lips with smiles will greet thee, happiness God grant be thine,
On thy life will fall no shadows such as thou has cast on mine.
Loving hearts will learn to trust thee, in thy faith and truth confide,
Thou wilt stand before the altar with a lovelier, handsomer bride,
But however thou mayst love her, with the vows upon thy tongue,
There will come a thought across thee of a heart that thou hast wrung,
Of a life which thou hast blighted, and blue eyes with tear drops wet,
Thou wilt struggle to forget me; I DEFY THEE TO FORGET.

IV.

Flowers may bloom beside thy pathway, life may wear its sunniest hue,
But the fortune smile upon thee, thou wilt find my words are true.
Thou hast ceased, I know, to love me, but as long as life shall last
Thou wilt oftentimes be haunted by the thoughts of what is past.
Fare thee well, may God forgive thee for the wrong thou hast wrought,
For the bitter, bitter lesson which thy faithlessness has taught;
Thou our paths henceforth lie parted, and until life's sun is set
Thou wilt struggle to forget me; I DEFY THEE TO FORGET.

The Man from the Crowd

Men seem as alike as the leaves on the trees,
As alike as the bees in a swarming of bees;
And we look at the millions that make up the State,
All equally little and equally great,
Then fate calls for a man who is larger than men:
There's a surge in the crown, there's a movement, and then
There arises the man who is larger than men,
And the man comes up from the crowd.

The chasers of trifles run hither and yon,
And the little, small days of small things still go on,
And the world seems no better at sunset than dawn,
And the race still increases its plentiful spawn,
And the voice of our wailing is loud,
Then the Great Deed calls out for the Great Man to come,
And the crowd, unbelieving, sits sullen and dumb.
But the Great Deed is done, for the Great Man is come—
Aye, the man comes up from the crowd.

There's a dead hum of voices, all say the same thing,
And our forefathers' songs are the songs that we sing.
And the deeds by our fathers and grandfathers done
Are done by the son of the son of the son.
And our heads in contrition are bowed.
Lo, a call for a man who shall make all things new
Goes down through the throng. See, he rises in view!
Make room for the man who shall make all things new!
For the man who comes up from the crowd.

And where is the man who comes up from the throng,
Who does the new deed and who sings the new song,
And who makes the old world as a world that is new?
And who is the man? It is You! It is You!
And our praise is exultant and proud.
We are waiting for you there—for you, the man!
Come up from the jostle as soon as you can;
Come up from the crowd there, for you are the man,
The man who comes up from the crowd.

Sam Walter Foss.

For Mail Carriers, Policemen, Truckmen, Railroad Men



IS PURE GUM, GIVES DOUBLE WEAR

The Gold Seal

Agol

Is a Great

Rubber

Manufactured only by

Goodyear Rubber Company

W. W. WALLIS, Manager
Milwaukee

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

YOU

Should Handle Our Splendid

White House Coffee

BECAUSE

First, last and always, "White House" Coffee is *HONEST* coffee—free from any form of adulterants—up to and above the National Pure Food requirements.

Second, "White House" coffee has "a flavor all its own," bland, smooth, SATISFYING.

Third, "White House" coffee is *UNIFORM*—every can exactly like every other—a buyer is *CERTAIN* of what is expected.

Fourth, "White House" coffee is given wide publicity—every handler of it finds customers waiting for it—*permanent* customers for IT.

Fifth, "White House" coffee offers to the dealer the opportunity to participate in its *prestige for reliability*—by never disappointing a single purchaser of it.

DWINELL-WRIGHT CO.
PRINCIPAL COFFEE ROASTERS
BOSTON CHICAGO

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company

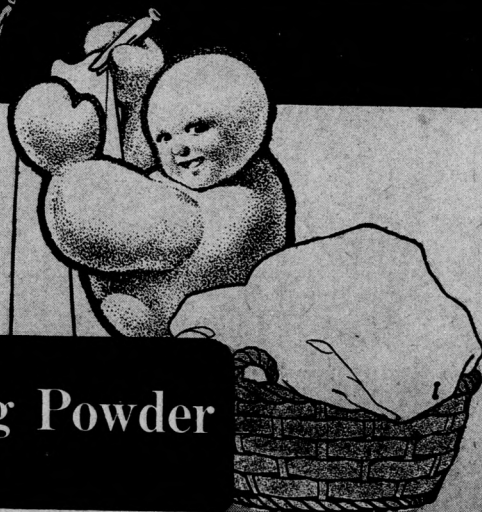
Grand Rapids

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

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, MARCH 6, 1912

Number 1485

THE JOLLY TRAVELERS.

Commercial Travelers Elect Officers and Have Banquet.

Grand Rapids Council, No. 131, U. C. T., elected officers for the ensuing year Saturday afternoon. The new officers are:



A. T. Lincoln, Past Grand Counselor U. C. T. and Mayor of Hillsdale.

Past Senior Counselor—Homer Bradfield.

Senior Counselor—J. Harvey Mann.

Junior Counselor—O. W. Stark.

Conductor—Fred Beardslee.

Page—C. C. Herrick.

Sentinel—Thomas Driggs.

Secretary and Treasurer—Harry D. Hydorn.

Members of Executive Committee—Wm. Bosman and William Wilson, to succeed themselves.

The following delegates were chosen to represent the local Council at the Grand Council in Bay City next June: H. Fred DeGraff, Homer R. Bradfield, J. Harvey Mann, John Hondorp and Harry D. Hydorn. Alternates: John Kolb, Walter Ryder, Wilbur S. Burns, Fred J. Grey and W. R. Compton.

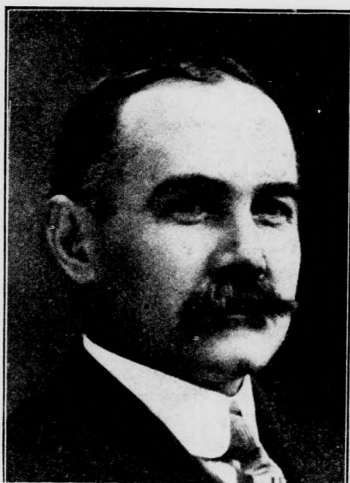
During the afternoon session a class of eleven candidates were initiated. There were about 200 members present and it was pronounced one of the best meetings ever held by the organization.

In appreciation of the work done by J. M. Goldstein the Lodge gave a vote of thanks and presented him with a beautiful gold button. Mr. Goldstein leaves for Ludington to engage in business soon.

On Saturday evening occurred the banquet, which was held at the Pantlind. There were about 300 travelers and their wives present and it was an occasion that will live long in their memories. The arrangements for the banquet were in charge of the Committee composed of the following: C. C. Herrick, chairman, Art. Borden, Rufus Boer, W. S. Lawton, Harry

McIntyre, R. M. Richards and Fred T. Croninger.

Richard J. Brummeler presided as toastmaster at the banquet. Among the speakers were C. L. Glasgow, State Railroad Commissioner; Carroll P. Sweet; Frank S. Ganiard, Supreme Sentinel; C. M. Taylor, Supreme Surgeon; L. C. Pease, member of the Executive Committee of the Supreme Lodge; A. T. Lincoln, Mayor of Hillsdale and ex-Grand Counselor, and Rev. George H. Hancock. Excellent music was furnished by the Mendelssohn quartette, James Portier and Miss Wagner. Miss Ida M. Bailey gave a reading. A great many impor-



Homer Bradfield, Past Senior Counselor.

tant topics were handled by the speakers of the evening and those present were made to feel the pervading spirit of fraternity. A very pretty tribute was paid the local lodge by L. C. Pease, the founder of the order of the United Commercial Travelers and the man who instituted Grand Rapids Council, No. 131, thirteen years ago with just thirteen members as a beginning. He stated that in all his travels and visits to different councils throughout this entire country, he has never seen such perfect harmony and good feeling as seems to exist in Grand Rapids Council. He said: "This Council is one that our entire order may well feel proud of. Starting as it did, with just thirteen members and now showing a membership of 411, is certainly going some. I have never seen a keener, cleaner and more intelligent body of men gathered together at one time. The spirit of unity, charity and brotherly love shown during the election of officers was indeed marvelous to me and I think you can truthfully say that 'Grand Rapids Knows How.'" It was at the suggestion of Mr. Pease, years ago, that the temperance plank was incorporated into the institution

which required considerable nerve to do in the palmy days when the order was in its infancy.

The convention was a success in every particular and the next one will be looked forward to with pleasurable anticipations. It was brought to a close with the singing of "Home, Sweet Home."

Notes of the Banquet.

One of the most interesting events of the evening was watching the merry banqueters anxiously waiting to find out what "Sruekstueckeschen" was. This was next to the last name on the menu and the suspense was awful. Just cheese—youse that weren't there.

Hartwell Wilcox, Harry Hydorn and John D. Martin enjoyed the soup immensely and, well they should. The color matched their vests.

Although not at the speakers' table, he was nevertheless as much an honored guest in the eyes of the boys—Arthur Rogers, of Grand Ledge.

Plenty of temperance talk, but we



Harvey J. Mann, Senior Counselor

noticed the Pantlind grill did a fine business after the banquet.

Some of the boys acted real fidgety with their wives by their sides.

Chairman Herrick aptly said that C. L. Glasgow was a fixture at our annual banquets. We'll go farther and say that he is a necessity.

If C. L. Glasgow ever runs for governor he can have 411 votes right off the bat, to say nothing of 411 boosters.

Wouldn't that Rev. Geo. Hancock make some traveling man though.

The boys should remember the kindness of the National Candy Co. and the G. J. Johnson Cigar Co., and boost.

When they started the song, "Huddle up a little closer," they couldn't have picked out a more appropriate song for the occasion. It was a case of huddle up all right.

It was plain to be seen that the boys that attended the meeting during the afternoon didn't have time to eat anything before the banquet.

When the Rev. Geo. Hancock gave his toast, "The Ladies," he did not say all he wished to. His wife sat next to him.

Frank Ganiard, Supreme Sentinel, gave a most interesting talk on fraternalism. Mr. Ganiard is a natural born orator.

A. T. Lincoln gave a most pleasing address, which was well received by all. "Progress" was his theme. According to Mr. Lincoln, democracy and U. C. Tism come under this head.

And that hard working Committee deserve unlimited praise for their hard work and splendid results.

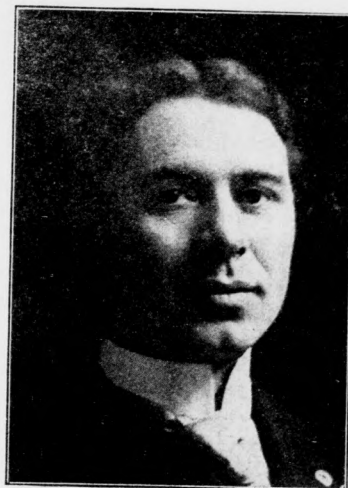
O. W. Stark will be the next Senior Counselor if he doesn't eat himself off this mortal coil before next year. We watched him eat at the banquet.

The new Senior Counselor was evidently overlooked in the allotment of seats at the speakers' table. Harvey Mann is naturally of a retiring disposition anyway.

And those tears of Homer Bradfield's dropped right on those clothes that had just been cleaned.

We nearly did the same thing in the afternoon only ours backed up and nearly choked us.

Frank Ganiard, of Jackson, Su-



O. W. Stark, Junior Counselor

preme Sentinel, made a splendid speech.

Dr. C. M. Taylor, Supreme Surgeon, who is not a member of the order owing to the fact that he is not a traveling man, therefore making him ineligible, gave a beautiful talk on the good of the order as seen from the outside.

We'll make a prediction that the next banquet will be held in the Coliseum.

J. M. Goldstein.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Feb. 28—In the matter of Albert J. Schepers, bankrupt, formerly merchant at Vogel Center, the trustee, W. A. Wyman, of McBain, filed his first report and account, showing total receipts of \$2,008.24, and disbursements for preferred tax claim and administration expenses of \$115.89, and balance of cash on hand, \$1,892.35. An order was made by the Referee calling a special meeting of creditors to be held at his office on March 19, for the purpose of considering such report and declaring a first dividend to creditors.

In the matter of the Newwaygo Chair Co., bankrupt of Newwaygo, the final meeting of creditors was held. The final report and account of Harlan J. Dudley, trustee, was considered and decision reserved. Final meeting was then held open for consideration of claims, to which objections had been made.

Feb. 29—In the matter of Fred C. Conkle, bankrupt a laborer from Grand Rapids, an order was made by the Referee closing the estate. There were no assets, excepting exemptions, in this estate and no dividend was paid to creditors. No cause to the contrary being shown by creditors the Referee made a certificate recommending that the bankrupt's discharge be granted.

An order was made by Judge Sessions adjudging Rebecca A. Grove, a merchant at Lyons, an involuntary bankrupt on petition filed by certain of her creditors, and the matter was referred to Referee Wicks for proceedings. An order was made by the Referee requiring the bankrupt to file schedules of her assets and liabilities on or before the 11th day of March, 1912. In this matter Referee Wicks has been acting as receiver and Howard Ranger, of Lyons, has been acting as custodian, and is now having an inventory and appraisal made of the assets of this estate. On receipt of the bankrupt's schedules the first meeting of creditors will be called.

In the matter of Charles A. Bramble, bankrupt, formerly a merchant at Muskegon Heights, the adjourned final meeting of creditors was held, and a final dividend of 3 1/2 per cent. declared to ordinary creditors, and the trustee, P. O. Holthe, of Muskegon, directed to pay the same.

In the matter of James W. Burns, bankrupt, hardware dealer and undertaker of Hubbardston, the bankrupt's schedule of assets and liabilities were

received, and an order made by the Referee calling the first meeting of creditors to be held at his office on March 20, 1912, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc. The bankrupt has listed the following assets.

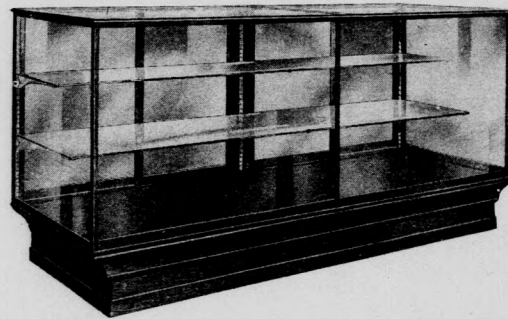
Real estate	\$ 500.00
Cash on hand	414.54
Stock in trade (both hardware and undertaking business)	3,938.15
Household goods	200.00
Debts due on open account..	963.89
	\$6,016.58

The bankrupt claims as exempt his household goods, valued at \$200, and vehicle, harness, etc., to enable him to carry on the occupation of undertaker, to the amount of \$250.

The following unsecured creditors are listed in the schedules:

American Leading Machine Co., Springfield	\$ 572.77
Akron Cultivator Co., Akron	264.12
Adrian Wire Fence Co., Adrian	219.14
Arbuckle Ryan Co., Toledo	7.00
Arcadia Furn. Co., Arcadia	28.50
Bement Stove Repair Co., Lansing	1.50
The Bement Co., Lansing ..	30.00
Brown & Sehler Co., city, (goods replevined).	
Birdsell Manufacturing Co., South Bend	30.38
Banting Machine Co., Toledo	14.60
Wm. Berger & Co., Milwaukee	32.00
Bateman Manufacturing Co., Grenloch, N. J.	12.00
Caledonia Bean Harvester Co., Caledonia	38.23
Cole Mfg. Co., Chicago....	45.99
Goodriches Grave Decorating Co., Milton	12.60
P. H. Drinkhaus & Son, Detroit	23.42
Detroit Stove Works, Detroit98
Dickelman Mfg. Co., Forest Emerson Carriage Co., Rockford	231.50
Flint & Walling Co., Kendallville50
Greenville Implement Co., Greenville	182.33
G. R. Supply Co., city.....	28.61
R. Hershel Mfg. Co., Peoria	38.03
R. Hearsey, Ionia.....	10.00
International Harvester Co., city	1,403.58
H. J. Holbrook, Hubbardston	41.21
Jenks & Muir Co., Detroit..	54.90
Kelsey Heating Co., Syracuse	13.14

Kemper-Thomas Co., Cincinnati	13.75	cago	2.00
A. S. Klein & Co., Chicago..	22.25	Robert Kelly, Hubbardston.	21.00
Karf Mfg. Co., Lansing....	15.00	James Sammon, Hubbardston	75.00
Merrell Co., Toledo	98.05	James Scully, Ionia	70.46
Marquette Lumber Co., city	37.67		
Mich. Buggy Co., Kalamazoo	623.75		\$10,910.04
Murphy Chair Co., Detroit..	3.75	In the matter of W. J. Pike & Son, merchants at Newwaygo, the bankrupt's schedules of assets and liabilities were received, and an order was made by the Referee calling a first meeting of creditors to be held at his office on March 21, 1912, for the purpose of electing a trustee, proving claims, examining the bankrupts, etc. The bankrupts list the following assets:	
Mich. Stove Co., Detroit..	65.21	Stock in trade	\$2,100.00
Ohio Cultivator Co., Bellevine	1.60	Furniture and fixtures	650.00
Parker Plow Co., Richmond	36.35	Due on open account.....	900.00
Peninsular Stove Co., Detroit	43.90		
Peck & Whipple Co., Westfield	14.40		\$3,650.00
Powers & Walker Casket Co., city	20.65	Each of said bankrupts claim \$250 of stock in trade as their legal exemptions.	
Reed Mfg Co., Newark	61.37	The following unsecured creditors are listed:	
Red Jacket Mfg. Co., Davenport	89.35	First State Bank, Newwaygo..	\$ 750.00
Jarvis Cyrl, Hubbardston..	34.43	(Note endorsed by F. M. Pike.)	
I. X. L. Furn. Co., Goshen.	18.00	American Phonograph Co., Detroit	27.91
Robins Table Co., Owosso .	12.50	S. A. Bowman, Waterloo..	11.50
Saginaw Ladder Co., Saginaw	25.82	F. W. Bird & Son, E. Walpole, Mass.,	13.00
Standard Oil Co., Detroit ..	26.62	Butler Bros., Chicago.....	142.30
South Bend Chilled Plow Co., South Bend.....	26.84	Birdsell Mfg. Co. So. Bend.	62.53
Standard Bros., Detroit....	505.71	Baldwin Stove Co., Cleveland	31.50
The System Co., Chicago.	2.00	Lyon & Healy, Chicago....	113.64
Tropical Oil Co., Cleveland.	71.90	H. Leonard & Sons, city....	144.23
Veeder Broom Co., Hillsdale	16.10	Lewis Agr. Mfg. Co., Ypsilanti	9.50
Waldcutter & Kalenberg, Toledo	23.50	C. W. Mills Paper Co., city.	9.97
Geo. C. Wetherbee & Co., Detroit	4.75	Mich. Turpentine Co., Bay City	11.70
White Sewing Machine Co., Cleveland	273.00	Majestic Mfg. Co., St. Louis.	78.90
Austin Mfg. Co., Chicago ..	2.28	Moore Plow Co., Greenville	2.83
O. C. Townsend & Co., Hubbardston	1,048.82	Nat'l Stove Co., Lorain....	15.81
John Handlen, Hubbardston	1,035.00	H. Niedecken Co., Milwaukee	49.78
Wm. McCarthy, Hubbardston	1,035.00		
John Duyer, Hubbardston..	310.00		
O. C. Burns, Hubbardston..	825.00		
Kelley & England, Owosso.	15.00		
Owosso Casket Co., Owosso	204.46		
Farm Implement News, Chi-			



"Where Quality Rules"

Case No. 11

Our cases have many improvements—superior to all others. Prices lower. Why? Because we manufacture in reality only ONE STYLE in quantities and are satisfied with a smaller margin. Write for catalog and prices.

FISHER SHOW CASE CO., 886-888 Wealthy Ave. Grand Rapids, Mich.
(PROMPT SHIPPERS)

Are YOU Selling
WINGOLD FLOUR?

IT REPEATS

Distributed by

LEMON & WHEELER CO.

Grand Rapids

Ney Mfg. Co., Canton.....	9.52	Ontario Drill Co., Despatch..	110.00
Ohio Varnish Co., Cleveland.	84.07	Bukley System Co., Chicago.	15.00
Oliver Plow Co., So. Bend.	98.03	Pacific Electric Heating Co.,	
Peninsular Stove Co., Detroit	3.38	Ontario	3.50
Perkins Windmill Co., Misha-			
waka	15.72		\$4,054.91
Robt. A. Pott Oil Co., Lan-		March 1—In the matter of the Elk	
sing	15.18	Cement & Lime Co., bankrupt, of Elk	
Quincy Stove Co., Quincy..	13.75	Rapids, the first meeting of creditors	
Staley Mfg. Co., Martinsville	11.75	was held, and Fitch R. Williams, of	
Standard Oil Co., city.....	32.51	Elk Rapids, was elected trustee by	
Standard Lighting Co., Cleve-		the creditors and his bond fixed at	
land	21.70	\$10,000. The following were appoint-	
Columbia Phonograph Co.,		ed appraisers: W. Y. Barclay, C. B.	
Chicago	102.83	Carver, C. B. Towner, of Elk Rapids.	
Geo. B. Carpenter Co., De-		The trustee was given the same au-	
troit	3.66	thority to conduct the business of the	
Diamond Rubber Co., Akron		bankrupt as the receiver had under	
Elwood Lawn Mower Co., El-		previous orders of the court. First	
wood	24.60	meeting of creditors was then ad-	
Eclipse Stove Co., Mansfield		journed to March 22, 1912, at the of-	
E. A. Fargo & Co., Taunton.		ice of the Referee.	
Ferguson Supply Co., city..		In the matter of Maynard J. La-	
Foster-Stevens Co., city....		lone, bankrupt, formerly of Traverse	
Flint & Wallin Mfg Co., Ken-		City, the trustee, Geo. H. Cross, of	
dallville	85.92	Traverse City, filed his final report	
Fulkerson Bros. Hdle. Co.,		and account, showing cash on hand,	
Puxico	21.45	\$80.52, and an offer for the balance	
G. R. Paper Co., city.....		of the assets of \$40, making the total	
Goodyear Tire & Rubber Co.,		receipts \$120.52. An order was made	
city	33.37	by the Referee calling the final meet-	
Greenville Implement Co.,		ing of creditors to be held at his of-	
Greenville	30.87	ice on March 25, 1912, to consider	
Germer Stove Co., Erie, Pa..		such final report and for declaring	
Hall Mfg. Co., Monticello..		a final dividend for general creditors.	
W. C. Hopson Co., city....		In the matter of Nellie Morris	
W. B. Jarvis Co., city.....		Thompson, bankrupt, formerly in the	
Jacob Haish & Co., Dekalb.		millinery business on Fountain street,	
Lockwood - Lutkemeyer -		Grand Rapids, the trustee, Heber A.	
Henry Co., Cleveland.....	770.82	Knott, of Grand Rapids, filed his final	
Warren Refining Co., Cleve-		report and account showing total	
land	33.90	receipts of \$140, disbursements for	

rent, labor claims and administration expenses, and a balance on hand of \$66.95. An order was made by the Referee calling a final meeting of creditors to consider such report and to declare a final dividend, if any, for general creditors.

March 2—In the matter of Robert L. Ferguson, bankrupt, formerly of Portland, the final meeting of creditors was held. The final report and account of Glenn S. Benjamin, trustee, of Portland, was considered and approved, and trustee ordered to pay the first dividend of 10 per cent. heretofore declared on all claims allowed since such dividend was paid. No additional dividend was declared to ordinary creditors. No cause to the contrary being shown by the creditors it was determined that a certificate recommending the bankrupt's discharge be made by the Referee.

In the matter of Herbert H. Tigar, bankrupt, of Grand Rapids, an order was made by the Referee calling the first meeting of creditors to be held at his office on March 23, 1912, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc.

March 4—In the matter of Earl H. Bekkering, of Grand Rapids, the first meeting of the creditors was held and W. C. Robertson, of Grand Rapids, was appointed trustee by the Referee, and his bond fixed at \$100. The first meeting of the creditors was then adjourned, without day.

In the matter of the Cookerette Co., bankrupt, of Muskegon, the trustee, John K. Burch, of Grand Rapids,

filed his final report and account showing total receipts of \$2,228.40 and disbursements for preferred labor and tax claims, \$472.65, appraisers' fees, \$50, attorney's fees and expenses to attorney for bankrupt, \$107.45, and other administration expenses of \$252.33, and a balance on hand for distribution of \$1,345.97. An order was made by the Referee calling a final meeting of creditors to be held at his office on March 27, 1912, to consider such final report and account and declare a final dividend to general creditors.

The Fisher Show Case Co. engaged in business Dec. 1, 1911. The officers of the corporation are as follows:

- President—O. E. Fisher.
- Vice-President—D. E. Fisher.
- Secretary and Treasurer—W. Delnay.

W. Delnay has had many years of experience in designing and manufacturing store fixtures and D. E. Fisher is experienced in the selling of show cases and store fixtures, and with further advisement from O. E. Fisher, who has had years of office and sales experience, the business is proving very successful and the factory has been running overtime to fill orders.

The hour was divided into sixty minutes because no other smaller number has so many divisions as sixty. It can be evenly divided by 2, 3, 4, 5, 6, 10, 12, 15, 20 and 30.

ROYAL

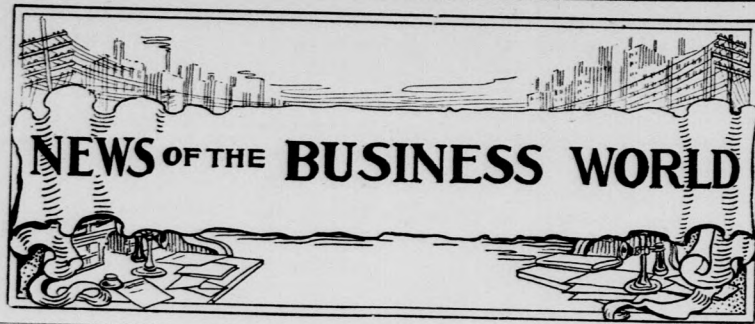


BAKING POWDER

Absolutely Pure
The only baking powder made from Royal Grape Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

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



Movements of Merchants.

Perry—H. C. Ward will open a meat market here March 15.

Eureka—Edward Peck will open a meat market here March 15.

Shelby—Mrs. L. H. Wood has opened a millinery store here.

Clayton—Townsend Bros. succeed A. E. Kurtz in the meat business.

Harbor Springs—George Mort will open a bakery and restaurant April 1.

Marquette—J. P. Hemmingsen will engage in the meat business here about April 1.

Mayville—The Erb & Harbin Co. has changed its name to the Erb Mercantile Co.

Port Huron—William J. Wellwood, dealer in shoes, died at his home, Feb. 29, of typhoid fever.

Nashville—Wenger Bros. are equipping their meat market with a three-ton refrigerating plant.

Mendon—Samson & Dailey, who formerly conducted a bakery here, have opened a bazaar.

Alma—Wright & Brown have purchased a stock of furniture and will open a store March 15.

Carland—The capital stock of the Carland Mercantile Co. has been decreased from \$25,000 to \$23,000.

Detroit—The capital stock of the Fairview Coal & Supply Co. has been increased from \$16,000 to \$35,000.

St. Johns—Charles Fowler, of Fowler & Ball, hardware dealers, died at his home, Feb. 29, aged 72 years.

West Branch—John Alt, dealer in clothing, lost his stock and building by fire March 2. Insurance, \$5,000.

Holland—L. C. Bradford, well known to the trade as "Brad," the cracker man, has opened a restaurant here.

Marlette—Miss L. Thomas has sold her millinery stock to Miss May Peterson, who will take possession April 1.

Benton Harbor—G. Wolf, meat dealer and William Rowe & Co., grocers, lost their stocks by fire February 29.

Dowagiac—F. A. Shaver has sold his jewelry stock to Joseph Kriziza, of Nebraska, who will take possession March 20.

Ovid—Alfred Squires and son have purchased the grocery stock of J. E. VanDyne. The new firm took possession March 1.

Nessen City—H. W. Wilkins has sold his stock of general merchandise to E. C. Obermeyer, who will continue the business.

Rochester—Louis Crissman has purchased the drug stock of L. H. Smith and will continue the business at the same location.

Corunna—H. E. Nickels has purchased the stock of meats of Arthur Berry and will continue the business at the same location.

Manton—Chester Darling and Clyde Larcom, of South Boardman, have opened a meat market under the style of Darling & Larcom.

Kalamazoo—H. Betka and E. J. Sliter have opened a meat market and grocery in adjoining rooms at Portage and Parsons streets.

Trenton—Leonard W. Bailey has taken over the grocery stock of the A. Bailey general store and will conduct it under his own name.

Scottville—Charles O. Neff has purchased the confectionery stock and lunch room of William H. Marsh and will take possession March 11.

Owosso—Charles Terry has purchased the Stevens Grocery Co. stock and will continue the business at the same location under his own name.

Bellevue—B. E. Mason has purchased the grocery stock of his brother, E. E. Mason, and will continue the business at the same location.

Batavia Center—George Ransom, of Coldwater, has moved his stock of general merchandise to this place and the store will be opened March 11.

New Era—John Wolting has sold his implement and vehicle stock to Francis Hesselsweet, recently of Cranston, who has taken possession.

Pontiac—D. W. Connell has purchased a half interest in the Haviland grocery stock and will assume an active interest in the business March 11.

Marlette—C. E. Doyle has sold his stock of general merchandise to Wallis & Juhl, who will combine it with their own stock of general merchandise.

Wheatland—G. Platt Smith has sold his stock of general merchandise to George Bailey, formerly engaged in trade at Milnes, who will continue the business.

Rives Junction—John H. Haywood has sold his stock of general merchandise to Chester E. Howell, who will continue the business at the same location.

Newaygo—Frank VanLeuven has sold a half interest in his furniture stock to Glenn Rice and the business will be continued under the style of VanLeuven & Rice.

Dalton—Alva R. Dennis has sold his stock of general merchandise to Paul G. Campbell, recently of Whitehall, who will continue the business at the same location.

Coldwater—Herbert Sloman and Starr Gruner have formed a copartnership under the style of Sloman & Gruner and will engage in the clothing business March 9.

Allegan—Willard H. Miller, recently engaged in trade at Hastings, has purchased the Kimmint & Co. bazaar stock and will continue the business at the same location.

Durand—Daniel T. Gustin and Claude D. Perry have formed a copartnership under the style of Gustin & Perry and will establish an exclusive shoe store March 15.

Ellsworth—Wallace Weiss, recently engaged in the clothing and shoe business at East Jordan, has purchased the M. Struik general stock and will take possession March 15.

Rockford—T. B. Dutcher has sold his interest in the hardware stock of Hardie & Dutcher to E. S. Perry and the business will be continued under the style of Hardie & Perry.

St. Joseph—Enders & Moore have leased the store building of R. C. Crawford next to their dry goods store and will connect the two stores, adding a suit and cloak department.

Clayton—Victor Gale and E. F. Baker have formed a copartnership and purchased the J. H. Miner furniture stock and will continue the business under the style of Gale & Baker.

Maple Rapids—Arthur Crook has sold his interest in the grocery and dry goods stock of Crook Bros. to Grover White and the business will be continued under the style of Crook & White.

New Era—Thomas Vander May has purchased an interest in the general merchandise stock of DeKruyter & Co. and the business will be continued under the style of DeKruyter & Vander May.

Coldwater—Arnold & Jewell have leased the Stulting building and will continue their present business at the new location and in addition will carry a complete line of agricultural implements.

Alma—G. V. Wright has formed a copartnership with G. A. Brown, of Detroit, and the new firm will erect a building to meet the demands of the undertaking business in which they are now engaged.

Boyer City—V. J. Tears and Jack Sutherland, who bought the clothing stock of Harry Selkirk, have moved the same to the State of New York, where the business will be conducted by Mr. Sutherland.

Reed City—C. W. Scharkey is remodeling the building which he recently purchased and when completed will occupy it with a stock of agricultural implements, gasoline engines and cream separators.

South Boardman—The Bank of Boardman and the store building and dry goods and clothing stock of J. J. Raby were destroyed by fire March 2. Both buildings and stock were covered by insurance.

Bellevue—E. E. Mason and R. D. Sharkey have formed a copartnership under the style of Mason & Sharkey and have purchased a stock of shoes and men's furnishings. The store will be opened March 11.

Saranac—Ed. Heitman and R. A. Stuart have formed a copartnership under the style of Heitman & Stuart and will conduct an exclusive wholesale bakery, selling their products through local dealers.

Reading—J. E. Doneley and son, Eugene, formerly engaged in trade at Ray, Ind., have purchased the grocery and meat stock of Dell Hakes and will continue the business under the style of J. E. Doneley & Son.

Beaverton—L. Himelhoch has bought the general stock of M. Robert Morris and has moved his stock of goods with the exception of groceries to the new location. The grocery stock has been purchased by Barrett & Fruchey.

St. Joseph—Herman Frietag, hardware dealer, has purchased the hardware stock of Charles Moulton and is now in possession. It is his intention to combine the two stocks and move his store to the room formerly occupied by Mr. Moulton.

Pullman—Hunziker, Taylor & Seymour have engaged in the wholesale and retail trade in general merchandise, farm produce and live stock, with an authorized capital stock of \$12,000, of which \$6,000 has been subscribed and paid in in cash.

Port Huron—A. W. Selkirk & Co., dealers in fish, have merged their business into a stock company under the style of the Selkirk Fish Co., with an authorized capital stock of \$12,000, of which \$9,000 has been subscribed, \$800 paid in in cash and \$8,300 in property.

Sunfield—John H. Gearhart, recently of Vermontville, has formed a copartnership with A. J. Treman, of Ann Arbor, and purchased the general merchandise stock of O. C. Russ and will continue the business at the same location under the style of Gearhart & Co.

Tecumseh—Lucius Lilley, the oldest banker in Michigan, died at his home March 2, aged 89 years. He had been in the banking business in this place in different capacities since 1855 and organized the Lilley, Bidwell & Co. Bank in 1880, which is now the Lilley State Bank, of which Mr. Lilley was President at the time of his death.

Manufacturing Matters.

Manistee—The Goshen Shirt Co. has increased its capital stock from \$50,000 to \$64,000.

Ypsilanti—The U. S. Pressed Steel Co. has increased its capital stock from \$25,000 to \$50,000.

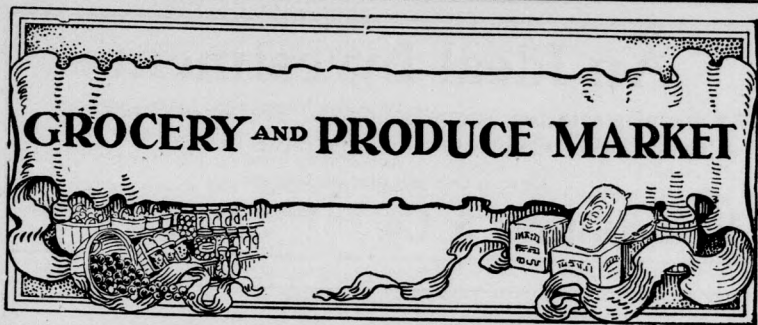
Woodland—The Woodland Creamery Co. has sold its plant to O. D. Stevens, who will conduct it as a butter and cheese factory.

Petoskey—J. J. Swetson and E. Gimble have purchased the stock of the Batson Marble Works and will improve the plant and manufacture monuments from rough stone.

Pentwater—The Saunders-Chase Co. has been incorporated with a capital stock of \$10,000 for the purpose of manufacturing fishermen's supplies.

Muskegon—The Piston Ring Co. has been incorporated with an authorized capital stock of \$5,000, which has been subscribed and \$3,000 paid in in cash.

Detroit—The Red Cross Vacuum Cleaner Co. has engaged in business with an authorized capital stock of \$25,000, which has been subscribed and paid in in property.



The Grocery Market.

Sugar—The market is somewhat lower in raws; \$4.61 is the prevailing price in New York. The prices for refined sugar remain unchanged. The refiners are still oversold on old contracts.

Tea—The Japan market continues strong with all the stocks in jobbers' hands. There is a fairly good demand from the country. New Government standards will no doubt be decided upon by the new Tea Board, which meets in New York this week. One thousand packages of China tea, imported by a Chicago firm, have been seized by the Federal authorities as not being free from coloring matter. Formosas continue strong, with light stocks in distributors' hands. The better grades are quickly picked up. Ceylons are ranging high and holding an advance of nearly 2c within the last three months.

Coffee—Prices are somewhat higher. The retail trade as well as many wholesalers still stick to buying supplies only as needed to supply their trade. Brazil cost and freight coffees are higher than either the New York spot or options, and some look for an advance. Jobbers have advanced prices some, but they are still too low in comparison with prices of green coffee and must be advanced still more unless there is a change in conditions.

Canned Fruits—There is a good demand for most varieties of canned fruits reported by the wholesale and jobbing trade. It would seem that canned pineapple is still a good buy and retailers who do not wish to be out before the new pack arrives might do well to stock liberally at the present time. The offerings of many varieties of canned fruits in California and Southern markets is said to be small. Gallon apples have been meeting with fair success; prices of green apples are high.

Canned Vegetables—The wholesaler is having quite a time making the trade understand that canned tomatoes have reached such a high point that they would be unable to sell them below \$1.50@1.55 per dozen if they were compelled to buy their supplies at the present time. There is very little business being done in future tomatoes as the price of 97½¢@1 per dozen is the price that they would cost the wholesaler and he must add his profit to that price. Corn is moving well and prices are cheap. French peas show quite an advance during the week and lower grades are very scarce and high.

Dried Fruits—More activity is shown in all lines of dried fruits since

the arrival of the Lenten season. The market is weak on raisins with the exception of seedless, which have declined ½¢ per pound during the week. Apricots the high, but many are looking for prices to go still higher. Peaches are unchanged in price. The market on evaporated apples is unchanged and the demand is fair.

Rice—The market shows very little change in either conditions or prices. The demand is increasing since the arrival of Lent. Reports from the South state that the mills will shut down in March for the season.

Syrups and Molasses—The demand for corn syrup is fair and the wholesalers report that the shortage in some sizes has been relieved and shipments are being made promptly. Cooking molasses is in fair demand and prices are unchanged.

Cheese—The market is firm at an advance of about ½¢ per pound. Stocks are very light, but the high prices have curtailed the demand to some extent. No important change is in sight at the present time.

Fish—Cod, hake and haddock are firm and rule at comparatively high prices; demand is good. Both domestic and imported sardines are unchanged and dull. Salmon is scarce and firm.

Provisions—The market is exceedingly dull. Everything in smoked meats is unchanged and in very slow demand. Pure and compound lard are also dull at ruling prices. Barreled pork, dried beef and canned meats are steady and slow.

The Produce Market.

Apples—Pound Sweets, \$3.25 per bbl.; Jonathans, \$3.50; Baldwins, \$3.50 @4; Spys, \$4@5; Russets and Greenings, \$3.25@3.50.

Bananas—\$1.50@2 per bunch, according to size and quality. Statistics disclose the fact that the consumption of bananas has increased from 5,000,000 to 80,000,000 bunches during the past twenty-two years.

Beets—50c per bu.

Butter—Creamery extras command 29@30c in tubs and 30@31c in prints. Local dealers pay 23c for No. 1 dairy and 18c for packing stock.

Cabbage—3½¢ per lb.

Celery—25c per small bunch and 40c per large; California, \$1.10 per doz.

Cranberries—Late Howes, \$6.00 per bbl.

Cucumbers—\$1.50 per doz. for hot house.

Eggs—Receipts continue light and everything meets with ready sale. The market is very uncertain and the least falling off in demand, or

increase in receipts will likely cause a considerable advance or decline. We are approaching a season when the receipts should increase and a decline is therefore not unlikely at any time. A few warm days and prices will drop to 18@20c. Local dealers are paying 25c for fresh.

Grape Fruit—Choice Florida, \$6.00 per box of 54s or 64s; fancy, \$7.50.

Grapes—Imported Malaga, \$4.50@5.50 per bbl., according to weight.

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

Lettuce—Hot house, 15c per lb.; head, \$2.50 per bu.

Nuts—Ohio chestnuts, 16c per lb.; hickory, \$1.75 per bu; walnuts and butternuts, 75c per bu.

Onions—\$2 per bu. for home grown; \$2.25 per crate for Spanish.

Oranges—Floridas, \$3.50 per box for all sizes. Navels, \$3.25@3.50.

Potatoes—\$1.10 per bu.

Poultry—Local dealers pay 12c for fowls; 13c for springs; 7c for old roosters; 10c for geese; 13c for ducks; 16@18c for turkeys. These prices are for live weight. Dressed are 2c higher.

Radishes—35c per dozen for hot house.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$6.25 for Jerseys.

Tomatoes—\$2 per crate of 4 baskets from Texas.

Turnips—50c per bu.

Veal—5@10c, according to the quality.

Local Stock and Bond Conditions.

Public Service Corporation Securities have been in very active demand during the past week. American Gas & Electric common showed an advance of eight points to 89@90 (par value \$50.00).

Commonwealth Power Railway & Light Company common held very firm around 65@65½ with sales on the preferred at 90¼.

Very little American Light and Traction is being offered for sale and all stock is readily taken up around 299@300.

United Light and Railways Company common had an unusual advance to sales as high as 80 with no stock offered to-day under 85. Local newspapers report pending deals which will add materially to the value of this Company's securities and make predictions of par on the common stock. The Company's statement for the year ending February first showed nearly ten per cent. net on the common stock. The second preferred which is convertible into common is being picked up as a conservative investment with a very attractive speculative element.

A considerable quantity of Citizens Telephone Company stock was offered around 97@98; but prices held firm. Other local issues were in fair demand.

Bean Market Easier.

Business in beans has been on a very limited scale this week, and the general market has had an easy tone. A great many off grade beans are being sold on a long discount, which has had its effect on the market.

One elevator has kiln-dried more than 90 car-loads in that many days, and the bean dealers in Michigan, generally, are beginning to figure out that some of the damp stock will yet appear as a factor in making a lower price. A careful canvass shows that about 90 per cent. of the elevators in Michigan are holding a car or two each, of the early harvested beans for speculative purposes. This with the natural reserves would indicate that there will be plenty of beans to go around and supply all of the trade that want them. I am inclined to believe that there are more beans in Michigan right now that will be available for market, than a year ago at this time. At any rate the market has dropped off about 5c per bushel this week, in face of the fact that most everything else in the cereal and vegetable line has advanced.

E. L. Wellman.

Potato Market Is Stronger.

Toledo, March 5—The potato market strengthened up a little this week and from 3@5c more over prices last week can be obtained for transit cars and stock for immediate shipment.

My opinion is that this is only temporary and due to car shortage and the generally poor shipping conditions prevailing for the past ten days or two weeks.

If this condition continues the market will probably shoot up several cents higher for the few cars that can be had, but should cars loosen up to normal conditions the market will probably decline a few cents.

I have just canvassed the trade in Toledo and find where three cars of foreigners were bought at \$2.95 per sack of 168 pounds, delivered Toledo this morning. This may have a depressing effect on the market if all Ohio cities are doing the same thing.

George Wager.

The Marvel Manufacturing Co. has been reorganized under the style of the Valley City Chair Co., with an authorized capital stock of \$75,000, which has been subscribed and paid in in property. The stockholders and the number of shares held by each are as follows: Chas. M. Owen, 7,498 shares; Frazer Halliday, one share, and John Thwaites, one share.

Geo. W. Smalley has purchased the stock of Roy K. Grabill & Co., corner West Fulton street and Butterworth avenue, and has added a line of groceries. The Judson Grocer Co. furnished the stock.

The Postum Cereal Co., Ltd., has just completed arrangements for the construction of factory No. 19, the nineteenth building to be included in the cluster of buildings that make up the factory.

George W. Smalley has purchased the Roy H. Grabill & Co. grocery and confectionery stock and will continue the business at 129 Butterworth avenue.

A friend in need is a friend indeed very hard to be found.

Prayer is not of any use if the one who prays is not.



Uniform Legislation on Bills of Lading.

Clay H. Hollister, of the Old National, has gone to New York to attend a meeting of the special Committee of the American Bankers Association that has the matter in charge of securing uniform legislation on bills of lading. This Committee, made up of some of the ablest talent in the American Association, was appointed four years ago and after many conferences and mature study evolved a form of law which it was believed would be efficient for the proper protection of this important form of commercial paper. Nine states have already enacted the law recommended, and it is being taken up in other states as rapidly as legislatures show disposition to act favorably. Beside State legislation two bills are now pending in Congress bearing on the bills of lading problem, and it is expected that desirable Federal legislation will be enacted. It is estimated that the bills of lading issued annually represents a cash value of something like twenty-five billions of dollars, and that fully five billion gets into the banks in one form or another. The importance of having these instruments of commerce amply protected from fraud and deception must be easily apparent, and it is to secure this protection that the Committee has been working.

The Postal Savings Bank has become quite an institution. It was instituted in Grand Rapids on September 20 last and now has more than 200 depositors, and these depositors have \$15,182 to their credit. The money has been rolling in at the rate of about \$2,760 a month, which can not be regarded as so very bad when it is remembered that the Government makes no special effort to induce deposits and offers no other inducement than security. On December 5 last, the date of the last bank statements of the old year, the Postal Bank had 148 depositors with \$9,904 to their credit; on February 20 the depositors had increased to 210 with \$14,522 laid away. The average deposit on December 5 was \$67; on Feb. 20 the average was \$70. The figures indicate that not only are new depositors coming in but that the old depositors are steadily adding to their piles. The Government regulations still place a limit of \$500 upon the amount any one depositor shall have to his credit, but there are ways of evading this limit. In one instance a depositor reached his limit, and then his wife became a depositor. When between them they had accumulated \$1,000, they drew it all out to use the

money in the purchase of a house, and it must be admitted a better use could not have been made of it. In time, no doubt, the limit, which seems to serve no useful purpose, will be lifted or entirely removed. It is likely also that some day the system will be so perfected that deposits can be made at any substation or branch postoffice instead of compelling those who would deposit to go to the downtown office to get rid of their money. Raising the limit and making it convenient for depositors would do much to popularize the system and the money would accumulate more rapidly. The reason for the restrictions upon deposits and the lack of convenience were that in this country the postal savings was an experiment, and, furthermore, the banks, both state and national, opposed the plan for fear that the Government Savings Bank would draw funds which otherwise would go into the banks. The system is no longer an experiment and if apparent popularity be the criterion its success is assured. As for the banks, they are no longer in the opposition, but, on the contrary, have become friendly to the Government institution. Under such circumstances there is no reason why the system should not be perfected and extended until it can be made use of everywhere that stamps are offered for sale. The money as rapidly as it comes into the postal banks is deposited in the state or national banks and thus becomes immediately available for the uses of business. Three of the city banks, the Old, the Fourth and the Peoples have been designated as depositories and the money now on deposit is distributed among them. Other banks will be designated as the fund increases until all the banks that want it have a share.

Henry Idema, of the Kent State, celebrated his thirteenth birthday anniversary last week. Mr. Idema was a leap year baby, coming on the 29th day of February. This brings his birthday anniversaries four years apart, and when he does have one he observes it in style. This season it is said he took a half day off in honor of the event.

Newman Erb, recently appointed chairman of the Executive Committee of the Pere Marquette Railroad with free hand to work out the destiny of the system, and President William Cotter were in Grand Rapids last week, and while here made headquarters at the Grand Rapids National City Bank as guests of Dudley E. Waters and President Jas. R. Wy-

An Ideal Investment

Carefully selected list of Bonds and Preferred Stocks of Public Utility Companies in large cities netting 5% to 7%.

Descriptive circular on request.

A. E. Kusterer & Co. 733 Michigan Trust Bldg., Grand Rapids
Both Phones: 2435.

If all your time is not taken

You Can Add to Your Income

Selling Life Insurance for

The Preferred Life Insurance Co. of America
Grand Rapids, Mich.

ASK US HOW

WILLIAM A. WATTS, Sec'y and Gen'l Mgr.

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

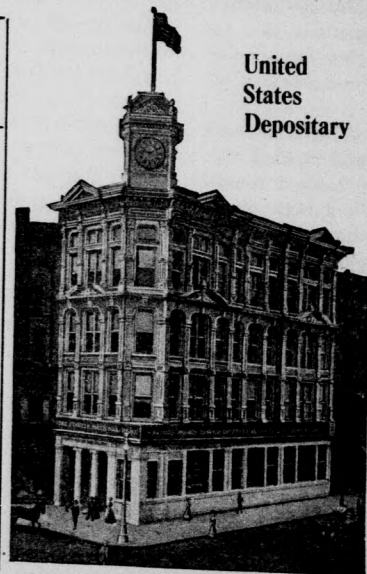
United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000



lie. With a party of Association of Commerce members they inspected the Wyoming yards and shops, where something like a million dollars was spent for improvement last year, and in the evening Mr. Waters gave a dinner in honor of the visitors at the Furniture Guild with covers laid for twenty. No formal speeches were made at the dinner, but it was just table talk, and it is said Mr. Erb did most of the talking—not because he wanted to, but because it seemed to be put up to him. The different members of the party asked questions and Mr. Erb answered them, and those who attended say it was one of the most enjoyable and enlightening sessions that they ever had anything to do with and that they learned more of railroading from the railroad man's viewpoint than it would be possible to learn from books or the newspapers.

President James R. Wylie, of the Grand Rapids National City, has hung several choice pictures in his private office. Occupying the place of honor is a large oil painting of Ransom E. Wood, who in his day was one of the most prominent citizens of Grand Rapids and who was the builder of what is now known as the D. H. Waters homestead. The portrait is by Alva Bradish, one of the pioneer artists in Grand Rapids, and is a fine piece of work. The portrait was secured through the estate of the late J. Frederick Baars, who for so many years was Cashier of the Old National Bank and who long represented the Wood estate. Another picture is an autographed photograph of James D. Lacey, formerly of this city and who is still a member of the bank's directorate. Two beautiful wood views, enlargements of photographs taken by Wood Beals, also a former resident of the city and now with Mr. Lacey, a successful operator in Southern timber lands, also occupy places on the wall.

Eugene D. Conger, of the Peoples, is likely this spring to yield to the lure of the land. He was born and brought up on a farm down in Lenawee county and like most others who started on the farm, now that prosperity has come to him he has a longing to get back to the soil. For three or four years he has been looking around for a bit of choice acreage, and it is understood that he has at last found a place that just about suits him. He has no idea of going into fancy farming or taking up with any of the popular fads, but will be satisfied to be a general farmer, with high grade live stock as his one dissipation. One thing that is said to make him reluctant to close the deal is that it will put an end to the fun he has been having in looking for the kind of place he wanted.

Cornelius DeBoer, who has been in charge of the West Leonard street branch of the Kent State Bank, has been made manager of the West Bridge street branch to take immediate effect. Henry Stehouwer, of the

Canal street branch, has been promoted to the management at West Leonard street.

The bank clearings for February showed a total of \$11,683,288.44, an increase of about 16 per cent. The clearings for the first two months of the year show a gain of about 12 per cent. over the same two months of last year. The clearings in February made the first break over seven figures for the short month in the history of the local clearing house.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Box Board Co. Com.	30	
Am. Box Board Co., Pfd.	32	
Am. Gas & Elec. Co., Com.	87	89
Am. Gas & Elec. Co., Pfd.	46½	47½
Am. Light & Trac. Co., Com.	298	300
Am. Light & Trac. Co., Pfd.	107	108
Boyer City Lumber Co., Pfd.	160	180
Can. Puget Sound Lbr.	2½	3¼
Cities Service Co., Com.	88	90
Cities Service Co., Pfd.	82½	83½
Com'wth Pr. Ry. & Lt. Com.	64½	65½
Com'wth Pr. Ry. & Lt. Pfd.	89½	90½
Dennis Salt & Lbr. Co.	100	
Fourth National Bank	190	193
Furniture City Brewing Co.		75
Globe Knitting Works, Com.	110	120
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		220
G. R. Nat'l City Bank	180	182
G. R. Savings Bank	180	
Holland-St. Louis Sugar, Com.	11	11½
Kent State Bank	250	255
Lincoln Gas & Elec. Co.	34	36
Macey Company, Pfd.	98	100
Michigan State Tele. Co., Pfd.	99½	101
Michigan Sugar Co., Com.	90	94
National Grocer Co., Pfd.	88	89
Pacific Gas & Elec. Co., Com.	58½	59½
Pacific Gas & Elec. Co., Pfd.	91	92
Peoples Savings Bank	235	
United Light & Railway Com.	80	
United Lt. & Railway 1st Pfd.	80½	83
United Lt. & Railway 2nd Pfd.	74	76
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95 97
Flint Gas Co.	1924	36 37½
G. R. Edison Co.	1916	97 99
G. R. Gas Light Co.	1915	100½ 100½
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Sag. City Gas Co.	1916	91 99

Call For Secretaries' Meeting.

Port Huron, Mar. 4—According to arrangements made by the Convention at Traverse City last month, I was instructed to call a meeting of all the Secretaries of the local branches of the Retail Grocers and General Merchants Association of Michigan, for the purpose of adopting a state wide credit rating system. After corresponding with the different Secretaries as to when or where it should be held I have decided to call the meeting at Lansing on Wednesday, March 20, at the Hotel Butler, at 9 a. m.

Come prepared with suggestions and such blanks, cards, etc., as you use in your office, that can be worked out without being too complicated.

I would suggest that you make your plans to arrive the night before, so as to start early and get down to business at once.

Hope to see you at the meeting.
J. T. Percival, Sec'y.

Among recent patents which attract attention by reason of their novelty are one for making sausages without casings (a searing process) and one for an illuminated flat iron. The latter contrivance is described as containing incandescent light bulbs which serve at the same time to heat the iron and to illuminate the work which is being ironed.

Add up everything you expect from friends, then divide it by ten or more, and go to work yourself to make up the difference.

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



Only bank on North side of Monroe street.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - 250,000

Deposits
6 Million Dollars

HENRY IDEMA - - - - President
J. A. COVODE - - - - Vice President
A. H. BRANDT - - - - Ass't Cashier
CASPER BAARMAN - - - - Ass't Cashier

3½%

Paid on Certificates

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

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

We recommend the purchase of the Preferred Stock of the

Cities Service Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

401 Mich. Trust Bldg., Grand Rapids, Mich.

**American Light & Traction Co.
COMMON STOCK**

With present dividends and at prevailing prices nets over 13¼% on the actual investment

Citz. 122 **C. H. Corrigan & Company** Bell M-229

341-343 Michigan Trust Building Grand Rapids, Mich.
INVESTMENT SECURITIES

2½% Every Six Months

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

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

Old National Bank

Grand Rapids, Michigan

SOLICITS The accounts of merchants.

OPENS Savings accounts with anyone, anywhere, paying 3% semi-annually on all sums remaining 3 months. Banking by mail is an easy matter, let us tell you how easy.

ISSUES Savings Certificates of Deposit bearing interest at 3½% if left one year. 3% if left six months.

EXTENDS Courteous treatment to all.

Capital and Surplus

\$1,300,000

Resources

\$8,000,000

LET US SERVE YOU

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price.
One dollar per year, payable strictly in
advance.
Five dollars for six years, payable in
advance.
Canadian subscriptions, \$2.04 per year,
payable in advance.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents;
of issues a month or more old, 10 cents;
of issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

March 6, 1912

UNION SELFISHNESS.

The MacFarlane outfit which caused so much trouble in Grand Rapids last summer has come back to town, and is up to its old tricks once more. It is very unlikely that this bunch of professional friends of labor will be able to repeat their success of a year ago, but it is evident that the workers of Grand Rapids are "easy" and they seem willing to try.

It was something over a year ago that Wm. B. MacFarlane as organizer for the International union of carpenters and joiners, came to Grand Rapids. He found the factory hands prosperous, contented and in harmony with their employes. Such a condition in an important industrial center was not to his liking. He entered upon a campaign to "unionize" the town. He misrepresented conditions in other furniture producing centers. He lied freely, promised much, played on the passions of some, on the prejudices of others, coaxed and cajoled some, intimidated many and in May ordered a general strike, basing it on demands so extravagant that after the first week they were scarcely mentioned. The real issue in the strike was not wages nor hours of labor but the recognition of Mr. MacFarlane and the union. The strike lasted until mid September, and it cost the workers of Grand Rapids something like a million dollars in wages not earned, much distress to the families of the workers, much loss to the manufacturers, much loss to the merchants, much loss to the city. Based upon falsehood and wrong principle the strike was doomed to failure from the beginning but MacFarlane and his bunch kept it alive for four months that were as weary for the workers as it was profitable for the outfit in charge, and then when it was apparent the end was at hand MacFarlane left with his wife for a pleasant three months' trip to Europe and his dupes and their wives had to shift for themselves as best they could.

Now MacFarlane is back again and he is up to his old tricks of lying and promising and bulldozing. He is once more trying to create ill-will between employer and employe. Once more he is trying to coax or coerce the workers into the union that he may use them to serve his own purposes and possibly get enough out of

them for another pleasant trip across the ocean.

Aside from his own financial welfare MacFarlane may be desirous of recouping the international union to some extent for the heavy loss it sustained in this city last summer. The international poured into this city much more money for strike benefits than it took out in initiations and dues. By reorganizing the local union it can once more be made a contributor to the international and the money sent here will thus be converted into an investment paying handsome returns instead of having to be regarded as a loss. The more members the local union has the better will be the returns for the organization that has its headquarters down in Indiana. After the failure he made of the strike last summer, after the exposure of his lies and false promises it takes nerve for MacFarlane and his outfit to return to Grand Rapids. But he probably needs the money and the Indiana headquarters needs the money, and it is this need, not a consuming love for the workers, that brings him back. It remains to be seen if the workers in this city are as "easy" as the MacFarlane outfit imagines, but it is fairly safe to say they are not.

The attitude of the Grand Rapids manufacturers is uncompromisingly for the open shop. They have no objections to their employes belonging to the union any more than they object to the church or the political party he may affiliate with, but they insist that he shall do his unioning outside of work hours. Before the strike a year ago the union stewards, sub-organizers and pullers in, brazenly plied their poselying wiles under pay from the manufacturers against whose interests they were working, and the manufacturers in their desire to be fair tolerated it. This year the union man has an equal chance with the non-union in getting a job, but to hold it he must observe the shop rules, and shop rules forbid activities for the union during work hours, just as they would forbid political or religious activities were such activities likely to be manifested.

BONDS FOR GOOD ROADS.

The people of Kent county will vote on a \$600,000 good roads bonding proposition on April 1. This proposition is one of the most sensible that has ever been submitted to the people of old Kent and it should receive a substantial majority at the polls. City people and the people of the country alike should vote for it because it is of as much importance to the urban as to the rural population and it will mean greater prosperity for both.

Careful plans have been made for the wise expenditure of the money if the bonds shall be voted. These plans call for the improvement of about 200 miles of rural highways radiating from the city in all directions and reaching every township in the county. The roads will be graded to levels to make them easy to travel, cement culverts will be put in

to replace those of wood and the roads will be graveled. The expense it is estimated will average about \$3,000 a mile and the county will receive state reward sufficient to build 30 or 40 miles more. Gravel may not be the ideal road building material from the view point of permanence, but it is the most available material and the cheapest and will be a great improvement over the present sand and clay and dirt which many months in the year is impassable. Roads of crushed stone or concrete may come later, but good gravel roads will do as a start and will serve as the best incentive to roads that are still better.

If the bonding proposition goes through this city's share of the ultimate payment will be something like 76 per cent. Grand Rapids could infinitely better pay it all than not have the good roads which the expenditure of the money will bring. Good roads will bring the country nearer and this will benefit the consumers of farm products in the prices they have to pay and it will benefit those in trade for the city's trade zone will be widened. In these modern days distances are not measured by miles but by the transportation facilities. The farm one mile from the city line, if the roads are impassable, is further from town than the farm ten miles out if the latter has good roads. The success of the bonding proposition will mean a great increase in the number of farmers who can easily and quickly come to town with the stuff they raise or to trade and in effect this will be an enlargement of the city's boundaries, an increase in its population and with it no increase in municipal responsibilities.

During the summer months the value of good roads is forcibly illustrated on the city market nearly every morning. From those districts which have good roads leading to the city come big double deck loads of peaches and apples and potatoes and the same growers are seen nearly every morning, often coming ten, fifteen and even twenty miles. The loads from the districts which do not have good roads are smaller, the distances they come are shorter and they do not come as often. The farmers on the good roads have a more prosperous appearance than the others, better horses and better wagons, and they show a loyalty to Grand Rapids which the poor road farmer would like to feel but can not. With poor roads the farmer seeks the nearest railroad station for his market and the city must pay freight and middle men's profits on what he ships; with good roads the city will buy direct and pay less. What the city will save in the cost of what it eats will alone pay the interest on the bonds and in a very few years wipe out the principle. When the city was of 40,000 population a rural area of ten miles radius was sufficient to feed the people; we are a city of 125,000 now and it takes a twenty mile radius to keep us supplied and the only way to stretch the line is to make the good roads easy to travel. It isn't miles

but the condition of the roads that makes all the difference.

The bonding proposition will be submitted April 1, and every city dweller should be for it and every farmer in favor of it. The business men of the city should be especially active in the exercise of whatever influence they may have in behalf of the proposition.

The primary election for the nomination of candidates for the city offices is being held to-day. The candidates for mayor on the Republican ticket are George E. Ellis, who is just completing his third term and wants a fourth and Paul J. Averill. On the Democratic side the choice lies between former Mayor George R. Perry and Chas. A. Hauser. The theory of the home rule charter recently submitted to the people of Grand Rapids and very wisely rejected was that we would never have other than high minded patriotic men in the executive office to whom it would be entirely safe to entrust all the powers of municipal government, without check or restraint. What do the advocates of this weird form of government think of their theory now? Will they accept the nominees, whoever they may be, as the highest exemplification of good citizens and make a final choice with faith and cheerfulness? The city has as great need for a good man for mayor under the old as it would have had under the new charter. Will the reform element which evolved the new charter accept the mayoralty candidates presented or will they put a candidate of their own into the field? Van A. Wallin who was so enthusiastic for the new charter might explain his attitude.

Samuel Gompers may be invited to Grand Rapids to help along the revival of the effort to unionize the industries of this city. The coming of Gompers certainly would be an event of rare interest. It was Gompers who was more violent than any of the other labor leaders in denouncing the government officials for the arrest of the McNamaras and taking them to Los Angeles to answer to the charge of murder and dynamiting. It was Gompers who declared these arrests were part of a capitalistic conspiracy against organized labor and called on union men every where to contribute to the defense fund. Gompers escaped indictment by the Indianapolis grand jury, but if he comes here he might tell us how it was occupying the position he did, knowing many of those implicated in the outrages and having intimate relations with them, he avoided having at least an inkling of their guilt. He might also tell us what was done with the Grand Rapids contribution to the \$270,000 McNamara defense fund and if Grand Rapids is likely to get any share of it back.

Whosoever funeral it is, be decorous and respectful; there is liable to be grief there, such as you will soon be called upon to endure.

THEY MUST PLAY FAIR.

Unless the signs are misleading the railroads will go before the next Legislature with a very earnest request for a return to the old method of fixing passenger fares. The present law, enacted five years ago, limits fares in the Lower Peninsula to 2 cents a mile, and this is the rate on all roads alike, whether in the thickly populated districts or in those sections where towns are far apart and the people few in number and not rich in the things of this world. Under the old law rates were graduated according to earnings. A road that earned less than \$3,000 a mile per year, for instance, could charge a 3 cent fare; with earnings between \$3,000 and \$4,500 the passenger fare was 2½ cents; above \$4,500 a mile earnings the rate was 2 cents. These may not have been the exact figures upon which the fares were based, but the figures given will illustrate the method. When the 2 cent law was proposed the chief arguments in its favor were that reduction in the rates would stimulate travel to a degree that would make up in volume what the reduction in the rate would amount to, that the elimination of free passes would be a further and an important offset, that the development of the country would be encouraged, that freight traffic would grow with the increase in the number of people traveling. It was further argued that few of the railroads in the State were independent enterprises, but that they were grouped into systems and that if some branches could not profitably do business on a 2 cent basis the increased earnings that would come to other parts of the system would more than make up the deficit. Many of the arguments upon which the adoption of the flat 2 cent rate was based have been justified by experience. Travel has increased, the settlement of the back districts has been encouraged, the passenger earnings compare very favorably with what they were under the old system and many roads show increase. The railroads are contending, however, that taxes, labor cost, material prices and everything else entering into railroad construction and operation have increased to such a degree that unless they are permitted to increase their rates insolvency will come to them. The Pere Marquette, with its large mileage through comparatively undeveloped territory, the Grand Rapids & Indiana north of Grand Rapids and the Michigan Central, with its Saginaw to Mackinaw lines, are the chief complainants against the straight 2 cent fare, but there are other lines that also profess to have their troubles.

The matter of railroad taxes is also pretty certain to come up for much agitation and discussion before the next Legislature. The State tax law prescribes that railroad property shall be assessed at its cash value as other property is supposed to be assessed, and that the tax shall be at the same average rate other property is supposed to be taxed. The railroads contend that other property in the State is undervalued, while they are put down for all they are worth, that the

undervaluation of other property increases the average rate upon which their taxes are levied and that the tax burden has become more than they can endure. They would like a return to the old system of specific taxes with taxes based on earning capacity, but as the present ad valorem system is imbedded in the State constitution and change is not likely to be made it is likely they will seek relief in some other way.

It is not the purpose of the Tradesman at this time either to oppose or to favor changes in the present method of dealing with the railroads, but it would suggest that an early, free and frank discussion of the whole subject would be an aid to intelligent legislation a year hence. It is certain the railroads will ask easements from the conditions now imposed upon them and they will be loaded with facts, figures and arguments favorable to their contentions; would it not be advisable for the State to have facts, figures and arguments to aid the people and the Legislature to arrive at a wise decision? The railroads are vital to the welfare of the State and the prosperity of villages, cities and the people generally. An insolvent road is not a good asset. If the railroads under present laws and methods are not getting a fair deal there is little question but that the people will cheerfully consent to the correction of such evils as they may complain of, but the people should know for themselves as to the truth and not be obliged to take the word of the railroads for it.

If the railroads complain of the conditions imposed upon them they may have the sorry satisfaction of knowing they brought their troubles upon themselves. For years the railroads brazenly and unblushingly controlled State legislation. They corrupted the lawmakers, debauched the people, made and unmade statesmen, dodged their just share of taxation and in general showed contempt for what the people might want or think. This was as true in other states as it was in Michigan. The repeal of the old special charters which the railroads for years defended with all the power of their paid lobbies was the first effective public uprising against the domination of the railroads. Then came the change from the specific to the ad valorem system of taxation under which the railroads pay about four times what they formerly paid. The 2 cent rate for passenger fares followed. In National legislation we have the laws against rebates, against free passes, against discriminations of any kind, requiring the filing of tariff schedules, uniform systems of accounting and various other rules and regulations. It is possible some of the legislation, State and National alike, may be too severe, but the railroads by their past misconduct have brought it upon themselves. The pendulum of public resentment in some respects may have swung too far, but this usually does happen when abuses have become unendurable and the people find themselves in a position to strike back. The railroads, however, are en-

titled to and should receive a fair deal. But they must show that they are willing to play fair before they get it.

INVITING RIDICULE.

Just a few days ago we noticed a card in a window back of a pile of oranges bearing the startling words, "Navel's oranges 20 cents a dozen." The sign of the possessive appealed, yet not in the way designed by the proprietor. The error induced a spirit of criticism bound to reflect more or less upon the attractiveness of the fruit. For while it may be argued that the misuse of a single word had nothing to do with the quality of the oranges, yet so flagrant an error marks utter ignorance of details which suggests inability to make the best selections.

How much better to be able to give a bit of the history of this popular orange, since it has been the making of many California orange growers, your own source of pride among citrus fruits. If there must be a possessive case used, let it be in connection with Saunders, the man by whom it was introduced into the United States. More than forty years ago a lady wrote from Brazil, mentioning a fine seedless orange growing there. Mr. Saunders, then connected with the Department of Agriculture, at once communicated with her regarding it, and through her procured twelve newly budded trees, one of which was still in the National collection not many years ago. From these have sprung all the vast orchard stock of this highly prized variety, known as Washington navel.

The man who posted this peculiar sign may think he understands the grocery business, even if he does not make a specialty of the rules of punctuation. Yet other things being equal, he who presents his announcement in a way which does not provoke a smile is the one in whose ability we have most confidence. We turn to him instinctively as the man who knows what to buy. The best California oranges may be just as sweet when the termination of the descriptive word ends in "s", but the style which appeals more forcibly to the funny

man than to the patron is an uncertain one, to say the least.

THE ADDED STARS.

Two more stars have been added to Old Glory, in honor of New Mexico and Arizona; and now the blue field which has gradually been filling with shifting stars will be planted after the fashion of a well regulated orchard, with six rows, each containing eight trees. Every one knows the story of Betty Ross and the original flag; and all rejoice over the increasing stellar display, and its significance.

But there is a greater source of pride than the mere adding of a few stars, a little more territory. Behind each star is a significance of greater or less import. Some stand for many times the territory occupied by any of the original thirteen. They bring with them a wealth undreamed of at the time the flag was designed. Their rocks have been forced to yield up secrets of gold and silver; their soil has shown an increase of many times more than the most productive of the earlier fields.

Still more remarkable is the fact that lands which were once considered barren wastes have been made fruitful. The Great American Desert is being practically eliminated through the advance of science. Arizona and New Mexico are revealing sources of more wealth than their minerals. The dry sands have been moistened by the waters from the Rockies and made to support fruitful orchards and large tracts of alfalfa.

Yet this is only the beginning. The keystone of the original arch held her secrets of petroleum and steel for more than half a century after her star was placed in the blue field; and now this twin power has revolutionized the world's work. There are other stars the real value of which is not yet even approximated. The telescope of science will reveal new spectrums; new applications will be made; and the stars which shine now more faintly may soon burst forth into electric lights of intense brilliancy.

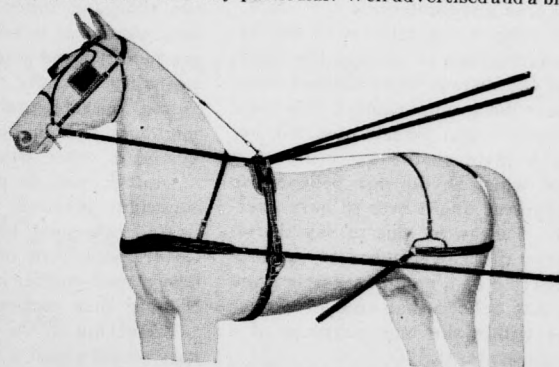
A dunce of a boy often turns out to be a genius in disguise; and a precocious youth frequently becomes a mere clod of a man.

SUNBEAM HARNESS

Superior to any other harness made. Only carefully selected stock used—hand made and fully guaranteed in every particular. Well advertised and a big money maker.

- Single Harness
List Price \$11 Up
- Double Buggy
Harness
\$35.50 Up
- Light Double
Wagon Harness
\$44 Up
- Farm Harness
\$54 Up

All prices subject to regular discounts—send for the catalog No. 8 today. Shows collars and whips also—postal will do.



Brown & Sehler Co. Home of Sunbeam Goods
Grand Rapids, Mich.

VALID REASONS

For Refusing To Support the Parcels Post Bill.

Following is a copy of a letter that Senator Bailey, of Texas, mails to people of his State who ask him to support a parcels post bill. Do not fail to read every word of it:

I have received your letter, advising me that the farmers of Fannin county very earnestly favor the parcels post bill, and reminding me of how loyally those good people have always sustained me. I fully recognize my obligations to the farmers of Fannin county, and I am always glad to find myself at agreement with them on political questions; but I am sure that they would not deem me worthy of the uniform and cordial support which they have given me if I did not at all times faithfully follow my convictions in the performance of my public duty.

The parcels post bill as originally advocated by the Postmaster General was intended, I have no doubt, to serve the interests of the people, but it is perfectly clear to my mind that it would have benefited only the great mail order houses of our large cities. The inevitable result of such legislation must be to deprive our local merchants of a patronage which fairly belongs to them, and give it to the great establishments in New York, Philadelphia, Chicago and St. Louis, thus increasing the tendency toward commercial centralization, which has already proceeded to a hurtful extent. I would not deny the people of our State a privilege to which they are justly entitled merely because in exercising that privilege they would help merchants outside of Texas to the injury of our merchants at home; but a measure calculated to promote a commerce of that kind would never command my support unless it was clearly in accordance with justice and with sound principles of government. I have long been convinced that the safety of this republic and the happiness of our people depends more upon the prosperity of our local communities than upon the growth and wealth of our great cities. Indeed, I am persuaded that the prosperity of local communities tends to produce the very conditions that increase the freedom of the republic, while the growth of our cities tends rather to cultivate those vices of luxury, extravagance and socialism which have been the bane of all free government.

But even if the interest of the local communities as against the interest of the distant cities did not seem to me to be so important, I still could not support this parcels post bill, because it involves the extension of a power which I do not believe the Government ought ever to have exercised. I mean by this to say that it requires the Government to perform the service of a common carrier, and I do not believe that kind of service to be within the true province of a free government.

I am not able to distinguish between the right of the Federal Government to act as a common carrier

in operating its postoffice department and the right of the General Government to become a common carrier through the ownership and operation of a railroad. In other words, the Federal Government has no more right, as I view the matter, to carry the merchandise of these great department stores through its postoffice system than it would have to carry the cotton of the farmer by some other suitable appliance. The difference is one of degrees and not of principle, and if we once concede the right and duty of the Government to engage generally in the business of a common carrier for a limited amount of merchandise, we will soon be confronted with another demand for an increase in the weight and a reduction in the charge, as we are now, and the matter will thus proceed from time to time until we find the Government abandoning its true function as a sovereign and acting as a common carrier for the people. One of the very important arguments which is now being pressed in support of the present bill is the fact that the Government already carries smaller packages at higher rates of postage, and the advocates of the present measure insist, with much show of reason, that if the Government has the right to carry a four pound package at sixteen cents per pound, there can be no sound reason why it may not carry twelve pounds at eleven cents per pound. If that argument can be used two years from now in favoring a bill which will permit the carrying of twenty-four pounds at eight cents per pound, and so on until there will be no limit upon the weight of packages which the postoffice system may carry, and thus this great agency of the Government which was originally devised as a means of communication will be converted into a bureau of transportation.

Even if carrying merchandise were not wholly aside from the true function of government, the present system of charges would be utterly indefensible. The present arrangement requires a citizen of Texas to pay just as much on a package carried from Fort Worth to Ector as another citizen would be compelled to pay on another package of identically the same kind of goods of precisely the same weight when carried from New York to Ector. Obviously it is not fair to carry a package of the same goods and of the same weight two thousand miles for exactly the same charge as is asked for less than one hundred and twenty miles. This inequality in the charge will, of course, operate against our Texas neighbors and in favor of the cities located in other states.

Another and, to my mind, a most important practical argument against this parcels post bill is that the Government now carries all of its heavy mail matter at a loss, and it is more than reasonably certain that an extension of the heavy mail business would entail a much larger loss. You doubtless know that the letter carrying business of the postoffice system not only pays its own ex-

penses but yields a very considerable profit. This letter carrying profit, however, is completely absorbed by the losses on other classes of mail, and there is still a large deficiency between the postal expenses and the postal revenue, which the taxpayers of the country are required to supply. I have never been able to believe that this Government ought to carry any mans mail or merchandise for less than cost, and then compel all the people to contribute from their earnings to make up the loss which it has incurred while serving special people. I am sure that you will thoroughly agree with me in this opinion.

Some of my friends in urging me to support this parcels post bill have insisted that some such measure is necessary to protect the people against the exorbitant charges of the express companies; but this argument can not possess much favor under the law as it now stands, because express charges are subjected to the regulations of the Interstate Commerce Commission. I prepared and offered the amendment which conferred upon the Interstate Commerce Commission the power to regulate express charges, and I have an abiding confidence that the extortion which has heretofore been practiced by those companies upon the people will soon come to an end, and that end must come without any very great delay if the Interstate Commerce Commission does its duty, as I am sure it will.

I sincerely regret that I am not able to view this question in the same light as many of my constituents.

J. W. Bailey.

A Coward, Too.

General F. D. Grant, at a Washington birthday dinner in New York some years ago, told a story about a young Boston Tory:

"This Tory," he said, "fought during the Revolution neither on one side nor on the other. He took a pleasure trip on the Continent, and he did not come back home again until the war was over.

"He was treated very coldly by society on his return and this grieved his good old mother to the heart.

"The dear old lady tried to explain the matter one afternoon to a Boston belle.

"Naturally, as the head of the family, she said, 'my son could not take part in the war. To him fell the duty, perhaps the more arduous duty, of protecting his mother and sisters and looking after the interests of the estate.'

"Oh, madam," said the belle, with an icy smile, 'you need not explain. I assure you, I'd have done exactly as your son did—I am such a coward!'

Wellesley Scores.

"Well, I'll tell you this," said the college man, "Wellesley is a match factory."

"That's quite true," assented the girl. "At Wellesley we make the heads, but we get the sticks from Harvard."

Dr. Wiley Is Invariably a Trouble Maker.

Washington, March 4—Investigation of the reports recently circulated that Dr. Harvey W. Wiley, chief chemist of the Department of Agriculture, plans to resign develops that friction exists in that department in practically all matters with which he is officially connected.

Dr. Wiley, especially in the administration of the pure food laws, is following an independent course and does not maintain with the Secretary of Agriculture that close co-operation which is generally deemed essential for the best interests between department heads and subordinates.

It is stated as a fact that criticism which is now being directed at Dr. Wiley because of his rulings comes from independent and small manufacturers and not from the large concerns. Dr. Wiley decided that benzoate of soda is harmful to the health when used as a preservative in foods, a decision which was reversed by the Remsen Board.

One of the largest food concerns in the country has taken up this fight and has had a representative in Washington furnishing at frequent intervals copy for the newspapers defending Dr. Wiley's attitude and criticising those in the department who do not support him.

Dr. Wiley is an Indianian and a Democrat and Representative Moss, the chairman of the House Committee on Expenditures in the Agricultural Department, is also an Indiana Democrat. Friends of Secretary Wilson ascribe to this the efforts which have been made to discredit the present administration of the Department of Agriculture.

The hearings before the Moss Committee, which have been printed, are cited by friends of Secretary Wilson as sufficient evidence to prove that Dr. Wiley has assumed an antagonistic attitude and that his friends have done all they could to discredit Secretary Wilson over questions which were magnified needlessly and which should not have been sufficient to have strained the official relations between the Secretary and his bureau chief. It is suggested that politics is largely at the bottom of the controversy.

At present an attempt is being made to create a sensation over the question of whether alum should be used in baking powders. However striking may be the coincidence, it is pointed out that the side which Dr. Wiley has taken is that favored by the large manufacturers of baking powder, while the protests, as in the case of whisky and benzoate of soda, come from small independent manufacturers.

His Friend.

Clerk—Can you let me off to-morrow afternoon? My wife wants me to go shopping with her.

Employer—Certainly not. We are much too busy.

Clerk—Thank you very much, sir. You are very kind!

Occasionally a man wins by losing in the political game.

Don't Eat Soggy Bread

Bread that is so soggy or so moist that it will form a ball of dough when pressed between the fingers would give indigestion to a cast-iron monkey.

Bread should be light, even grained and thoroughly baked. Not light enough to be dry and tasteless or moist enough to "dough up."

Excess of gluten produces excess of moisture almost invariably with consequent "doughiness" and indigestion.

This is especially true in domestic baking which requires flour scientifically milled for domestic use.

LILY WHITE

"The Flour the Best Cooks Use"

Is made for domestic use Only.

We do not sell to bakers unless they demand it owing to the advertising value of being able to say they use "Lily White."

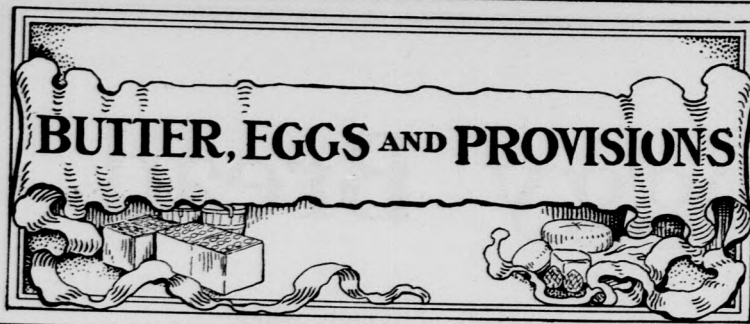
They are usually so-called "home bakeries."

This is the age of "specialists" and We are Milling Specialists for the Home:

Lily White is particularly noted for its flavor or "taste." Chew the bread slowly and note for yourself, you will "taste" the reason.

We exchange broken sacks with dealers so you get it always in clean, sanitary, sewed sacks.

Valley City Milling Company
Grand Rapids, Mich.



Some Facts About the Marketing of Feathers.

If everybody who raises hens and other kinds of poultry would save all the feathers from the birds that are killed and dressed, there would be fully enough to satisfy the demands of the American market. As it is, many thousands of pounds of feathers are imported each year, some of them coming even from China, which does a gigantic business in poultry products. The market for feathers is steady and prices do not vary greatly from season to season, although in the fall, when feathers are shipped to the dealers in large quantities, they are often somewhat depressed. A duty on imported feathers keeps out those of the lowest grades and helps to maintain a price which makes it worth the while of every one who raises a considerable number of fowls to save the feathers.

There are establishments in most of the large cities where the feathers are prepared for use and made up into pillows, sofa cushions and the like, or bagged and sold to furniture manufacturers, milliners and others. Even the once ubiquitous feather bed is still in demand. Many foreigners make a peculiar use of feather-filled ticks, employing them as coverlets, which they consider ideal for keeping them warm on cold winter nights.

Probably in this country several million pounds of feathers are used annually in various ways. These feathers have to be prepared for market with great care, for no matter how clean you may think you have made them before you ship them, they are far from being in a sanitary condition, as the manipulations they receive in the factory soon disclose. Even the water-birds' feathers contain a great amount of dirt. The feather-handlers have extensive quarters and expensive machinery. The feathers are first placed in an apparatus filled with hot steam, in which they are stirred round by machinery for several hours, at the end of which process they are thoroughly sterilized and cleaned. A hundred pounds of feathers seldom yield less than one pound of dirt and often more. This steaming process has another effect, however, which is one of the principal reasons for using it. The live steam expands and loosens the feathers so that they are rendered light and fluffy. As a rule their bulk is doubled by this treatment. If the feathers are very coarse they may be submitted to another bit of manipulation before being steamed; they may be placed in a machine that pounds them vigor-

ously in order to break the quills and make them as soft as possible.

Some manufacturers grade the feathers more carefully than others. Those who make a point of this have a long room at one end of which is a small exhaust fan having a tin cylinder attached and pointing into the room at an angle of 45 degrees. The feathers are drawn into the fan and expelled violently through the cylinder. Those which are heaviest fall to the floor near the machine, while the lightest fly to the extreme end of the room, the other grades coming between. In this way the feathers sort themselves, the workmen being obliged only to sweep up the piles and dump them into bins arranged for the different grades. This sorting room is the most interesting place in a feather factory—as such an establishment is often called—for the air is filled with flying feathers, resembling a violent snowstorm, and the fine, fleecy down is often carried a hundred feet by the strong currents.

Most of the companies that buy and prepare feathers also make many of them up into pillows, beds and cushions. The use of silk floss, however, has to a very large extent replaced that of feathers in the making of sofa pillows, and most of the bedding manufacturers also handle this material. The demand for feathers would have been much larger than it actually is had not floss proved so good a substitute. It is clean and easy to handle, although it makes a pillow that is slightly heavier than one filled with soft feathers.

The eider down is now used but little, for it costs ten dollars or more a pound. It is obtained by robbing the nests of eider ducks, which live in the frozen North and line their nests with down from their own breasts. This is the choicest material in feathers that is known, being wonderfully soft and light. Two pounds are almost enough to fill an ordinary puff or comforter. Most of the down puffs, however, are made from feathers grown on more common birds.

But the farmer's interest lies less in the way feathers are used than in the prices that are paid for them. The feathers from white geese bring the highest prices—about sixty cents a pound in Boston. Mixed or gray goose feathers are worth about forty cents. It pays to keep white feathers separate, no matter what birds produce them, for when they are mixed the price paid is always that for the poorest grade in the mixture. A portion of white feathers, however large, will not redeem a mixed shipment.

Duck feathers come next in value, the pure white ones being worth forty cents in the Boston market this year. Colored and mixed lots bring about thirty-five cents, the general quality making some slight difference. Goose and duck feathers should never be mixed, for the purchaser will pay only the price of the latter, although those from the former may predominate. Duck feathers have one great disadvantage: it is almost impossible to render them entirely odorless. They receive more attention than any other kind, being put through a special cleansing process, but even then a slight odor usually lingers. Duck feathers are very soft and light, however, and there is a steady demand for them, which has kept pace with the increasing production of Pekin ducks on large plants in various parts of the country. These big establishments find the sale of feathers an important source of revenue, for a pound of feathers is secured from every eight or ten birds, and since White Pekin ducks are raised almost exclusively, forty cents is received for each pound.

Hen feathers are worth about five cents a pound. If, however, they are

WANTED

Butter, Eggs, Veal and Poultry
STROUP & WIERSUM

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

All Kinds of

Feeds in Carlots

Mixed Cars a Specialty

Wykes & Co., Grand Rapids Mich.
State Agents Hammond Dairy Feed

WM. D. BATT

Dealer in

HIDES, FURS, TALLOW AND WOOL

22-124 Louis St. Grand Rapids, Mich.

POP CORN

We are in the market for old or new crop shelled or on the ear. If any to offer please write us.

Alfred J. Brown Seed Co. Grand Rapids

SUCRENE The ideal dairy feed. Palatable. Digestible, Nutritious; increases milk production.

Stands the test with the World's Largest Milk Producers.

A money maker for the dealer.

ROY BAKER, Agent

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

W. C. Rea

Rea & Witzig

A. J. Witzig

PRODUCE COMMISSION

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

"BUFFALO MEANS BUSINESS"

We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.

REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.

Established 1873

Established 1876

Can fill your orders for Timothy, Clover and all kinds of Field Seeds

Moseley Bros.

Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
Office and Warehouse, Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Geo. Wager, Toledo, Ohio

Wholesale distributors of potatoes and other farm products in car loads only. We act as agents for the shipper.

Write for information.

all pure white and in good condition they will net double that amount. There is always a premium on pure-white stock. Turkey feathers at three cents are worth least. All these prices are for dry-picked feathers. When the birds are scalded the price received is usually several cents less. Goose and duck feathers are not affected so injuriously as those from chickens and turkeys, provided the scalding is done quickly and the feathers are carefully dried immediately after. Some of the largest duck plants outside of New England practice scalding, but the Boston market demands dry-picked birds. Whichever method is followed, however, the producers are not asked to clean the feathers in any way.

In order to market his supply of feathers in the best condition and to the best advantage, the farmer or poultry-raiser should spread them out on a clean floor of an unused room and allow them to remain there for several weeks, turning or stirring them with a pitchfork every two or three days, so that the air may reach all the feathers and keep them from being touched with mildew. One may keep feathers for several months if necessary, in order to accumulate enough to warrant shipping them. They should be shipped in bags of cotton or burlap. Good clean meal bags will do, but upon request many dealers will send bags for this purpose. Shipments under one hundred pounds should not be made, as a rule, for the railroads will charge just as much for carrying only twenty-five pounds. When several farmers have less than one hundred pounds each to send they may make their shipments in one lot in order to save the difference in freight charges. It is customary for the shipper to pay the freight charges, although sometimes the dealer stands this expense.

When dealing with a new company it is well to send samples of feathers and to get a statement of prices before making a shipment, especially when the feathers are from ducks or geese. In other words, it is wise to have a written contract with the buyer before the goods are delivered. Moreover, it is advisable to know something about the buyer, for there are dishonest men in this as in other lines of business, and farmers have too often been made the victims of sharp practices. If a man has a large and constant supply of feathers to market, it behooves him to keep in touch with several others in different parts of the country. Better prices, by a cent or two, for certain kinds of feathers are often paid in different localities. It is not unusual for a New England duck-grower to send his feathers to Chicago, Cincinnati or New Jersey, according to the quotations he receives.

Although there are hundreds of poultry farms in the East, a larger amount of hen feathers is shipped from the West, sometimes in carload lots. A carload contains approximately 20,000 pounds.

Large lots are purchased when available, but the dealers welcome small shipments from farmers and small dealers, although they may

come in embarrassingly large numbers at certain seasons. Payment is usually made promptly, a check going out a few days after the feathers are received. It would seem that this source of profit should not continue to be overlooked by the small breeder. If any difficulty is found in locating a buyer of feathers, the directory of a large city may be consulted, the place in which to look being in the back under the heading of bedding manufacturers. A little correspondence will then reveal just what possibilities are for adding to the annual income through the medium of what has so far been wasted. The matter is especially worthy of attention when several farmers are so situated that they can unite in shipping the feathers.

Geese are particularly adapted to cold countries because of their hardiness. That is one reason why they are so popular among the Canadian farmers and in Northern Maine and Michigan. The only shelter required even in the coldest weather is a rough shed. Indeed, a goose will settle down on a snowdrift and appear perfectly contented, moving her position occasionally to keep from being covered by the snow. No protection is given on many of the farms, except that a light frame in the fattening pens is covered with a few boards as a shelter from the hot sun of mid-summer. Most of the geese are disposed of, however, before winter is more than half over.

Geese have long lives and may be bred until they are twelve years old. As a rule one gander is mated with not more than three geese and more often with only two. This mating, once established, will continue unbroken for years, the gander paying no attention to other geese and his mates remaining equally loyal. The ganders are often jealously watchful when the geese are laying and sometimes attack human beings. Indeed, they often become cross as they grow old and develop sufficient strength in their wings to make them, when thoroughly aroused, difficult to master. Early winter is the best time to mate the geese. The gander and the females to be mated with him should be kept by themselves for two or three weeks or until they are perfectly satisfied with the matrimonial alliance planned for them.

In some countries artificial means are resorted to in order to secure great weight in a short time. In some places the geese are crammed either with a machine or by means of a funnel which has a tube attached, the latter being run down the throat of the goose and a soft mash pressed through it. Another practice is to confine the birds in coops so small for them to turn round in, and to feed them heavily.

Enlarged goose livers are in great demand in parts of Europe, being the foundation of the famous pate de foie gras. Livers weighing over a pound are secured in France by keeping the geese confined and stuffing them with food. When they get so fat that they have difficulty in breathing they are killed. Of course, nothing of this sort

is practiced on our poultry farms. American epicures are not so extreme in their tastes as are those of France.

All fatteners have found, however, that a goose must be killed at just the right time or it will quickly lose its fat. It is highly important to keep the geese quiet when the fattening process is under way, for even a small incident that is unusual may interfere with their development.—E. I. Farrington, in Country Gentleman.

Wine Produces Eggs.

"Wine is a mocker," declared the prophet. Even the hen knows that now. Says the American Wine Press in its current issue:

"M. Joubert, professor of the agricultural college at Fontainebleau, France, has been making a curious

experiment with some hens, and he thinks he has discovered a new and simple method of making hens lay more industriously than ever. In brief, the professor fed the hens with wine in addition to their ordinary food. He experienced with fowls of all kinds for several years, and found the same result in every case.

"In each case he experimented for the four winter months with two sets of twelve fowls of the same breed, adding bread soaked in wine to the food of one of the two sets of twelve. After six separate traits the wine-fed hens laid more eggs in the proportion of twenty eggs a month or thereabouts."

If you have anything to say to a mule, say it to his face.

WORDEN GROCER COMPANY
The Prompt Shippers

Grand Rapids, Mich.

PEACOCK BRAND

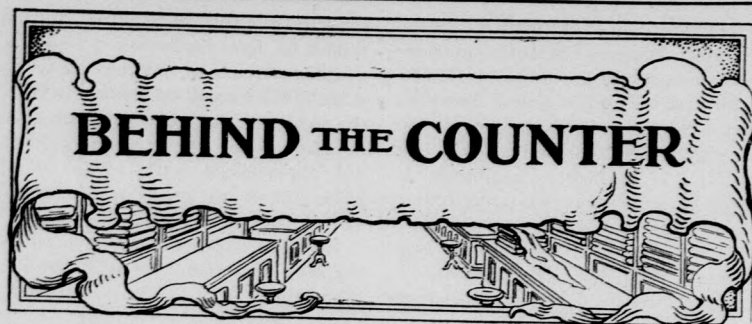


**Mild Cured
Hams and Bacon
and Alleaf Lard**

Try Our
SNOW BALL
Pure Vegetable Lard

A perfectly pure shortening made from only the finest Cotton Seed Oil. Every bit as wholesome as lard and sold at a considerably less price.

Cudahy Brothers Co.
Cudahy, Wis.



Salesmanship as Applied Behind the Counter.

Is the salesman only seen in the hotels, the depots, aboard the passenger coach or on the road exclusively? Is the word "salesman" allowed only to him who calls from office to office and from one store to another? Truly has the word "salesman" been misconstrued. How many talented young men are laboring on the shipper's floor, in the factory and other like places, hoping against hope that some day they may have the opportunity to become a "road man" for their house?

There is for every young man whose ambition is to become a salesman, an opening at home. A good opening in an almost unexplored field.

You say the salary for "road men" is greater. In many cases this is true. Is it because the employer does not wish to run a charitable institution, or is it because of a lack of ambition on the part of the clerk? (If you are pleased to call him such.) I am firmly convinced that it is the latter.

As a comparison (one which will convince you, Mr. Reader) permit me to lay two facts before you. The traveling salesman loaded down with heavy sample cases "plugs" along day after day and year after year; loses no time or opportunity when he finds his man, to lay out his samples and his proposition in such a manner as to convince him of the good qualities of his line, and the advantages gained in handling them. He convinces the buyer and either sells him or leaves an impression which means business when he calls again. He is willing, regardless of time or place, to accommodate his customer and above all things avoids anything that might antagonize him.

Now turn to the "man behind the counter" (in far too many cases unlike his traveling brother.) He does not have to be out in bad weather, he does not have to rush from a good meal or "crawl" from his warm couch to make a train, he does not have to "hunt" his customer—thanks to a "shopping public," they come to him.

Then and there should the true salesman's talent assert itself. His man comes to him, he comes to buy. The "clerk" more than likely will show his wares and give prices mechanically, yawn and impatiently permit himself to show a few more designs or articles. But the man who is deserving of the title "salesman," the man who is aiming ahead at a mark and a bigger salary, untiringly puts forth a cheery desire to accommodate. He invites suggestions from

his customer and unhesitatingly shows a spirit of interest that acts in a like manner upon the customer, invariably resulting in increased sales and future patronage. Does he stop at this? No, he will "size up" his customer and will, even although he made no sale, offer further suggestions, submitting other articles in his line or department.

The customer is there to buy—that is why he called. He is from Missouri. "Show me" is his cry, and even although he does not buy, you have at least left the impression that you are anxious for his business and also that you carry a full and up-to-date line.

This was most forcibly demonstrated to me the other day while purchasing a pair of shoes. I went into one of the leading stores in a large city and approached a clerk who was talking to a friend regarding some social function. Upon being interrupted by my entrance he displayed his displeasure. He pulled down several boxes and laid them before me, the while talking to his friend. Left by myself, hardly knowing what I did want, and not having the attention of the "clerk" I arose and prepared to leave and was very much amused at the effrontery manifested by him in his displeasure at my leaving without making a purchase.

Proceeding to the next prosperous looking store I became conscious upon entering of an entirely different atmosphere. I was met at the door by a most courteous and attentive "salesman" (I could not think of him as a clerk.) I was ushered to a seat and was shown their line, the advantages of one shoe over another as applied to my case, their good qualities, etc., and soon found the shoe I wanted.

The young man, true to the spirit of "salesmanship," did not drop interest at making the sale, but proceeded to demonstrate the good qualities of an article to preserve the heel. I bought it. He then asked me if I had ever considered a device for keeping the shoe in shape when not wearing. I had not, and although I showed no disposition to buy, he explained the merits of the article and I saw its advantages and the result was that he not only sold a pair of shoes but two other articles as well.

After leaving I returned to my hotel, feeling that I had gained much. The first "clerk" passed from my mind, as did his place of business, while the second "salesman," who sold me, left an impression which will always make me feel a welcome patron at the house he represents. One live "salesman" can sell as much as half a dozen "clerks." There is no vo-

cation that affords a wider field and a greater demand—a continual demand, than that of the salesman, the polite accommodating and willing "man behind the counter."

H. Harvey Roemer.

Morality As An Asset.

The perfect type makes a better impression, literally speaking, on the paper than does the worn or faultily cast. Why should not this be true also of men? A clear-cut character, with the strong facets of morality, will more truly print the conceptions of a man. The real men, whose characters have left their lasting mark upon the page of history, were men who were "type-high," men who measured up to their responsibilities.

The greatest men—speaking from the standpoint of their evolutionary efficiency—are not the soldiers, the men of the brawl and the camp; not the kings, the men of the court and the council; the molders of the world have been the thinkers; not the idle dreamers, but the bold thinkers who had strength to cleave out ideas and fortitude to hold them.

Socrates, Plato, Luther, Erasmus, Confucius, Mohammed, St. Paul—a group of men as great as humanity ever attained—were all moral men; their great achievement lay in the building of a deathless structure of idealism, a tower far higher than Babel and far stronger than Gibraltar. To such men, more than to the soldier or even to the statesman, does the world owe its present advanced po-

sition on the road of progress toward ultimate attainment.

The Tax on Oleomargarine.

By the Burluson bill pending in Congress it is proposed to tax all oleomargarine 2 cents a pound uniformly. The national government, in the fiscal year ending June 30, 1911, taxed 2,842,629 pounds of oleomargarine colored to resemble butter 10 cents per pound and 114,758,324 pounds of uncolored oleomargarine one-fourth cent per pound under the present law. The revenue derived was \$571,158; under the proposed tax the same number of pounds sold would have produced a revenue of \$2,352,019.

These figures show that the proposed change would result in a large increase of revenue. A reasonable tax for revenue purposes is justifiable. But a tax on colored oleomargarine merely because of the coloring is an abuse of the taxing power, and it bears heavily on the poor.

Oleomargarine should be plainly branded, and the pure food law provides penalties against misbranding. The consumer should know what he is getting, but if he likes yellow oleomargarine he should not be compelled to pay a tax of 10 cents a pound for it. Oleomargarine is wholesome. It is inferior to butter, and those who prefer butter will buy the superior article when they can afford to do so.

Laziness inspires many a man to seek a political job.

CHEESE

WE HAVE THEM

A Choice Lot of New York State
October Make---34 lb. average

A Nice Line of
Michigan Full Cream

And Wisconsin's Best
Brick, Limburger, Block Swiss

JUDSON GROCER CO.

GRAND RAPIDS, MICH.

TRIED AND TESTED.

Plans and Schemes Adapted To General Stores.

Written for the Tradesman.

The question of advertising is one of the most important the modern dealer has to face—the true keystone of business success. Run over the names of any of the larger and more successful stores and you but repeat the names of those who use publicity—first, last and all the time.

But to get down to the meat of this article—plans, schemes and ideas—I can not urge too strongly the use of such plans as these given, and similar ones, to say nothing of the steady, consistent use of your local newspapers in all cases, where you have one.

Rather a novel idea is that suggested by the moving picture shows. If there is a moving picture house in your town, go to the proprietor and arrange for him to supply you with a certain amount of tickets for a special matinee. The cost is light. Make a contract for a certain definite length of time for these matinees to run—to keep out competitors.

Now advertise in your paper—or by circulars—preferably both—that every one who buys 50 cents' worth at your store will receive the ticket free for Saturday matinee. It will make the thing more interesting if you can get some extra songs worked in and perhaps have a little local talent, or give a prize to local performers; the proprietor of the theater will be glad to help you in this thing. It may be necessary to run two or three shows in one afternoon to accommodate the people. Print on tickets that they are not transferable—this is about as far as you can go in this direction—but as it is sales you wish, it won't make much difference if some customer does secure two or three tickets.

The theater manager can have attractive advertising slides prepared for you to show during the show with your own announcements thereon. Just think this over and talk it over with the theater proprietor and see how really interesting you can make such a deal.

Here is a new variation of a stunt pulled off very successfully from time to time. Have some square, light weight cards one and one-half inches square printed on colored stock. On each square have one letter printed. The letters to read, when complete, the name of your store. For instance, if yours is the "Boston Store," have B-O-S-T-O-N S-T-O-R-E, a single letter on each card. Just enough letters to spell the firm's name. Now get a big box. Have it with glass front or glass sides, if possible, so the interior can be seen. Place the letter cards in small manila envelopes, sealed, one to an envelope. Have a good assortment of each letter, mix and fill the box. Advertise in the papers and by circulars what you intend doing. With every purchase of 25 cents, 50 cents or whatever amount you determine on, let the customer draw a card from the box. When all cards spelling your firm name complete

have been drawn, the customer gives you the complete set and receives in return a nice present. And let me say right here that liberality in advertising of this kind pays. Do not give a grouchy present. It will often take a long time to get the right tickets and you can afford a pretty god gift. If customers don't care to wait until they have the tickets for the full name, you can give a special big gift each week to the one who turns in the largest number of tickets on Saturday p. m. for the week. Tickets should be stamped with date, so old tickets could not be worked in. The prize for the largest number of tickets each week could be given the following Saturday. If you give the main present at, say, 3 p. m., and have all tickets turned in at that time, it will make an interesting weekly event. Advertise it well and have a card explaining the retails by the box of tickets. Your own ingenuity will suggest various adaptations of this idea.

A variation of the ticket or card advertising is to have printed a card three by six inches, with a strong special bargain on the back. The front of the card should be divided into two separate advertisements, one on each end of the card. These half advertisements on the front state that if the two halves are matched a present will be given at the store named. It need be only an advertising souvenir. The special bargain should be worth coming after anyway. These cards are cut in two and, of course, the back has the advertisement split in two, but the front has the little explanation on each half complete. One-half of the cards are distributed on one side of the street and the other half on the opposite side. The result is a matching bee and proves of interest and causes considerable talk.

On Saturday, when the streets are full, it is a good plan to have the windows well cleaned and a nice display made. Leave the center space open so a boy with a good sized blackboard can stand in the window and, with colored crayons, write or draw

on the board short, snappy announcements of your new goods and specials. You can prepare a list of these sentences yourself for the boy, and as he writes one he leaves it on for a few moments, then erases it, writes another and points to it. Have the sentences short and easily read.

Try advertising that you will distribute from your roof on some specified day and hour a bushel of free gifts. Tell the crowd to come and get their share. Go to the roof at the appointed time and, before going, show to the crowd from your window a bushel basket heaped high with brightly wrapped packages. Have small articles that won't break and at the time appointed let them go down to the crowd, half a dozen at a time. It will make a lively scene and cause comment for some time to come. Advertise the event well before hand and keep the basket heaped full of free presents in your window a week before the event.

The old-fashioned grab-bag sale has been used in various ways. One firm I know of had a sale in this way, and it certainly was a hummer. They had a lot of accumulations—the odds and ends of a general store. There was a lot of old jewelry, fancy boxes of soap, slightly soiled and numerous other articles, including some premium pictures which they had decided not to continue; in fact, everything that they wanted to clean up was included. The clerks got busy after regular hours and they wrapped those articles in all sorts of bundles. They were all neatly tied, but a silver thimble went into a shoe box, and those big premium pictures looked like the side of a barn after being wrapped. A window on the corner was cleaned out and boarded up in the back. This window was piled over halfway up with the bundles. It made quite a sight. Then a big circular was gotten up which stated that starting on Saturday morning at 8 o'clock packages worth up to \$1 would be closed out at 25 cents each—no package worth less than a quarter. People were invited to look in

the window, and by the end of the week people were all on to it. Saturday there was a crowd present. It had been rumored about that there were mighty fine things in that window, and there were, too. The crowd bought well all day, and at night what was looked upon as dead stock was turned into money and at no great sacrifice, either—and the advertising resulting was worth the price.

Just placing a lot of blind packages in a clothes basket by your door, and having a card, "Choice, 10 cents or 25 cents, worth up to 50 cents," over it, will help clean up odd lots. Put in some live stuff once in a while to stimulate interest.

A bulletin black-board in the store near the door is a good idea. Write live store news on it—just short announcements—and keep the board neat and clean. Change the bulletins often and it will catch many an extra sale.

I saw a simple but attractive little window advertisement the other day: A window full of small rugs. On one right up near the front of the window was a big Teddy bear, seated and gazing into a 3x6 foot mirror. He looked quite contented and caused many a glance. The mirror had an advertisement written in white across the top, "Pretty Good Values, Say I."

A handsome big doll would serve as well as the bear.

Some merchants seem afraid to do anything out of the ordinary—open the store, read the mail, clean up the store, wait on trade, perhaps have a few cards in the window, a few prices displayed in the store, maybe a newspaper advertisement, changed once in a while, home to supper and down the next morning to round out another day like the one before. Wake up! There is not only money in working these publicity stunts, but real enjoyment. It livens your salesforce, stirs up interest and makes you feel better in every way. Just look around the store and see if there is not some improvement you can make right now.

Hugh King Harris.

Just Try One in the Brown Sugar Bin

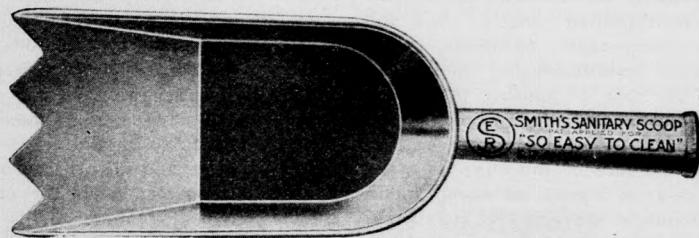
No More Sticky Fingers to Wash a Dozen Times Every Day. If it Does Not Save You More Than Fifty Cents Worth of "Cuss Words" the First Week, Send it Back to Your Jobber. 🍷 🍷 🍷 🍷 🍷

Smith's Sanitary Scoop Does the Work

It is made of the best quality steel, heavily nickel-plated, and just the size to be most convenient for you.

Dig with it—Scratch with it—Pry with it. Use the four steel fingers instead of your own. They are stronger, more sanitary and "so easy to clean." A Money-back Guarantee with every scoop if you are not perfectly satisfied with it.

YOUR JOBBER SELLS THEM AT FIFTY CENTS EACH. Add one or two to the next order you give the salesman. THE RESULTS WILL PLEASE YOU.



If your jobber does not carry them in stock, send me fifty cents in stamps with his name and address, and I will send you a scoop by prepaid express.

E. R. SMITH :: Oshkosh, Wis.



The Lure of the Modern Store Window.

Written for the Tradesman.

Suppose the illuminating units of conspicuous and artistic windows in our city stores were either removed bodily or extinguished at the hour of closing; suppose the heavy shades were drawn when our stores were closed for the night; and suppose this custom obtained with all business houses from the most unpretentious little shop to the big department store—has it ever occurred to you what our modern city life after night would become? True some places—drug stores, fountains, saloons, restaurants, cigar stores, hotels, theaters, nickelodiums and a few other places not included in this list—places of diminishing importance from a commercial or amusement standpoint—might continue with undiminished vogue; but what a depressing influence it would have upon the general tone of our down town streets! With a long succession of darkened shop windows, relieved only in part by the outstreaming light of an occasional cafe, drug store or electric theater, our gay and festive city streets would lose more than a moiety of their nightly charm. There would be something extremely depressing in the look of them, for our business windows, filled with merchandise and flooded with light, add variety and interest and charm to our city streets.

In this complex, high-gear, modern life of ours, the city is par excellence the arena of our most important activities. Here the big games are centered. Here the big stakes won—or lost. In our cities poverty and wealth are brought into the sharpest contrast; and upon the city street the hardened criminal jostles the kindly man who still maintains the good, old-fashioned notion that "no man liveth to himself alone." Rich and poor, high and low, wise and otherwise; the producer and the parasite; the well-groomed man and the unkempt—all these and countless intervening types, live within the restricted confines of our metropolitan centers. And still they come—eager, ambitious, expectant—in ever-increasing multitudes. And the task of housing them after they have come gives unending employment to our building trades. The light and lure of the city; its many voices as of Sirens; its din of traffic, its tumult of hurrying feet, its clangor and rumble and blare and glare; its promises of preferment; its prospects of pleasure; its pledges of fellowship—all combine to produce an appeal that is well nigh irresistible. The

magical spell of the city is felt near and far—and the lure and the light of it reside largely in the fascinative power of its store windows.

One of the greatest wizards of modern times is the expert trimmer. Although his function is primarily to assemble goods in such manner as to best exhibit their particular merits as merchandise of a given kind, he—believing, as he does, in giving good measure—gives us also decorative features galore, novelties without end, many little touches of human interest and delightful tid-bits of information, entertainment and diversion. Moreover, because he is of those whose deeds are good rather than evil, he switches on the current full and strong and bathes his window in light. Thus do the numerous articles of merchandise so artfully set forth, draped, arranged, trimmed, decked, staged, disposed and environed, by virtue of fixtures, mechanical appliances and ornamental and scenic adjuncts, appear no less interesting and seductive by night than they do by day. Moreover, the surplus window light—and the modern trimmer believes in the richest profusion of good illumination—streams out into the street adding its share to the illuminative forces that beat back the encroaching shadows. If the glory of a woman is her hair, the charm of our city streets is its illuminated shop windows. And the skillful window trimmer is the unseen, unsung designer and builder of the city's lure.

The modern shop window is, of course, a want-builder. That is its *raison d'être*. Inasmuch as it is necessarily prepared and maintained at considerable expense, the merchant must be assured that the investment is justified by substantial returns in the way of an increased patronage or call. That our window displays of seasonable and attractive merchandise help materially—even prodigiously—in popularizing wares is too obvious to require argument. The window trim is at once the most general and the most assuredly productive form of advertising. While the window is complete in itself as a want-building agency, in that it shows the goods and frequently indicates by price tickets the selling price, it links up with and supplements newspaper announcements and backs up and gives cogency to these and all other printed appeals. Fundamental in the creed of the progressive merchant is the belief that the consumer is able to "consume" vastly more than he thinks he can; that the circle of his potential needs is ever so much larger than the circle of his present requirements;

and that the capacity and recuperative powers of the public purse are unlimited. Consequently the whole science of merchandise, when boiled down, resolves itself into the art of increasing man's acknowledged needs. Now in transforming latent needs into active calls, the window trim is, perhaps, of all modern selling devices, the one we would least willingly part with. When the light of a city shop window fails it is as if one of the principal engines that drives our want-building machinery had suddenly blown out a cylinder-head: everything halts until repairs are made.

And we have often been reminded of the educational function of the shop window. In the dissemination of intelligence and culture the window trim plays a part that is by no means unimportant. Schools, books, magazines, daily newspapers and the fellowship of other people—these are the more prominent agencies that impart ideas, mold sentiment and supply us with the raw materials of culture. But we should not forget that there are a great many people who do not take very actively to the more difficult and formal modes of enlightenment. For books and reading many of them do not care at all. Multitudes of them are never found in our libraries, art rooms, lecture halls or theaters of the better type. While they may read the daily papers, they read primarily for sensational news items, sporting notes and salacious morsels; they are certainly not much concerned in thoughtful notes and comments on world movements. These are they who must absorb such information as they come to possess. And people of this kind are very numerous in all of our largest cities. To them the window trimmer is a kind of schoolmaster, art critic, popular entertainer and demonstrator of current styles—all in one. But the shop window does not minister alone to this class of people—and God only knows what would become of them if there were no shop windows for them to look at!—it confers its benefits upon an ever-widening constituency embracing along with the shallow and the unthinking, the more profound and serious minded members of the social body. In matters of material, and workmanship, construction or tailoring, as the case may be, and in the matters of style, finish, trim, use, etc., of merchandise of all kinds—the window is the chief exponent.

But it is the entertainment feature of the modern shop window that raises it almost to the dignity of an institution. Looking at attractive windows has become a species of modern diversion, and the charm of it appeals to people of the widest temperamental differences. The devotees of the shop window, who come to it as to a new order of shrine with a new order of devotion, represent types as wide as the poles asunder. Saloonkeepers and ministers of the gospel, millionaires and seedy clerks, faultlessly gowned women with flashing gems and scrub-women with calloused hands, old and young, serious and gay, unlearned and wise—all these pay unexpressed but eloquent tribute to the window trimmer's art as an entertainer. The very cosmopolitan character of the multitudes that throng our windows, no less than the size of the multitudes, indicates the scope of the window's lure. Whether viewed by day, or looked upon in the glory of its nightly illumination, the modern shop window is a feature—and, take it all in all, just about the biggest single feature—of the street. All kinds of motives impel people to look in upon the shop window wherein attractive merchandise is arranged with subtle art and invested with glowing colors and human interests: the desire to satisfy curiosity whetted by skillful intimations, the sheer joy of resting the eye upon harmonious arrangements and combinations of color, the anxiety to see the latest mode, our abiding interest in new and notable devices and products, and last of all—and most frequently of all—the universal penchant for being diverted and entertained. I know a serious

Attention

If you intend to remodel your Store or Office this Spring, consult us in the matter.

We can give you some valuable pointers and save you money on your outfit. Get our estimate before placing order.

Nachtegall Manufacturing Co.

Store and Office Equippers

419-441 S. Front St.

Grand Rapids, Michigan

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

Corner Ionia, Fountain and Division Sts.

Opposite Morton House

Grand Rapids, Michigan

mindful man of scholarly attainments and rare common sense who makes it a rule to spend at least three hours a week in front of the attractive shop windows of his city. When he goes out to look at shop windows, whether by day or by night, he makes it a real feature of the day's affairs. He takes his stick and fares forth with a mind thoroughly relaxed, and with his undivided attention at the freest disposal of the window trimmer who has anything novel, interesting or diverting to set forth. He tells me that, after the hard brain work of three or four days, this habit of wandering aimlessly about the down town streets, looking in upon first one window and then another, is the best method ever yet invented for recuperating one's jaded faculties and composing one's jangling nerves. He recommends it as being superior to stimulants and just as effective as a week-end in the country. While the avidity with which women take to fetching windows—particularly those windows showing seasonable displays of articles for women's wear—has often been a theme for facetious comment, it is a fact that men yield to the lure of the shop window no less readily than women do. As a matter of fact, the charm of the modern business window knows no sex—or class distinction; and, since all of us, either openly or covertly, regale ourselves with more frequent or occasional visions of beautiful windows, why not be absolutely frank with ourselves, and defer graciously to the artistry of the trimmer? It is assuredly not an undignified or an unworthy thing to yield to the lure of the shop window—and of all inescapable lures incident to our modern city ways, this of the shop window is about the least expensive and the most harmless.

Chas. L. Garrison.

The Real Value of Show Windows.

Originally the store window performed its complete function when it introduced into the establishment as much light as its varying degrees of opaqueness and the universal presence of dust-laden cobwebs permitted. That was in the "good old days," before the store window was promoted to its present position in the sales division and forced itself into its rightful place at the head of the procession as a money producer. Light can be obtained in many other ways, but the trade drawn into the store by means of goods displayed in the show windows can not be obtained in any other way, hence the modern display window.

The display window has become a partner in the business—a silent partner to be sure but one whose silence is particularly golden. Its power is measured by the amount in the cash register at the end of each week.

The real value of good window display is measured by these two standard business units:

1. New customers made.
2. Increased sales to old customers.

Now, if anything more can be asked from a bit of space confined with-

in the limits of a pane of glass, two walls and a background, name it.

The great merchants in the cities were the first to discover the real value of the window display. The development that has come in recent years is based upon so old a principle that it seems almost incredible that it was so long in reaching the present stage. Perhaps that is due to the fact that it was only discovered within recent years that window glass may be cleaned by the use of certain compounds, water, soap and elbow grease.

However that may be, the principle is this:

Everyone wants to buy what they see. The converse of this principle is about 90 per cent true; that is, no one wants to buy what he can not see.

Just how important a share this principle has had in the high cost of living, would be interesting to know, but the desire to possess everything that looks good to us is firmly implanted in the human breast, and has been the cause of many more serious conditions than the sale of high-priced merchandise. All of which, of course, is abstractly stating a principle well known to the psychologist and to the merchant as well.

Let us take a concrete example:

Our good friend, Mr. Murray, whose patronage we earnestly desire and whose dollars we need in our business, is passing our store on his way to the office, or perhaps keeping an appointment—at any rate he is passing the store. He may be a customer, and he may not. As he passes he glances into the show window. If we have been as wise and progressive as we should be, Mr. Murray will see something in our window which will arrest his attention and cause him to stop. If this particular thing which attracts his attention has been attractively displayed, for instance, a shirt or the latest creation in neckwear, he will proceed into the store and his order is certain. If this particular shirt or tie had not been attractively displayed, in the window, the chances are a hundred to one he would never have thought of looking into our window in the first place, nor going into our store in the second place nor buying the article in the third place.

Now, figure how many Mr. Murrays pass the window in a day and the problem becomes one in simple multiplication. The windows of the men's apparel stores have always been the standard for window trimmers, but still there is a great deal of room for improvements. All of the goods handled in these stores lend themselves very readily to attractive displays. There is nothing more easily trimmed than a window of clothing or shirts, but to display these articles in the most attractive and appealing manner possible, is a problem which always confronts the window trimmer.

He certainly is not a wise merchant who to-day neglects his show window. A real window display catches the eyes of those who pass, and

brings them into the store to buy; if not to-day—to-morrow, the passer-by will "fall" to the lure of the display.

Good window trims have not only the backing of good, sound common sense, but the support of psychology (which is merely a high sounding name for what we call human nature) and better still the evidence that counts with the merchant—more customers, greater sales, and the evidence of the cash register.

As inevitably as fate itself, the good window display will sell more of the goods displayed and you will have the surest evidence in the cash register.

While some of the highest priced space in the world is show window space, they more than pay their cost in sales made.

Good window displays are not only good business bringers, the lack of them turns away our trade for the benefit of our wiser competitor.

Dangers of the Fire Waste.

The year has started off with fire losses at the rate of a million dollars a day. While much of this was due to the prolonged and excessive cold weather, yet it does not promise well for the reduction in the fire waste which it was hoped to secure in 1912 as a result of the educational work done last year. The 1911 fire losses were \$234,337,250, but the loss for January of this year was 50 per cent ahead of the same month last year. As usual, most of these fires were due to the national fault of carelessness. While zero weather may account for the unusual number, most of them were easily preventable. Overheated stoves and furnaces, defective flues, and the thawing of frozen water pipes with burning paper were the chief causes of the cold-weather fires. But it is carelessness approaching criminality to run stovepipes near wood, to build chimneys improperly and leave them uninspected, to start a bonfire by a lath partition in a home to thaw out frozen pipes, and to do all the other foolish and reckless

things that make the fire waste of the country a quarter of a billion dollars a year.

Abroad, the man who would throw a match into a heap of rubbish, or who would fail to protect an overheated stove, or flue would go to jail. And the fire losses abroad are one-tenth what they are in this country, while the loss of life is nominal in comparison. With the majority of the fires due to carelessness, individual and municipal, the urgent need is the development of a sense of personal responsibility for greater precautions, especially in such a time as this, and January losses of a million dollars a day should help enforce the lesson.

Express Rates Made Without Reference To Anything.

Washington, Feb. 28—Rates of express companies are fixed arbitrarily, practically without reference even to the first-class rail freight rate. In brief that was the statement to-day of Joseph Zimmerman, general traffic manager of the Adams Express Company, at the investigation of the Interstate Commerce Commission into express rates and methods. He said:

"We make our rates regardless of what the freight rate is between the same points. I suppose no man living knows how express rates originally were made or could say definitely how they are made now."

"Do you know of any basis for an express rate?" enquired Commissioner Lane.

"It probably would be based on the distance, with a weight of 100 pounds as the unit," replied the witness.

Further enquiries by Lane developed the admission from Zimmerman that the various express companies leaned on one another in the fixing of rates to avoid warfare among them.

"Then," suggested the Commissioner, "in making your rates you have to lean on other companies?"

"Yes," Mr. Zimmerman replied. "That is about it."

Big plans do not balance small performances.



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



Clothing



How Clothing Store Advertising Appears To an Outsider.*

Ever since I received your Committee's invitation to attend your banquet I have been wondering, when I had time to think about it, what in the world I had to say to you gentlemen that could be of the slightest interest to you. I have had no instructions from your Committee as to what I was to talk about or how long I was supposed to endeavor to hold your attention. We seem to be caught in the spell of the banquet idea lately, its dinners and speeches and more speeches, until the wonder is that anyone stays to hear them. The auditors frequently remind me of O'Rourke meeting Dolan and saying: "Who's sick up to O'Rafferty's; I see the doctor's carriage there as I came by," and Dolan replied, "O'Rafferty is sick; his wife has had twins again."

It would mean very little to you to tell you that advertising must be honest, that it must be consistent, that it must be pertinent, that it must be sincere. It is true that it must be all of these things, if it is to justify the amount of money you spend for space, but you, as men who are already advertising, know these things probably better than I, and if I am to say anything that will be of any benefit, it must go deeper into the problem than simply to speak in generalities. As I look at the clothing business to-day, from my position, as an outsider, I marvel at the changes that have taken place, and all in so short a time that it seems only yesterday.

To my mind the retail clothing merchants have been the recipients of larger benefits from advertising than any other class of merchants and, having made that statement I desire to show you what I mean. If in trying to make my position clear I step on cherished traditions or run counter to your opinions, please remember I am an outsider, viewing your business from the front side of your counter and from the outside of your store, but don't forget that I also represent the fellows who make your business possible. Recall, if you will, the clothing stores of yesterday. I am not a picture painter, but in your mind you see the old-fashioned store front with its old-fashioned window; you see the piles of coats on long tables, piled up like so much cord wood, the very way a clerk yanked a coat from the bottom of the pile comes to your mind as you see the picture. That is where the name "hand-me-down" came from. It would have been more expressive to say, "Yank-me-down." A good article succumbs to its environment just the same as an individual, and so, no matter how good the workmanship was, many men felt a certain loss of self respect in wearing a suit that merited no better treatment, and your trade graduated many times, just as soon as they could af-

*Address by C. B. Hamilton at annual banquet Michigan Retail Clothiers' Association Feb. 23.

ford it, into the "made to order" class. I am not going to call detailed attention to the showing made in the store of to-day. I am not on the pay roll of any manufacturer of display cases. "Yesterdays" store sold at any old price—you always expected to buy the \$18 suit for \$15. If you didn't it was natural to conclude that you had been stung. You also expected a pair of suspenders with a pair of trousers. "To-day's" store has one price—one man's money buys no more than another's—that breeds confidence. Then compare the clerks—there is a great difference between "Yesterdays" clerks and "To-day's" salesmen. I wonder if we will ever be able to figure out the loss to the retail merchant that comes from incompetent help. Salesmen have the success or the failure of a retail store in their hands. They should be trained, should catch the spirit of the proprietor, be a real part of the institution, understand its ideals, its policy and be in sympathy with it. "To-day's" store is more and more surrounding itself with this kind of men. "To-day's" store is marching at the front in the modern evolution of business and such a store has a message to tell that combines good goods with the service. It is such a message that people will read and, reading, believe, and, believing, buy. Such a store is ready to advertise. The merchant who is running one of "Yesterday's" stores had better spend his advertising expenditure in modernizing his methods. That is the best advertising he can possibly do. I said a few moments ago that the retail clothing merchant had been a greater recipient of the benefits of advertising than any other merchants and I want to prove it, so in making out my case I want to give full credit to the changes I have just pictured.

Better methods of store management and display have contributed their share in increasing trade, but they do not compare with the part that advertising has played. This store of "Yesterday's" sold unidentified clothing made largely in sweat shops; \$25 was a high price for a ready-made suit. "To-day's" store sells identified clothing, that carries with it the double guarantee of both a well known manufacturer and the retailer. It is made under the best conditions, in clean shops, it is designed by the highest priced artists money can secure, and it is up to the minute in styles; in fact, in many cases sets a new style. The purchaser, instead of losing his self respect by wearing "ready-mades," feels a sense of pride. I once heard a man reputed to be drawing a fifty thousand dollar a year salary boast of always wearing a Hart, Schaffner & Marx suit. Can you figure how the changing of that attitude of the public to "ready-mades" has affected the growth of the business—why it has revolutionized it

and I am not sure but that this changing of public opinion is largely what has forced better display methods.

But you may question the growth of the clothing business. Here are some figures recently issued by the Census Bureau. In the five year period between 1904 and 1909 the manufacturers of ready-made clothing increased as follows:

	1909	1904	Per cent.
Number of establishments.....	\$ 6,354	\$ 5,145	23
Capital	275,320,000	176,557,000	56
Cost of materials used	297,515,000	211,433,000	41
Salaries and wages	133,000,000	84,199,000	58
Salaries	26,723,000	15,740,000	70
Wages	106,277,000	68,459,000	55
Value of products	568,077,000	406,768,000	40
No. of salaried officials and clerks..	23,239	15,671	48
Average number of wage earners employed during the year	239,696	173,689	38

But we only grasp the meaning of figures as they are compared with others and I want to make at least one comparison with a line of goods with which I am better acquainted.

Food, clothing and the home are man's strongest instincts and the furniture industry ought to follow closely in its grasp on a man's attention. Yet while for the five years mentioned the wage earners employed in the clothing business increased in numbers 38 per cent., the wage earners in the furniture industry increased only 12 per cent. In my opinion a large part of this enormous increase in the clothing business is directly due to advertising, and I am referring now to the advertising of the manufacturer. Suppose we analyze that advertising somewhat. Advertising at first used to be nothing more than an announcement or a card; it was simply a notice that So-and-So sold certain things. For years and years this was all it amounted to. Pick up your country papers to-day and you will see relics of the same kind. They change them only every once in a while and they are not really expected to exert any influence on bringing people to the store.

Later advertising took on a more descriptive form, but largely catering to price cutting of some description, and the merchant racks his brains for excuses to give for stating that he is offering his wares at from 25 to 50 per cent. below cost. He has red tag sales and blue tag sales and we who stand on the outside can not help but think sometimes that the dealer is just racking his brains for an excuse to not only give his profit away but part of his cost as well. Do not believe it—no—it has been overworked and now when for perfectly good reasons a special sale is announced and a genuine cut of profit and sometimes cost is made the people do not appreciate it. Why, I would almost venture the statement that the retail clothing business has been seriously damaged here in Grand Rapids this past year by special sale after special sale often of seasonable goods. Now, what has the manufacturer done? He has entered the field with a new motive and instead of appealing to the needs of the people, he has applied the law of suggestion and appealed to

their wants. Everybody buys things they want in preference to things they need. The automobile is the best illustration of this, and look what it costs.

The beauty of style, the beauty of cloth, of exclusive weaves, of superior features in fit and in tailoring, the advantages of being smartly dressed; in short, every possible phase of the adage that "Clothes bespeak the man"

has been played up, with the result that now a man buys several suits a year and frequently discards a partly worn one for the same reason that a woman buys a new hat. And why not? Men are just as fastidious as women, or, if not, can be made so by suggestion. I say the manufacturer has been largely responsible for this new condition, and when he goes one step farther, as he will some day, and establishes an iron clad retail price that can not be cut, only under certain conditions and at the end instead of at the beginning or the middle of the season, he will have saved the retailer from himself.

Purchasers of men's clothing can be divided into three classes. At the top stands the prosperous gentleman who takes a pride in being well dressed, to whom it makes no difference if his suit costs \$50 or \$100; he buys the best he can get anyway, no need to consider him in the sale of ready-mades; he will buy made-to-order clothes just to be different. At the other extreme stands the vast army of wage earners who buy ready-mades from force of circumstances. It is hard to make this man buy two suits where he only bought one before; the appeal to him must be along the lines of quality, the most value for his money and retail advertising must be directed at him with that in mind. But in between these two classes stand that vast army of Americans, salaried men and business men, young men and old, who think for themselves and thinking know a retailer must make a profit, but who are susceptible to suggestion.

These are the men to aim most of your guns of advertising at; bombard them with suggestions of style, of fit, play up the advantage of being well dressed and see how they respond. I want to illustrate what I mean by suggestion: Here is an advertisement from Saks & Company, of New York. I want to read it:

Evening Clothes for Men at Saks.

When it comes to Dress Clothes, we agree with you that it is a serious matter. An ill-fitting sack coat is a tragedy, but a Tuxedo, or a swallow-tail, that fails of its object—that is a blunder. The very words, Dress Clothes, presuppose dressiness. So do the very occasions upon which they

are used. The very adjuncts therewith—the glistening Sahara of linen with its cases of pearl studs, the immaculate gloves, the lustrous pumps, the stoical silk hat, or its collapsible brother—all demand the company of a coat that fits itself to the occasion.

We go out ourselves occasionally, and are not one whit less fastidious than you about the fit of our evening clothes. And if it were possible for our cutters to cut something exceptional for us, they would do it. But the best that is in them—the best cutting that money can buy—is expressed in every Tuxedo or Full Dress Suit we carry in stock. There is not a single innovation in cutting that is not embodied in every coat. There is not a single Tuxedo but has received the individual attention of an expert, nor a Full Dress Coat but displays in the symmetry of its seams the skip of the most practiced hand.

Dress Coats\$22.00@ \$38.00
 Dinner Coats 20.00@ 32.00
 Waistcoats, black cloth 4.00@ 6.50
 Waistcoats, white or
 fancy 3.50@ 15.00
 Trousers 7.00@ 11.50

SAKS & COMPANY,
 Broadway at 34th Street.

Now frankly, don't you think that advertisement would sell more dress suits than one that said:

DRESS SUITS AT
 25 per cent off.

The usual cut price advertisement on dress suits might sell to men who already realized that they needed a dress suit, but the Saks' advertisement would make them realize it—it is not the cut price that makes the strongest appeal. The appeal must reach a deeper motive. Advertising does at least two things that it is intended to do: First, it makes direct sales; second, it creates "good will." Good will is that intangible thing that you possess, that makes the people come to your store rather than go elsewhere. If you haven't any of it you are doing only a transient trade and in danger of losing it any time. If you have plenty of it, you will hold your trade under adverse conditions. It is the most valuable thing a merchant can have. It comes from a good reputation, built on honest dealing and of having what the people want.

Every manufacturer that advertises a trade marked article has a certain amount of good will in every community. This good will grows as his goods become known and give satisfaction. The manufacturer can not use this localized good will only as it is used through a retail store. In many cases there is an abundance of it in every city just waiting to be annexed by the local dealer. Let me illustrate: Some two or three years ago the Phoenix Muffler was first extensively advertised; when I read the advertisement I was at home and was convinced that the muffler was just what I needed, but when I went down town in the morning my enthusiasm had cooled, I needed a reminder; I was almost persuaded to buy—all I needed was to have buying made easy, or, in other words, know where to find it. I was not sufficiently interested to hunt for it. There was

"good will," but no one was using it. The sale was lost, so are thousands of similar sales lost constantly. During the fall and spring months of 1910-11 four clothing manufacturers of this country spent a little more than \$200,000 in the magazines alone—I have not the figures for the year 1911-12; they are undoubtedly as large—to help create a demand for their particular clothes. Remember they can not do that without helping the clothing business as a whole.

I want to relate a shopping experience, it may be fiction or not, just as you choose, but I want you to get the point; I read it first a year ago and saved it:

A Shopping Experience.

"A few days ago I had to take a hurried trip to Boston. When I arrived at the Grand Central station I remembered that I had not packed in my bag several things that I would need. There was a half hour to spare, so I made my way to a furnishing store on Forty-second street, near Fifth avenue. I bought Arrow collars, Shawknit socks, Paris garters, Kremenz buttons, etc., about five dollars' worth of stuff in three minutes' time.

"You seem to know just what you want," the clerk said to me.

"Yes," I replied, "and don't most people who come in here? Don't you find most of your patrons ask for well known articles?"

"They do in such lines as are advertised. The biggest part of our trade is in trade-marked articles. But, you know," he went on, "I don't think much of this advertising business by the manufacturers. Why, I could sell you collars just as good as the Arrow brand at a lower price."

"No, you couldn't," I interrupted, "and I'm the average patron when I say that. I don't believe the other collars would be as good. I don't know anything about them and I do know about the Arrow."

"Just then the manager of the store came up.

"How much do you pay here?" I asked him.

"Several thousand dollars a year," he replied. "Why do you ask?"

"I was merely thinking that it was a large sum and that your cost of doing business must fall heavily on your customers. Why don't you move over to Forty-first street? You could save a lot of money for your patrons.

"Of course you are not serious," said the manager. "We would lose three-fourths of our trade. The volume of business we do here enables us to sell goods cheaper, if anything, than if we were on Forty-first street."

"Yet you agree to some extent with your man (and he had) that the manufacturers' advertising is an added expense that falls on the purchaser," I continued. "I don't see the difference between the added expense of rent for a choice location and the added expense of advertising. In both cases the volume of business cuts down the average cost. The manufacturer who advertises a trade-mark is merely renting the choice location."

"Well, if you put it that way," said

the manager, "I would have to agree with you."

"Let me put it another way," I said. "Suppose you didn't carry in stock a single branded article. How much business would you lose, or gain, in your store?"

"We would lose a good part of it," returned the manager. "People want what they ask for. It is our business to give them what they want."

"Suppose," I said, "there was no such thing as a branded article and no advertising of any goods at all, what would happen? Take my own case. I have just bought \$5 worth of goods in the time it takes to get them from your shelves. How long would it have taken to sell me from a variety of unknown articles? Being a stranger, I would hesitate to trust you, in the first place. The manufacturer who advertises his product makes me confident that I may deal with you or anyone who handles the trade-marked articles. He puts you in a like position with the home town merchant whose patrons have known him all their lives."

"I hadn't thought of it in quite that way before," replied the manager. "I wouldn't want to return to the old method of barter and selling; the present way is a great deal quicker and better. I guess the dealer has more to thank the manufacturer for than we often realize. John," turning to the clerk, "I think we had better stop suggesting that advertising is not the right thing. It certainly helps our business. You know," he continued to me, "I have not really been opposed to advertising. We advertise our store in every way we can. But I hadn't thought much of this national advertising of the manufacturers except to think it didn't help us much. I see now that it helps produce more business for us and it means satisfied patrons. Instead of being luke-warm about it, we ought to be enthusiastic."

What I want you men to see is that we are in a new age of business; the elimination of waste is the watchword. In certain lines the jobber and middleman is going or gone; it is to be direct from manufacturer to consumer through the retailer. Don't

kick against the inevitable; get in line and get your share. Don't say that advertising increases the cost of selling; the facts do not prove it. "Selling cost goes down in proportion to the reputation of the goods and the favorable conviction in the mind of the buyer."

"I can not leave anything with you as I chose that is better than a quotation from John Wanamaker:

"If there is an enterprise on earth that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him that he can not hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

Solution Simple.

A lady in the center seat of the parlor car heard the request of a fellow passenger directly opposite, asking the porter to open the window, and, scenting a draft, she immediately drew a cloak about her.

"Porter, if that window is opened," she snapped, testily, "I shall freeze to death—"

"And if the window is kept closed," returned the other passenger, "I shall surely suffocate."

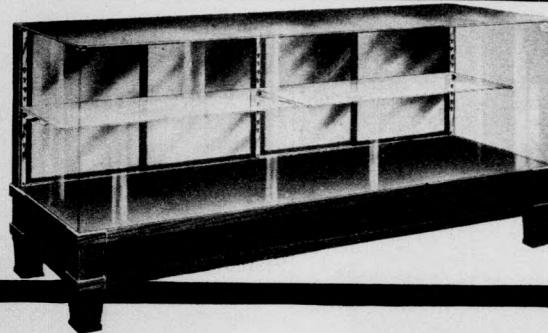
The poor porter stood absolutely puzzled between the two fires.

"Say, boss," he finally said to a commercial traveler near by, "what would you do?"

"Do?" echoed the traveler. "Why, man, that is a very simple matter. Open the window and freeze one lady. Then close it and suffocate the other."

Much of our misery is due to the fact that we think we are miserable.

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



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

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

A LEAP YEAR SESSION.

Advertisement That Was Not Sane and Safe.

Written for the Tradesman

The salesman in Quimby's furniture store waved the morning news paper wildly in his hand for a moment and burst into a roar of laughter.

"What's the answer?" demanded Quimby, who was sitting with his legs swinging off the counter, wondering how he was going to pay his rent.

"Look at this fool of a justice," the salesman answered. "He's going up against something he can not finish."

Quimby looked the question he did not ask.

"Every couple that comes to him and says the girl took advantage of leap year and did the proposing will be married free of charge," the salesman went on. "Now, what do you know about that?"

"Good advertisement," observed Quimby.

"Not so you could get much comfort out of it," the salesman went on. "Look here. I go there with my lovey-dovey to guarantee her keep during my natural life—that is, I won't, but we'll suppose the case."

"All right."

"And when we get before the justice he cocks an eye at the only lovey one and asks if this is a leap year ceremony."

"But he won't."

"Oh, yes he will, for he'll want to know whether he is going to get any fee. If he's not going to get money for his services, he'll make the ceremony a short one. You bet he will."

"Well, suppose he does ask if it is to be a leap year ceremony? What of it? What will come next?"

The salesman laughed again.

"Well," he said, "if he does ask if this is to be a leap year ceremony, and the little lovey-dovey happens to be one I'm going to take to the preacher just as soon as I find her, there'll be doings."

"Doings?" asked Quimby.

"Sure."

"What's the answer?"

"Why, when he asks that, which is equal to asking the girl if she did the proposing, this little lovey-dovey is due to hand him one. No girl in her right mind is going to have any old justice of the peace or any one else asking her if she had to catch a man and bring him in in order to get a husband. Take it from me."

"Still," said Quimby, "this scheme looks pretty good to me."

Then he went away to his desk and worked up about a quire of letter paper and covered the floor with pencil shavings. After an hour's hard struggling with the English language and a dull knife he approached the salesman.

"See how this fits the occasion," he said.

The salesman walked to a front

window and held the paper out. It read:

"BLUSHING BRIDES
"BUSY BUYING BIG BARGAINS.

"This is Leap Year. There's Many a Young Man Worth Haying. Who Hasn't the Nerve to Pop the Question. Catch Him! Girls!

"And when you've Got Him, Come to Quimby's Furniture Emporium and get 10 Per Cent. Off on all Your Household Goods.

"And Quimby Pays for the License at that. Just Tell Quimby That You Put the Question, and It Will Be All Right.

"What are you going to do with that?" asked the clerk.

"What am I going to do with it?" asked Quimby. "Why, I'm going to run it in all the newspapers."

"If you do," the salesman observed with a grin, "you'll get what's coming to you, and then some."

"What do you mean by that?"

"Why, I mean that you'll get into trouble."

"Explanation me."

"Oh, I don't know exactly what shape the trouble will take, but I know that you can't make a thing like that go in this man's town. You may be honest in the game, all right, but there'll be some food constructions put on the scheme that will make things red hot in this little old store."

Quimby laughed and called the newspapers by phone. Next day the advertisement appeared at the top of the page and next to pure reading matter in every morning issue. The salesman took another whirl at the Indian clubs so as to get into good physical condition and waited. Quimby seemed proud of his literary effort and called his friends into the store and read the advertisement to them.

About noon a lathy young fellow who looked like eight dollars a month on the old farm came in with a peach of a girl whose face told all comers that she had on her very best clothes and knew it. Quimby winked at the salesman and went forward to wait on the couple.

"Household goods," he asked, with a smile intended to reach out and catch the roll of green ones the lathy young man probably had in his pocket.

"Sure," replied the lathy young man, who wanted to make a hit before his girl, and at the same time show that he was right up to the minute in city ways. "Sure, we want to look at household goods. Didn't think we come in here to buy sod water, did you?"

"You're a keen one," Quimby said, obliterating his smile.

The lanky one looked superiorly in the direction of the girl who had on her very best clothes. In return she smiled fondly at him. It was just as plain as the nose on the bronze man on top of the city hall tower that they had been married that very morning.

The salesman left the happy ones to Quimby and went and stood by the front door. In a moment a young couple came down the street, looking in at the show windows and swinging clasped hands as they spread over most of the walk. The girl giggled when they came to the Quimby Furniture Emporium and pointed in at the windows. The young man, who had red hair and a neck like the cylinder of a steam engine, stepped up into the V-shaped entrance and, shielding his eyes with his cupped palms, looked in through the glass door. In a moment he turned to his lovey-dovey with a grin, said something the salesman could not catch and opened the door.

"They're in here!" he said, then.

"You bet they're here," the red-headed young man said. "They've come to get the 10 per cent. off."

"I always knew she'd have to propose if she ever got him," said the girl, turning up a nose which seemed to have been originally turned up quite far enough. "She's a bold thing."

"Why don't we go tell the merchant that you proposed," said the red-headed young man, an get this here rake off?"

"I'd scorn to," declared the girl. "Besides, if you can not furnish the house without puttin' me to shame, Seth Howell, I'll go back home to Ma."

"I was only jokin'," Seth defended. "Come on down an look at the furniture."

They worked their way down toward the back of the store, with the salesman following in their wake, waiting to get a word in about the goods. As they walked down the couple in tow of Quimby walked up, and presently there was only the slim shelter of a row of tall-topped sideboards between them.

The salesman began to wonder if the thing would come out all right, after all. Then he heard a snicker on the other side of the sideboards.

"I just knew Grace would have to propose to that red-headed thing if she ever got a man to marry her," came from the girl with the lanky youth.

"I'll bet all the other boys turned her down before she fell back on that squatty lump of tallow," observed the lanky youth, who did not know that the man he was talking about was about two feet away, with his red hair raising up on end at the conversation that was seeping through between the furniture.

"I reckon pretty near every cheap old mucker will be getting married now," said the red-headed man. "The girls that have been tryin' to snare a meal ticket for several generations will catch 'em now. Say, but I'd like to see that bean pole in there get the sucker mouth of his low enough

to graze on them lips!" he added, with a laugh, which was echoed scornfully by the girl at his side.

"When she gets to housekeepin'," the girl with the lanky youth said, "she won't have to light no lamps because of that red head of his. If I had a mug like hern, I'd be glad to get any color; I'm sure."

"You sassy thing!" came from behind the sideboards.

The salesman's eyes were not quick enough to see what took place next, for it is a well known fact that the hand is quicker than the eyes, also that a red-headed man is quicker than two eyes. When the police got the four indignant and badly mussed young scrappers out of the store the repair man found work enough for a week, and Quimby ordered the advertisements out of the newspapers.

"I knew right along," said the salesman, "that a girl would rather live in a barn unfurnished than to let the girls of her set know that she proposed."

Alfred B. Tozer.

Another Question.

The teacher had given them a poser that day. In the grammar lesson the question had come up as to whether a hen sets or sits. Telling the children to find out the next day, the teacher had dismissed the question until later. The children asked their parents, they discussed it pro and con, and the whole neighborhood was interested. Then some one put the question to Uncle "Billy" Lawson.

"Well," ventured the old gentleman, "that question ain't bothered me much so far. What has always been queer to me is, when a hen cackles, has she laid or lied?"

A man isn't necessarily square because he is cornered.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

Symons Brothers & Company

Wholesale Grocers

Saginaw :: Michigan



Are You Prepared to Meet the Demand that is being created daily for

MAPLEINE
(The Flavor de Luxe)

For Cakes, Cake Fillings, Candies, Ice-Cream, Etc., and for a Table Syrup better than maple.

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

Crescent Mfg. Co., Seattle, Wash.

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.

Simple Addition Enables One to Make Most of Himself.

A certain man of wealth and influence, still living, began life as a poor boy on the tow path. As he plodded along with nothing to do but see that the horse kept the towline taut, he began to plan how he would save money, buy a horse and hire him out to the canal boat men. "Then," as he says in telling of his experiences, "there would be two of us working, instead of one." And so this boy began to play a game with himself, but instead of checkers or chessman he was constantly setting up signs of addition and magnetizing them with purpose.

He bought his first horse and then began to see that it would be easier to get another than it was to get the first one. As soon as he had two or three then he had a new ideal. It was his own ambition to own enough horses so that he could give his whole time to managing them and not have to walk the towpath any more himself. This end gained, and quickly, he looked forward to having a sort of trust in horses which would not only save him from arduous labor but bring him wealth. From very simple additions he went on to multiplication—which is nothing but quick addition to fit larger manipulations—his property increasing so fast that by the time he was 21 he was well to do.

Some young men would have been content in such circumstances as he now found himself, but this young man was not satisfied to have his horizon limited by the Erie Canal. He believed that the principles of addition which he had learned would work in another field and they did prove just as effective when he took them to one of the most rapidly growing cities on the continent. No matter what he undertook he was always seeing his horse ahead. He always saw ways of making his capital work for him.

How To Add Customers.

When this man had established himself in a great wholesale business he was still studying addition—how to add the most customers to himself. This study led him to help a great many young men to establish small retail stores, so binding them, of course, to buy of him for a time, at least. Such additions as these not only increased his business but led him out into the career of a successful financier, in which profession he could not only buy horses but the services of men, in widely separated parts of the world. He always studied a man's face before he added the man's ability to the great sum of ability which he already had in his service. Great students of addition are always students of men. A man may double his earning power on the towpath by means of horses, but in many of he activities of the world he needs the services of men to advance his interests—to add to his income and influence.

This is the same old story of the doubling of the talent, and then doubling the double, and keeping on in this way until the total sum may rep-

resent the one-thousandth power of the first little gain. If you want to strengthen your imagination as to what the thousandth power of even a little thing is, sit down and multiply two by itself one hundred times. It is rather interesting that when you have multiplied ten times you have over a thousand.

Whether a man wants to exceed or to excel—the latter is the far higher thing—he needs to learn addition. Sometimes his additions may be no more than the patient dropping of the water which wears the stone way—this is when he is working for some end, some good, that is far less palpable than horses and stores and great financial operations, but in seeking which it is just as necessary to keep adding.

Building a Fortune.

Some men seem to build their fortunes as they would build an inverted pyramid. There is something like a single horse at the bottom, but the next layer is wider and longer, and the next wider yet, and so on until the top is a great flaring floor, perhaps as great as a small tableland.

But to build the pyramid in the other way requires even more patience, and moreover great faith in the final results. The crown comes last, and it seems very small, but of what intrinsic worth is it! It is no great feat to add the last stone, but great and necessary labor has gone into the laying of the successive layers, adding stone to stone at one level and many of them before even one could be put on the level next higher—all addition.

This sort of building may be compared to any process of education a man puts himself through. In entering some colleges the students must buy a loose leaved book, each of which leaves has a space for the student's name and another for a professor's signature. One of these reads, "Mr. Blank Blank has satisfactorily completed 148 hours in Greek," another has the same number of hours for Latin, another of mathematics, another of history, another of literature, another of some science, and so on. The preface is a list of requirements for the different degrees, with "one year" after many of the subjects. These years when counted up often number twenty-five or twenty-six, a third, or perhaps a half, of the average lifetime. How long they look so considered! How long they look even after much doubling up, for fortunately the student takes five or six years in one! No addition is harder for an impatient person than this sort that seems all ahead and very far ahead.

It is no task at all to add up the things that are behind you. This is a very favorite business with some people. They add up their famous ancestors and all the social and family prerogatives they have by birthright. They talk much about their famous friends. The sum that pleases them most is not one that requires ambitious effort on their part, or patience, or steady acquiring. They are simply misers casting up inactive treasure.

Many Additions To Learn.

There are a great many kinds of addition to learn in getting the sum total of existence. Some men are forever trying such false additions as adding sugar to water. You can not get more sugar in this way, and you do run the risk of having your adding activities lessened by a great sum.

Some kinds of addition are like piecing cut pictures together. What an ugly hole is left if but one piece is left out. People obliged to do this sort of addition often have a very mean way of excusing themselves for not completing the work—somebody took or lost the piece. Such people ought to be made to live all by themselves for a while, that they might see how many unaccountable things happen which they must be to blame for, since there was no one else about to disturb or lose anything. Do not try to shift the responsibility of shiftlessness.

Habit is a sum of addition. It is the sum of a great number of right or wrong actions—the sum of the results of right nerve impulses or wrong ones, stored away in nerve centers. Prof. James does not use the addition figure, but he does use the idea of acquisition—a sum—in describing habit. He says: "The great thing, then, in all education, is to make our nervous system our ally instead of our enemy. It is to fund and capitalize our acquisitions, and live at ease upon the interest of the fund. For this we must make automatic and habitual, as early as possible, as many useful actions as we can, and guard the growing into ways that are disadvantageous to us as we should guard against the plague. The more of the detail of our life we can hand over to the effortless custody of automatism the more our higher powers of mind will be set free for their proper work."

Adding To Character.

And here is suggested a kind of

addition that has already been described in another way. The man who laid the foundation of his fortune by buying a horse, in the end could command every part of procurable service—he had added them to himself. The man who lays foundations of character by adding a succession of right actions to right actions has a power within himself that acts automatically in the performing of many and great services.

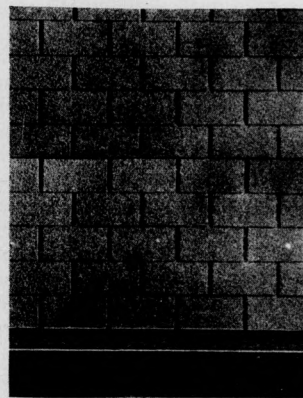
In learning to add, whether horses or habits, you must begin with one plus one, in order to make of yourself the one plus thousands. This one plus one business, however, seems so simple as almost to be not worth while sometimes. Anybody can do it. Hundreds of men have testified that to save or get the first hundred or first five thousand dollars was the hardest thing they ever did. All after that was easy. It is exactly the same in gaining ability as in gaining dollars—the first steps are often the very hardest to take, the foundation work the hardest to do. A great many people would like to do this if it was not for the long preparation, the long study of technique.

Let us say, then, and say true, that simple addition is after all very hard, and great multiplications very easy. It is more than truth in the world of accomplishment, if not in the realm of figures. Your earliest struggles seem to yield you so little. But notice! That little, once gained, seems to have a sort of momentum of its own, and it will work almost independent of you like your horse on the towpath, but always for you. You must never forget that the very first additions, seemingly simple or not, are vitally necessary to all the great operations of the later time.

C. S. Maddocks.

The fruit of a bad action may, happily, soon decay; but its seeds will still be looking around for mischief.

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

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

Write us for Agency Proposition. Distributing Agents at all Important Points.

H. M. REYNOLDS ASPHALT SHINGLE CO.
Original Manufacturer, GRAND RAPIDS, MICH.



Good Sign Writing on Inside Store Advertising.

Written for the Tradesman.

The successful merchant must be a successful advertiser. Not only must he employ the circular letter and the well-written newspaper advertisement to the best possible advantage, but he must utilize to the fullest extent the power that lies in his place of business to be its own most effective advertisement. A large percentage of this power often is thoughtlessly, heedlessly wasted.

It is all right to pay the newspaper man for publicity space in his columns. It should be worth all it costs you and more. But are you, for the lack of a little time, a little labor, a little thought and ingenuity and a tiny amount of money, neglecting to obtain the publicity which your commercial plant ought to be able to manufacture within its own doors?

In the space of one brief article it is impossible to treat of all the different kinds of forceful, patronage-compelling advertising that should grow out of and be a natural result of the store itself—the selection and display of its stock, the business system, the treatment of customers, etc., etc. Here I shall speak only of the part played by sign writing—that is, by the right sort of sign writing.

It would seem that the matter of conspicuous price tickets has been emphasized and dwelt upon in the columns of the Tradesman until there can not be a single one among all the forty thousand readers who remains skeptical as to their great utility and value.

No one who reads what successful dealers think about price tickets, or who observes for himself, questions that people like to know the prices of goods without having to ask; that great quantities of goods will simply sell themselves by the use of price cards. An observer of a psychological turn will assure you (and truthfully) that there are women so expert at bargain sighting that they can walk unconcernedly through a store and go away able to give to their friends and neighbors a minutely detailed description of the dozen or more best values that they saw displayed. These women do tell their friends and neighbors. The shrewd merchant knows that all this advertising power ought to be conserved and made to swell the profit side of his balance sheet.

So I take it that all readers believe that price cards should be used, and used not sparingly but plentifully. But there are price cards and price cards, and while all readers are believers in the price card, some are yet in the

stage of development that regards any old card that gives the facts and figures as all that is necessary; while others have reached a further stage of evolution and have come to see the grace and elegance which is given a store by good sign writing. I am referring to dry goods stores in particular, because it seems to me that with a fine stock of dry goods the beauty is more impaired by defective sign writing and more enhanced by sign writing of the right sort than is true of most other kinds of merchandise.

Almost any price card may be better than none. But a misspelled, ill-printed card has a cheapening effect upon the best of goods and makes the freshest and most up-to-date article look like a back number. Printed cards can be bought at reasonable prices, and these are better than poor hand-made ones; but a brief use of the printed cards convinces one that you never can get just what you want and all you want in price cards and the other little announcements constantly needed in a live store, without having some one at hand who can make them.

Let some one learn sign writing. It may not be necessary to go into all the intricacies of the ornamental branches of the art, but get enough to do well the work that is needed. It would be a good plan for the merchant in the small village and even the storekeeper at the country crossroads to take a short course in it, or to have a son or a daughter who happens to manifest a little aptitude in that direction take the course. I believe that many persons have talent in this line that lies unused, only waiting for a little cultivation and encouragement.

A few words as to the qualities that enter into really good sign writing:

1. Plainness—plainness to the point of unmistakableness. Let the work be done in such a way that he or she who runs may read, or rather, can not help but read. Conundrums and enigmas are out of place. Old English letters are beautiful but obscure to the average person. Do not use them. Not only the letters should be plain, but the wording and figures absolutely unmistakable.

2. Neatness. Not too many flourishes and fancy, meaningless doo-fangles. Generally speaking, a white card and neat, rather simple black letters and figures are best. This style should be the standard. Occasionally some variation may be allowed for a specific purpose. I lately saw a large number of very nicely done cards which were advertising a white goods sale. The cards were a dull

blue, the letters and figures white. For the purpose they were singularly appropriate. Ordinarily other colors besides the plain black and white should be introduced only cautiously and with discrimination.

3. Artistic effect. As I have indicated, sign writing never should detract from the beauty of a stock, but rather should add to it. So the sign writer should be a person of taste. Never forget that. But still the artistic must be subordinated to the commercial. A "sign," whatever its nature—whether it be a bulletin stating that at such an hour of such a day a sale of dress silks will be on, or a card giving "Your Choice of This Lot Val Laces—5 Cents the Yard"—is first of all an advertisement, and should be so constructed as best to fulfill its use as such. The sign writer must not fly off on some artistic tangent and forget the basic purpose of his work.

A beautiful full-page lithograph, a fine copy of an original painting, has appeared lately in some of the prominent magazines, supposedly advertising a certain well-known breakfast food. The picture is very attractively gotten up, and bringing it out in this way certainly is costing the makers of that particular cereal a lot of money. Even after you look at it for

some time and scan its beauties closely, it is hard to tell just what is the point of it all—to see just what they are driving at. It is simply an instance of the artistic being given pre-eminence in an advertisement to the detriment of the commercial.

The sign writer should avoid mistakes of this kind. Fabrix.

First Wholesale Dry Goods House in Chicago.

The first wholesale dry goods house of Chicago was opened in 1845 by Hamilton Day. In 1911 the wholesale dry goods trade of that city aggregated \$4,263,000,000. The first wholesale boot and shoe house was opened by C. M. Henderson in 1851. Last year the wholesale boot and shoe trade exceeded \$161,000,000.

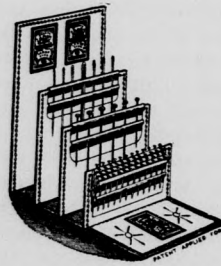
We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.



Our Stock of Staple Notions Fancy Notions Embroideries, Laces Ribbons Lace Curtains, Etc.

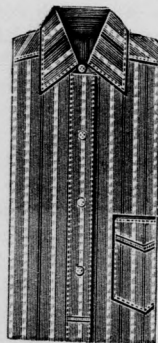
is without question the very best we have ever shown. Merchants are invited to call and inspect these lines or will be pleased to have one of our representatives call if interested.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:::

Grand Rapids, Mich.



Boss of Michigan

The brand of our shirts, and means just what the name implies—compare the style, the fit, the quality, the price, with other lines and be convinced. We show a very large assortment in Boys' and Men's.

PAUL STEKETEE & SONS

Wholesale Dry Goods

:::

Grand Rapids, Mich.

IN THE SOUTHLAND.

Activities of Grand Rapids Men in Dixie.

Citronelle, Ala., Feb. 25—I met President Wilson, of the Mobile Traction Company, a few days ago, who gave me considerable information in regard to the operation of the public utilities in that city. His statement in regard to the participation of his corporation in the paving of streets is worthy of a place in the columns of the Tradesman. Under the terms of its franchise the Traction Company is obliged to pay for the cost of paving the streets between its rails and fifteen inches on each side, outside of the same. Many of the streets upon which pavements are ordered from time to time do not need paving between the rails excepting at the street crossings. The company pays the assessment levied upon its property for street paving and the money received from this source is applied to the expense of paving the roadways outside of the tracks of the Traction Company. If in later years it shall be deemed necessary to pave the space between the rails, the municipality provides the funds to pay for the same. No inconveniences result from this practice and the Traction Company is benefited in the saving of expense when rebuilding or repairing its tracks.

A well-informed lumberman offered to wager a goodly amount the other day on the statement that John W. Blodgett, of Grand Rapids, owns more valuable timber in the Southern States than any other man. "When he was 21 years of age," the lumberman remarked, "his father presented him with 60,000 acres of the best timber land in the State of Mississippi. His father paid \$2 per acre for the land and the son still owns it intact. The land is worth from \$15 to \$20 per acre. Mr. Blodgett also owns twelve billion feet of standing timber located in the Pacific Northwest, additions to his holdings in the Southern States having been made from time to time. Grand Rapids is the home of a considerable number of millionaires, and John W. Blodgett is the richest of the lot. His wealth is not less than \$25,000,000. A man named Martin, who lived in Grand Rapids forty years ago and who is remembered by old-time residents as a member of Hubbard & Barker's band, now resides in Mobile. He is said to be the most capable timber scout in the lumber business. He has frequently been employed by Mr. Blodgett."

W. D. Randall, who sold caskets for the Powers & Walker Casket Co. forty years ago, lives at Daphne, on the eastern shore of Mobile Bay. He is an uncle of L. C. Stow, formerly Mayor of Grand Rapids, and the late Judge Alfred Wolcott.

I am spending a few days at Citronelle, one hour's ride north of Mobile. It is an old town, celebrated in history as the place where the last force of rebel troops surrendered arms and returned to peaceful pursuits in 1865. Its present population is largely composed of former residents of the Northern States. W. D. Frost, of

Grand Rapids, owns property here and has spent the past eighteen winters upon the same. Early in January he plants his garden to Irish potatoes, sweet corn, tomatoes and kindred garden truck, which he harvests and sells before returning to Grand Rapids on the first of May. During his absence in Grand Rapids the custodian of his property raises a crop of sweet potatoes and other summer vegetables and fruits. A Mr. Carberry, related by marriage to Alvin E. Ewing, of Grand Rapids, whose summer home is in Hillsdale county, Michigan, resides here during the winter months. Citronelle is located nearly 400 feet above the Gulf. It has an abundance of remarkably pure water, a delightful climate and good hotels, all of which are filled with sojourners from the states of the North. One can "eat like a horse," "sleep like a log," grow lazy and regret the approach of the day when he must leave this quiet little town.

Arthur S. White.

Protective Methods by Which Accounts Are Collected.

The greatest truth of modern medicine may be applied with equal force to business: "Prevent disease wherever possible." As the result of handling some three million dollars in collections in a period of three or four years, I am firm in the belief that the time to make a collection is before the goods are sold, if I may be permitted a Hibernism.

What does this mean?

Just this: Prevent the necessity for having overdue collections wherever possible. The methods which I have found best in bringing about this much-to-be-wished-for state of affairs are as follows:

1. The use of the local rating.

There is no reason in the world why the local merchant should be victimized by the man who does not intend to pay his bills. A "dead beat" is one of the worst enemies that a town can have and every business man in town should make common cause against him. There are a variety of ways of doing this, the best of which is to maintain an organization and appoint a local man on a salary or commission to keep track of all the buyers in the town.

Plans and specifications for this work may be obtained from any accommodating business man in a town in which this plan has been tried.

2. The enforcement of a rule that no goods shall leave the store without a definite promise being made as to exactly when they are to be paid for—if bought on credit.

At first sight this seems like such a simple requirement that it is almost superfluous to mention it, but so is the prescription that a doctor often gives to a run down patient, that of "Fresh air, exercise and to be careful not to overeat." In fact, the very simplicity of the rule given is what makes it often overlooked. Always have a definite agreement as to time payment is to be made. The rule is so good that it will stand repeating.

3. Early adjustments.

Adjust early and often. Never let

a customer pay his debts by the adjustment route; getting the adjustment out of the way at once heads this off.

4. The use of a modern collection system.

By "a modern collection system" is meant a system which never fails to have statements sent out the first of the month, or the first and fifteenth of the month, if necessary. Do not call them "statements," however—better, "memorandum of goods purchased." In big, red type on the bottom of the form state that the list is sent out to enable the recipient to check up the goods which they have received. Often mistakes and misunderstandings are headed off by getting a list to the purchaser as soon as possible.

5. A reputation for fairness in making collections.

There is a great difference between "fairness" and "meanness" in collection making—just the difference between economy and stinginess. Once a firm gets a reputation of being fair in the matter of collections, just that minute the patrons of that store make up their minds to pay promptly. On the other hand when a business man gets the reputation of being "easy," he attracts all the dead-beat custom that there is for miles around. If you doubt this statement call to mind the experience of those physicians who have the name of being poor collect-

ors. They attract all the chronic "poor" cases that there are within riding distance.

In order for a business man to get a reputation for fairness in collection-making, it is only necessary that an experienced collector—one who has handled the trade from both ends—the sales and the collection end be given the task of handling the delinquents.

Such are the protective methods by which accounts are collected, "before they become due." Corrective methods need to be explained somewhat more thoroughly, so will be taken up in detail in a following article.

C. A. Mosner.

Good Advice.

Senator Ingalls tried sarcasm in public life, and it failed. He had an exceptional gift for making enemies, and they ultimately retired him to private life. Once an intimate friend wrote asking his influence in favor of a friend desiring a public appointment. To this letter the Senator returned a very sarcastic answer, and received the following reply: "My Dear Senator—I think it would be well for you to reserve your sarcasm for the rapidly increasing number of your enemies, instead of offering it to the decreasing number of your friends of whom I am one." It is said Mr. Ingalls never forgot the rebuke, but it was too late.

Bachelors' Friends

TRADE MARK

HOSIERY

Registered U. S. Patent Office and Canada.

Greater Value Cannot Be Put Into a Stocking

We could easily cheapen Bachelors' Friend Hosiery. We could use, in the heel, *yarn that costs half as much*. We could stint on the use of the fine material that goes for reinforcement.

But we make these hose—to give you maximum comfort—as good as they can be made. Combed Sea Island Cotton only is used.

Heels are reinforced up the leg far enough to protect friction points. Foot in front of the heel is double strength. The top is the genuine French welt—the best welt ever put on a seamless stocking. Two-thread looping machines make the toe doubly strong.

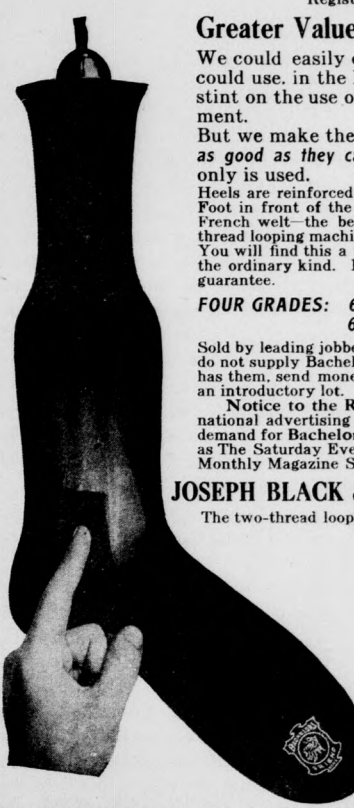
You will find this a far better wearing, more comfortable stocking than the ordinary kind. It will save you money and trouble. Six months' guarantee.

FOUR GRADES: 6 Pairs, \$1.50; 6 Pairs, \$2.00; 6 Pairs, \$2.50; 6 Pairs, Gauze Weight, \$2.00.


Sold by leading jobbers and retailers throughout the United States. We do not supply Bachelors' Friend direct. But if no dealer in your town has them, send money order covering the amount and we will send you an introductory lot.

Notice to the Retailers:—The manufacturers are doing extensive national advertising to the consumer, which will undoubtedly create a demand for Bachelors' Friend Hosiery, in such well known periodicals as The Saturday Evening Post, The Associated Sunday Magazines, The Monthly Magazine Section, etc.

JOSEPH BLACK & SONS CO., Manufacturers, York, Pa.
The two-thread looping machines give double strength at this point.



No need
of this
since he
wears
Bachelors'
Friend.



EDSON, MOORE & CO., Detroit, Mich., Wholesale Distributors

FIFTY YEARS AGO.

Facts About People of the Long Ago.

Written for the Tradesman.

Jefferson Morrison, the first Judge of the Probate Court of Kent county, was father of Miss Ellen Morrison and three bright sons. The star of the trio was Louis C. Morrison, an attorney of marked ability. He was admitted to the bar of Kent county when but a mere youth and later practiced his profession in Muskegon and Chicago. He possessed magnetic oratorical power and was thoroughly versed in the law. His early death cut off what promised to be a useful, if not brilliant, career. Walter B. Morrison was a practitioner of medicine. He served in the Federal army during the War of the Rebellion and, upon retiring from the service, opened an office in Muskegon, where he remained many years. He also practiced in Grand Rapids. Fred J. Morrison was a clerk in one of the express offices and was prominent in the National Guard, acquiring honorable commissions on account of his faithfulness to duty. He went out to the Golden West a decade or more ago and has not returned, even for a day.

Nichols & Naysmith owned a planing mill, also a sash and door factory, located at the east end of the bridge at Bridge street, south side, fifty years ago. I. H. Nichols was the father of Fred J. Nichols, of the Nichols & Cox Lumber Co. The family lived on Ottawa street, west side, near Crescent avenue. Henry R. Naysmith, after the dissolution of the firm, caused by the death of Mr. Nichols, engaged in the insurance and real estate business and was a useful citizen. His home was on the summit of the hill on Lyon street. Mr. Naysmith served the Board of Education as its superintendent of buildings and filled other public positions trustably and honorably.

One of the first to engage in the tree nursery business in Grand Rapids was George C. Nelson, a brother of Ezra T. Nelson and the father of George K. Nelson, both of whom are still residents of Grand Rapids. Another in the same line of industry was Hartwell C. Mann, an eccentric gentleman who later took up out of door photography and real estate.

John Nevius lived on a farm located on the southwest corner of Hall and South Division streets. He made considerable money by the cultivation of his fields and built the Nevius (now Gunn) building on the north side of Monroe street, just east of Commerce street. He sold his farm to Samuel A. Brown, a retired lumberman, of Pentwater, in 1872, who used it for breeding trotters and pacing horses.

In the year 1859 Frederick A. Nims was a student of the law in Grand Rapids. He was a son of Dr. Nims, a leading citizen of Jackson. When war was declared between the states of the North and the South in

1861, Mr. Nims entered the service of the Federal Government and served until the close of hostilities. He returned to Grand Rapids in 1865 and commenced the practice of the law with his father-in-law, Col. Andrew T. McReynolds, as a partner. In 1867 he moved to Muskegon and entered into a partnership with Francis Smith and the firm soon became prominent in the courts of the State. David D. Erwin and Hiram J. Hoyt were admitted to a partnership in the business and the firm of Smith, Nims, Hoyt & Erwin, while the lumber business was at its height in Michigan, enjoyed a very large practice. The partnership was broken by death, Mr. Smith being the first to pass away, soon to be followed by Mr. Hoyt.

The same year Samuel F. Perkins and W. W. Woodward, under the firm name of Perkins & Woodward, were dealers in footwear, having a store on Monroe street. These gentlemen resided on opposite corners, on Pearl street. Mr. Woodward's former home is now occupied by the Young Men's Christian Association, while Mr. Perkins' widow lives in the little old house opposite. She is the mother of Gaius W. Perkins and clings to her old home fondly.

Preston V. Merrifield and M. J. Dunphy (Merrifield & Dunphy) were dealers in cigars and smokers' goods, occupying a store on Canal street, near Bridge street. Merrifield was a pressman and when A. B. Turner brought the first cylinder press to Grand Rapids to be used in printing the Daily Eagle, Merrifield was engaged to operate it. He had charge of the Eagle press room many years, but retired to enter the employ of a contractor who was engaged in building a railroad in Montcalm county. While the work was in progress near a lake of considerable size, the graders and ditchers caught fish as time would permit, from its banks. Merrifield conceived the idea of constructing a raft which might be moved into the lake where the fish were most abundant. One morning at an early hour the camp was awakened by an explosion, which set the waters of the lake into a turmoil. Some of the men went to the bank and witnessed the struggles of two men among the shattered timbers of the raft, in an effort to reach the shore. Upon the surface of the lake thousands of dead fish and turtles were floating. The men on the raft had exploded a stick of dynamite, wrecking the raft and killing the fish.

Elias Matter, a young man recently from Pennsylvania, was in the employ of C. C. Comstock, agent, in 1858, making chairs. He was a good workman and a worthy man. Mr. Comstock advanced him rapidly to a foremanship, a superintendency and finally a partnership. Until the day of his death, Mr. Comstock often praised Mr. Matter's ability. In later years he was associated with Comstock, Nelson & Co. and Berkey Brothers & Gay and finally in this city with Nelson, Matter & Co. He

was an excellent superintendent. After retiring from the firm of Nelson, Matter & Co., he managed for several years a furniture manufacturing plant in Saginaw. His death occurred several years ago.

David M. Miller and Henry Grinnell were partners in a grocery business, occupying a store on Canal street, near Bridge street. After several years in trade the firm dissolved, Mr. Miller continuing the business and Mr. Grinnell engaging in the operation of a flouring mill with his father-in-law, J. W. Squires. Miller owned a lot and small building constructed of wood which, if it were now standing, would be in the center of Campau Square. Miller won the property on a wager in a game of poker. Cora Miller, his daughter, possessed a beautiful soprano voice and often sang in concerts. Finally she joined the Mendelssohn Quintette Club of Boston, toured the country and married the man who played the double bass. Charles M. Miller, his son, was a clerk in the Morton House a number of years and left Grand Rapids to seek employment in Chicago.

Joseph Miller was a machinist in 1858 and worked at his trade a number of years on the northwest corner of Louis and Campau streets. His home was on West Bridge street, southwest corner of Summer street. The second steam fire engine purchased by the city, named the Louis Campau, was stationed at engine house No. 3, which stood at the rear of the First Presbyterian church, and Miller was employed to run it. Miller remained in the department many years. His daughter is the wife of Cornelius L. Harvey.

Chester S. Morey commenced his business life in Grand Rapids fifty years ago as a carpenter and joiner. He was industrious and prudent. He purchased a piece of land on Pearl street, between Monroe and Ottawa streets, and after holding it for several years erected the four story building now occupied by the Lincoln Club, the Bixby Office Supply Co. and others. The site was formerly the home of Wilder D. Foster. The house crowned the summit of a hill. By the lowering of the grade of Pearl street to its present level, the house was left far above the street. The soil was heavy yellow clay and, in excavating a basement for the building, high explosives were used. One man was killed and several injured. Morey was elected an alderman for several terms by the voters of the fifth ward (now eighth and ninth wards) and rendered good service to the city. He was an ardent Republican from the time of the organization of that party until the Greenback party was organized, when he became a Greenbacker. The Morey block was occupied for many years by the American Express Co. and Shriver, Weatherly & Co., and the second floor several years by the city offices of Grand Rapids.

Dr. Joseph H. Morgan practiced dentistry and loved birds in Grand Rapids many years. He roamed in

the woods for pleasure and studied the habits of birds. He knew every species native of the State and was consulted as an authority on bird life. He was not so considerate of animals and many a deer, bear and squirrel fell before his gun. His wife was a daughter of William McConnell, the former "merchant prince" of Monroe street. Dr. Morgan's home was on Fountain street, near Union street.

John Paul (father of John Paul, County Treasurer), an Englishman, was a gardener by occupation. After residing in Grand Rapids a number of years, he purchased a tract of land on the south side of Reed's Lake and lived upon it until his death, which occurred a few years ago. Paul's landing, now owned by the Schwab Society, was named in his honor.

The Michigan House, owned and managed many years by Jacob Nagele, was located on the northwest corner of Louis and Ottawa streets. Boarders and transients were called to meals by the prolonged beating of a huge triangle.

Arthur S. White.

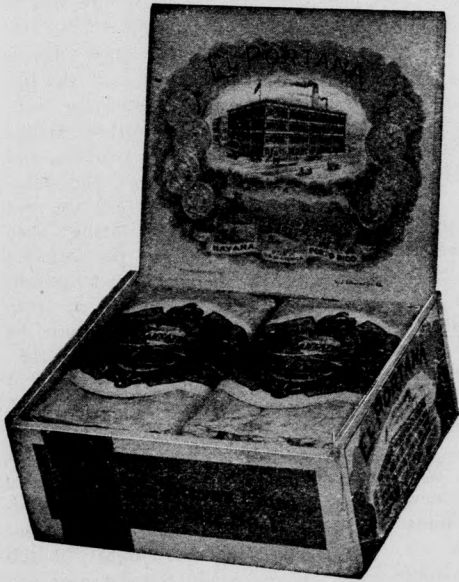
Lenten Message.

"To drop a few pleasures for a brief season, only to plunge into them with new zest as soon as that season is ended; to cut off sundry luxuries for a few days, only to take them up again with others added; to force one's self perfunctorily into a pious frame of mind at the dictate of an ancient custom, and then jump out of it at the earliest opportunity, surely this smacks of the artificial, and can accomplish no permanent good. By linking religion with petty and insignificant self-denials like the giving up of a cigar or a box of chocolates, and by magnifying the importance of paltry acts of penance, there is great danger of disregarding the whole idea of piety, and making Christianity seem a superficial and flimsy thing.

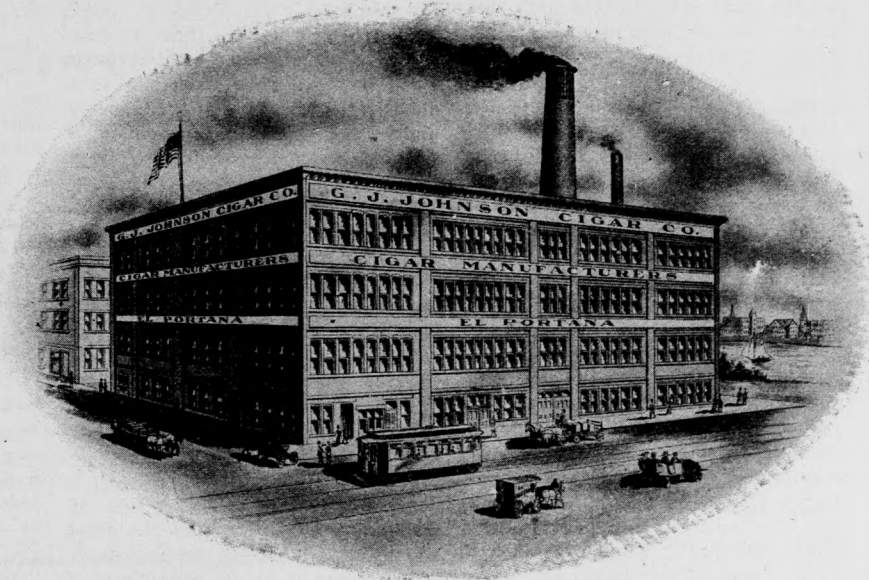
"The surface of life is just now demanding so much attention that many of us do not care to look within. Life in great cities has compelled us to consider with absorbing gaze the exterior. Our lives are lived under the eyes of others and we are solicitous as to what they see. Reputation was never worth so much as it is to-day, and we must have it even at the expense of our character. We place unwholesome emphasis on externalities. We are expert judges of the skins of things. We dote on appearances. We are devotees of the surface. We are adepts in the use of enamels, varnishes and veneers. We gild many things and whitewash many others. We make a show even although we have little to make it out of. We keep up appearance even if it kills us. Life for many becomes a haggard struggle to please the eyes of mortals. It is a truism easily forgotten, that God sees not as a man sees. Man looks on the outward appearance, but the Lord looks on the heart."—Woman's Home Companion.

Some men are good because they are not clever enough to be otherwise; but that very lack of cleverness is their real salvation.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

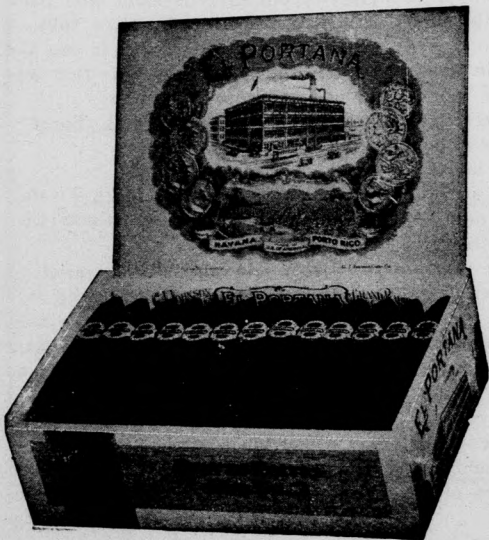
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



AFTER MANY YEARS.

Never Can Tell When Advertising Brings Results.

Written for the Tradesman.

The man is not a grouch; far from it. He is a successful merchant on Canal street. He pays his bills, and does the right thing in other than financial matters.

But he does not know much about advertising. He advertises in nearly all the cheap dodges that are presented to him. With him advertising is an expense, and not an investment.

If he should, some day when he gets a little more money, ever go back to the soil, it is doubtful if he wouldn't kick on planting any seeds that would not come up the very next day and bring a large profit.

When a solicitor for the "Fair Book" went to him to talk about the advantages to be derived from bringing several hundred thousand dollars to the city during fair week, he looked thoughtful for a moment and then said he would think it over.

Nothing would change that attitude. He wanted to think it over. The missionary for the Fair went away and returned the next day, hoping that the merchant's thoughts had been steered in the right direction.

"Nothing doing," said the merchant, when the hopeful solicitor shoved his nose in the doorway. "I have been looking over my books, and I fail to see where the Fair does me any good. My sales are never larger that week than at any other time in the fall."

"Well," observed the solicitor, "you can't expect every man who brings money here during fair week to walk straight to your store with it and shove it under the door if you chance to be out. You've got to wait for some man who wants something in your line to get hold of this new money and bring it to you. The first thing to do is to get the money into Grand Rapids."

"Nothing doing," insisted the merchant.

Now, the solicitor was prepared to demonstrate—with a fountain pen and a pad of copy paper—that a certain per cent. of all the actual currency handled in Grand Rapids is every year invested in the sort of goods this merchant exposed for sale. Have you ever figured that out?

This per cent. business was brought to perfection by the insurance companies. Their figure men will tell you in about two minutes just how many men out of a thousand will have a mole on the right side of the nose. Therefore, an advertising solicitor—in his anxiety to please—ought to be able to show a merchant just how many dollars' worth of goods he will sell if the volume of currency in his town is \$40,000,000, and how many more dollars' worth if the volume is \$60,000,000. These averages are wonderful things.

But that merchant would not listen. He would not even give the solicitor a couple of hours in which to make himself understood on the law of averages. If the money that

came to town in the pockets of Fair visitors during the Fair didn't reach him the first day the visitors struck the city, that settled it.

He was willing to admit that the West Michigan State Fair would be likely to bring a heap of money to the city, but he expressed the further conviction that if his fellow merchants got hold of it first that would be the end of it for him. He knew he had to pass his own cash receipts out to Tom, Dick, Harry and the Good Lord only knows who else, but he seemed to think that his contemporaries kept theirs.

Well, while the merchant and the solicitor argued over the matter Uncle Ike came into the store and sat down by the radiator near the desk. Uncle Ike is a favored character there. He sat listening to the war of words for a time, and then hunched closer to the speakers.

"Nothing doing," he heard the merchant saying. "What I wouldn't get during the Fair I wouldn't get at all."

"That's funny, too," said Uncle Ike.

"What's funny?" demanded the merchant.

Uncle Ike grinned at the Fair man. "Ever hear about Aunt Sarah's new silk dress?" he asked, pretending to ignore the merchant, but, all the same, watching him out of the corner of a shrewd gray eye. "It was funny about the new silk dress."

"Come on, Uncle Ike," the merchant said. "You've got a story secreted about your person somewhere out with it."

The merchant wasn't overly anxious to hear the story just then, but he was anxious to have the stream of eloquence pouring out of the solicitor shut off. Even the stories of a lazy old man were preferable to the long-winded arguments of the Fair Book man.

"Aunt Sarah would go to the World's Fair," Uncle Ike began, "and the worst of it was that she had no one to go with her but me, her long-sufferin' brother. Someway, we always called Sarah 'Aunty.' I got into the notion by hearin' others call her that, and just dropped into the habit, although I am her brother."

"So Sarah and me started off to the World's Fair. Sarah gave me the money she had saved up for the trip, and I put it with mine. Altogether, we had somethin' over \$100 in cash, besides the return tickets, an' I felt like we could buy about everythin' there was in Chicago if we wanted to. I kept the money in an inside pocket of my vest, an' kept the vest buttoned up mighty tight, at that."

"The reason Sarah did not want to carry it was that she had a brand new silk dress, made by Almira Talmadge out of the best silk to be bought at Simon's new store. She was proud as a peacock of that new silk dress. She used to keep lookin' behind her on the Fair grounds to see what effect its magnificence was a-creatin'. She thought it was about the swellest thing that ever took a year's saving up to get. I don't know what the Fair thought about it."

"You know how it was in Chicago World's Fair year—hot and close and crowded—with a lot of hotels just knocked up out of pine boards and furnished with slazy stuff from the installment stores. We got into one of them hotels down near the Fair grounds. The old Alley L. pounded by our window, an' the noise of the streets was something frightful."

"Sarah's rom was right next to mine, an' there was a transom over each door. We had been there a week, and was most ready for a square meal back on the old humstead when somethin' happened. About 1 o'clock in the mornin' I heard Sarah a-poundin' on the inch pine wall between the rooms an' shoutin' like she was crossing of the dark river an' no boat in sight."

"I hits the floor mighty quick, thinkin' of all I had heard about thieves an' murderers in Chicago, an' prances into Sarah's room in my nightie, the one with a pink ribbon in the collar. I finds Sarah in a panic, a-rockin' back an' forth on the side of her wrenchin' an' screechin' bed, an' a-lifting up of her voice like a-rl go-bang."

"Oh, Ikey," she says to me, 'I've been robbed. I folded up my new silk dress in a neat package and hung it on the wall there, an' now it's gone. Some man reached right through the transom an' took it. I saw his hand.'

"There ain't no use tryin' to console a woman for a new silk dress when it's been stole from her, so I didn't try. I just stood there in my nightie and expressed my opinion of Chicago, from Kensington to High Ridge avenue."

"Now, Ikey," says she to me, when I stopped on account of havin' nothin' more to say that was original, 'I'm never goin' back without that new silk dress. I'd be the laughin' stock of everybody around the Meach schoolhouse. You've got to take enough of our money an' buy me a new silk dress. I'll save up eggs and butter money until I've paid you back.'

"It might be a mistake," said I. "You lie quiet for a day or two an' mebbe the party what took the dress will bring it back. In the meantime, I'll advertise it in the newspapers."

"So I went back to my room to put on my new suit, an' the vest wasn't under my pillow where I had put it. It was tucked away in a corner under the bed. When I looked in the inside pocket there wasn't any more money there than a robin could carry in his left eye. An' us with the hotel bill only half paid and the tickets back home gone. I could see the finish for the new silk dress."

"I ain't a-goin' to tell you what I said to Sarah for losin' of her dress, nor yet what she said to me for losin' of our money. She wouldn't go out of her room until I got money from home, an' I was mighty hungry before I thought of pledgin' my new gold watch. But I put the advertisements in as soon as I could, and offered a reward for the return of the dress."

"So we went back home an' wait-

ed eightee years for that new silk dress to be brought back. Every letter Sarah's got in all that time looked to her like it had a hint about that dress in it, until she got it open."

"Don't be impatient,' I used to say to her. 'Give the advertisement a chance to percolate.' So she waited, and I waited, and the other day it come."

"What's that?" demanded the merchant. "You never got that silk dress back again, did you? Where was it all that time? Who stole it?"

"It wasn't stole," replied Uncle Ike. "A man who was leavin' the hotel reached through the wrong transom an' got it. It was three weeks before he found out his mistake, and then there was no tracin' the occupant of that room. Well, sir, not long ago, he bought some seed onions of a farmer, and the farmer's wife went to the garret and brought out an old, old newspaper to wrap them up in. On the way home he noticed the paper was dated World's Fair year, and so he read it, kind of to bring that time back to his mind, I guess. And there he saw the advertisement for Sarah's new black silk dress. After more than eighteen years that advertisement brought results! I heard you two talking about advertising, and I thought I'd tell you about Aunt Sarah's new silk dress."

"Is that right?" asked the merchant.

"Sure! The dress came back good as new. Hadn't never been taken out of the package, so it was wrinkled some, but Sarah's wearin' of it to-day. Made over? Why, yes, a little, but it's a pretty good dress yet. Wasn't that funny? After eighteen years."

"And if you don't get returns the same day," laughed the agent, turning to the merchant, "you think you have been defrauded."

"It begins to look to me," said the merchant, "as if you brought Uncle Ike in here to tell that story! Anyway, I'll take that advertisement. If it doesn't bring results for eighteen years I may be dead, but my son will be right here in business, and he'll get the benefit of it."

You never can tell when a properly written advertisement will bring results. A mail order man told a friend, the other day, that it was the advertising he did last year that was selling goods for him now.

Alfred B. Tozer.

Tact Lacked.

Miss Clara Clemens, Mark Twain's daughter, was talking at Atlantic City about entertaining:

"Tact," said she, "is essential to good entertaining. I once dined at a house where the hostess had no tact. Opposite me sat a modest, quiet man. This man suddenly turned as red as a lobster and fell into a horrible fit of confusion on hearing his hostess say to her husband:

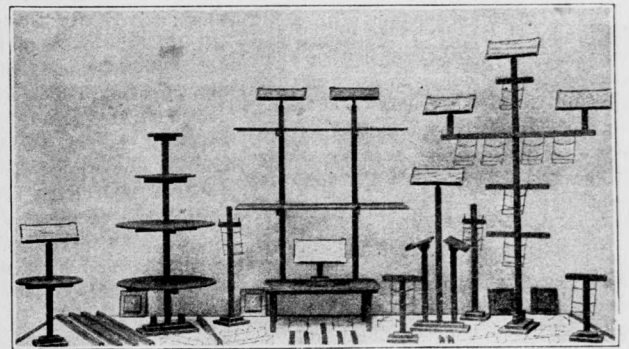
"How inattentive you are, Joe. You must look after Mr. Blank better. He's helping himself to every-

Pull for



THE ORIGINAL AND PATENTED SET OF INTERCHANGEABLE WINDOW FIXTURES

....Every Grocery man that has purchased a set of my YOUNIT Window Fixtures states most emphatically that they make a strong and successful pull for new and transient trade thru the unlimited possibilities they lend to making the show windows do effective work because of their wonderful interchangeable possibilities.



Copyright 1911

THE FULL SET

Patented 1911

The above illustration shows entire set of No. 14 GROCERY YOUNITS comprising 125 YOUNITS to the set. There are 17 display slabs made of well-seasoned oak lumber. 10 of the slabs are fitted with tilting metal adjustments on back for holding them in different positions. The remaining 108 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS, and EXTENSION UNITS, in assorted lengths and sizes which will enable you to make HUNDREDS and HUNDREDS of Window Trims and as many odd and standard fixtures.

YOU NEVER NEED A TOOL

- No. 14 Set... 125 YOUNITS. PRICE \$26.00. For two large grocery windows and besides inside store use on counters and cases. This set will display groceries packages, bottles, fruits, candies, cigars and fancy goods.
- No. 14½ Set... 65 YOUNITS. PRICE \$15.00. For one large grocery window and besides inside store use on counters and cases. This set will display groceries, packages, bottles, fruits, candies, cigars and fancy goods.

I Make Sets for the Following Lines: (Patented 1911.)

- Set No. 14 For Grocery, Bottle Goods and Sundry Windows.....FULL Set has 125 YOUNITS. Price \$26 00
- Set No. 14½ For Grocery, Bottle Goods and Sundry Windows.....Small Set has 65 YOUNITS. Price 15 00
- Set No. 4 For General Store, good for groceries, shoes, dry goods, clothing, hardware, etc.....FULL Set has 110 YOUNITS. Price 20 00

READ THIS ONE

A. H. SETRON

N. W. Corner Market St. and Court Square
Parkersburg, W. V.

Dec. 26, 1911

The Oscar Onken Co.
Cincinnati, Ohio.

Gentlemen: I take great pleasure in sending you my check for set of YOUNITS. I feel so that every dollar I am sending you has made me \$10.00.

Our Christmas trade this year was beyond expectations and I contribute a great deal to my fine display of your fixtures.

Wishing you a prosperous New Year, I remain,

Yours respectfully,

A. H. SETRON.

Prices are net F. O. B. Cincinnati Factory. Each set is put up in a Hardwood Hinged-lid Storage Chest (oiled finish.)

They are made in one stock finish, weathered oak and in a soft mellow waxed blend.

A book of window trim designs sent with each set sold, showing what can be done with ONKEN YOUNITS. Every set guaranteed to give satisfaction. Shipments made at once.

THE OSCAR ONKEN CO.

Established 32 Years

780 Fourth Avenue
CINCINNATI, OHIO, U. S. A.

Order thru your JOBBER or DIRECT

The Oscar Onken Co., 780 4th Ave., Cincinnati, O.
Send me your Window Fixture Booklet.

Firm _____
 City _____
 Business _____

THE HAPPINESS CURE.

Nature Can Restore Health by Perfect Harmony.

Health is harmony. Disease is discord. The more perfect the harmony in the human system, the better the health; and happiness invariably produces harmony. When the forces and elements of mind and body work together in harmony, wholesome conditions are naturally produced; and if the creation of wholesome conditions is continued for any reasonable length of time, all disease will finally disappear. There can be no discord when the harmony is full and complete; there can be no darkness when the light is sufficiently strong.

The happier you are the less energy you waste, because added happiness means added harmony, and the system wastes no energy while it continues in perfect harmony. The less energy you waste, the more vitality you will possess, and the greater your supply of vital energy, the less liable you are to sickness. When your system is absolutely full of vital energy, you will contract no disease whatever, not even diseases that are said to be contagious. Retain all your energy and you will never be sick; but to this end harmony must be perfect, and perfect harmony is possible only when happiness is continuous.

When the human system is thoroughly harmonious, every particle of food that is taken will contribute its full nourishing power, and to properly nourish the system is one of the chief secrets of health. In the average system, however, a great deal of the food taken is not digested, there being too much discord among the digestive forces, and, therefore, actual starvation obtains in the midst of plenty. There are millions of cells in the majority of human bodies that are daily starved to death, regardless of the fact that three square meals are eaten every day. These starved cells wither up and become waste matter, clogging the system, thus giving extra work to the force of elimination and reconstruction. And the more energy you use up getting rid of useless matter, the less energy you will have for your work, your life and your thought.

A fit of anger, or prolonged excitement, is frequently followed by a cold; and the reason is that agitation, in every form, tends to prevent proper digestion and assimilation. Most of the food that is taken at the time, or that has been taken within the last eight hours, will simply become waste matter; and all the starved cells will, in like manner, become waste matter; the system is thus clogged from two sources, and what we call a cold must naturally follow. The system, however, would have been clean and well and properly nourished through and through if there had been no anger or excitement, but harmony and happiness instead.

There would be but few cases of indigestion if happiness and harmony

were continuous in every mind; and when you prevent all the ills that come directly or indirectly from imperfect direction, you prevent fully three-fourths of all the ills known to human life. But the powers of happiness and harmony do not end with the digestive functions; their effect upon the nervous system is just as far-reaching and beneficial. Make continuous happiness a part of your life, and your nerves will be as good as new as long as you live. The same is true concerning the mind. Nourish your mind with happiness as you nourish your body with food, and the ills of mind will never gain a foothold in your life for a moment. You will be mentally vigorous and strong every day, even although you should live as long upon earth as those worthy examples of ancient days.

The forces of growth, recuperation and reconstruction are all given a healthy stimulus by happiness. No matter how tired out the system may be, it will recuperate in a very short time, if you are thoroughly happy; but this the average person fails to do. When he feels tired he permits himself also to feel downcast, weary and depressed; and, therefore, instead of helping nature to restore normal conditions, he places every possible obstacle in her way. When your horse is wearied by one load, you do not expect to give him a rest by having him hitched to a heavier load. And this is the very thing the average man does to his own personality. When his body is tired from physical burdens, he gives it a mental burden instead, and is blind enough to think that he is giving his body a rest. Mental burdens exhaust more vital energy than the hardest kind of physical work; and mental burdens are always useless; but they can be removed completely by the power of happiness.

But there is happiness and happiness; there is the genuine and the counterfeit; the former produces harmony, health and virility; the latter produces weakness, depression and hysterics. When you are bubbling over with joy, and feel like shouting, you are not happy; you are mentally intoxicated; and intoxication, whatever its nature, is an enemy to health. True happiness is calm, deeply felt, composed and contented. It is not merely intellectual, nor is it lacking in feeling; it is not necessary for the mind to run riot in order that it may feel deeply, or express the full warmth of tenderness and emotion. Those emotions that are deeply felt and calmly serene are always the most tender; they are what may be termed the full emotions, because they express all that is tender in body, mind and soul; and they therefore give the highest and most satisfying form of joy. True happiness enjoys all things deeply, but serenely; and you can always know when you have such happiness because it makes your countenance radiate with a restful sweetness.

To gain real happiness the first es-

sential is to train yourself to think constantly of the great value of such happiness, and especially with regard to its health-producing power. Such thinking will tend to produce a subconscious desire for happiness, and what the subconscious begins to desire it also begins to create. Train yourself to think of happiness as a mental necessity, just as food is a physical necessity, and you will gradually train every element and force in your system to work for the creation of happiness. By creating within yourself a constant demand for happiness, you will inspire the elements of your own nature to produce the desired supply, and before long the happiness you desire will become a permanent part of your life.

Every moment of joy that comes to you should be entered into with a deep, contented calmness. Do not permit your happy moments to bubble over on the surface, and do not permit yourself to be wrought up when occasions for great joy come into your life. Make it a point to turn your attention to the richer depths of every joy that you feel, and your enjoyments of all things will not only multiply many times, but the effect of your joy will be most beneficial both to mind and body. Gradually your happiness will give you that calmly sweet contentment that makes the whole universe look good. And so long as you dwell in the mansion of that form of contentment, sickness can never enter your door.

Learn to look upon life as a privilege instead of a hardship. View all things, not from the valley of discontent and limitation, but from the mountain top of all that is rich and great and marvelous in the sublimated nature of man. Learn to think that everything must come out better and better if you only do your best; then proceed to do your best. Have no fear of results so long as you do your best; and believe firmly that whatever comes to him who al-

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

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

Just as Sure as the Sun
Rises

VOIGT'S
**CRESCENT
FLOUR**

Makes the best Bread and Pastry

This is the reason why this brand of flour wins success for every dealer who recommends it.

Not only can you hold the old customers in line, but you can add new trade with Crescent Flour as the opening wedge.

The quality is splendid, it is always uniform, and each purchaser is protected by that iron clad guarantee of absolute satisfaction.

Make Crescent Flour one of your trade pullers—recommend it to your discriminating customers.



Voigt
Milling
Co.

Grand Rapids
Mich.

Buckwheat

We are in the market for 20,000 bushels of new buckwheat and can use in car lots or bag lots. Don't fail to write or phone if you have any to offer.

Highest price paid at all times.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

ways does his best must of necessity be good. If it does not appear to be good, it is only temporarily disguised, and will soon reveal itself to be the greatest blessing that could have been desired. No person can be unhappy who lives in this thought; and he who lives constantly in this thought will not only become happier, and thus healthier, but he will also discover that things always turn out better and better when we do our best.

Do not think that it is necessary to carry such a weight of responsibility. The universe is held in position by the law of gravitation; do not wear yourself out trying to hold it up. Do not think that the human race will be saved through your anxiety, and do not think that your own welfare or success in life will depend upon how much you worry. Do your best, and leave results to the laws of life; do not worry for a minute, and do not be anxious about anything; do your best in the present and everything will be better for you in the future; this is the truth; then train yourself to deeply realize that it is the truth, and you will always be happy.

Do your part in the world as well as you possibly can, and let nature carry the responsibility; she is not only able, but most willing; in fact, that is what she is here for. You are not required to carry anything on your mind, and you are not called upon to be anxious about results in a single field of action anywhere in the universe; you are just called upon to do your best now; but to do your best you must be happy. It is easy, however, to be happy when you know that everything will be better so long as you do your best.

Make it a point to be happy just as you make it a point to be clean, to be presentable, to be properly dressed, to work well, to be efficient, to be worth while, to be true to all that is in you. In brief, make the attainment of continuous happiness and greater happiness a permanent part of your strongest ambition. You will soon find results. Your unhappy moments will become less and less frequent, as well as less and less significant, while your happy moments will become so numerous as to almost become one continuous moment, and the richness of your joy will increase daily to a most satisfying degree.

Avoid all unwholesome mental states, such as fear, anger, worry, depression, disappointment, discouragement, gloom, sulkiness, moroseness, pessimism, sadness, harshness, resentment, remorse, anxiety and states of a similar nature. Find fault with no one, condemn no one, antagonize no one; but, first, refuse to be anxious. Anxiety saps more life and energy in a day than work does in a week; we all know this; and as anxiety can not possibly be of any use at any time, we are not justified in being anxious for a single minute. To remove anxiety, however, we must view life, not in the old way,

but in the new way. That is, we must learn to know that all things contain possibilities for greater and better things, and that we have the power to bring out those greater possibilities at any time and under any circumstances. When we begin to preach and practice the gospel of strength instead of the gospel of weakness, we shall not be anxious any more.

To be happy constantly in this deep, calmly contented manner, is to steadily increase the power of harmony in your system; and the more harmony there is in your system the more energy, the more vitality and the more wholesome conditions there will be in your system. Finally, the power of the wholesome will become so strong and so completely established in every nerve and cell and atom that all disease, if there was any, will have to leave. And if you wish to hasten this great day of freedom, you can do so through a very simple exercise.

Whenever you feel this deep, calm contentment, turn your attention upon those organs or parts in your body that require better health. Try same deep, serene happiness that you feel, and you thus produce in those organs a greater degree of harmony. Repeat the exercise as frequently as you can. Try to feel happy in that organ that needs health and strength. Where you feel real happiness you produce harmony; and when you give nature perfect harmony she can restore perfect health every time, no matter what the ailment may be. A little practice will convince you that the healing power of happiness is very great, indeed; and it becomes doubly so when combined with temperance. We should therefore write the rule of life in this fashion:

Be temperate in all things.

Be happy at all times.

Christian D. Larsen.

Some Plain Facts, Plainly and Simply Stated.

Character is composed of sincerity, courage, self-control and sympathy. It is the basis of individuality, the foundation of morality and the sworn foe of the false and the unsound. Without character a man can neither respect himself nor win the respect of others.

When you are at work your time belongs absolutely to your work; when you are at play, to your play. Do not mix them.

It is a strange thing how flattered some men are when they are called spendthrifts.

Getting out of the rut does not necessarily mean jumping the traces. It is a queer fact that the moral coward is usually a brave liar.

An ounce of thoroughness is worth a pound of speed.

The man who saves amasses capital that enables him to take advantage of the great opportunity when it comes. The man who works hard likewise amasses an unseen capital that likewise enables him to seize opportunity and advance. Work is capital in liquid form.

How many years of time could be

saved every day, if every worker in the world made a vow to save only one second?

Self-respect is the greatest of all assets in the struggle for business success.

Successful men keep their eyes on their own side of the fence.

Excuses are the children of insincerity.

Don't make excuses—make good.

The man who tends to his own business seldom has time for the business of others. One may gauge anyone's business ability and success by the amount of time he spends talking about the other fellow's business.

Learn to look at the world and your work with a balanced and clear brain, not with your prejudices. Prejudices are like colored glasses; they change the whole familiar aspect of things.

Unsuccessful men usually have time to mind other men's business. That is why they are unsuccessful.

Daring that wins, the world calls success; daring that loses, recklessness.

Bad luck? 'Tis only another name for bad judgment or bad habits.

Don't stop and figure out why you ought to be well satisfied with yourself. You probably will multiply by too large a figure and then fail to subtract enough. It is better and safer to figure out why you should not be satisfied with yourself.

Explanations are like excuses. Doing or saying the wrong thing may be a misfortune, but trying to explain it is disaster.

The progressive man always is looking at the job ahead and equipping himself to deal with it.

Punctuality, proficiency, promptness and prudence are four P's well worth cultivating.

He who "gives himself away" naturally feels cheap.

The opportunities which some of us would throw away as useless other men would find it impossible to fail with.

Success is the realization of the estimate you place on yourself.

It is about as hard to keep a good man down as to help a poor one up.

Responsibility walks hand in hand with capacity and power.

Credit is like a revolver underneath your pillow—a greater comfort when you do not need to use it.

He who does to-day what the other man thinks of doing next week, is the man who gets ahead.

Frank Stowell.

Short cuts to fortune are often bottomless cuts.

BROOMS
J. VAN DUREN & CO.
 Manufacturers of
High and Medium Grade Brooms
 Mill Brooms a Specialty
 653-661 N. Front St. Grand Rapids, Mich

Valley City Biscuit Co.

Grand Rapids, Mich.

Manufacturers of

Cookies and Crackers

Write for Price Lists

We Make a Specialty of 10c and 12c Cookies

NOT IN THE TRUST

IMPORTANT

Retail Grocers

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

Baker's Cocoa and Chocolate

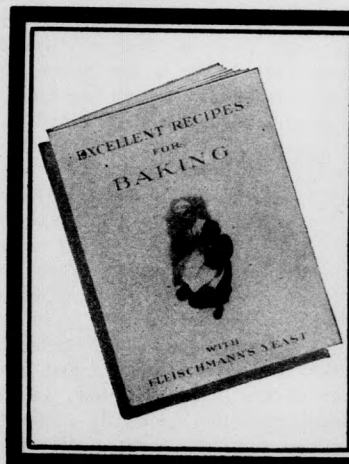
with the trade-mark on the packages.

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

MADE ONLY BY

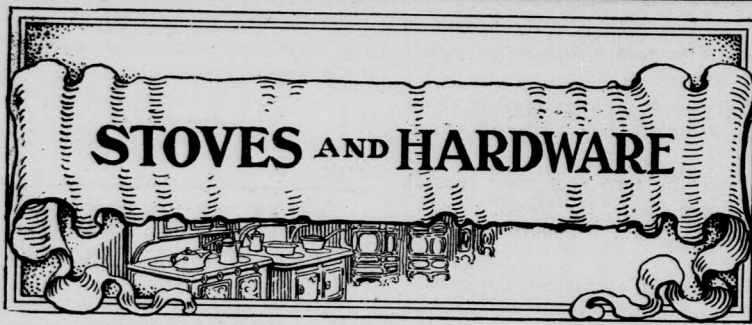
Walter Baker & Co. Limited
 DORCHESTER, MASS.

Established 1780



INCREASE your sales by requesting your customers to write for one of these books. They are absolutely free.

THE FLEISCHMANN CO.
 427 Plum Street,
 CINCINNATI, OHIO.



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

One Thing Lacking in the Store.

"James M. Conrad, Hardware and Implements." Such was the announcement of the golden letters of the sign. And when the letters grew dim, James M. would have another layer of gold leaf put on. So had the other James M., his father, done before him.

Inside of the store, stock and fixtures matched the outside sign in brightness.

"The Conrads always were good storekeepers." So folks said, and said truly.

For a good bit more than a century Hanford county had been well shaded by a grove of family trees. The most venerable trees grew in the town of Hanford. James M. was the main branch of one of those trees. (Nobody ever called him Jim.) James M. sold goods with the same dignified air with which he would have asked a guest: "Will you have a leg, or a wing, or piece of the breast?" or with the condescension with which he would have handed the gizzard and the neck to a mendicant at the back door. It depended upon as to whether or not the purchaser was part of a family tree or just a weed.

And neither guests at your board nor beggars at the door are likely to criticize the food you offer.

Such were the conditions in Hanford when the new road came in and brought a roundhouse and a square shop.

Then several queer sorts of people came in. People who do not care a capsule whether your ancestors came over in the first cabin of the Mayflower or the storage of a Cunarder. These people called for goods of many sorts that James M. had never stocked. They insisted upon having them. James M. gasped as violently as his dignity would permit, and then stocked goods that were gaudy, rather than good. In fact, James M. arose beautifully to the demands of the changed conditions; at least to the material demands.

All of the many classes represented among the new arrivals looked admiringly upon the merchandise in the store of James M. But, either with or without a purchase, a good many of them backed out as fearfully as though James M. and his clerks were microbe carriers. Even more terrible to relate, those longer residents who, in the past, had humbly kept the places of weeds growing in the gra-

acious shade of the family trees, commenced to see something humorous in James M. and his clerks. Farmers who had meekly accepted whatever form of implements they had been offered actually demanded implements that they had only seen pictures of in the papers. That made James M. feel real bad. However, he stocked the implements the resurrected farmers wanted. In a short time he had a stock representing double the average investment of the past. But after a little spurt, business went back, back, back. The James M. who had never been called anything "for short," who always addressed his clerks as "Frederick," "Harrold" and "William," commenced to wonder what was the matter with the rest of humanity. Fear of money loss was only a secondary cause for dejection, for the Conrad family tree was well rooted financially; but an overheated appendix never gave a man more intense material agony than came to James M. mentally through wounded pride.

Just when James M. was looking upon life as a three-film show of interrogation points, something happened. The extent to which the happening was spread out made him seem shorter than he really was. James M. was partial to persons of Abe Lincolnish physique. So the announcement of the plebian name of "Charley Jones" and the request for some vulgar thing referred to as "a job," brought an expression of cultured horror to the face of James M.

Slowly the familiar smile passed from the face of the applicant and in its place there came a look of calm, dignified repose. The full figure appeared to pass to finer lines and grow taller and more erect. Only the eyes still laughed, but even into them there seemed to come an expression saying, "Ah! I understand," and then, in a clear voice in whose accents there were no angles, the newcomer said: "My name is Charles Howard Jones. My father is superintendent of the new shops. I have just finished school; high school, not college. The family home is to be here. Rail-roading has never appealed to me. The hardware and implement business does appeal to me; I am anxious to learn it. If you will grant me a trial, I shall be pleased to work for you without pay until you can fix a value upon my services."

For an instant James M. hesitated, a look of amazement changed the lines of his face; but, then, as he looked upon the evidently refined, dignified and thoroughly respectful young man who stood before him,

the recollection of the seeming roysterer passed as though it had been a dream.

And Charles Howard Jones became the cadet of the Conrad store.

Young Jones donned jumpers and performed the heaviest and most humble duties without a murmur. Several days passed before he had occasion to wait upon a customer. Then, in one of the rare moments of rush, he found himself across the counter from a woman of bright but rather coarse expression, garbed in rather tawdry copies of extremely "fashionable" garments, and, to one who understood, representing a type of the former shopgirl married to a well-paid mechanic.

This woman asked for picture wire. Jones showed her the different thicknesses of wire that were in stock. He held a loop of each over a hook, to show how visible it would be against a wall. The woman was slangy. Charley dropped into her vernacular. He even made a remark, a joke, for which the woman laughingly called him "fresh." He sold her two coils of wire and a dozen of the showiest (and most costly) hooks. She came in for only one coil of wire.

And while this was going on James M. was suffering more than Dante ever dreamed. For, not ten feet away he was serving the grandest dame of the county. He saw her look with thinly-veiled disgust upon the workman's wife; he saw what appeared to be a look of relief upon the aristocratic face when the other woman passed out, and then the purple-blooded one said: "Your new clerk is a clever student of human nature," and as she said it she looked at Charley Jones and smiled. And Charles, with the courtesy of a cavalier, merely bowed his head and murmured, "I thank you."

And James M. felt a hot codfish ball chasing a cone of ice cream down his back. He nearly fainted.

The next day Squire Franklin Mordant Mitchell, LL. D. and other parts of the alphabet, gentleman farmer and top twig of a family tree taller than a California sequoia, came in to see a new riding cultivator that had just been received.

There was none to wait upon the Squire but Charley Jones, or, rather, Charles Howard Jones. With a courtesy respectful but not servile, Charles informed the gentleman that he was but studying the primer of implement lore, and instead of attempting to give information he led Squire Mitchell into instructing him, with the result that the generally frigid man not only gave Charles a truly instructive talk upon implements, but, when he closed the deal for the cultivator with James M., complimented him upon having added to his force "such a remarkably refined young man, and one whose rare intelligence

ROBIN HOOD AMMUNITION (Not Made by a Trust)

Ask for special co-operative selling plan. Big Profits
Robin Hood Ammunition Co.
Bee St., Swanton, Vt.



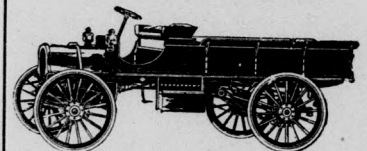
A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

Chase Motor Wagons

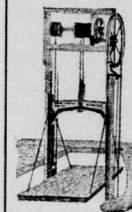


Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,00 Chase Motor Wagons in use. Write for catalog.

Adams & Hart

47-49 No. Division St., Grand Rapids

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.

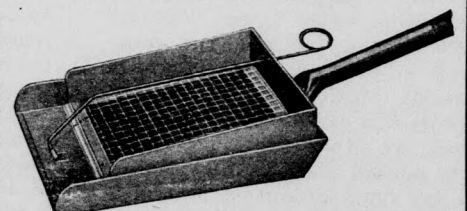
Sidney Elevator Mfg. Co. :: Sidney, Ohio

CLARK-WEAVER CO. WHOLESALE HARDWARE GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received

LANSING DUSTLESS ASH SIFTER

Screens and removes the ashes at one operation. Cleans out the furnace as quickly as a shovel and saves 15% of the coal. Exclusive agency to one dealer in a town. Write at once for our plan that enables you to place this sifter with every furnace user in your county.



The Gier & Dail Mfg. Co., Lansing, Mich.

made him appreciative of his own limitations."

And remembering the woman of the picture hooks, James M. felt so queer that he stuck his tongue out at a looking-glass and felt his own pulse.

Charley addressed the other employes as "Fred," "Harry," "Bill." At first they seemed to resent it, and while James M. was hesitating about forbidding such familiarity, he was amazed to hear his erstwhile Arctic attachments commence to respond with "Charley." But when James M. heard the new clerk speak of him as "Old Jimmy," he narrowly escaped a stroke of apoplexy. That was more than he could stand, so he summoned Charley into the office with the express intention of discharging him. However, ere the criminal arrived, he seemed to hear those awful words again; but as memory re-echoed them, he realized that "Old Jimmy" had been spoken in a tone expressing greater respect, deeper affection than any other servant had ever evidenced. So when Charley entered the office, instead of using harsh words of dismissal, he whom all the town was to learn to love as "Old Jimmy," extended his hand and said: "Charley, we have just closed the best month that this business has ever had, the month that you have been with us. Before we talk over the question of your future salary I want you to tell me how you sell goods. To me your methods are not quite clear."

Mr. Conrad, before I ever entered this store, judging from what I heard others say of it, my conclusions were that all that it lacked to make it a greater success than it had ever been, was the use of just one human characteristic. You had capital, the technical knowledge, the building, location, fixtures and goods. You and your clerks possessed all desirable characteristics that combine to make good salesmen, except one. I knew that I possessed that characteristic naturally. I was born with it, and I cannot help but use it. It seemed to me that you and the boys might be taught to develop and use it. However, it was self-evident that neither you nor they could be given the power of it through wordy lessons. What you needed was an illustration. Instead of theory, you needed an illustration that would 'deliver the goods'—and get the money! I may have been crude, certainly have been rather extreme, but it seems to me that you have had proof of the value of—

"Adaptability," finished Old Jimmy; as he again clasped the hand of Charley Jones.—Joel Blanc in *Implement Age*.

Undertake To Have Everything in Stock.

Variety—the key note of success of the catalogue house. The enormous stock is the biggest business-getting feature of these concerns generally feared by the local retail dealer. You are certainly laboring under a handicap with the prospective buyer who has at hand a catalogue listing every size variety and style of things wanted.

Or rather you would be laboring

under a handicap if your stock was so limited. But it is not. The things which you show on your sample floor are, in a way, simply samples and articles immediately needed by your customers.

Did you ever stop to consider that your stock is limited only by the limit of goods manufactured or handled by the manufacturers and jobbers of your trade? You can furnish a customer anything he desires that is made by any manufacturer or jobber in the country—if you so desire. Get your customer acquainted with the actual number of things you can furnish him; and in order that you may be able to meet the demands made upon you, keep in your store catalogues of the different things made in your line. These should be accurately filed with a cross-index system, to be of service. They should not be stuck away in desk drawers or time will be wasted and patience exhausted in finding the thing needed. Give your customer to understand that you can furnish him anything he needs in your line—showing him that you can order for him and make delivery to him just as quick—and often quicker than he can get delivery from the catalogue house. And in nine cases out of ten you can outdo the catalogue house in price, too, if it is necessary to meet the price quoted on a cheap, shoddy article. By keeping, in this manner, the actual stock of the world at your command, you can overcome to a very great extent, the business-getting features of the catalogue house. It is their variety that is attractive—you have even a larger variety if you use the catalogue house system properly.

Price is another trade-getter for the catalogue house. They advertise an article for which the price seems an especially good value. Actual facts, however, show that oftentimes the article shipped does not at all correspond with what was advertised.

Get a catalogue of a catalogue house and some of the articles which they advertise. Keep these in your store and make comparison, showing the inferiority of articles shipped.

Your customers will readily see that a concern which will advertise a stove of 339 pounds weight and ship one weighing 283 pounds can hardly do business on the square.

This will show them how catalogue houses sell so cheaply.

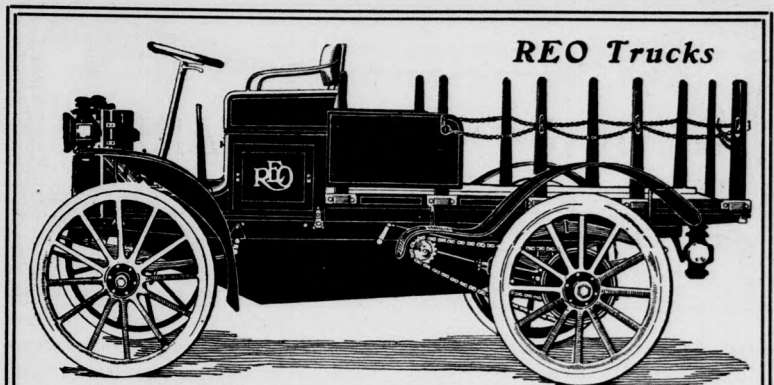
Charles L. Collette.

A Difference of Opinion.

A friend once asked "Uncle Joe" Cannon for information as to the prospects of a politician who was at that time generally thought to be "on the ragged edge."

"He seems to think he's getting on all right," said Uncle Joe, "but others entertain a decidedly different opinion. His situation brings to mind the story of the old lady up in Maine. When she was asked as to the whereabouts of her husband, the dame replied:

"If the ice is as thick as Henry thinks it is, he is skating; if it is as thin as I think it is, he is swimming."



Wheel base, 90 inches—Horsepower, 10 to 12 Length behind seat, 6 feet—Capacity, 1,500 pounds. Front seat top, \$25 extra.

Only \$750

Operation—50 Cents a Day

The Reo Truck, designed by R. E. Olds—a truck of 1,500 pounds capacity—is sold for \$750.

Compel those who ask \$1,200 and up to prove their extra value.

We have a mammoth plant built for trucks alone. We are building

trucks there at a minimum cost, and adding a minimum profit.

We are selling these trucks through Reo dealers, already established in a thousand towns.

The result of this policy is a price you can't match on a truck of like capacity.

Two Years of Tests

Mr. R. E. Olds, this truck's designer, is a very careful man.

He has built automobiles for 25 years—tens of thousands of them.

When he offers a truck you may be sure that truck is right.

To test this truck, under every condition, he put hundreds of them into service.

He tested them out in forty sections, in thirty lines of business. And these

tests have now covered two years.

One loaded truck was run from New York to Oregon. Two carried the baggage in the Glidden Tour, from New York to Jacksonville.

Whatever requirements a truck must meet, these trucks have been made to meet.

Wherever you are—whatever your service—the Reo truck will do what you expect.

Simple—Strong—Efficient

A boy in ten minutes can learn to operate this truck. He can care for it, too. No expert is needed.

There is nothing to get out of order. Simply supply it with gasoline and oil.

The cost of gasoline, oil and repairs, as per many tests, has averaged under 50 cents per day.

One truck can do five times the work of a one-horse dray. It can do it three times as quickly. It can do

it at 60 per cent of the cost of horse delivery.

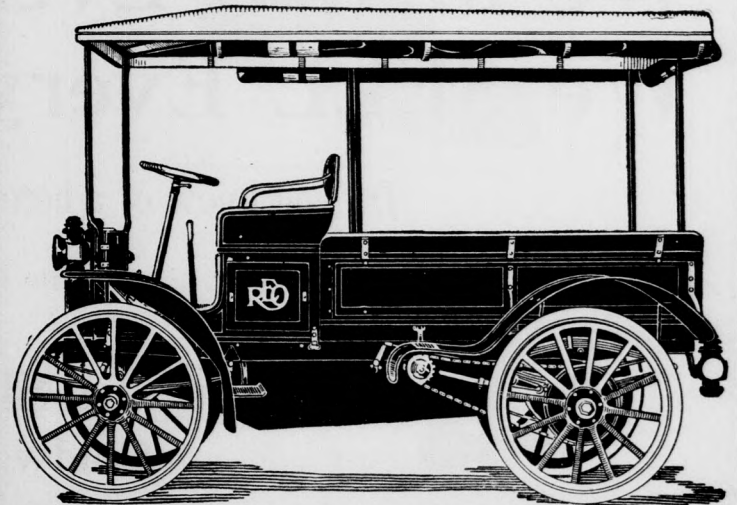
It can do it in any weather, on any road, in rain or snow or mud. It is always ready, and it costs you nothing when it isn't busy.

You will cease your horse delivery when you prove this truck.

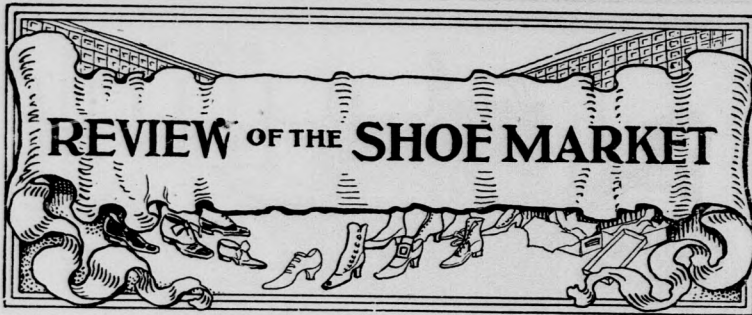
Our local dealer will demonstrate the truck. He will teach your man to run it. He will render Reo service.

Write us for information.

R. M. OWEN & CO., General Sales Agents for REO MOTOR TRUCK CO., Lansing, Mich.



(50) Price \$750 f. o. b. Factory. Top over all, as shown in cut, \$50 extra.



Fake Sample Shoes and Bargain Hunters.

Written for the Tradesman.

Just when and how the idea of featuring shoe manufacturers' samples as a winning card for the merchant first originated, I do not know; but I remember a "sample shoe store" as far back as fifteen years ago. The owner of this store was a good shoeman; and his samples were all right. They were limited to the smaller sizes both in men's and women's shoes, and they ran narrow. Of course he sized up with stock from regular lines. But he featured the "sample shoe" idea good and strong. I knew many people who actually got very fair values in that store; and now and then some customer who could wear a small, narrow shoe got a real bargain. It was a very popular and prosperous store.

The success of the men who got into that sort of thing early in the game was, of course, imitated by less scrupulous men. And to-day we have the pest of the so-called sample shoe store. The average store thus desig-

nated is, indeed, a sample store—a sample of misrepresentation, buncombe and unfair dealing. A good many of these stores, perhaps, have a few samples; but the man who writes the publicity dope for such marts is not careful to tell the public that these bona fide samples invariably run only in the smaller sizes and narrow widths. Indeed, the impression is generally conveyed that, no matter what the size of your foot may be, you can easily get a fit in some of these manufacturers' samples.

A surprising number of people in almost every community of any size are deceived each year by these dishonest dealers. Dishonest? Yes; use the word advisedly. Any man who deliberately misrepresents facts in order to sell merchandise is dishonest. But the public is notoriously gullible when it comes to accepting statements about values in cheaply priced shoes. The wish, perhaps, is father to the faith; anyhow they accept these wildfire statements at face value. Thus

we behold the fake sample store multiplying and flourishing.

Who is to blame? First, shoe manufacturers in permitting their samples to get into the hands of people of this ilk. Of course they must get rid of their samples in some way. This merchandise—which has already served one purpose—represents good money. Nobody can blame them for wanting to liberate this money. Only the custom of selling these sample shoes to illegitimate dealers has a nasty way of cutting in on the more profitable business of their legitimate customers. But, worst of all, it gives some degree of plausibility to the outlandish claims of sample store managers and proprietors. Ideal conditions in the matter of shoe distribution can never obtain until this method of disposing of sample shoes is eliminated.

Then the customers of these stores are themselves to blame for permitting themselves to become the willing dupes of conscienceless merchandisers. They say there is a fool born every minute; but I think the statement is entirely too conservative. The rate of increase must be a trifle higher—judging by the present crop. And some of these dupes will persist to their dying gasp that they are getting bargains all the while. Thus the fake sample stores are populous and thrifty—flourishing perennially because of the multitudes of bargain hunters who are on the outlook for inexpensive footwear.

Then I think legitimate shoe deal-

ers come in for their share of blame in this matter; for they ought to combine and put on foot measures whose ultimate outcome would effectively stamp out this nefarious business. They tell us there is strength in union. Why, then, do not the legitimate retail shoe dealers of cities get together in compact organizations—and then hand out some information: First, to shoe manufacturers, telling them precisely what the local organization's attitude is to sample shoes and to shoe manufacturers who thus dispose of their samples. And, in the second place, they can unite in some sort of a local campaign of education—telling the people of their community the facts about sample shoes.

It seems to me such concerted action is entirely feasible—and I am sure it would be productive of good to the legitimate shoe dealers of that community. Yes, and it would be of value to the people, too, for it would save them from getting swindled by people who are going after business in an under-handed way.

"When is a bargain not a bargain?" asks the Boot and Shoe Recorder, and answers its question by saying, "Most of the time." The Marshall Field people say: "The bargain idea in its general acceptance is certainly passing away. If an article said to be worth \$1 is offered at 70 cents there is exactly 30 cents in value missing somewhere. Haphazard bargain hunting is gradually giving way to intelligent, economical buying for the needs of the home." Pretty sound dope, that



You Are Next Door
to the

Most Complete Shoe Factory
in the Middle West



We MAKE Every Shoe we SELL
We SELL Every Shoe we MAKE

Do you know of a better combination to tie up to?

Write for Salesman

Tappan Shoe Mfg. Co.
Coldwater, Mich.



—and it certainly requires a good deal of nerve to come right out and preach that sort of gospel.

Yet that is just what the shoe dealer ought to do. Considerable interest was recently created in New York City by a modest little placard in the window of a furnishing goods store. The haberdasher said on his placard: "One Dollar Shirts for One Dollar—But We Have Higher priced Ones if You Want Them." Now, ninety-nine other haberdashers were saying that they were selling one dollar shirts at 69 cents, or some other price mark in odd figures. But their alleged dollar shirts were not as good as this man's dollar shirts. His dollar shirts had a real dollar's worth of value in them. The public caught onto the idea—and commended that honest haberdasher. It was really a bang up good piece of advertising—that modest little placard.

The moral is obvious. This thing of catering to the bargain-hunting proclivities of the American people has got to stop somewhere. The sooner it stops the better it will be for everybody concerned.

The shoe dealer must get a reasonable profit out of the business or he can not live. Deep down somewhere in the subconscious mind of the public there is an impression that this is the case—and that there is nothing fundamentally wrong about it. Yet so many shoe dealers are making as if it was not the case at all. They are trying to convince the public that they are happily circumstanced so as to be able to hand out an extremely attractive line of bargains—exceptional values, stupendous values, unprecedented bargains! All this in the face of the fact that the materials from which shoes are made are advancing! What is the use of all this?

Of course the store must advertise—and the advertising must say something; but need it harp everlastingly on this thread-bare, worn-to-the-bone topic of bargains? Why not talk about the care with which you fit your customers' feet? Why not talk up the personal efficiency idea? Or the courtesy with which patrons are treated? Or the promptness with which deliveries are made? Surely the store can develop an individual policy—something strong and fetching—and then turn on the limelight!

Gradually the people of the country are going to get wise to the fact that bona fide bargains in shoes are not as plentiful as they had supposed. They are going to discover, by and by, that a \$3.50 pair of shoes is going to cost just about three dollars and fifty cents. And when they get onto that fact they are going to feel kindly to the dealer who is telling the truth—and they are going to be deeply peeved with the fellows who have been lying to them. Isn't that about what is going to happen? That is human nature, you know. Very well, then, hadn't you better be one of the fellows who hues to the line of veracity? In the long run it will pay you; and, besides—well, you will get more satisfaction out of your business by so doing. Don't encourage the perennial bargain hunter.

Cid McKay.

What About the Increased Price of Shoes?

Written for the Tradesman.

Recently there has been a most lurid and spectacular eruption of daily newspaper articles concerning the alleged extortions of shoe manufacturers. In New York City first—and after that in numerous daily papers throughout the country—there appeared the most absurd and impossible stories about a concerted and diabolical movement on the part of shoe manufacturers to advance the price of shoes. According to certain sources of this mis-information, John S. Kent, President of the Brockton Shoe Manufacturers' Association, was credited with the statement that the prices of shoes were to be advanced 50 cents a pair. And another New York daily came out with the stupendous statement that, by a single "stroke of the pen, \$124,000.00 a year extra profit" was to be extorted from shoe consumers! Going some, eh?

Now all this would be down-right funny to anybody who knows the inner workings of the great American shoe industry were it not for the fact that there is a serious side to it. The trouble with giving publicity to all this tommy-rot is that some gullible folks—and they are legion will accept it at face value. And I dare say there are hundreds of thousands of people throughout the United States to-day—maybe millions of them—who actually believe that they are going to be charged more per pair for their shoes during the next twelve months than they really ought to pay. Why this stupendous effort to discredit and damage the shoe manufacturing trade in the eyes of the public? One wonders if it hasn't been done in order to justify further Congressional attacks. And if so, why is the American shoe industry singled out as an object of special hostilities?

Does anybody with an ounce of ganglionic matter in his head really believe, when he comes to think the matter over, that our shoe manufacturers could thus arbitrarily advance the price of shoes by any such an unprecedented increase? Surely not. But the trouble is a great many folks with real brains will not stop to consider the matter in the light of economic laws. A good many folks aren't up on economics, anyhow; but they do read their papers—and unfortunately they are too prone to accept the bosh they read. Especially is this true if the alleged news makes it appear the reader is getting stung by certain classes of manufacturers whose commodities he must necessarily buy. Shoes are among the necessities of life. Modern civilization couldn't get on without shoes. The annual consumption of them is simply prodigious. And the average man—whose knowledge of shoes and their cost of production—is rather apt to be nebulous—is quick to believe that he is paying more for his shoes than he really ought to pay.

And there's where the damage comes in. People are inclined to look with suspicion upon the shoe retailer because they imagine he is in cahoots with the manufacturer to force upward

the price of shoes. Naturally the consumer resents this assumed injustice. He wants to buy his shoes just as cheaply as he can. You can't blame him for that. Now it is true shoe manufacturers have discussed the matter of increasing the price of shoes. They naturally did that when the price of raw materials began to advance appreciably some months back. The retail price of any commodity naturally fluctuates within certain limits, owing to the fluctuating cost of raw materials, expense of production, etc. It must be perfectly clear to any one who has given the matter any thought that the manufacturers' profits can not long exceed a certain limit nor drop below a certain figure; for, if shoe manufacturers were getting an excessive profit out of the business, other capital would enter the shoe manufacturing field—and keep on entering until enough had usurped the field to force the profits of the industry down to a certain reasonable basis. On the other hand, if the profits of the shoe manufacturers were too low, capital would begin to get out of that industry. Manufacturers of shoes would embark in other enterprises—and they'd keep on doing that until enough of them got out to even up the legitimate profits to a reasonable basis.

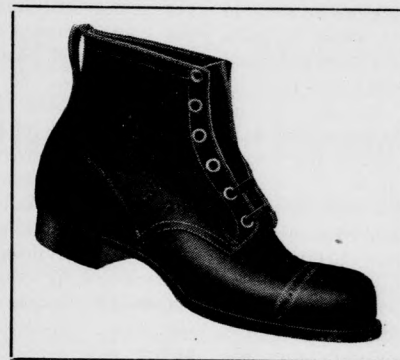
Competition in the shoe industry is just as keen and aggressive as it is elsewhere among our industries. The great stunt is now (and has been for years) to cut down the cost of production to the very minimum. But

when materials advance so that the manufacturer has to put, say 15 cents more into a shoe to-day than he did last year, he's got to add that extra 15 cents to the price charged the retailer. And the retailer makes his usual profit by charging the extra 15 cents up to the consumer. In other words he advances the asking price just that amount. The great, universal, evening-up law of competition obtains in the distribution of shoes just as it does in the production of them; and arbitrary and spectacular advances are anomalous.

True enough the consumer is going to pay more for his shoes, grade for grade, than he paid twelve months ago. But he isn't going to pay 50 cents more! Perhaps the average advance per pair will be considerably less than half that amount. But shoes are going to cost the consumer a little more—and the retail shoe dealer ought to explain why that is so. If the consumer can't see it; that is if he insists on paying the same old price—well, in the event he can get shoes that look to be the same—only they won't be; they'll be politely and thoroughly skinned to the tune of the difference. If the price has advanced 15 cents per pair for men's shoes of the \$3.50 grade, 15 cents' worth of something will be taken out of that shoe—and it won't be something that appears on the outside of the shoe, either! The consumer won't be able to detect the difference. At least not at the time. Later on, perhaps, he'll get wise. And when he does he'll



Our Black Chrome Blucher



No. 318

A good wearer, a good fitter, a good looker and a good profit getter as a \$3.00 seller.

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

wish he'd paid that extra 15 cents and bought a pair like the kind he'd always worn.

There are one or two little morals that naturally emerge in this story. And the first is that newspapers incidentally do a prodigious amount of harm when they get to writing up matters they know nothing about. Of course it looks newsy to set it forth in big black type that the American public is being buncoed by a set of high-handed shoe manufacturers. And a great many people who read about that scheme (so-called) to extort from the people the enormous sum of \$124,000.00 a year in extra profits, would be disposed to thank the astute reporter for unearthing such villainy. But why give publicity to such absurd yarns—especially when such statements militate against a class of merchants whose patronage helps to make these papers what they are? Shoe dealers of the cities ought to get together and demand that their papers publish the truth about such matters.

Another moral is that the retail shoe dealer owes it to his trade to tell them the facts in the case. There's no use to mince matters—no use to deny facts. The retail asking price of shoes will have to be advanced somewhat, provided the retailer gets a reasonable profit out of the business. If the price isn't advanced, the shoe is going to be "skinned." Tell 'em that, too. Tell them frankly they can very well afford to get the same old value at a slightly advanced price. And show them why it's economy to pay the difference.

Charles W. Garrison.

The High Cost of Living.

This is not a new question, but has at some time or other confronted each generation and every nation back to the time of Joseph and the Pharaohs, when it was a question of getting a living at all.

Twelve to fifteen years ago when the farmer was selling butter at 10 to 12 cents a pound, eggs at 8 to 10 cents per dozen and wheat at from 60 to 70 cents per bushel, he found farming so unremunerative that he quit and moved to the city, for he found it required less toil on his part to buy eggs at 12 cents per dozen than to raise them at 10.

Although since then there has been a decided rise in the price of farm products, which makes farming now much more remunerative than it formerly was, still the city man is loth to leave the excitement of city life, the genial companionship, for the more lonely life on the farm. Therefore we will continue to have high prices for farm products, until more men are willing to till the soil.

Not many years ago corn in Kansas, owing to the supply being greater than the demand, was burned for fuel. To-day, with a demand more than equaling the supply, we have high priced corn and pork.

The cost of manufactured articles depends largely upon the cost of the raw material which is used in the manufacture; in other words, the high cost of raw material can not produce

a low priced manufactured article. From high priced wheat a low priced flour can not be made.

That shoes are higher to-day than four or five years ago is due to the fact that hides, the raw material from which shoes are made, have advanced from 50 to 80 per cent. from the current price four years ago, and about 33½ per cent. from the price current a year ago.

In the spring of 1908 butchers throughout the country received 7 cents per pound for cured, or salted, hides. A year ago they received 9½ cents per pound for the same class of hides. To-day they are getting from 12 to 12½ cents per pound, which shows an increase in price from four years ago of about 75 per cent., and from the price ruling a year ago, an increase of 33½ per cent. Special selected packer hides for sole leather that were sold four years ago at 9 to 10 cents per pound are to-day bringing from 16 to 16¾ cents per pound. Dry South American hides advanced from 15 cents to 23 cents a pound in the same period. Such a tremendous advance of the raw material must have a marked effect upon the cost of the manufactured article.

The question may be reasonably asked, What are the causes underlying this very marked advance in hides? They are both a shortening of supply and an increasing demand. The question of supply could be very easily solved if hides, like potatoes, could be increased by a larger planting; but the supply of hides is entirely dependent upon the demand for beef or cattle. There has been a decided shortening of the beef cattle of the United States, due largely to the fact that cattle are rapidly disappearing from the great ranches of the West. While our population is increasing, our cattle are decreasing in number.

In round numbers the population of the United States in 1909 was seventy-six million, and in 1910 it was ninety-two million, an increase of about 20 per cent. The number of cattle in the United States in 1900, according to the United States census report, was 67,822,336. In 1910, 61,225,791, a decrease of about 10 per cent. Please note that while the population has increased about 20 per cent. in ten years, the supply of hides has decreased about 10 per cent. Nor is the diminished supply of hides the only factor in the higher price of hides. It is also caused by constantly increasing demands for leather for new and varied uses. The automobile, a comparatively new invention, consumes an enormous amount of leather annually. The multiplication of machinery calls for more belting. Traveling has increased enormously, and the leather traveling bag has to keep pace. Another factor is that semi-barbaric countries emerging into a more civilized condition are requiring leather for shoes and other articles made from leather. Japan and China, for example, are constantly using more leather for shoes.

Wooden shoes, while worn very largely a few years ago, and to a considerable extent are still being

worn in Europe, are, however, on the decrease, and not on the increase. It was demonstrated at the World's Fair at Vienna that the average man wearing a leather shoe can accomplish more manual labor in a given time than one wearing wooden shoes. Therefore laborers who were hired to work on the construction of the World's Fair buildings wearing wooden shoes received 10 per cent. less a day than those wearing leather shoes. Efficiency is driving out the wooden shoe and the sabot in Europe.

The lessening supply of cattle and the increasing population coupled with the increased demand for various leather goods will force the price of hides even higher than they are to-day. And with higher priced hides everything made from leather, including shoes, will advance in price the world over.

With all the modern inventions and improvements the tanners and shoe manufacturers have exhausted their ability to make leather and shoes out of the present high priced hides at the old ruling prices.

Shoes to be kept the same quality will either have to be advanced in price or if the old prices continue to rule a poorer quality shoe must be substituted. So the consumer must either expect to pay a higher price for the present quality of shoes or, if sold at the old price, get a poorer shoe. Boots and shoes are sold on so close a margin that it is impossible to absorb any extra cost in material without advancing the price.

Whatever may have been said or written on the high cost of living as pertaining to shoes, it is an established fact that the people of the United States, men, women and children, are better and more cheaply shod than any other people on earth.

* The Diagnosis.

Doctor—So you've been troubled with nightmare. What did you have for dinner last evening?"

Patient—Champagne cocktails, blue points, green turtle soup, broiled lobster, truffled turkey—

Doctor—Heavens, man! That nightmare must have been a thoroughbred.

Taking Chances.

An aviator descended in a field and said to a rather well dressed individual: "Here, mind my machine a minute, will you?"

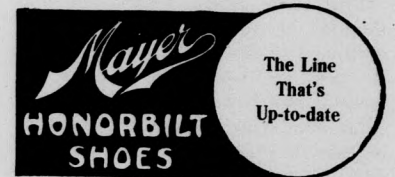
"What?" the well dressed individual snarled, "me mind your machine? Why, I'm a United States Senator!"

"Well, what of it?" said the aviator. "I'll trust you."

An Idealist.

"Do you love me, darling?" she coaxed.

"Sweetheart, I love every hair on your bureau!" he fervently answered.



Rouge Rex

The trade-mark the working man is looking for

THE man who has worn Rouge Rex Shoes is not easily satisfied with a substitute, and the trade-mark here illustrated not only represents shoe satisfaction to him, but profits to the dealer who has them for sale.

You need a stock of the solid leather work shoes for your spring business.

Write today for samples of the best working man's shoe on the market.

HIRTH-KRAUSE COMPANY
HIDE TO SHOE
TANNERS AND SHOE MANUFACTURERS
GRAND RAPIDS, MICH.

GETTING NEW BUSINESS

Simply a Matter of Going After the Same.

Written for the Tradesman.

The writer assumes that the storekeeper is interested in the solution of the problem of getting new business. It is hardly to be supposed that he is satisfied with the trade he now has. No matter how profitable such trade may now be, he can't, without some special and continuous efforts to find new customers, hold the business up to its present status—and that for the simple reason that customers die off and move away. Moreover, every merchant who has competition—and that category includes us all—is likely to lose a few customers to his competitors no matter how good he strives to make the service.

Consequently it is the tacit aim, if not the avowed slogan, of every active merchant to find new customers. Every person, therefore, who lives within the normal scope of our merchandising operations is a potential customer of ours. If we haven't his trade now, it is at all events conceivable that, under certain conditions, we might have it. Therefore he's worth going after. Not only is this fact perfectly obvious, but it is also just as evident that present customers of the store may, under certain conditions, be persuaded to buy more extensively. Thus the field of possible development is really two-fold in its nature: There is an extensive development and there is an intensive development.

Now in order to get business it is of the first importance that we realize that business is obtainable. It seems to be vastly easier to see that the other merchant is surrounded by vast, fruitful layers of potential business than to realize that this sort of business lies right around us. There is a sense in which the things that lie right to our hand are, of all objects in the world, the most difficult to see. And we have all doubtless had some experience or other that has taught us the truth of the old saying that "distance lends enchantment to the view." Thus it is one of the commonest occurrences in the world for a merchant to let priceless selling opportunities slip through his hand, not realizing, until too late, how precious they were.

Therefore I say the first law of business growth is to acquire a profound faith in the possibility of growth. Your field is bigger than you think. Unless you are a very exceptional merchant, you haven't measured the possibilities of trade in your locality. You may think you have; but I dare say your estimate is entirely too conservative. There are more potential customers of yours than you imagine, and the depth and recuperative possibilities of the public purse are more wonderful than you think. The difference between the average merchant and the occasional merchandiser of conspicuous genius lies largely in the fact that the former does not see these commonplace, near-at-hand selling opportunities, while the latter does.

When he sees them he goes after them. The average storekeeper wakes up to presence only when he sees them within the grasp of the other fellow; then he kicks himself disgustedly because he let the other fellow beat him to them.

When you come to think about it man is a most acquisitive animal. His needs are many. As civilization advances they are becoming more and more numerous and complex. This idea is expressed in the saying that the luxuries of to-day become the necessities of to-morrow. To-morrow there'll be yet other luxuries. Some novelty is invented and put on the market. It is, let us say, something of the nature of a tool or an implement or a device for performing a certain operation—maybe a simple one, maybe a more complex one. Anyhow it saves time in doing something that has to be done; or it performs some operation in a simpler or a more effective manner. Immediately that fact becomes generally known a whole host of new wants are created. What is true of the time and labor saving tool, implement or device, is true of hundreds of articles of merchandise in scores of lines—the new is replacing the old, and the latent and potential requirements of the individual consumer are increasing year by year.

The dealer who is just a shopkeeper and nothing more, confines himself to catering to known requirements; but the merchant who has a genius for selling is interested to develop these innumerable latent and potential needs into actual calls. And here is where imagination comes in as an indispensable factor. To do this one has to master the science of selling. Now the science of selling, as a recent writer has pointed out, is composed of a host of little things, and each one of these little things is in itself a selling scheme—a definite, feasible, carefully wrought-out plan for rounding up a certain class of business.

Back of this definite, feasible and carefully wrought-out plan for rounding up a certain class of business, there is an idea. And the idea, of course, is a product of the mind. Ideas, as everybody knows, are a matter of habit. The merchant of today is working less and less with his hands and more and more with his mind. Hand-work is cheap. There are plenty of capable hand-workers in every community who will gladly relieve the merchant of all mechanical drudgery that he is willing to impose upon others; but nobody is available for developing selling ideas for you. That is your job. And the more you realize that it's the biggest and most fruitful job you can apply yourself to, the sooner will your business begin to grow.

Most any general trade of almost any store—excepting, of course, the small, exclusive shop—is a complex thing. Patronage is drawn from various classes; and the total volume of business, actual and possible, is made of a good many different factors of trade. In order, therefore, to develop a business-getting campaign one

must first analyze the situation. That means you must know the people of your community or of your locality. Who are they? What do they do? Where do they live? What is their social status? How much money have they with which to buy merchandise? In order to make your selling talk specific and forceful, you must not only exploit the kind of goods they should naturally be interested in, but you must be able to talk convincingly.

The man who knows simply merchandise is only half a merchant. He must know his constituency—the people of his community—before he is really a full-fledged merchant. When he really comes to know them he will see trade-possibilities that the other fellow overlooks; and seeing these latent possibilities, he will be minded to go after them. The manner of his trade-winning efforts will be determined by local conditions; but in general every aggressive and successful selling campaign will be made up of a lot of specific and definite efforts to get certain classes of trade. This, in a word, is the only way to get business. There is nothing occult and mysterious about it, and the chance element does not cut any ice in it: it is simply a matter of seeing things and going after them with the determination to get them. Chas. L. Philips.

Study While Working.

"Get the study habit," says W. L. Park, Vice-President and General Manager of the Illinois Central Railroad, in a bulletin to the employes of the road. This is good advice, not only for railroad men, but for every worker.

The man who studies constantly the principles that apply to his work will produce better results than the man who goes along doing things as he has been taught to do them, and he will also progress mentally. If, further, he studies how other workers in

his line do things he will become an expert.

There is a belief among the uneducated that education is a magic acquisition, obtained for a lifetime by a college or technical school course. But the habit of study throughout life marks the progressive from the unprogressive worker, whatever the educational start.

The educational bureau of the Illinois Central is intended to aid study by men who do things. Such a bureau might well be created by every corporation. Study combined with practical work is the order of the newer technical education. It has produced admirable results in Germany and it is coming rapidly into favor in the United States.

Never be sure that you have really lost a valued friend until you have used a reasonable amount of exertion to get him back.

Worth Waiting for

IF our representative hasn't visited you yet, it's worth waiting for him. We have the goods you're interested in handling; we have the facilities for serving you as you want to be served. Our men are in your territory; if you haven't had a "call" you will soon. It's worth waiting for.

The Maumee Rubber Co.

224 226 SUPERIOR ST.
TOLEDO, OHIO.

Headquarters for Wales Goodyear and Connecticut Rubber Boots and Shoes

Stock the Profit Makers Now

"H. B. Hard Pan" and "Elkskin" Shoes

YOU cannot possibly make a mistake by adding the above lines to your stock. They represent the tanners best efforts to produce service giving leather combined with the shoemakers' best efforts to produce **STURDY, STRONG, WEAR-RESISTING** shoes that are comfortable to the feet.

Your trade will soon be asking for this class of shoes. If you stock up now you can supply the demand which is sure to come soon.

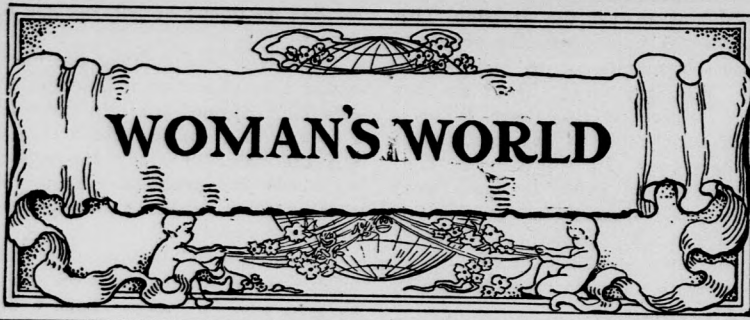
Become an "H. B. Hard Pan" dealer this season. Drop us a card and our salesman will call on you with the line complete.

"They Wear Like Iron"

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.



Some Hazards In the Pursuit of Fame.

Written for the Tradesman.

Somewhere in our mental and moral composition nearly all of us have the fame "bug"—the craving to get into the limelight, to be no longer the obscure nobodies that we are, but to become speedily the celebrities we earnestly long to be. Few if any of us are free from the infection of the fame bacillus. Most of us honestly feel that we have some remarkable talent in one direction or another, some "great gift not understood;" and that if only we had had a chance, if mother hadn't died, or if father hadn't married again just when he did; if this or that untoward circumstance had not happened just as it did happen, we surely should have been able to leave the deep and enduring footprints on the sands of time.

With those of us who have shouldered the burdens of life seriously, very likely the aspirations if youth have been overlaid with long years of wearisome toil; possible we have nearly forgotten them in our cares, struggles; or, what is more likely, if we have children, by some inexplicable process of mind we have merged our unfulfilled desires for ourselves into bright, audacious, and perhaps entirely unfounded ambitions for our offspring.

With true parental self-abnegation we are willing to plod along in our accustomed paths, to sell groceries or hardware, to peddle milk, or run a bakery, or plow the ground, or be a hand in a factory, or else cook and wash dishes and sweep floors and mend stockings, and make over old clothes and wear shabby hats and street suits, if only our sons and our daughters may do and be something out of the ordinary, if only their fair young lives may be redeemed from this deadening commonplaceness and obscurity to which we have been fated.

We are on the alert to discover the slightest indications of genius in our children. Does our Tom make a shrewd swap of jackknives with Neighbor Jones' little boy Hank—we mark Tom for a future Pierpont Morgan in financial acumen. If daughter Mollie, now in the second year of high school, writes a composition that stands out distinct from the great mass of such efforts because it contains one or two bright and original sayings, and something or other which, looked at with the amplifying vision of approving parents and teachers, may possibly be considered an idea—we speedily conclude that Mollie is gifted with her pen and some

day surely will write one of the six best sellers.

It may not be ours "the applause of listening senates to command," but if our boy Jack can be a great orator and have multitudes hanging upon his impassioned utterances; or if our girl Caroline, who renders "Curfew must not ring to-night" so impressively, can become a great actress like Julia Marlowe or Viola Allen—we shall feel that our efforts and sacrifices have not been in vain.

True, the people who have entered the temple of Fame and lived there tell us that it isn't a satisfactory habitation—that notoriety isn't worth while—that the limelight isn't what the imagination pictures it. In a way we believe what they say. Still, if our Jack or our Caroline only can—the long and short of it is that we have the "bug"—we can not get over the infection.

My good neighbor and friend, whom I will call Mrs. John Smith, yesterday asked me what I thought about their sending their daughter, Dorothy, away to some conservatory to have her voice trained. Dorothy's singing has lately been attracting attention locally. She has a sweet, musical voice and it gives promise of some volume and power.

Dorothy, by the way, has a genuine knack for trimming hats. A milliner has made her a good offer and she was expecting to accept it as soon as she would be through school, till this matter of her voice came up.

I am sure Mrs. Smith doesn't want to know what I really think, she merely would like to get something from me that would corroborate her own views. Realizing as I do the feelings of parents, I'm sorry, truly I am, that I can't give her what she wants. I know that if I were in her place I should take far greater satisfaction in picturing my daughter a great operatic star holding a multitude of payers for high-priced seats enthralled by the rapture and melody of her song, than to imagine her seated in the back room of a millinery establishment, sewing braid shapes and arranging maline bows for the dames and damsels of her native town. But if I say anything I shall feel obliged to tell Mrs. Smith the truth as I see it.

To have a daughter develop a promising voice is, it seems to me, one of the hardest pieces of luck that can befall any family in as modest circumstances as are the Smiths. There is about one chance in a hundred thousand that Dorothy Smith may be a future Calve or Melba or Schumann-Heink. There are ninety-nine thou-

sand nine hundred ninety-nine chances that she is nothing of the sort, and that if her people make all kinds of sacrifices and give her the best opportunities for vocal training, neither they nor she will ever get their money back.

There was the case of Mildred Powers, the girl I knew some fifteen or twenty years ago. It seemed as if the Powers family, what with fires and sickness and the one thing after another, had had their full share of trouble before it was discovered that Mildred had a voice. The same winter the discovery was made, a great-uncle died leaving Mildred four or five thousand dollars. (It was considered that really the old gentleman, who was a great sufferer, dropped off just in the nick of time.) Mildred went abroad at once to study. By the time she had used her entire legacy upon lessons, living expenses, etc., her voice was pronounced by expert authorities to be just in the stage of development, that it imperatively demanded a few thousand more spent upon it. Mildred's mother promptly come forward with the carefully hoarded sum the same old uncle had left to her. This also was exhausted before the voice was considered finished.

Mildred can sing some—there is no denying that. To my not very highly cultivated ear her music is charming. But whether the trouble is with her voice or with her personality, no one can quite tell. Certain it is she never her struck the note of popular favor. She earns a little income by singing, but nothing at all commensurate with the outlay in time and money that was made for her musical education. The ambitious dreams of her family have proved only Dead Sea apples.

I once saw a statement to the effect that in the mining industry in the United States two dollars has been put into the ground for every dollar that has been taken out. The reason given for this astounding allegation was that the vast returns from the few lucky mines are far overbalanced by the great expenditures made on the many unlucky ones, in which the money is simply sunk—there are no returns whatever.

I wish that for the benefit of parents who have daughters, reliable statistics were to be had showing, on the one hand, how much money has been expended in the cultivation of voices that gave promise; and, on the other, just how many dollars have been earned by those same voices. I fear that the story of the proportion of money lost by mining wouldn't be in it at all.

"But couldn't this Dorothy Smith, by two or three years study in the best schools in this country, without going abroad at all, fit herself to earn several hundred a year as a church soloist or something of that kind," does some one ask? Possibly. Of the great throng of aspirants for high musical honors, there are a few that attain a practical proficiency in some particular line that enables them to make a fairly comfortable living. But instead of securing even this much of success, Dorothy is far more

likely merely to reach the place where she will occasionally be asked to sing at this function or that (for nothing) and will need good gowns to make a suitable appearance while she is doing it.

I believe in music. Nothing can take the place of it. Nothing else so adds to enjoyment, enlivens toil, brightens dark places and solaces grief, as music. This was indeed a dreary world without it. Let every boy or girl who shows any talent for either singing or playing have all the culture that parents can afford to give, or that the boy or girl can by his or her own efforts get. Only don't look upon music as a money-making proposition.

Regard it as a luxury if you like—



The Diamond Match Company

PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.
5 size—5 boxes in package, 20 packages in case.
per case 20 gr. lots\$3.35
Lesser quantities\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case.
per case 20 gr. lots\$3.35
Lesser quantities\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot \$2.35
Lesser quantities\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in gross case, per case 20 gr. lots\$3.75
Lesser quantities\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots \$1.60
Lesser quantities\$1.70

BLACK AND WHITE.

2 size—1 doz. boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots\$1.60
Lesser quantities\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gr. case, per case in 20 gr. lots \$5.00
Lesser quantities\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots\$3.50
Lesser quantities\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots\$1.40
Lesser quantities\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots\$1.60
Lesser quantities\$1.70
3 size—In slide box, 1 doz in package, 144 boxes in 3 gr. case, in 20 gr. lots\$2.40
Lesser quantities\$2.55

SEARCH-LIGHT PARLOR MATCH

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots\$4.25
Lesser quantities\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat package, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots\$3.35
Lesser quantities\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots\$2.50
Lesser quantities\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots\$1.90
Lesser quantities\$2.00

something which will add immeasurably to the riches of the musician's own life, and will enable him to confer a largess of pleasure and benefit upon others. But unless his genius is very great, he had best consider music his play spell and have some other and more dependable means of livelihood.

I should say let Dorothy Smith learn to trim hats. It seems to me foolish, even reckless, for the Smiths to spend what should be the provision for their old age, in so hazardous a speculation as the cultivation of Dorothy's voice. Dorothy will have fairly good pay and short seasons to work. If she has within her the real divine spark of inspiration and genius, she will make a way for herself, and in time attain to her rightful share of appreciation and renown.

Quillo.

Who and What Is the Middleman of To-day?

Written for the Tradesman.

When or where the middleman originated history does not inform us, so far as we are aware. This, however, is certain: The first merchant was a middleman. Yet even before the first merchant it is probable there were middleman. A servant, a messenger, an agent, a paid employe or a slave; a friend, relative or neighbor may have been the first one. The service performed, however, was temporary. These go-between errands were separate, individual acts or transactions, as circumstances required.

When humanity had reached a certain stage there were found to be three classes—the agriculturist, the mechanic and the merchant. From that time forward the merchant has stood as a permanent representative of middlemen. Now, the calling of a merchant is an honorable and useful one. A middleman may, therefore, be an honorable and useful citizen, an indispensable factor in business and not deserving to be mentioned in a derogatory manner.

Who are middlemen? Every grocer, storekeeper, merchant, huckster, stock buyer, produce dealer, commission man, book agent, peddler, insurance solicitor, merchant's deliveryman, transportation company, almost every agent or broker, many superintendents and managers, traveling salesmen, banks, money loaners, postmasters, mail carriers, telegraph and telephone operators, collectors, errand boys, newsboys, publishers, printers, sign painters and a great many employes in shops, factories and industries are middlemen.

To ponder the list and see how many middlemen are a positive necessity and how many others are a benefit to those from whom they derive support, does it not appear that an unqualified or a general condemnation of middlemen is unworthy a person of sense or reason? The talk against middlemen sometimes reminds one of the unthinking chatter of a parrot. People repeat what they have heard or read and lay the blame for high priced commodities to the middlemen's commission or profits.

While it may be true that some middlemen are but parasites upon business, leeches, unnecessary factors

in transferring goods from producer to consumer; while it may be a fact that in the handling of some products the number of middlemen is unnecessarily increased and the consumer needlessly taxed for their support, it is not always true that an increase in the number of middlemen handling a certain product increases its cost to the final purchaser.

Intelligent co-operation, the establishing of a system in handling a given product may necessitate the services of more middlemen, each one receiving satisfactory compensation for his services, and yet lessen the cost of transportation, eliminate waste, minimize losses and enable the retailer to sell at a lower rate than before. If this be not so, why do not people generally go to the shoemaker and have him make shoes for each one? Because the shoe factory where thirty-two operators each does a part in making a shoe can produce a better shoe at one-fourth to one-third less cost than one man working alone.

Throughout the world there are places and conditions where some people can deal directly with consumers and eliminate the middlemen, so far as marketing their output is concerned. Not all of such, however, can secure any large proportion of supplies for their needs in the same manner. The food consumed, the clothing worn, the tools, implements and machines required to carry on their work, the material for building or manufacturing must, to a large extent, be secured through middlemen.

Not every farmer, gardener, fruit grower or poultryman who could conveniently dispose of his products at a city market place or from house to house finds it advantageous to do so. Many who have tried it are glad to return to the grocer, meat dealer or produce buyer again to sell their

products. They have learned that these middlemen can deliver goods to the consumer for a smaller margin of profit than they themselves can afford to do the work.

In spite of their tirades against middlemen, many farmers help to increase the number of middlemen who obtain a living from handling goods which the farmer needs or the produce he sells. For instance, the farmer buys of the grocery and meat wagons which come to his door several times a week, thus increasing the number of employes in those lines. They also sell butter, eggs, poultry, veal, etc., to these men or others, at a lower price than they might obtain by going to market themselves. They do so because they consider their time at home at their work worth more than the little they lose.

And, again, the housewife can select meats and certain groceries herself in preference to sending to town by the men folk—another illustration of the advantage of seeing goods before buying.

The farmers also encourage another middleman by delivering milk and cream to the wagon which carries it to the creamery every day. They do not begrudge the driver his wages nor living which he makes because it is the cheapest way for the farmer to get his milk or cream delivered.

The gist of the whole matter is this: The middleman who is known to the farmer is not usually the one condemned. It is the unknown middleman who gets a slice of the profits without helping at all in the transporting or marketing of the produce. Thus they believe because they do not know all the facts in the case. And the same in respect to the implements, machinery and supplies which the farmer must buy. It is not the local dealer whom they blame so

much as some unknown middleman. They sometimes admit that the local dealer earns all the profit he gets, but they do not regard him as altogether necessary. They can order goods from a distance as well as he and save a part or all of his profit.

Our experience has been that the people who most cry out against middlemen are the ones who expect the home merchant to keep in stock any and every article which they are ever liable to need, so that in case they have not ready cash to send away or need to use it sooner than it can be secured from abroad, they may go to him for it.

"Away with the middlemen." Yes, the merchant who is guided by right motives, who is living to benefit humanity as well as earn an honest living, is just as anxious to eliminate the unnecessary middleman as are producers or consumers.

E. E. Whitney.

So, Be Careful!

I shot an arrow into the air; it fell in the distance, I knew not where, until a neighbor said it killed his calf and I had to pay him six and a half.

I bought some poison to kill some rats, and a neighbor swore it killed his cats; and, rather than argue across the fence, I paid him four dollars and fifty cents.

One night I set sailing a toy balloon, and hoped it would soar until it reached the moon, but the candle fell out on a farmer's straw, and he said I must settle or go to law.

And that is the way with a random shot, it never hits the proper spot; and the joke you may spring that you think so smart may leave a wound in some fellow's heart.—Bumble Bee.

A long engagement is dangerous; and a short one more so.

**You have had calls for
HAND SAPOLIO**

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

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

Detroit Department

May Sell Federal Biscuit Company Plants.

Detroit, March 5—Cornelius W. Wickersham, receiver in bankruptcy for the Federal Biscuit Co., New York city, operating eight plants, including one in Detroit, has made a report on the condition of the company Feb. 8. The report is included in a petition based on an order by Charles M. Hough, district judge, New York, calling a meeting of all the creditors in New York, March 25.

The meeting is for the purpose of considering the sale of the plants, either jointly or separately, or for considering plans for reorganization.

E. F. Drake, attorney for the Ford building, representing the receiver in Detroit and custodian of the local factory, states that an offer to purchase the Detroit plant separately has already been received.

The total assets Feb. 8 are given as \$419,382.43, as compared with \$415,550.40 at the time of taking possession. The total secured indebtedness at the time of the report was \$54,200, and the unsecured claims \$115,223.26.

On the face of the returns it appears that the indebtedness is only about one-half the assets, but this the receiver explains by the statement that the books were in poor condition, showing many inaccuracies, so that it was impossible to secure actual values. He believes that the unsecured claims will reach approximately \$140,000 to \$150,000.

The plants operated by the company in addition to the one at Detroit, are located at Philadelphia, Pa., Bridgeport, Conn., Montgomery, Ala., Lawrence, Mass., South Bend, Ind., Providence and New London. The company has an authorized capital stock of \$30,000,000.

The growth of the export business of the Hupp Motor Car Co. has necessitated a radical move on the part of the export department of that company—namely the establishment of permanent export headquarters in Paris and the appointment of John L. Poole as European export manager.

Mr. Poole will start early in April for Paris, where he will make his permanent headquarters at 11 Rue Scribe. The Hupp motor car has already another resident representative in Australasia. E. G. Eager, who makes his headquarters at Auckland, New Zealand.

Further progress was made last week in improvements by the Detroit City Gas company, when it purchased from Hugo Scherer the property lying between its present East Side gas

works at the foot of Meldrum avenue and the Morgan & Wright factory. This piece is 100 feet wide and extends from the river to Wight street. The ground will be used as the site for an extension of the plant, the work to begin at once, and be entirely completed this year. The sale was made by Dow & Gilbert, the consideration is not made public. Value of the property is estimated as in the neighborhood of \$2,000.

In addition to spending \$125,000 remodeling the Hotel Griswold, the Postal Hotel Company are reconstructing the lobby at a cost of about \$12,000. The present stairway leading to the parlor floor will be removed and one of Circassian walnut built there instead. The new tile floor will cost about \$2,000 and a new marble front office desk will take the place of the old one. Furniture and other appointments will be in keeping with the remodeled office.

Articles of association have been filed by the Donovan Building Co., with a capital stock of \$200,000; all paid in; \$100 per share; term, 30 years; dated Feb. 14, 1912. The stockholders are Michael R. Donovan, 1,998 shares; Daniel J. Donovan, 1 share; Alvin G. Collins, 1 share.

Wright, Kay & Co., received many congratulatory messages March 1, the fortieth anniversary of the firm's organization. The house was really established in 1866, as Roehm & Wright, R. J. F. Roehm retiring in 1872. The business was reorganized by Henry M. Wright and John Kay with J. S. Farland Jr., as special partner. It so continued until 1906 when the business was incorporated with the following officers: President, H. M. Wright; vice-president and treasurer, F. A. Kelsey; secretary, R. D. Kay; August 31, 1910, the firm moved from 140-144 Woodward avenue to the splendid location at the northwest corner of Woodward and Grand River avenues, where the store has a frontage of 40 feet on Woodward avenue and 100 feet on Grand River avenue. The stock which is carried by the Wright, Kay & Co. is perhaps one of the most exclusive in the country.

William A. Haines, for 14 years associated with the Commercial Credit company, 333 Majestic building, died from pneumonia March 1, at his home, 746 Roosevelt avenue, after a short illness. Mr. Haines was 58 years old. Prior to coming to Detroit, he lived in Grand Rapids. He had made Detroit his home for 27 years.

Hugo Scherer has purchased from the Philo Parsons estate the vacant property at the southwest corner of Woodward and Hancock avenues for \$35,000 cash. The lot is 90x153 feet. It is said the new owner is preparing to erect a block of stores on the site.

Detroit lost one of its most prominent German citizens when William Geist, aged 51, a lifelong resident of the city, died suddenly at his home, 378 East Grand boulevard, Feb. 27. Mr. Geist's death was caused by a complication of diseases. Wm. Geist was the senior member of the undertaking firm of Geist Bros., having entered the business with his father when a boy. He was prominent in fraternal circles, being a member of the Harmonie, German Salesmen, Concordia and several other German societies. He was also a thirty-second degree Mason, a member of the Moslem Shrine and of the Benevolent and Protective Order of Elks.

Building permits taken out in Detroit last week represent an aggregate of \$167,230 for construction as compared with \$176,675 the week previous and \$355,025 for the similar week of last year.

Byres H. Gitchell, Secretary of the Binghamton, N. Y., Chamber of Commerce, will succeed Lucius E. Wilson as Secretary of the Detroit Board of Commerce. Mr. Wilson has resigned to become general manager of the Warren Motor Car Co.

Cadillaqua Colors.

Blue and maize, colors from the uniform of the French army which Cadillac and his companions wore when they first stepped on the soil of Detroit's site and which are the colors of the State and the University, have been designated by the Cadillaqua Committee as the official colors for the Land and Water celebration in July. The only other colors utilized will be the red, white and blue of the National flag.

Activities in the Hoosier State.

Written for the Tradesman.

Evansville is continuing its efforts to enroll 10,000 members in its Boost Club and the money thus raised will be spent for publicity purposes.

R. H. Hadley, of Toledo, representing a syndicate of furniture and house furnishing stores, will open an establishment at Ft. Wayne in April.

Evansville has a population of 87,530, according to the new city directory. During the year 650 new residences have been added.

The contract has been awarded for the new St. Joseph's Hospital building at Ft. Wayne, a building five stories and basement, to cost over \$100,000.

Terre Haute druggists are already beginning active preparations for the thirty-first annual meeting of the Indiana Pharmaceutical Association, to be held in that city June 18-20. All roads will lead to Terre Haute and 500 druggists with their wives are expected.

The combined Retail Merchants' Association and the Merchants' Rebate Association of Evansville are planning to carry war to a foreign company, called the "Home Merchants' Trading Association," which has opened a store in the city. "Exterminate the Trading Stamp Nuisance" is the slogan of the merchants.

Ft. Wayne will start a nursery and raise its own trees for its parks and boulevards. Almond Griffen.

A Serious Mistake.

"Now I suppose that man will describe me."
"Why?"

"He asked me for advice and, under a misapprehension, I gave him the kind that was good for him instead of the kind he wanted."

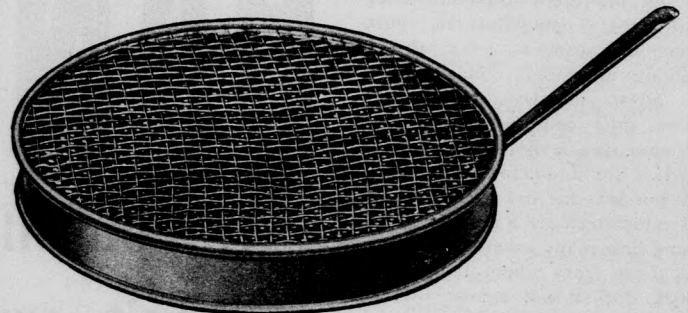
Hard To Understand.

"My husband," she said, "does not belong to any lodges nor clubs. He is not a man who travels much and he is at home every night."

"I don't see how he manages to live without any amusement at all."

The APEX BREAD TOASTER

TOASTS BREAD AS YOU LIKE IT



FOR USE OVER GAS, GASOLINE AND BLUE FLAME OIL BURNERS

Order of your jobber, or

Manufacturers **A. T. Knowlson Company, Detroit, Mich.**

BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of 1/2c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

REPRESENTATIVE RETAILERS.

Geo. H. Shaw, President Retail Grocers' Protective Association.

George H. Shaw, the newly-elected President of the Grand Rapids Retail Grocers' Association, is a self-made man, having left home at the age of 16.

He was born on the farm of his parents, Mr. and Mrs. Henry Shaw, March 28, 1865. The parental home is near Douglas, Allegan county, Michigan. Mr. Shaw received his education in the Douglas high school, and when he left home in 1881 he entered the employ of Charles H. Adams, a druggist of Otsego, where he remained for five and one-half years. He next accepted a position with the West Michigan Furniture Co., of Holland. After three years of service he was promoted and when the company moved into its new plant he assumed charge of the manufacture of the samples, a very responsible



position. For seventeen years he remained with this concern, removing them to Berlin, Ontario, where he became superintendent of the factory of the Berlin Furniture Co. In 1907 he gave up this position on account of ill health, coming to Grand Rapids and purchasing the grocery stock of Hopkins & Oliver, on Wealthy avenue. He has made a success of the business by adhering to the principle of handling strictly high grade goods and by following the motto: "Manage your business or it will manage you." Mr. Shaw was united in marriage with Miss Nettie Myers, of Otsego, Michigan, Oct. 22, 1890. The couple have no children. They have a beautiful home at 307 Henry street. Mr. Shaw is a member of Holland Tent, No 68, K O. T. M., and of Otsego Lodge, No. 82, Knights of Pythias. Although greatly interested in lodge matters, his main hobby is association work and he not only attends all the meetings, but has been a conspicuous figure at the State conventions of the grocers. This face has contributed a great deal to his popularity and his election as President of the Grand Rapids Association clearly

shows the esteem in which he is held by his neighbors in trade.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Automobile manufacturers of Detroit are planning to erect a half million dollar convention hall in that city.

Kalamazoo entertained eighteen conventions during the past year and the Commercial Club aims to break that high record this year. A convention hall suitable for taking care of large State gatherings is sorely needed.

The Bay City Board of Commerce has 781 members.

Jackson may have a county agricultural fair this year. The old fair grounds, now used for park purposes, are not suitable for fairs and will be sold to the city, the proceeds being used in the purchase of a new site and the erection of buildings.

The Lansing beet sugar factory recently concluded the longest run in its history, having sliced 74,000 tons of beets in 126 days and paid over half a million dollars to farmers.

A large plant for the manufacture of woven wire machinery is nearing completion at Menominee.

A new Carnegie public library has been completed at Bronson and will be opened in March.

The Northeastern Michigan Press Association met recently at Bay City and discussed ways and means of boosting that section of the State.

The Gladwin Council has granted a 30-year franchise for furnishing street lights to Chas. W. Kuehl of Saginaw, but the action must be ratified by the people at the spring election. The city is offered 100 candle power lights at \$20 each per year and the rate to other consumers is 80 cents per kilowatt hour. The city has the right to purchase the plant at any time. The power dam is on the Cedar river, three miles above Gladwin, and will be completed within four months.

Officials of Battle Creek have ordered all dice games in the city discontinued. Mayor Zelinsky took the initiative in the matter, having had several reports that men were addicted to dice shaking who could ill afford to risk their wages on the turn of the cubes.

Harbor Beach has voted to replace the old city hall burned last fall with a modern structure containing auditorium, council chamber, city jail, etc., at a cost of \$20,000.

The citizens of Menominee have petitioned the Council to purchase property on Main street, near the city hall, for city market purposes. If plans are carried out the market will have rest rooms and other features making the place attractive for farmers.

A bond issue of \$240,000 for public improvements has been agreed upon by the Kalamazoo council and the proposition will be voted on at the spring election. The improvements include a new municipal electric lighting plant, two 500,000 gallon water towers, a bridge across Kalamazoo river at Mill street, a new police station, and

signal system and a public comfort station.

An association is being formed at Mt. Clemens to boost the city. It is planned to raise a fund of \$40,000 in the next two years as a publicity fund.

The Lansing Chamber of Commerce has over 300 paid-up members and it is proposed to double the membership by April 1.

The third annual banquet of the Jackson Chamber of Commerce was held in that city February 28. President Isbell spoke particularly of the work of the Guaranty association, which is the industrial arm of the board. This association has assisted materially in financing three industries that are proving of material advantage to the city, and each one will repay the loan within 10 years.

Plans have been completed for the Arthur Hill Industrial school, which has been assured Saginaw, west side. The school will be open for boys and girls 14 years old and upwards, and there will be day, night and continuation classes, the school year continuing through 11 months.

The Jackson state prison is to have a new industry this fall, namely, a cannery for putting up fruits and vegetables.

Good roads boosters met at Grand Haven and reorganized the Ottawa County Good Roads Association and a campaign will be carried on throughout the county in the interests of the bonding proposition.

A campaign is on in Genesee county in behalf of the good roads bonding proposition and meetings will be held in every township, followed by a general round-up in Flint.

Grand Haven has selected the site for its new Carnegie library. The building will be located on Third street, just north of the federal building.

The state railroad commission has given the Pere Marquette and Ann Arbor railroads until March 20 to prepare and submit plans for an enlarged or new passenger station at Alma.

The Manistee Board of Trade has elected the following officers for 1912: president, Dr. Jas. A. King; vice president, F. A. Mitchell; secretary, W. J. Graham; treasurer, Harry J. Aarons.

The board will try to induce the Danish people of western Michigan to locate the proposed school at Manistee.

The annual banquet of Reed City business men and boosters proved a delightful success in every way.

The Isabella Improvement association has fitted up rooms at Mt. Pleasant for displaying the products of the county. The snow will include soil and rock formations, deposits of clay, and many other things of interest.

The South Haven city council is considering plans for ornamental street lights.

Muskegon has been promised better mail service to and from Chicago, after long and weary months of waiting.

Bangor has at last secured a canning factory. The proprietor will be Walter E. Hamilton, a canner of long experience.

Hancock has adopted an ordinance providing for milk inspection along safe and sane lines.

Ann Arbor is seeking permission to bond for a city hospital.

A company has been formed at Alpena to manufacture telephone fire alarm boxes. Almond Griffen

Influence of Clothes.

It is said that the average man is, to a great extent, influenced by the kind of clothes which he wears, in the same way as he is affected by his environment. A well-dressed man will walk better, talk better and, they say, even do better than the man who is carelessly dressed. Therefore the man who is neglectful of his personal appearance, is unneat, slouchy, his clothes not pressed nor carefully brushed, his shoes unpolished, his linen soiled and his hat dented and covered with dust, discards one of the most potent instruments of success. Perhaps he can not afford to buy fine linen or suits made at the best tailors, but every man can afford to be clean and neat in his dress.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

PERFECTLY INSULATED

The BRECHT Grocer Refrigerators

Have won from the trade the same high reputation for efficiency and economy in Ice Consumption, as our coolers. We use only the best selected woods which are highly finished, and solid brass hardware, quadruple nickel-plated. They are equipped with

The Brecht Patented Ventilating Ice Pan

The most important and up-to-date development in refrigerator construction. It positively insures a dry, cold air, sweet and pure. The illustration shows No. 6 style. One-third (left side) is used exclusively for cheese and is separated from the butter compartment. We design and build to order any size or style desired.

Write us for illustrations and prices, "Dept. K."

Equipped with Our Celebrated Patented Ventilating Ice Pan

THE BRECHT COMPANY
ESTABLISHED 1853

MAIN OFFICES AND FACTORIES 1201-1215 Cass Ave., ST. LOUIS, U. S. A.
New York Denver San Francisco Hamburg Buenos Aires



Michigan Knights of the Grip.
 President—C. P. Caswell, Detroit.
 Secretary—Wm. J. Devereaux, Port Huron.
 Treasurer—John Hoffman, Kalamazoo.
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.
 Grand Council of Michigan, U. C. T.
 Grand Counselor—George B. Craw, Petoskey.
 Junior Counselor—John Q. Adams, Battle Creek.
 Past Grand Counselor—C. A. Wheeler, Detroit.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Wiltliff, Detroit.
 Grand Conductor—E. A. Welch, Kalamazoo.
 Grand Page—Mark S. Brown, Saginaw.
 Grand Sentinel—Walter S. Lawton, Grand Rapids.
 Grand Chaplain—Thos. M. Travis, Petoskey.
 Executive Committee—James F. Ham-mell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

GONE BEYOND.

Death of One of Kalamazoo's Most Estimable Women.

She lived a life of service and as the spirit left the poor worn body which for many weary months had been racked by the most intense pain and suffering, she smiled into the face of the devoted daughter whose arms encircled her and then she passed on to that fuller, richer life, to that opportunity for still greater service which she knew and we know awaits her.

Lizzie Rollins, wife of John A. Hoffman, after more than a year of constant and most excruciating bodily pain, was mercifully relieved of her suffering last night at 9 o'clock when her spirit was freed and she crossed the divide to meet those of her loved ones who had gone before and to await those who in the fullness of time would follow after her.

Lizzie Rollins, daughter of Mr. and Mrs. Hugh Rollins, was born Oct. 22, 1848, in County Longford, Ireland, and with her parents came to this country when only 6 months old. The family came direct to Kalamazoo and for sixty-four years this city has been her continued home. On June 27, 1870, she was united in marriage to John A. Hoffman by Peninsular Commandery, No. 8, Rev. John Foster, rector of St. Paul's church and Prelate of the Lodge, officiating. The father of the bride had been Tyler of the Lodge for fifteen years previous to the wedding, and the groom was an active knight.

Because of the close Masonic connections of the two it was planned to have the wedding conducted with full Masonic rites and emblems. The State Hospital, where the wedding took place, was appropriately arranged, and between a long avenue of knights in full uniform the bridal party marched to the Masonic altar.

A. T. Metcalf, then Grand Master of the Michigan Commandery, and C. H. Brown, Grand High Priest, led the party to the altar, where Masonic wedding obligations were given. The wedding, as far as known, was the only one ever conducted by a Masonic lodge.

Three children were born of this union, Mrs. George E. Foote, who has been a most faithful and devoted daughter; Hugh G. Hoffman, of Chicago, who appreciated and loved his mother as do all manly sons, as his one best friend, and little Nannie Esther, who died at the age of 16 months. Twenty years ago Mrs. Hoffman's only sister died, leaving two children, whom Mrs. Hoffman took into her home, raised, mothered and loved, as she did her own.

Mrs. Hoffman was educated in the public schools of this city and was graduated from the high school with the class of 1866 and at the time of her death was one of the few early graduates living. She was particularly interested in the advancement of the city and for several years devoted her time to teaching. She was most successful in this work, being a favorite teacher of the pupils. For over forty years Mrs. Hoffman was a member of the Ladies' Library Association and was a charter member of the Twentieth Century Club, which she also served for years as Treasurer. She was also a member of the Civic Improvement League Board. Although a member of the Protestant Episcopal church, for the past few years she attended the First Presbyterian and First M. E. churches much of the time.

The funeral services were conducted by Dr. W. M. Puffer, a close friend of the family, and were largely attended. The State officers of the Michigan Knights of the Grip and Grand Council of Michigan United Commercial Travelers were present and brought beautiful floral offerings. Flowers were also sent by sympathizing traveling men from different cities in Michigan and Mr. Hoffman received telegrams and letters of condolence from the fraternity in Traverse City, Grand Rapids, Port Huron, Detroit, Lansing, Jackson, Battle Creek and Hillsdale. The floral tributes were numerous and were a fitting testimonial of the love and esteem in which the deceased was held.

We have been in many homes where death has come, sometimes suddenly and sometimes with many months of warning, but the closing chapters are always the same. Loving friends do all in their power to be helpful, they try their best to ease the pain that tugs at the heart strings of the ones

bereaved, but mere words however honestly and feelingly spoken can not bridge the chasm, can not lessen the shock when the loved one and especially when the wife and mother, when the light of the home starts on the the long journey to that only partially discovered country to which we are all tending.

Lizzie Hoffman will be mourned in Kalamazoo not only by her children, not only by her husband, and no man was ever a truer or more faithful husband, no man stands any higher in the estimation of those who know him best than does John A. Hoffman, but she will be mourned by scores and hundreds of men, women and children in this city to whom her life has ever been an inspiration to all that was the best, the truest and the most ennobling.—Kalamazoo Telegraph-Press, Feb. 27.

Wafted Down From Grand Traverse Bay.

Traverse City, March 4—Bob Case, the manager of the Handy Hotel of Mancelona, is a darn good fellow and willing to do all he can for the boys, but we would appreciate it very much if he would do away with the roller towel. Certainly a mention is all that is necessary.

L. C. Hankey, of Petoskey, is making his headquarters at the Cushman House on account of Mrs. Hankey and children having started on an extended visit to Japan. We hope Lew will not get lonely and that Mrs. Hankey and children will have a pleasant trip and a safe return.

One of the most popular travelers out of Grand Rapids is Ira Gordon, who is tendered a banquet every time he visits Bear Lake, and Ira is not on the bachelors' list either.

Wm. Vandermade, of Petoskey, is carrying a new traveling bag and wishes to advise that Armour & Co. have to date not discovered that same is included in his expense account. Really too much snow for pencil drivers.

Harry F. Whitaker, Acme Quality paint salesman of Grand Rapids, was in this section this week and reports the hardware convention at Grand Rapids a complete success, but Harry says that Kalamazoo will have one advantage in their street cars running after 2 a. m. Harry is certainly looking fine.

Fred L. McKnight, Simmons Hardware Co. salesman, should wear a mustache hereafter when he entertains his lady friend at one of the leading cafes in Grand Rapids and he would not be taken for a minor and refused some of the refreshments. Surely, Fred, the embarrassment must be something dreadful, but we might suggest to get a pail hereafter.

Wm. C. Wyman has been assigned this territory for the Osborn division of the International Harvester Co., to succeed W. E. Sheeler, and will make this city his headquarters. From his appearance we are pleased to render a favorable report. We certainly welcome you, Bill.

Mrs. Richter wishes to announce through these columns that she has never been entertained in a Chop Suey institution and would appreciate

an invitation, and if she should be extended this treat, kindly remember her name is Nellie and do not call her Maud or Lizzie.

Life is real and life is earnest,
 And the grave is not its goal.
 Now, dear landlord, will you listen
 And do away with the roller towel.
 Good night.

U. C. T. assessment No. 110 expires March 25. Get busy.

Arthur Richter, our middle son, is confined to his home with scarlet fever, but is doing nicely.

B. J. Reynolds has disposed of his grocery store and will again cover this territory for the B. Marx Shoe Co., of Detroit. Mr. Reynolds has met with great success in the past and we can only wish him continued success and welcome him to our fold.

Dan Way, of Rapid City, did shopping in our city Friday and one of the pleasantest ways about Dan is that he does not confine all his purchases to the Knox Ten Cent store. Dan, you are welcome to our city.

And to our friend, Jim Goldstein, we wish to say that Ludington has our sympathy, Grand Rapids our congratulations.

Fred C. Richter.

Activities in the Buckeye State. Written for the Tradesman.

A fight has been started in Columbus against the arbitrary "zone delivery" rules of the express companies, whereby packages are called for and delivered only within certain prescribed street limits, and it is the hope ultimately to bring about free city-wide delivery, which has been established in Cleveland. A petition has been filed with the Public Service Commission, setting forth that the delivery zones established by the express companies are "discriminative, unjust and inequitable," and asking that the service be extended. The Adams, Wells-Fargo, United States and American companies are the defendants and they have until March 7 for answers. The outcome of the case will be watched with interest, since similar questions may be raised in other cities. Action is founded on the utilities law enacted last June and offers the first test of the powers of the Commission over express companies.

Twelve men have been added to the police force of Youngstown, making seventy-four patrolmen. According to the new city directory Youngstown now has a population of over 91,000.

Manufacturers of Dayton were addressed recently by Prof. Bloomfield, of Boston, head of the Vocational Bureau of that city, and Dr. Gibson, head of the Mechanics Institute, Rochester, N. Y., on trade schools. It is the desire of the School Board of Dayton to give the students more vocational guidance if the factory owners will indicate along what lines they want instruction to be given.

Almond Griffen.

There are so many different kinds of love, that it is not at all curious if any one does not always know whether he is in love or not.

Money talks, but it doesn't stutter when it gets tight.

News and Gossip of the Traveling Boys.

Grand Rapids, March 6—And now it's J. Harvey Mann, Senior Counselor.

Henry Saunders tried to emulate Mr. Pipp in that exhilarating play entitled, "The Awakening of Mr. Pipp." The only difference between the two was Pipp brought home gold fish and Henry brought home dog fish.

Mrs. Chas. Perkins has been called to the home of her father, at Old Mission, owing to a serious injury he received by a fall last Wednesday.

We've seen so much of it this winter that it makes us pass the ugly look every time we see E. H. Snow.

Milo Whims has taken charge of the Grand Rapids office for Edson-Moore & Co. Mr. Whims recently covered the territory in the Upper Peninsula. The writer hopes the trade and the boys in general will extend Whims the same cordial support and friendship that has been given him in the past.

The new members who received their credentials at last Saturday's meeting of the U. C. T., No. 131, are as follows: J. R. Seewald, Frank L. Bean, C. E. Crossman, Chas. P. Foote, Wayne Hornbacker, C. M. Lee, L. H. Higgins, E. J. Alexander, A. E. Gould, F. C. Hubbard and O. L. Knapp.

F. H. Buck and J. L. Bailey were admitted by transfer and J. S. Nelson was re-instated.

Look the above list over, you Grand Rapids traveling man, and ask yourself why your name isn't there.

Supreme Sentinel Frank Ganiard and L. C. Pease, of the Supreme Executive Committee, and Past Grand Counselor A. T. Lincoln were honored visitors at the regular meeting.

With all due respect to the splendid visitors at our banquet, we simply can't help but mention the Supreme Surgeon, Dr. C. M. Taylor. He impressed the entire bunch of boys as a gentleman and a scholar, a hale fellow well met. We are sure that in the future his findings and recommendations in regard to the different claims he is obliged to pass on will be received in the proper spirit, and we will know that Dr. Taylor has done his conscientious duty and given every one connected a fair deal.

E. A. Saffrou is ill at his home, but is improving and expects to be out within another week.

C. M. Lee, representative for the National Biscuit Co., came in all the way from Cheboygan to take the initiatory work Saturday.

When the weather man does say There will be more snow to-day,

We're pleased at this; it might be worse

Because it always happens just reverse.

We're merely practicing up as we intend putting in our application as poet Laureate of Hingland.

Al Windt has returned home from the St. Louis Sanitarium and is again ready to take up his duties on the road.

Mrs. Fred DeGraff has been called to the home of her parents owing to the serious illness of her father.

Mrs. Ned Clark, who was discharged from the U. B. A. Hospital a short time ago, is again seriously ill. Mr. Clark has the sympathy of the traveling fraternity, who hope for a speedy and complete recovery.

The U. C. T., No. 131, will give a dancing party Saturday night, March 9. All travelers are invited.

Wilbur Burns, who has been laid up at home for a number of days, attended the meeting and banquet Saturday, even if he did have to limp to get there.

The U. C. T. degree team held a meeting Sunday morning and elected Ed. Ryder Captain. It is Ed.'s intention to drill the team in military maneuvers and take them to Bay City in June to show the Michigan U. C. T. members the finest drilled and huskiest bunch of U. C. T. boys in the State.

The Park Hotel, Muskegon, charge individual towel prices but furnish nothing but the insanitary and much condemned roller towel. A change would be of benefit to the hotel management and the traveling men alike.

We still believe John Hach, Jr., of Coldwater, is entitled to and would make a splendid Grand officer.

If the Wentworth Hotel, at Lansing, wishes to retain the patronage of the commercial men, they, too, should get busy with the roller towel and throw it into the discards. A great many of the boys are complaining of the filthy and insanitary roller towels at this hotel.

The U. C. T. meeting Saturday was a most successful one. There was more than one display of real fraternalism there.

We wish to speak a word for the one that takes up the work for the U. C. T. in the Tradesman. In order to make it a success the members should lend a helping hand and pick up a few notes to help out the writer. The members have been very lax in this regard in the past, but we hope every one will get busy from now on. The present writer will keep up the work for two more weeks and especially solicits aid as he will not be in a position to pick up any news. Everybody boost for the best Council in the country, No. 131.

Don't forget to carry a few canned goods with you. It's not over yet.

Arthur Rogers and his splendid partner, Mrs. Rogers, of Grand Ledge, spent Sunday with friends in our city.

Speaking about the new manager of Edson-Moore & Co.'s Grand Rapids office, we wish to remind the girls that he was listed with the eligible bachelors. Of course, being on the job, the office girl gets first chance.

Have you paid assessment No. 110 for \$2 yet?

The slogan for Grand Rapids Council, 500 for 131.

Evidently some sales managers are rather dubious about the U. C. T. initiations. One of them sent explicit directions to the Senior Counselor Saturday that "under no circumstances was the degree team to maim, cripple or deform one of his salesmen," who was to ride the goat that day, as he was short of salesmen and he need-

ed the services of the salesman candidate very much.

Frank Ewing, former Grand Rapids kid and now a merchant prince of Grant, attended the U. C. T. meeting and banquet Saturday. No one is more welcome than Frank.

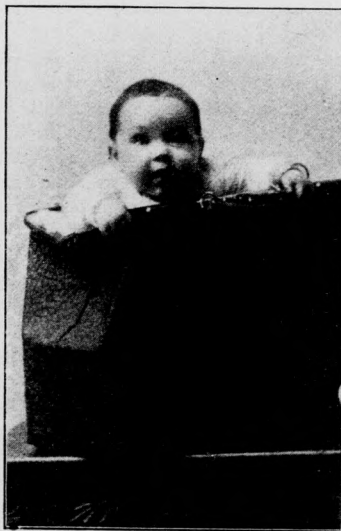
We'll speak for the Tradesman and say that they will welcome any correspondence from the boys anywhere in the State.

To M. A. Russell, of Moss Agate cigar fame, we extend a special invitation to send in contributions.

Cy. Lung looked like a walking ticket scalping office when he accidentally pulled out a pocket last Saturday.

The boys feel that when they pay what John Sweet charges at the Burke House that that should be sufficient without his using other means to pick up a small amount of change. In other words, the boys would prefer that he keep out of their set-back games.

In the past we spoke disparagingly of Paul Berns because he was ever-



lastingly telling what a fine baby he had. Paul is the Michigan representative for the Globe Soap Co., of Cincinnati, and has done more than any man ever did in making Grandma, Pearl and Export soaps the big sellers they are. But to get back to Paul's baby, when we got a look at the following picture we told Paul we didn't blame him one bit. Allow us to introduce Miss Louise Geraldine Berns, age 6 months:

One way to remember a pass word is to attend lodge regularly.

If during the year every other U. C. T. member secures an application the long-coveted 500 will be reached—and passed.

We believe that eggs at 33 and butter at 34 in Grand Rapids are cheaper than eggs at 35 and butter at 37 in Alto, even if Alfred Kraft and Dr. Northrup can not see it that way. And then again there isn't the danger attached to hauling them home.

Harry Thompson might have been a great "sledge" player in Alto, but with Lon Smith and Grand Rapids—curtains and slow music.

E. A. Stowe has gone to Panama. We also have a ma we'd like to pan. A ma-in-law.

Fred Croninger and Chas. Perkins

wish to extend their thanks to that diplomat, Wilbur Burns, for a bit of diplomacy which undoubtedly saved their lives(?) in Baldwin.

The sandy haired hero from Charlotte might have used other means of saving the lives of the snow-bound passengers. He might have brought out some of that stuff that is manufactured in his wife's uncle's factory in Scotland.

Ward Morton, the Michigan representative of the Keystone Type Foundry, will make his home in Grand Rapids, having moved here from Philadelphia. Mr. Morton was one of the candidates at the Consistory meeting March 21-28 and was elected Class Historian.
J. M. Goldstein.

Celery City Travelers.

Kalamazoo, March 5 — Sumner Owens is confined in Borgess Hospital following an operation for appendicitis. The operation was successful but Mr. Owens is still very sick, a result of waiting too long for the operation. He has had several attacks in the past and has pulled through each of them without going to the operating table.

Mrs. Thomas M. Lee has returned to her home from the Borgess Hospital after quite a long illness there.

Mrs. John Hoffman was laid to rest Thursday. Kalamazoo Council mourns with her family her departure. Mr. Hoffman is one of the charter members of No. 156.

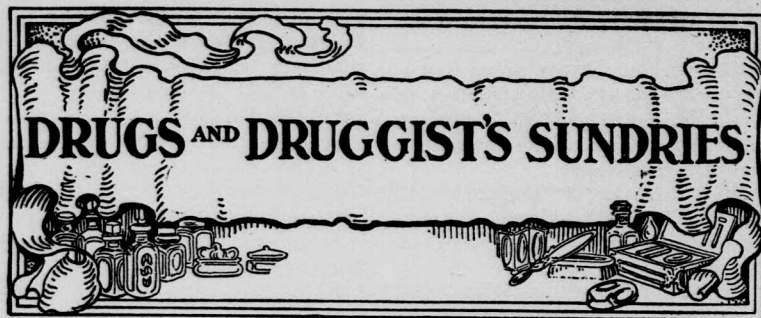
The G. R. & I. Railroad have had just one more wreck this week. It was between Cooper and Plainwell this time, and report has it that this was also caused by spreading rails instead of carelessness in obeying orders. It looks as though we boys will have to add to our U. C. T. insurance one of those little one day accident insurance tickets. The first thing we know there will be another passenger wreck and then the results might be a little more serious than they were near Vicksburg, when Brothers Chappell and Goodrich were hurt. By the way, they keep those accident tickets we mention on sale at all G. R. & I. ticket offices.

Brother Chappell, of No. 131, Grand Rapids, is coming along finely and we hope he will soon be able to get around a little. When we called on him last Thursday he had tried to get up but found his back hurt him very badly yet. Brother Goodrich, of Kalamazoo, was still at home. He is suffering from injuries received at the base of the spine, which are not thought to be of a serious nature but bad enough to necessitate his leaving his business cares for some time.

Sorry we missed that banquet at the Pantlind last Saturday night, to which Brother Hydorn so kindly invited us, but sickness close at home necessitated our staying where we could be found on a minute's notice. Glad to say our friends are out of danger now.

Saturday night is election of officers and we hope Kalamazoo Council will turn out in full force to look after the welfare of the Council during the next year.

R. S. Hopkins, Sec'y-Treas.



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

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gillo, Pompeti.
 Second Vice-President—G. C. Layerer, Bay City.
 Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.
 Next Meeting—Muskegon.

Michigan State Pharmaceutical Association.
 President—E. W. Austin, Midland.
 First Vice-President—E. P. Varnum, Jonesville.
 Second Vice-President—C. P. Baker, Battle Creek.
 Third Vice-President—L. P. Lipp, Blissfield.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—J. J. Wells, Athens.
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

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

Buttermilk at the Fountain.

It is surprising how rapidly buttermilk has grown in favor with the public, as a fountain beverage. When you buy buttermilk have it fresh every day. This, or some good artificially prepared article is the only buttermilk for the soda dispenser to handle. After preparation it can be put into individual bottles. Small eight ounce milk bottles with the paper caps are very convenient. If you can afford a larger drink, a twelve-ounce patent stoppered bottle such as is used for citrate of magnesia makes an excellent container. Put ten ounces into each bottle, this gives you a chance to shake it well before serving. This is an especially good method in one way, for the bottles can be put into an ice box covered with fine shaved ice, which means that the buttermilk can be kept for weeks before spoiling or becoming too acid to drink, for when very cold, the acid bacteria develop very slowly. The small milk bottles in quantities cost less than three cents each and the paper caps cost something like 30 cents a thousand.

After some experience I would say that a glass demijohn-bottle or a stone crock is best in which to make the buttermilk. One thing you must be sure of and that is that it be scrupulously clean.

In the preparation of buttermilk there is one important thing to be remembered, and that is to use nothing but absolutely fresh milk. Everything depends upon that.

Old milk, or old milk mixed with

fresh milk, or milk to which a preservative has been added will not give a satisfactory product. Therefore insist upon your mikman supplying you with fresh whole milk. If you do that and follow directions, you will have a fine lactic-acid milk that will keep wholesome for months under proper conditions.

Formula No. 1—Fresh milk, two gallons; warm water, three quarts; salt, one teaspoon rounded full; lactone tablets, eight.

Formula No. 2—Fresh milk, one gallon; warm water, one-third gallon; table salt, one drachm; lactone tablets, five.

Heat your water to 175 degrees Fahrenheit, add it to your milk and then stir in the salt. Now crush the lactone tablets to a powder and dissolve the powder in some of the milk, then add it to the whole and stir thoroughly for a few moments. In the summertime a high shelf in your back room will answer very nicely, but in the winter it is best to put your container in some warm place or near a radiator, where a temperature of from 70 to 85 degrees Fahrenheit can be maintained. Upon the temperature depends the length of time that it will take to complete the process. Experience will indicate that it is just as bad to have the process too fast as it is to have it too slow. I prefer to have it slow. If you maintain a fairly high average, from twenty-four to thirty-six hours will be required; otherwise from forty-eight to fifty-six. Using the last period, I obtained my best product.

When the process of fermentation has proceeded far enough put the buttermilk in your bottles and keep them packed in ice until served. The buttermilk will be better after it has been chilled for twenty-four hours than when it is first made. During the process of fermentation do not shake the milk as this is liable to form hard curds.

G. F. White.

The Drug Market.

Balsam Peru—Has advanced.
 Oils of Lemon and Orange—Are higher.
 Oil Sandalwood—Has advanced.
 Cod Liver Oil—Has declined.

Father Did It All.

A little boy who had often heard his father talk about the Civil War, finally asked: "Father, did anyone help you put down the Rebellion?"

Many a man wouldn't care to go to heaven if some of the things described by women as "heavenly" were to be found there.

PARCELS POST.

Plan To Railroad Bill Through the Houe.

Chicago, March 1—It has been announced that the Committee on Post-offices and Post Roads of the House will within a few few days report a bill as a rider to the postoffice appropriation bill providing for a very extensive parcel post system.

The rider will contain a provision purporting to extend simply the harmless(?) International Parcel Post arrangements (already shown to be illegal) to citizens at home as well as foreigners abroad, but which will in fact establish nothing more nor less than a General Parcel Post System.

This rider purports to provide for an experimental local rural parcels post, which is not experimental at all, but, in fact, firmly establishes a local rural parcels post under the specious plea of serving the local merchants and the farmers, which will prove seriously damaging to the local merchants and which does not provide the farmer with that service which has impelled him to favor parcels post.

If it were intended to provide a local rural parcels post law for the benefit of the retail mail order houses, and the retail mail order houses alone, this proposed rider could not be improved upon.

The business interests of the country have asked that a fair and impartial commission be appointed to study the question at home and abroad before attempting to legislate on the question, but this rider writes the law on the statute books and then provides for a commission. The reasons for a commission under such circumstances are not clearly revealed.

It is proposed to railroad this legislation through the House without debate, or opportunity for amendment under "gag rule," notwithstanding the fact that it is the most important and far-reaching legislation so far presented to this Congress, and, too, in the face of the fact that not long ago the American people were asked to render a verdict against "gag rule" in the House of Representatives.

Our members, representing nearly \$500,000,000 in invested capital directly interested and affected by this proposed legislation, ask that an impartial commission be appointed to

investigate the subject at home and abroad, and that no legislation shall be attempted until such a commission shall report its findings.

In behalf of more than a million retail merchants who are our customers, of nearly half a million commercial travelers, who are our employes, of thousands of wholesalers, of the small towns and cities of the country, in behalf of true and correct principles of government, we solemnly protest against the proposed legislation, which is a long step, almost impossible to retrace, toward Government ownership and Socialism, the tendency toward which must be throttled if our Republic is to endure.

E. B. Moon.

Lighting of Stores by Hydro-Carbon Gas.

Wonderful progress has been made in the past ten years in the production of lighting devices that are especially adapted to the rural needs for lighting stores, churches, halls, factories and homes. While there are several methods and fuels that in a measure meet the demands, they have their drawbacks in one way or another; some are complicated, others too expensive to install or cost too much to maintain. These objections, however, do not pertain to the more modernized methods of lighting as in the hydro-carbon gas systems that make and burn their own gas produced from commercial gasoline, which is now obtainable everywhere and is a common commodity, which is recognized by authorities as being the most practical and economical fuel and process for illuminating, as well as for power in almost every hamlet, and in the larger cities also where electricity or city gas is available, you will find stores lighted by hydro-carbon gas. The cost and volume of light considered is about one-fifth and even cheaper and more sanitary than kerosene lamps. The fact that this method of lighting has been developed to a high standard of perfection in the past twelve to fifteen years it is to be wondered at that all of the merchants do not avail themselves of this opportunity of making their places of business more attractive to the public. It is well worth their while to look into this very important necessity of good light, and a good resolution to make in the new year is to "brighten up."

MAKES AND BURNS ITS OWN GAS

Make Your Own Gas Light

FREE FREE FREE

Mr. Merchant—You can try one of our hydro-carbon systems in your store for 30 days. Guaranteed for five years. If it is not as represented and the best and cheapest light producer you ever saw you may return it; no further obligations. Why

hesitate and delay? Do you know of any one thing that will attract more attention than good light? Send diagram of your store today for free estimate.

T. YALE MFG. CO. 20-30 S. Clinton St., Chicago

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Semen, Spiritus, Herba, Magnesia, Oleum, and Syrupus.

Table listing various oils and other products, including categories like Oils, Paints, and other medicinal substances.



Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

Our salesmen with samples of Druggist Sundries, Stationery, Books, Hammocks and Sporting Goods will call upon you soon. Please reserve your orders for them. The line is more complete than heretofore.

Respectfully,

Grand Rapids. HAZELTINE & PERKINS DRUG CO.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton Price \$1.00

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

ONE FULL SIZE CARTON FREE

when returned to us or your jobber properly endorsed

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

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED, Rice, Feed, Corn, Wheat, Cheese, Holland, Herring

Index to Markets By Columns

Index to Markets table listing various goods like Ammonia, Axle Grease, Baked Beans, etc. with corresponding prices.

Main market index table with columns 1 and 2, listing goods like Ammonia, Axle Grease, Baked Beans, etc.

Table listing various goods under categories like CHEWING GUM, CHICORY, CHOCOLATE, CIDER, SWEET, CLOTHES LINE, COCOANUT, COFFEES, ROASTED, etc.

Table listing various goods under categories like CONFECTIONS, Stick Candy, Mixed Candy, Grocers, Fancy-In Pails, Fancy-In 5lb. Boxes, NUTS-Whole, etc.

Table listing various goods under categories like Sweet Goods, Animals, Cartwheels Assorted, Chocolate Drops, etc.

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—Two beautiful California bungalows, cement, tile roofed, modern plumbing, steam heated, electric lights and gas. Choicest location in city of Ann Arbor, three blocks from U. of M. Campus. Lots 65x132 feet. For terms address Ida Mae Thrall, 512 E. Jefferson St., Ann Arbor, Mich. 29

For Sale—Fully equipped newspaper and job office, power press, in hustling inland village, progressive people, great fruit section. Address Lock Box 38, Hesperia, Michigan. 26

For Sale—Dry and bazaar goods, invoice about \$1,000, fixtures included. Sell cheap if taken at once. M. L. Bloom, 385 W. Bridge street, Grand Rapids, Michigan. 25

For Sale or Trade—For good farm land, a good factory building located at St. Joseph, Michigan. Address Lock Box 294, St. Joseph, Mich. 24

For Sale—Grocery and queensware stock in best location in live town. Established 20 years. Stock and fixtures invoice about \$2,400. Address Business, care Tradesman. 23

For Sale—Meat market in good Central Michigan town 1,000 population. Good business. Address No. 22, care Tradesman. 22

For Sale—A good store building, good living rooms overhead, on a lot bordering on a large clear lake over a mile across. Also a stock of groceries. Can reduce stock. Good reason for selling. Investigate and deal with owner and save a commission. Address No. 21, care Tradesman. 21

Collect money—By a sure, simple system. Income \$1,000 to \$5,000 a year. Quick results. No capital. Instructive booklet. "Skillful Collecting," free. National Collectors' Assn., 47 Park Place, Newark, Ohio. 31

Mr. Merchant—Are you a member of the World Wide Detective Association? If not, why not? One of the best collecting systems on the market. Do your own collecting and save the percent, and get your own money. Try it on some of your hardest accounts and if not satisfactory in four months' time, return to us and we will refund the price of the system. Membership and system \$3. Address C. J. Westphal, State Agent, Brighton, Michigan. 18

For Sale or Rent—Good clean up-to-date stock of general merchandise for sale. Will make terms easy if desired. Good store and dwelling for sale, or rent. Better investigate and if you like the place, we will try hard to make a deal as have other business must attend to. Address W. B. Conner, Shiloh, Mich. 16

For Rent—Store building, 25x75, with 8-room flat above and barn in rear, in Phillips, Price County, Wis. This store has been occupied for 17 years as a general store; is located in the center of the business section. Possession given March 15. For further particulars, address A. N. Lewis, 822 Oakdale Ave., Chicago, Ill. 13

For Sale—First-class variety store, town 5,000, Central Michigan. Stock, fixtures invoice about \$1,500. Good trade established. Failing health. Address 14, care Tradesman. 14

Wanted—A stock of general merchandise, \$3,000 to \$7,000 in Central Michigan. Address A. C. Hayes, Cadillac, Michigan. 12

Will exchange town lots at International Falls, Minn., for general merchandise and hardware, from \$1,000 to \$20,000 or more. Address A. W. Mertens, Jeffers, Minn. 2

For Sale—Stock of groceries and fixtures, invoicing about \$3,000, is as good a location as there is in Southern Michigan. For particulars address The Hillside Grocery Co., Hillsdale, Mich. 1

Money-Making Secrets Exposed—Shows way to freedom from wage slavery and points way to prosperity. Particulars free. Union Mailing Bureau, 1040 Wells St., Chicago. 999

ACCOUNT SYSTEM.

For Sale—My Simplex, short system at a bargain, account of changing to larger Simplex system. Original cost \$48. Will sell for cash at \$32. Have used one month. Manufacturer has agreed to print supplies free for you. T. G. Kless, Highland Park, Ill. 10

Drug and grocery stock for sale; full prices; finest location. Very little cash required. Address Dr. Pierce, Beaverton, Michigan. 983

For Sale—A clean stock of ladies' furnishings and dry goods, having an established trade in a growing town. Stock and fixtures will inventory about \$5,000. Owner desires to retire from business life. Address Box 97, East Jordan, Mich. 27

For Sale—Good 10 syrup soda fountain, onyx front. Cost \$700. Will sell for \$100. W. C. Wheelock, Kalamazoo, Michigan. 19

For Sale—A snap for quick cash sale; fine established hardware business in good town in Northern Iowa. A most attractive business proposition; will bear close examination. Must act quick. C. W. Soesbe, Greene, Iowa. 9

For Sale—Clean, fresh unbroken stock groceries, fixtures and shelf hardware. No old goods. \$750 to \$800. Strictly cash business. Location good and rent reasonable. Address 8, care Tradesman. 8

Grocery and hardware stock for sale by J. W. Spooner, Prescott, Michigan. 4

We are in the market for maple and beech lumber and small squares in large quantities. The Columbia Mfg. Co., New Philadelphia, Ohio. 997

Hotel for sale. Only one here, 14 rooms. John Feehery, Campus, Ill. 980

For Sale—Tailoring business in a good live town, with a line of furnishing goods. Will sell separately and teach buyer to cut. Address J. H. Alger, Jr., Holly, Michigan. 989

For Sale—1,000 lbs. A No. 1 honey in the comb, 1 lb. sections. Address Fanning Bros., Boyne Falls, Michigan. 990

I have a canvass glove outfit, consisting of work table and rack, full set of dies, mallets, block, turner, etc. Cost when new, \$100. Will sell for \$50 cash. I find myself unable to give it my attention on account of other business. R. L. Myers, Jr., Alanson, Mich. 984

I have several buyers for a first-class mercantile business. Must be located in live towns and making money. Parties wishing to sell kindly write me at once. I make absolutely no charge for listing your business. H. Thomasma 433-438 Houseman Bldg., Grand Rapids, Mich. 994

Wishes To Retire—Owner of a general stock that will invoice about \$30,000, wishes to retire on account of age and offers stock for sale. Located in Wisconsin's best farming community in a live country town of about 1,000 inhabitants. Only those in position to handle a proposition of this kind need reply. Address The Janssen-Ruedebusch Co., Real Estate, Mayville, Wisconsin. 972

I teach penmanship by mail. The position—securing, salary-raising kind. Journal and pen free. Francis B. Courtney, Box 2174, Cedar Rapids, Iowa. 978

For Sale—Stock farm implements, invoicing about \$4,000. First-class farming country. Only stock implements in town. Address 966, care Tradesman. 966

For Sale—One of the freshest stocks of groceries in Michigan and located in the best town in the State. For further particulars address Lock Box 2043, Nashville, Mich. 976

For Sale—One of the best bakeries in Southern Michigan. Cheap if taken at once. Best of reason for selling. Population 2,500, two railroads, good schools and churches. Address Lock Box 372, Hudson, Michigan. 977

GAS CONSUMERS.

Save 50c to \$5 on your gas bill every month with our gas governor. Great invention. Write for free circular today. Specialty Supply Co., Dept. G., Kewanee, Ill. 974

Free Tuition By Mail—Civic service, drawing, engineering, electric wiring, agricultural, poultry, Normal, academic, book-keeping, shorthand courses. Matriculation \$5. Tuition free to first applicants. Apply to Carnegie College, Rogers, Ohio. 959

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

Patents of Value—Prompt and efficient service. No misleading inducements. Expert in mechanics. Book of advice and patent office rules free. Clements & Clements, Patent Attorneys, 717 Colorado Bldg., Washington, D. C. 957

For Sale—One of the best paying drug stores in Michigan. Stock will inventory about \$45,000. Good reasons for selling. H. Thomasma, 433-438 Houseman Bldg., Grand Rapids, Mich. 993

For Sale—Clean stock of general merchandise, including buildings in country town in the Thumb of Michigan. Inventories \$3,000. Reason for selling, failing health. Can reduce stock. Address Lock Box 107, Colling, Michigan. 646

For Sale—General stock with fixtures, store building, ware room and dwelling attached. Situated in one of the finest resorts in Northern Michigan. Reason for selling, poor health. Mrs. G. H. Turner, Topinabee, Michigan. 898

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

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

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

For Sale—\$9,000 general merchandise. Great chance for right man. Big discount for cash. Address M. W., care Tradesman. 772

Safes Opened—W. L. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

We have the best advertising proposition on the market to-day for dry goods merchants, general store merchants and department stores—no other kind. Exclusive to one merchant in a town. Satisfaction guaranteed to each patron. Write for particulars. Reporter Service Bureau, 215 S. Market St., Chicago. 794

For Sale—In Central Michigan, clean grocery stock and fixtures, corner location, town of 12,000. A bargain if sold at once. Health, cause of selling. Address No. 882, care Tradesman. 882

Wanted—To buy, for cash, stock clothing, shoes or dry goods. Address R. W. Johnson, Pana, Ill. 854

HELP WANTED.

Salesman Wanted—To carry as a side line, a legitimate and good selling article. Good commission. See advertisement on page 27 of this issue. The Oscar Onken Co., Cincinnati, Ohio. 5

Wanted—A registered drug clerk to go to Yerington, Nevada. For full particulars enquire 588 S. Division St., Grand Rapids, Michigan. 28

Salesman—Constantly or sideline, selling greatest washday help! No rubbing! Cameo, Detroit, Michigan. 995

Carpenter wanted to locate here. Address John Feehery, Campus, Ill. 979

Sideline salesmen wanted to handle the Merrick Patented All-Steel horse shoe calk. Remains sharp until worn out; outwears all others. Sells at sight. Send for particulars of territory, references, etc., to Merrick Calk Co., Box 1128, Hartford, Conn. Orders now being placed for fall delivery. 982

Local Representative Wanted. Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L 371, Marden Building, Washington, D. C. 883

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

SITUATIONS WANTED.

Wanted—Position as manager or clerk in store, clothing, shoes or men's furnishings. Experience, 13 years. Best references furnished. Address 20, care Tradesman. 20

Want ads. continued on next page.


PRINTING

For Produce Dealers

Letter Heads, Bill Heads, Business Cards

Envelopes, Statements

Shipping Tags, Order Blanks

In fact, everything that a produce dealer would use, at prices consistent with good service. 

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

Spot coffee has had a very quiet week and the market is characterized by a good deal of variation as to the size of individual orders. Some say they have no fault to find with the drift of things, while others report nothing doing. Prices show little variation and at the close Rio No. 7 is worth in an invoice way 14 $\frac{3}{4}$ c and Santos 4s, 15 $\frac{3}{4}$ c. In store and afloat there are 2,426,701 bags, against 2,470,783 bags at the same time last year. Milds show no animation and good Cucuta is quoted at 16 $\frac{1}{2}$ c.

The tea market is about as dull as it has been at any time within a half year. The trade is waiting the new standard, and until it is announced quietude will reign. The situation in China causes some uncertainty, but this will be settled—or further "unsettled"—later on.

Granulated sugar is quoted at 5.80c less 2 per cent. This is still rather more than a cent higher than a year ago. Demand has been rather quiet and this condition it is thought will be likely to prevail for the remainder of the month. Neither buyer nor seller seems to be taking very much interest—simply letting matters drift a little while.

Rice moves in its daily rut and quotations show no change. The best that can be said is that prices are very firm. Supply is not over-abundant, although there is no scarcity. Prime to choice domestic, 5 $\frac{3}{4}$ @5 $\frac{3}{4}$ c.

Spices are steady and dealers are quite free to acknowledge a satisfactory condition. Stocks of pepper are moderate and Singapore black is firm at 11 $\frac{1}{2}$ @11 $\frac{3}{4}$ c in a large way.

Molasses is quiet and the trade is now waiting for new Ponce. Good to prime centrifugal, 25@32c. Syrups are in moderate supply and are held at 25@28c for fancy.

Packers of tomatoes say of futures that standard 3s will be 85c or—well, perhaps death. They talk as though they really meant to hold this rate. Their friends, the enemy who will buy the goods, are not just now disposed to talk this rate, but seem willing to let matters drift along for a few weeks or months. Spots are quiet but prices are firmly maintained, and this is true of practically the whole list.

Butter has had rather a quiet week. Prices have shown an advance, at least for top grades, and creamery specials are now worth 31c; extras, 30 $\frac{1}{2}$ c; held stock, 29@29 $\frac{1}{2}$ c; factory, 24@25c.

Cheese is firm, with best whole milk quoted at 18c for white and 17 $\frac{1}{2}$ c for colored.

Eggs of top grade are not in over-abundant supply and yet prices are a little lower. We no longer see any 40c stock nor even any 30c, but 26@28c seems to be about the very highest point, and there is a fair supply at 23@24c of fresh gathered. California arrivals have been quite liberal.

Manufacturing Matters.

Detroit—The Detroit Air Products Co. has been incorporated with an

authorized capital stock of \$300,000, of which \$160,000 has been subscribed and \$150,000 paid in in property.

Detroit—The Baird Machine & Manufacturing Co. has increased its capital stock from \$15,000 to \$25,000 and changed its name to the Superior Machine & Engineering Co.

Benton Harbor—The Crary Machine Works has engaged in business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Detroit—The Keeton Motor Co. has been organized with an authorized capitalization of \$10,000, of which \$5,250 has been subscribed, \$1,026.54 being paid in in cash and \$4,223.46 in property.

Detroit—A new company has been organized under the style of the Formozone Co., with an authorized capitalization of \$5,000, of which \$2,500 has been subscribed, \$500 being paid in in cash and \$2,000 in property.

Clio—The Clio Manufacturing Co. has been organized to manufacture woodenware and to sell same, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed, \$3,160 paid in in cash and \$1,300 in property.

Detroit—The Detroit Electrical Heater Co. has merged its business into a stock company under the style of the Detroit Electric Heater Co., with an authorized capital stock of \$50,000, of which \$28,000 has been subscribed and \$5,000 paid in in cash.

Charlotte—The Model Packing Co. has engaged in the manufacture of sauer kraut, and fruit products, to buy and sell, can and preserve pickles and all kinds of fruits, with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed and paid in in cash.

Detroit—The United States Starter Co. has been incorporated to manufacture and sell automobile and other motor starters and other automobile parts and accessories, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$500 paid in in cash and \$1,200 in property.

Detroit—The Triumph Manufacturing Co. has engaged in business to manufacture and deal in machinery, tools, implements, self-propelled vehicles, motors, motor parts and anything connected therewith, with an authorized capital stock of \$75,000, of which \$39,000 has been subscribed and \$7,500 paid in in cash.

Fruit Crop Promises Well.

Traverse City, Mar. 5—The fruit trees in the counties surrounding this city are in fairly good condition despite the extreme cold weather; at least such is the report made as a result of a careful enquiry. Outside of some damage done to peach buds in the low lands and to sweet cherries here and there, the fruit crop for 1912 promises to be good. In the low places, not only the buds have been killed, but in some instances the wood has been affected somewhat on the ends of the branches. As far north as Elk Rapids, through the Old Mission Peninsula, in the central and northern parts of Leelanau county and in the southwestern portion of

that county, and in the vicinity of Frankfort, the peach buds are reported safe. A report from the Paul Rose orchard located near Frankfort, which orchard has been carefully examined by Mr. Rose, is said to be in such condition that the usual amount of thinning will have to be done in order to get the proper results for the coming season. As regards sweet cherries in this section, there is some report of damage. Sour cherries, however, and apples are in the best of condition and it is believed the buds will come out of the winter in a condition that will insure a big crop.

The Grand Traverse region is famous because of its cherries and its apples, and as these both promise to be successes for 1912, the fruit growers are feeling very optimistic. A movement is already on foot to advertise the apple crop of this section so that here will be an increased demand for the fruit and the crop will be sold at better prices than heretofore. The fruit growers realize that one of the biggest problems before them is that of getting their yearly yields marketed. They are aware that they are producing a superior fruit and one with a flavor that is most attractive, and they are now endeavoring to learn how to make these virtues yield them cash returns.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, March 6—Creamery butter,

28@32c; dairy, 23@30c; rolls, 23@26c; poor to good, all kinds, 20@25c.

Cheese—Fancy, 17 $\frac{1}{2}$ @18c; choice, 17@17 $\frac{1}{2}$ c; poor to good, 12@16c.

Eggs—Fancy fresh, 24c; choice, 23c.

Poultry (live)—Turkeys, 17@20c; chickens, 15@16c; fowls, 15@16c; ducks, 17@19c; geese, 13@14c.

Poultry (dressed)—Geese, 13@14c; turkeys, 18@22c; ducks, 17@20c; chickens, 15@17c; fowls, 14@16c.

Beans—Red kidney, \$2.75; white kidney, \$2.75@2.90; medium, \$2.65@2.90; marrow, \$2.90@3; pea, \$2.65@2.75.

Potatoes—\$1.20.

Onions—\$1.75@2. Rea & Witzig.

Kind of Him

The Hobo—Say, lady, do youse remember dat last fall youse gave me 'n old vest? Well, dere wuz \$10 in bills in dat vest.

The Lady (joyfully)—And you've brought it all back?

The Hobo—Nope; I came for anoder vest.

Board Meeting, Knights of the Grip.

The March Board meeting of the Michigan Knights of the Grip will be held at the office of the Secretary, W. J. Devereaux, in Port Huron, Saturday, March 9. John D. Martin, of this city, a member of the Board of Directors, will attend.

Some men who marry in haste have plenty of time to pay alimony.

Many a big man has been humbled in the dust by a little woman.

How About Your PRINTING for 1912?

THIS question is a very pertinent one for business men, because every day Business Printing takes on added significance as **A FACTOR IN TRADE.**

Time was when any sort of Printing would do, because not much was expected of it, but nowadays Printing is **EXPECTED** to create and transact business. For this reason, good Printing is exceedingly necessary in every line of business.

We have been producing **GOOD** Business Printing for years. We have kept pace with the demand for the **BEST** in printing. As a consequence, our Printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest Printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of **GOOD** Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be **PROMPTLY EXECUTED**, but the Printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver **GOOD PRINTING.**

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

Tradesman Company, Grand Rapids

IMPORTED FROM HOLLAND

If business Building is the art of securing permanent and profitable patronage you should carry

DROSTE'S PURE DUTCH COCOA

It is the best imported cocoa, costs the consumer less and pays you a better profit than what you could make on any other imported cocoa—**THAT'S THE REASON.**

H. HAMSTRA & Co., Importers
Chicago, Ill. Grand Rapids, Mich.



IMPORTED FROM HOLLAND

IMPORTED FROM HOLLAND

IMPORTED FROM HOLLAND

Near Wayne County Bldg.



A. T. Knowlson Company

WHOLESALE

Gas and Electric Supplies

Michigan Distributors for
Welsbach Company
99-103 Congress St. East, Detroit
Telephones, Main 2228-2229
Ask for Catalog



There is No Stronger Proof of Merit than Continued Popularity



HOLLAND RUSK has grown in popularity from year to year. The sales are constantly increasing. This can be due to but one thing. The sale of one package means a steady customer. The merits and all-round usefulness make it a seller—a quick repeater. Are you getting your share of the sales? If not, order a case from your jobber today.



Holland Rusk Co. ::: Holland, Mich.

Avoid Imitations
Look for the Windmill on the Package

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.



The Man Who Is Brief Has At Least One Virtue

“The Shorter the Act, the Longer the Encore”—*W. L. Brownell.*

If you haven't a Safe, you need one.

If it is too small, you need a larger one.

We sell the best Safes made.

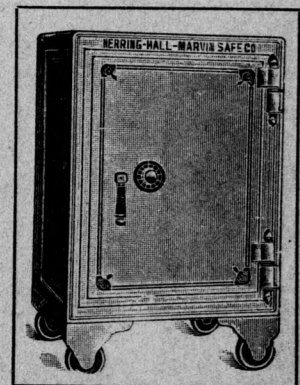
We can save you money on your purchase.

We have only one price.

But that price is low and right.

We want to do business with you

Write us today. _____



Simply say “Furnish me with Safe information and prices.”

Grand Rapids Safe Co. Tradesman Building
Grand Rapids, Mich.

A FEW REASONS

For Our Assertion That

YOU

Cannot Afford to be Without the
Line of Work Clothes Which Bears This Ticket



FROM the time we started manufacturing work clothes, our every effort has been to make our line the **BEST** on the market. That we have succeeded in our efforts, we attribute to the facts that we use only the best materials obtainable, employ only skilled labor and cut our garments large and roomy, making them the **MOST ATTRACTIVE, MOST SERVICEABLE** and **MOST COMFORTABLE** that can be procured.

Any man who has worn our garments will insist, when buying work clothes, on their having the ticket with the **RED SHIELD** and **CREST**, and if you do not have them in stock, you will surely lose sales, and we would suggest that you write **TO-DAY** for samples, which we will send via prepaid express. ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

THE IDEAL CLOTHING Co.
GRAND RAPIDS