

Foster, Stevens & Co. Wholesale Hardware



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

For Mail Carriers, Policemen, Truckmen, Railroad Men



The Gold Seal

Agol

Is a Great

Rubber

IS PURE GUM, GIVES DOUBLE WEAR

Manufactured only by

Goodyear Rubber Company

W. W. WALLIS, Manager
Milwaukee

FINE

That's what thousands upon thousands of its enthusiastic users are saying about

"White House" Coffee

The emphasis is always put on the word FINE, too—enough of that emphasis to carry CONVICTION to the minds of many thousands more who will take it on FAITH—the faith promoted by a real DESIRE to get hold of a brand of coffee that IS really and truly FINE. Some of YOUR customers would like to get hold of "White House." We KNOW it.

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids, Mich.

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.

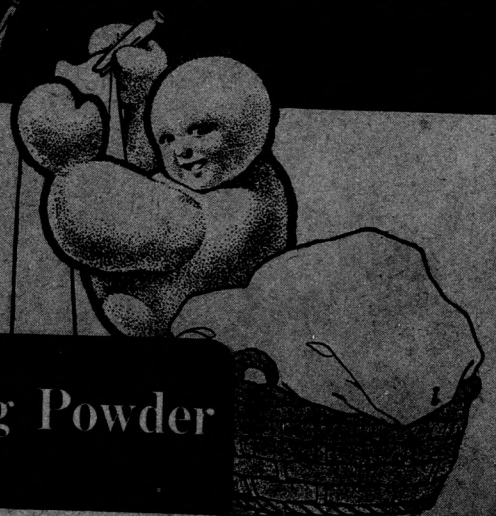
Tradesman Company Grand Rapids

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 13, 1912

Number 1486

SPECIAL FEATURES.

Page	
2.	Bankruptcy Matters.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Financial.
8.	Editorial.
10.	Detroit Department.
12.	Butter, Eggs and Provisions.
14.	The One Thousand Club.
16.	Shoes.
18.	Dry Goods.
19.	Parcels Post.
20.	Woman's World.
22.	Hardware.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.

PATRIOTISM OR AMBITION?

Governor Chase S. Osborn may be all that is good, great and gracious, but he should be careful lest the impression gain currency that his role is that of a raving, rampageous bull in a china shop rather than that of a sober minded, sane and safe statesman. He called a special session of the State Legislature to enact a presidential preference primary law under which the people of the State would express their presidential choice as a guidance to the delegates to the National conventions. It is quite likely that there are many people in the State who would be pleased to vote at a presidential primary, but such a procedure would be a pronounced innovation in Michigan, and untried in any other state in the Union. The plan may have merit, but it is something that has never had serious consideration in the State, and upon which public opinion has not had opportunity to take shape or find expression. The introduction of the plan at this time, also, had the appearance of having been developed to serve present political exigencies rather than to promote the best interests of the State. The Legislature was quite right in hesitating to instantly concede all that the Governor demanded in this direction. The reluctance of the Legislature in following the Governor's lead has led Governor Osborn to project a long programme of special law making, if not in this session, then in another special session to immediately follow the first. His programme includes the enactment of laws to prohibit brewery owned saloons, to curb the monopoly in giving saloon bonds enjoyed by the Michigan Bonding Company, to provide for the adoption of a universal primary nomination law covering all elective State officers, a corrupt practice act, to submit constitutional amendments covering the initiative, referendum and recall and the adoption of woman suffrage in this State, and to authorize State banks to pledge their assets as security for postal savings deposits.

The brewery-owned saloon is one of the greatest evils in the liquor traffic and under other circumstances

Governor Osborn would be deserving of cordial commendation for the stand he has taken toward them. There is room for suspicion, however, that instead of being actuated by the highest motives of righteousness Governor Osborn in his onslaught upon the brewery interests is stirred by a spirit of retaliation and revenge. The brewery interests have shown hostility toward Governor Osborn, and this appears to be his method of getting even with them. The evil is great and public sentiment will approve reform, but legislation should be serious and sober and not a matter of spite; it should be carefully thought out and not the product of a fit of temper. The spirit in which this legislation is demanded will make even the most ardent friends of cold water desirous of not going too fast. What is true of the brewery-owned saloon can be said with equal force of the Michigan Bonding Company. By some hocus pocus this company was given the exclusive right to furnish corporation surety bonds for saloons. This monopoly should never have been granted and the repeal of the law, either doing away with corporation bonds entirely or opening the field to other companies, is desirable. It is unfortunate, however, that this desirability should have been discovered under conditions which make Governor Osborn's motives open to suspicion of being revengeful and retaliatory. As for the adoption of the primary election of making nominations for all State officers—that is open to serious question as to its advisability. The adoption of the initiative, referendum and recall will not appeal to the sober common sense of the conservative citizens of Michigan however well it may go in some of the Western States as a popular institution. As for woman suffrage in Michigan, there is no urgent necessity of immediate action—the State will manage to get along quite a while if this be tabled. The amendment to the State banking law is desirable, but no great harm would result if even this were put over to the regular session next January.

Whether Governor Osborn is animated by patriotism or stirred by personal ambitions and a desire to make a sensation it is certain that Lansing will be the center of considerable State interest for several weeks to come. What will be the result of it all remains to be seen.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 11—The spot coffee market for the week just passed was quiet enough to "suit the most fastidious." Orders were not

especially numerous and the quantity called for was light in individual cases. But quotations are well sustained and in an invoice way Rio No. 7 is worth 14 $\frac{3}{8}$ @14 $\frac{1}{2}$ c. In store and afloat there are 2,384,701 bags, against 2,467,079 bags at the same time last year. Mild coffees are moving in the usual every-day manner and good Cucutas are worth 16 $\frac{1}{2}$ c.

Tea shows little, if any, change. There is some movement all along and sellers seem to be confident as to the future. Things are so "up-sot" in China that dealers are keeping an eye on the country and await the final settlement of political matters there with considerable interest. Prices are well held and there is little inclination to shade rates.

Granulated sugar seems to have been well sustained on the basis of 5.80c. The demand was light and withdrawals especially were infrequent. There does not seem to be a very deep conviction here that sugar will be placed on the free list as the protest of the beet men will be like making a noise of a terrifying character.

Stocks of rice are moderate and the arrivals from day to day are only sufficient to keep the wheels moving. Demand is not very active, but sufficiently so to keep the market pretty closely cleaned up. Prime to choice, 4 $\frac{3}{8}$ @5 $\frac{3}{4}$ c.

Nothing of interest can be picked up in the spice market. There is simply an everyday demand and quotations show little, if any, variation. Ginger and possibly cloves seem to be in rather more frequent enquiry than do the other goods.

New crop Ponce molasses is being awaited with some interest, and meanwhile the market for domestic varieties is hand-to-mouth. Good to prime centrifugal, 25@32c. Fancy sugar syrups, 25@28c, with a quiet market generally.

In canned goods there seems to be less interest in tomatoes. For several weeks the trend has been in favor of the seller and he did not seem to take much interest in futures. Now he is apparently realizing that "spring is on the way," and is talking futures at about 82 $\frac{1}{2}$ c, with buyers rather loath to consider it. Spots are well sustained, with moderate request. Peas are in request and nominal. Other goods are unchanged.

Butter tumbles. We have had some rather large arrivals and stock has gone off about 2c. Creamery specials, 30c; extras, 29 $\frac{1}{2}$; held stock, 28 $\frac{1}{2}$ @29c; process, 26 $\frac{1}{2}$ @27c; imitation creamery, 27@26 $\frac{1}{2}$ c; factory, 24@25@25 $\frac{1}{2}$ c.

Cheese is in very light supply and it looks as if the market would be sold to the last pound by the time

we have new goods. Whole milk, 18 $\frac{1}{2}$ c, and even skims are 14 $\frac{3}{8}$ c.

Eggs have declined almost 50 per cent. from highest rates of the season, and to-day not over 24c can be named for even "gilt-edged" near-by goods. Best Western, 21@22c. Some advance may occur owing to the Easter trade, but it seems doubtful if we again see 55c, or even 45c or 35c.

The United Light and Railway Company, organized about two years ago as a holding company to take over various gas and electric properties controlled and operated by Frank T. Hulswit and others associated with him, is becoming one of the biggest financial propositions that has ever had its origin in Grand Rapids. The company a few weeks ago took over the Grand Rapids Grand Haven and Muskegon Interurban, and now it is taking over other properties which makes the Muskegon Interurban a mere appetizer. The new properties acquired are the Tri City Railway and Light Company, controlling all the gas, electric light and power and street railway properties of Davenport, Ia., Cedar Rapids, Ia., Rock Island, Ill., Moline, East Moline and other nearby cities; also the Davenport-Muscatine Interurban and the Ottumwa Gaslight, Heat and Power Company. The utility corporations taken over, together with those already held, represent service to more than a half million people and all are in prosperous, progressive and growing communities. The United Light and Railways is capitalized at \$12,500,000 preferred, \$5,000,000 second preferred and \$12,500,000 common, of which \$2,000,000 preferred, \$800,000 second preferred and \$862,500 common stock is outstanding. New securities will be issued in exchange for the securities in the properties to be taken over and to raise about \$1,700,000 working capital for the development and extension of the properties held. This is the largest enterprise ever financed from this city and all the negotiations leading up to it were conducted by Mr. Hulswit. His methods have won the confidence of some of the strongest and best known capitalists and financiers in the country and this has made the achievement possible. The headquarters of the United Light will continue in Grand Rapids for the present, but removal to Chicago is probable eventually.

Fuller, Giddings & Robinson have been incorporated to deal in bonds, mortgages and other investment securities, with an authorized capital stock of \$15,000, all of which has been subscribed, \$750 being paid in cash and \$3,000 in property.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

March 5—In the matter of Rebecca A. Grove, bankrupt, merchant at Lyons, an order was made by the Referee calling the first meeting of creditors to be held at his office on March 28, 1912, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc. The bankrupt's schedules of assets and liabilities have been filed and show the following creditors:

City of Lyons, for taxes....\$	26.84
M. E. Brown, Lyons, labor claim	36.49
Lewis H. Hale and Samuel W. Webber, Lyons, secured by chattel mortgage.....	800.00
Samuel W. Webber, Lyons, secured by chattel mortgage	75.00
Lewis H. Hale and Samuel W. Webber, Lyons, secured by chattel mortgage..	486.31

The following are all unsecured creditors:

C. F. Adams & Co., city..\$	8.00
Amphelt & Sanderson, Ionia	27.23
Calumet Baking Powder Co., Chicago	13.50
Chope, Stevens Paper Co., Detroit	31.58
Detroit Cash & Credit Co., city	6.00
O. P. DeWitt & Son, St. Johns	113.91
Dust Down Mfg. Co., city..	10.00
Globe Tobacco Co., Detroit.	13.16
Dr. W. A. Grant, Lyons....	.66
Alexander Gordon, Detroit..	5.00
Hawley, West & Co., Lyons	39.14
Herold-Bertsch Shoe Co., city	213.02
Mrs. R. Hillman, Lyons....	1.19
Independent Oil Co., Mansfield, Ohio	5.50
Jennings Extract Co., city..	6.45
Kellogg Mfg. Co., Keokuk.	7.20
Lawton Vineyard Co., Kalamazoo	23.01
Lemon & Wheeler Co., city.	160.88
Lowell Mfg. Co., city	88.06
Metz Cigar Co., Lowell.....	3.30
Nat'l Biscuit Co., city.....	30.94
Northrop, Robertson, Carrier Co., Lansing	72.11
Perry Barker Candy Co., Lansing	19.65
Bert Penfield, Lyons	1.25
R. A. Potts Oil Co., Lansing	69.01
Phelps, Krag & Co., Detroit	52.80
Putnam Candy Co., city	96.33
Rindge, Kalmbach, Logie & Co., city	307.38
Geo. H. Seymour Co., city..	6.50
George Shaw, Muir	12.75
Vinkemulder Co., city	56.75
Washburn Crosby Co., city.	15.13
Nelson Willitt, Lyons	1.01
Yuille, Carroll Co., city	4.32
Frank Grove, Lyons (loan).	300.00

Shoes	420.55
Hats and caps	56.77
Ribbons	11.16
Dry goods, notions, etc....	250.08
School books and supplies.	157.23
Coats and overalls	104.24
Gloves and mittens	28.42
Hosiery and underwear	59.88
Collars and neckwear	56.94
Hairpins and jewelry	47.45
Toilet articles	6.89
Fixtures	385.15
	\$2,419.99
Book accounts, good	247.20
Book accounts, worthless and doubtful	491.74

March 6—In the matter of Mint Hoekstra, bankrupt formerly general merchant at Wyman, the final meeting of creditors was held, and the final report and account of Henry T. Heald, trustee, was considered and approved, and a final dividend of 5½ per cent. was declared and ordered paid on ordinary claims. No cause to the contrary being shown by creditors, it was determined that a favorable certificate as to the bankrupt's discharge be made by the Referee.

March 7—In the matter of Calvin D. Jones, bankrupt, a laborer of Muskegon, an order was made by the Referee calling the first meeting of creditors to be held at his office on March 30, 1912, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc.

March 8—In the matter of the J. P. Seymour Company, alleged bankrupt, the inventory and report of appraisers was filed and shows the following assets at the appraised valuations:

Wholesale Store.	
Varnishes	\$ 1,539.47
Paints, colors and miscellaneous	6,989.37
Brushes	2,025.76
Stains	99.91
Wall finishes	1,006.18
Glass	785.34
Furniture and fixtures.....	311.07
	\$12,757.10

Retail Store.	
Paints	\$ 2,513.76
Calendars	24.08
Brushes	427.79
Miscellaneous, burlap, etc..	74.94
Wall paper	3,748.86
Picture moldings	906.40
Room moldings	135.75
Glass, mat boards, etc....	49.85
Tools, fixtures, etc.....	1,102.21
Pictures	1,125.43
Pictures and artist materials	1,738.02
	\$10,847.05
	23,604.15

Less value of merchandise sold Jan. 1 to Mar. 1.... 6,595.32

Merchandise received since Jan. 1 and not included above	4,292.87
--	----------

Appraised value of stock on hand	21,301.70
Accounts receivable	9,015.37

The inventory and report of appraisers has been filed and shows the following assets and appraised valuation:

Groceries	\$ 775.85
Rubbers	59.38

Cash on hand and in bank.	1,222.25
	\$31,539.32

An order was made by Judge Sessions adjudging Peter Stegenga, a rural mail carrier of Holland, a voluntary bankrupt on his own petition, and the matter was referred to Referee Wicks for proceedings. An order was made by the Referee calling the first meeting of creditors to be held at his office in the city of Grand Rapids on March 29, 1912, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc. The schedules filed by the bankrupt show no assets excepting household goods and homestead, claimed as exempt. Liabilities are as follows:

Preferred claim for taxes...\$	17.00
Creditors secured by notes..	1,657.50
Unsecured creditors	702.25
	\$2,376.75

March 11—In the matter of Mann-Watson & Co., bankrupt, formerly of Muskegon, a special meeting of creditors was held and a fourth dividend of 7 per cent. was declared and ordered paid to ordinary creditors whose claims have been proved and allowed. This makes a total of 25 per cent. paid on unsecured claims.

Muskegon Girl Heads the Malloch Knitting Co.

The way modern woman is making a place for herself in the business world, engaging with men on equal terms in the strife for commercial supremacy, was again demonstrated when the Malloch Knitting Co., a new Michigan corporation, filed its articles of association at Lansing March 7. The Secretary, Treasurer and General Manager, Miss Aurelia Malloch, for whom the corporation is named, is a former Muskegon girl and she will have associated with her as stockholders Miss Georgia Emery, Superintendent of the Woman's Department of the Massachusetts Mutual Fire Insurance Co., of Detroit, and Miss Margaret B. Marshall, President of Marshall & Co., brokers, of Chicago.

Miss Malloch was for fourteen years connected with the Muskegon Knitting Mills and during the last five years as General Manager. She is recognized as one of the most successful business women in the country and is widely known to the knitting trade.

The company has strong backing, the incorporators including representative people in the business world. Their names follow: O. B. Fuller, Auditor-General of Michigan, Lansing; Harold B. Fuller, Private Secretary to the Auditor-General, Lansing; John B. La Fountain, Auditor-General's department, Lansing; Aurelia Malloch, former Sales Manager of the Muskegon Knitting Mills, Muskegon; Georgia Emery, Superintendent of the Woman's Department of the Massachusetts Mutual Life Insurance Co., Detroit; Margaret B. Marshall, President of Marshall & Co., brokers, Chicago; Mason Warner, Snitzler Advertising Co., Chicago; Chas. W. Malloch, Cashier of

the State Savings Bank, Escanaba; Douglas Malloch, President of the Press Club, of Chicago; A. E. Clark, Vice-President and General Manager of the Swiss-American Knitting Mills; J. Putnam, Sales Manager of the Putnam Candy Co.; Martin Verdier, wholesale lumber dealer; Representative L. Verdier, attorney; F. L. Verdier, Paying Teller Kent State Bank; Robt. Spier, Paying Teller Old National Bank, and Judge Reu-



ben Hatch, all of this city; and Joseph Lange, salesman for Kalle & Co., New York.

The company is to be congratulated upon having secured so capable a Manager as Miss Malloch, a person not only experienced in all branches of the business, but one who has executive ability as well and that indomitable spirit and tenacity of purpose that marks successful men and women. Miss Malloch's motto is:

"They conquer who believe they can."—Virgil.

She has faith in herself and her ability and it is justified by the measure of success that has crowned her efforts.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, March 13—Creamery butter, 27@30c; dairy, 23@28c; rolls, 23@25c; poor to good, all kinds, 20@24c.

Cheese—Fancy, 17½@18c; choice, 17@17½c; poor to good, 12@16c.

Eggs—Choice fresh, 21c.

Poultry (live)—Turkeys, 17@20c; chickens, 16@17c; fowls, 16@17c; ducks, 17@19c; geese, 13@14c.

Poultry (dressed)—Geese, 13@14c; turkeys, 18@22c; chickens, 15@17c; fowls, 14@16c.

Beans — Red kidney, \$2.75; white kidney, \$2.75@2.90; medium, \$2.65@2.70; marrow, \$2.90@3; pea, \$2.65@2.75.

Potatoes—\$1.20.

Onions—\$.2. Rea & Witzig.

At a Standstill.

Blonde—I wonder if I shall ever live to be a hundred?
Brunette—Not if you remain 22 much longer.

Wafted Down From Grand Traverse Bay.

Traverse City, March 12—Frank Ederle, of Grand Rapids, caused much excitement at Evert one day last week when the authorities of the city accused him of boot-legging all because he carried a package which resembled one in which the Drys usually receive their refreshments. After a large crowd gathered and an examination was made it was found that the box contained a sample teakettle which Frank has met great success with. The last seen of him he was walking along the P. M. tracks into Reed City.

Hotel King, at Reed City, and the hotel at Marion were reported to our State Hotel Committee on account of the inferior service and sanitary conditions. The boys generally are loth to complain, but conditions sometimes demand it.

Harry Gosling, merchant, post-master, ticket agent, alderman and dog catcher of Leetsville, attended the Elks' Fair at Cadillac last week and we were glad to see you, Harry, for good fellows are always welcome. Harry landed a number of valuable prizes while there.

Mr. Sawyer, of the Hotel Evert at Evert, reports that he has made arrangements to furnish individual towels hereafter. We are more than pleased to render this report.

The ladies of the U. C. T.'s of Traverse City Council will entertain with a social party at Horst Academy next Friday evening, March 15.

All U. C. T.'s and friends are welcome, especially the outside members.

Hotel Foster, at Fountain, will change hands about April 1. Mr. Ernest Harnden will take possession. He is well known to the boys, having formerly been connected with the Hotel Fountain. We would suggest, Mr. Harnden, that you supply us with individual towels and get the good will of the boys on the go in. We are all well pleased with your past record.

Hamner Bros., at Tustin, we understand are contemplating discontinuing the livery business there.

Lee Barnhart, the National Biscuit Co.'s representative who has made his home at Cheboygan, has been transferred to Bay City and is still on the same job. Lee was formerly a Manistee boy and we are pleased to mention that he is meeting with great success.

Traverse City Council, U. C. T., will have a baseball team which will be second to none. John Novak, who has a State-wide reputation as a ball player will be the manager. Will Grand Rapids kindly take notice.

Well, another country merchant can be added to the list since Jim Goldstein has fully decided to engage in the mercantile business. We do hope that Jim will favor all his friends with a nice order every time they call.

Grand Rapids Council should be congratulated on the re-election of Harry Hydorn as Secretary. He is

one of the best in the State and always on the job.

Remember assessment No. 110 expires March 25, and our regular meeting will be held Saturday, the 23d. Important business will be transacted and the election of officers will take place. Our Secretary, Harry Hurley, is willing to accept the office again and his past record surely warrants his re-election.

Some one was heard to remark the other day that there was a funeral coming up the street, but upon investigation we discovered it was only Jay Young and Al Ford making their usual drive.

Kent Buttars is still at his home, at Northport, suffering from the result of a recent injury which has proven to be of a serious nature. We understand when herecovers he intends to attend the ski meet in the Upper Peninsula.

Hotel Andree, at Scottville, has enjoyed a good patronage for some time past and the boys report that Gus is setting a better table, for which all are thankful, but we might suggest, down with the roller towel. Gus is always willing to do all he can for the boys.

John R. Wood, the manager of the Michigan Railway Guide, should receive the glad hand for inserting the recent change of the Grand Trunk lines. Mr. Wood has always been a staunch friend of the traveling man for many years and certainly knows what we desire as a guide.

C. R. Bell, of Mesick, is in the

market for a nice house dog with good manners.

Impossible to keep some men down: Bill Love has allowed his name to be run for the office of dog catcher of the third ward. May you meet with success. Your experience of a few days since will assist you.

Jay Smith, who has been boasting how strong he was with a certain school ma'am at Suttons Bay, certainly had the wind taken out of his sails to find this week upon his regular trip that he had an affinity who held it all over Jay, and we only hope the next time that Jay encounters like conditions that he will not take it so hard and avoid hiring another rig to get out of town with. Traverse City girls are true blue, Jay.

Fred C. Richter.

Some Things Best Left Unsaid.

A party of women were going through a penitentiary under the escort of a superintendent. They came to a room in which three women were sewing away steadily. "Dear me," said one of the women softly to the superintendent, "what vicious looking creatures. What did they do? What are they here for?"

"Because they have no other home. This is our sewing room, and they are my wife and daughters," blandly answered the man.

Discretion is a thing that most men are able to use as long as they are free from temptation.

Love is an excellent diet—between meals.

TWO PROFITS INSTEAD OF ONE

—that's precisely what you get when you sell Dandelion Brand Butter Color. Your first profit comes from your buttermaking customer. Your second profit lies in the selling of his butter.

So, aside from its superiority as a Butter Color, Dandelion Brand is a bully good business proposition.

As for its quality; it gives the richest of golden shades. And it is this shade that sells butter.

Dandelion Brand never turns rancid or sour. Nor does it affect the taste, odor or keeping qualities of butter—not in the slightest degree.

If you care for your customers' interests, and for your own added profits, you'll order Dandelion Brand Butter Color today.

Dandelion Brand

THE BRAND WITH



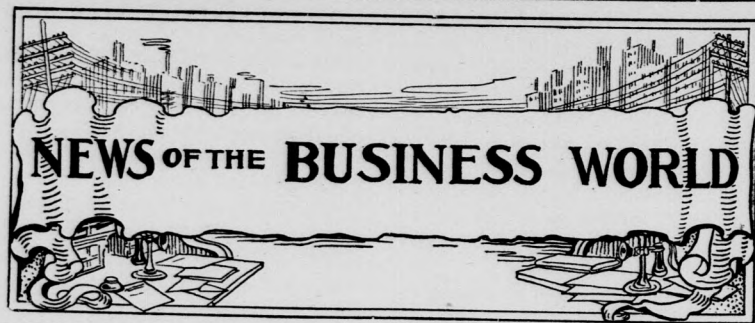
Butter Color

THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all Food Laws—State and National.

Wells & Richardson Co., Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Fremont—L. C. Addison has opened a bazaar here.

Daggett—Perrizo Bros. will open a bank here May 1.

Charlevoix—Thomas Shawley will open a bazaar here May 1.

Cadillac—G. W. Barnes, grocer, has uttered a trust mortgage.

Eureka—Mrs. Jennie Olger has opened a bakery and restaurant here.

Pleasant Grove—Mrs. M. A. Grant has opened a bakery and restaurant here.

Detroit—John Farrell will open a drug store at 35 Clifford street April 1.

Big Rapids—L. A. Mason, formerly of Ithaca, will open a bazaar here April 1.

Lansing—Lloyd Greenawald is succeeded in the grocery business by Simpson Bros.

Onkama—R. F. Wendel, recently of Manistee, will open a grocery store here April 1.

Kalkaska—C. Harroun is closing out his stock of bazaar goods and will retire from business.

Port Huron—Vaughn English has opened a confectionery and bazaar store on Elmwood street.

Plymouth—Cyrus A. Pinckney, druggist, died at his home March 9 of pneumonia, aged 59 years.

Mayville—E. Pangman has sold his grocery stock to Frank Harbin, who will add a line of general merchandise.

Ludington—B. J. Godsell, of the B. J. Goodsell Hardware Co., died suddenly at his home March 9, aged 73 years.

Ewart—Geo. E. Anderson has purchased the J. H. Borden stock of harness and equipments and taken possession.

Carp Lake—The general merchandise stock of M. M. Hunt was destroyed by fire March 12. Loss, \$6,000; insurance, \$2,800.

Mesick—Willey & Joseph, dealers in general merchandise, have sold their stock to R. E. Hamilton, who has taken possession.

Shelby—C. L. Kennedy, recently of Rothbury, has purchased the Phillips Bros.' harness stock and will continue the business.

Saranac—Dr. S. L. Weaver, recently of Fremont, has purchased the George W. Potter drug stock and will continue the business.

Norway—A. G. Laffkas, who conducts a confectionery store at Marquette, will open a branch fruit and confectionery store here April 1.

Hastings—C. E. Harvey, recently of Mendon, has purchased the Quincy Hynes drug stock and will con-

tinue the business at the same location.

South Haven—The Variety Stores Co. has been organized with an authorized capital stock of \$3,000, all of which has been subscribed, \$1,000 being paid in cash.

Dowagiac—Van Slyke & Coleman, meat dealers, have sold their stock to Fred Beach, the former owner, who will continue the business at the same location.

Traverse City—Jacob Furtch, meat dealer at 413 South Union street, has sold his stock to Frank Henrick, who will continue the business at the same location.

Albion—Charles E. Ashdown, of the Ashdown Clothing Co., has filed a voluntary petition in bankruptcy and closed his store pending the action of the court.

Big Rapids—William Truax has purchased a half interest in the clothing stock of H. Ladner & Co. The business will be continued under the same style.

Detroit—A. J. Myers, of Myers & Finsterwald, furniture dealers, has opened a store at 249 Gratiot avenue, under the style of the Myers Sample Furniture Co.

Saginaw—The Bazley Market Co., of Flint, will add to their chain of sanitary meat markets by opening a market here under the style of the Cash Meat Market, March 16.

Hastings—Bert Sparks has purchased the H. & M. Withey grocery stock and will continue the business at the same location under the management of Charles Sherwood.

Bay City—The Jackson Clothing Credit Co., of Jackson, will open a branch store here under the management of Mrs. M. L. McNaughton, who conducts the main store.

Lowell—The Emery Orchard Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$20 being paid in cash and \$9,980 in property.

Jackson—The La Belle Farms Co. has been organized to do a real estate business, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$2,500 paid in cash.

Mancelona—The Mancelona Grocery Co. has been incorporated to conduct a general merchandise business, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in cash.

Muskegon—The King Clothing Co., who conduct a chain of stores in the Middle Western States, has opened a store here containing a stock of men and women's furnishings, clothing and shoes.

Detroit—The Crawford-Schaefer Co. has been organized to deal at wholesale and retail in bar supplies, with a capital stock of \$2,000, all of which has been subscribed and \$1,500 paid in in cash.

Belding—E. C. Lloyd has purchased the interest of C. S. Arnold in the dry goods and carpet stock of the Lloyd & Arnold Co. and will continue the business under the style of E. C. Lloyd & Co.

Kalamazoo—The National Storage Co. has been incorporated to conduct a warehouse and storage business, with an authorized capital stock \$50,000, of which \$50,000 has been subscribed and \$15,000 paid in in cash.

Saginaw—John C. Erhard and Alton D. Stalker have formed a co-partnership under the style of the Quality Boot Shop and will open an exclusive shoe store at 220 Genesee avenue March 16.

Detroit—The Broadway Theatre Co. has been incorporated to buy, erect, lease and operate theatres, with an authorized capital stock of \$100,000, of which \$60,100 has been subscribed and \$60,000 paid in in property.

Three Rivers—The Leuth-Alt Clothing Co. has been incorporated to do a general mercantile business, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The Michigan Engineering Co. has been incorporated to construct and repair buildings, railways and terminals, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Grand Ledge—The Newton & Stout Co., Ltd., has been incorporated for the purpose of dealing in farm products and grinding of feed and grain, with an authorized capital stock of \$2,000, all of which has been subscribed and \$1,000 paid in in cash.

Belding—Vern C. Divine has sold half of his interest in the clothing and men's furnishing stock of Divine & Greenop to Arthur and Orba McCoy, who have been connected with the store since its inception in a clerical capacity, and the business will be continued under the style of Greenop, Divine & McCoy Bros.

Battle Creek—S. A. McGee, grocer at 48 Upton avenue, has purchased the grocery stock of the New York Tea & Coffee Co., at 15 South Jefferson avenue, and will continue the business at that location under the style of the Co-operative Grocery Co., exchanging groceries to farmers for their produce, thus eliminating the middleman's profit.

Manufacturing Matters.

Marshall—The Foote Axle Co. has ceased its capital stock from \$100,000 to \$25,000.

Lansing—The National Coil Co. has increased its capital stock from \$40,000 to \$100,000.

Monroe—The Monroe Machinery Co. has changed its name to the Craig Engineering Co.

Jackson—The Motor Shaft Co., of Hastings, is moving its plant here in consideration of the \$30,000 raised for them.

Detroit—The Boyer-Campbell Co. has increased its capital stock from \$15,000 to \$150,000.

Tula—The capital stock of the Tula Lumber Co. has been increased from \$65,000 to \$100,000.

Fremont—Joseph Hoare is installing an ice cream plant in the basement of his bakery.

Saginaw—The Marquette Motor Co. has changed its name to the Peninsular Motor Car Co.

Benton Harbor—The Benton Harbor Brick & Tile Co. has changed its name to the Mamer Brick Co. and increased its capital stock from \$25,000 to \$40,000.

Linwood—The Linwood Lumber Co. has engaged in business with an authorized capital stock of \$4,000, which has been subscribed and \$2,000 paid in in cash.

Bad Axe—The Bad Axe Lumber Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Allegan—The Northern Oil & Gas Co. has been incorporated with an authorized capitalization of \$20,000, which has been subscribed and \$2,000 paid in in cash.

The Mallock Knitting Co. has been organized with an authorized capital stock of \$25,000, of which \$16,050 has been subscribed, \$3,620 paid in in cash and \$3,500 in property.

Detroit—The Michigan Motor Specialty Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,000 being paid in in cash.

Battle Creek—The Malta Vita Pure Food Co. has been adjudged bankrupt by the United States District Court at Detroit. Liabilities, about \$100,000; assets, \$25,000.

Lyons—The Lyons Machine & Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,500 paid in in cash.

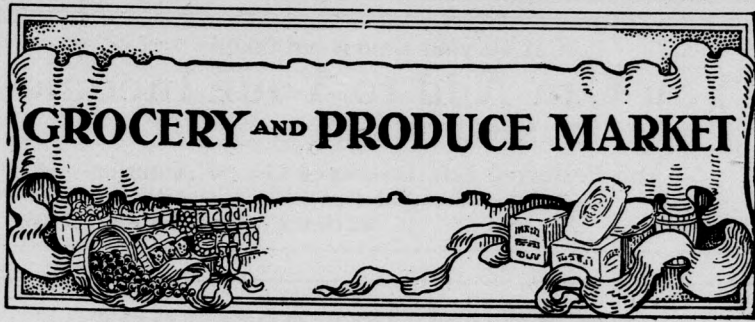
Detroit—The Howard G. Heenan Co. has been incorporated to polish and lacquer machinery, with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed and paid in in property.

Detroit—The City Face Brick Manufacturing Co. has been incorporated with an authorized capital stock of \$150,000, of which \$100,000 has been subscribed and \$25,000 paid in in cash.

Plainwell—The Michigan Paper Co. are planning to build a three story brick concrete structure 96x47 feet in dimensions to take the place of the old original mill which has been used as cooker and washer room.

Kalamazoo—The Central Manufacturing Co. has been incorporated to manufacture and sell paper mill supplies, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$600 being paid in in cash and \$4,400 in property.

Detroit—The Detroit Novelty Manufacturing Co. has been organized to manufacture and sell sash, doors, frames, etc., with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.



The Grocery Market.

Sugar—The market is very weak and has declined ten points. It is reported that the Cuba crop may reach 1,800,000 tons, providing that the rainy season is delayed long enough to allow the grinding of the cane. One refiner dropped his price 5 points below other refiners' prices the first of the week, which would indicate that the market is weak. Some of the retail trade got excited when the market advanced a few points a short time ago and bought heavily. We would advise buying sugar as needed, at the present time, as it is hard to tell just what changes there will be during March.

Tea—The market on teas holds about the same as for some time, and prices are firm. The demand is fairly good, and on the whole satisfactory to the wholesalers.

Coffee—The coffee market is well maintained throughout. All grades of Rio and Santos are fully as firm as a week ago, although there has been no quotable change in prices. The demand is fair under existing conditions. Milds are relatively even firmer than Brazils and are in moderate demand. Mocha is scarce and also very high. In fact, present quotations are about 1½ cents above normal. Java is steady and quiet.

Canned Fruits—Stocks of canned fruits in first hands are said to be well cleaned up and the market for spot California fruits of all descriptions has a firm tone. There is an increase in the demand for peaches, pears and apricots. Pineapple being in small supply with a fair demand is held firm at present quotations. There is a marked increase in the demand for gallon apples and prices are unchanged from quotations of a week ago.

Canned Vegetables—Tomatoes show no change for the week, meaning spot goods, and the demand at the moment is moderate. Future tomatoes are some easier, due to the anxiety of certain packers to sell who have contracted for considerable high-priced acreage. There is some demand for spot corn, but the market is easy. Future corn is also wanted to some extent. Peas, both spot and future, are unchanged and very firm. Apples are dull at ruling prices. California canned goods are moving out fairly well, and will likely clean up. Prices show no change. Small staple Eastern canned goods are unchanged, quiet and firm.

Dried Fruits—Prunes are firm on the coast, but very easy in secondary markets, due to jobbers having large stocks and being anxious to sell. The market at secondary points rules at least 1¼ cents below the coast market, and probably no change will occur in this situation until the stock in outside markets

is exhausted and buyers have to go to the coast for supplies. Apricots and peaches are dull and unchanged. A few packers are offering future peaches at a considerable reduction below last year's opening prices, but generally the market has not yet opened. Raisins are dull and weak. Currants in fair demand at unchanged prices.

Rice—Rice prices are unchanged from quotations of a week ago. The demand is very good, and is expected to continue during Lent. Prices for cleaned rice in the South are firmly held, as the small stocks of rough remaining are being gradually absorbed at full figures.

Syrup and Molasses—Glucose shows no change for the week, and neither does compound syrup. The demand for the latter is fair. Sugar syrup and molasses are both unchanged and dull.

Cheese—The cheese market is very firm at an advance of ½ cent. Stocks of all grades are extremely light and the consumptive demand is firm at continued high prices. Stocks are lighter than for many years, so early in the season.

Fish—Cod, hake and haddock are in light demand at unchanged prices. Domestic sardines are stagnant and show no change for the week nor any particular demand. Imported sardines are scarce, but the price remains unchanged. Salmon scarce, firm, high and moderately active.

Provisions—All cuts of smoked meats are steady and unchanged. The consumptive demand is only fair, and stocks are reported heavy. Both pure and compound lard are steady and unchanged, with a fair consumptive demand. Barrel pork, dried beef and canned meats are dull and unchanged.

Lively Bunch at Owosso.

Owosso, March 12—Say fellows that was some good meeting we had Saturday night and everything went fine in the election until it came to vote for Sentinel and to show you how much fun and how close it was we had to vote over three times.

We believe that Geo. N. Clark is going to make a dandy Sr. Counsellor.

Geo. Haskell will have charge of the band when we go to Bay City on June 8th. That means there will be something "doin'" all the time. Says he never is going to leave "Ma" to "hum" again.

The local grocers are trying to form an association. Here is hoping they do; its a good thing.

We are all going to Bay City to the convention, and have a good time. They say that the Bay City bunch are entertainers right.

We are not permitted to announce the winners of the big fight Saturday night but maybe we can next week.

John J. McDonald went to Grand

Rapids Saturday p. m. He told me that he was going up to see a man on business. But I was informed later that it was a young lady. Say John, bring her down here, we need you and your big fighters every second Saturday in each month.

The United Commercial Travelers of America met at the G. A. R. hall Saturday evening and elected the following officers:

- Sr. Counselor—George N. Clark.
- Jr. Counselor—August Stephan.
- Past Counselor—C. V. Page.
- Sec. and Treas.—R. P. Bigelow.
- Conductor—K. C. Ainsley.
- Page—George Gray.
- Sentinel—Fred J. Hanifin.

Delegates to Grand Council which will be held in Bay City June 8 and 9—August Stephan and C. V. Page.

Alternates—George Haskell, Fred Hanifan and R. P. Bigelow.

Executive Committee for one year—J. T. Walsh and August Stephan.

Executive Committee for two years—A. D. Chase and Louis Mueller.

The installation of officers will be held April 13 conducted by the grand officers, at which time a banquet will be held and the ladies will be invited. The club now has a membership of fifty.

Fred J. Hanifin.

The Produce Market.

Apples—Pound Sweets, \$4.25 per bbl.; Jonathans, \$5.50; Baldwins, \$4.50; Spys, \$5.50; Russets and Greenings, \$4.00; Western box apples, \$3 per box.

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 28 @29c in tubs and 29@30c in prints. Local dealers pay 25c for No. 1 dairy and 19c for packing stock.

Cabbage—3½c per lb. New cabbage, California, per crate, \$3.50.

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—The supply the last part of last week was very heavy and the first part of this week they are only moderate. The local dealers are paying 18c a dozen, anticipating a free supply for a few days.

Grape Fruit—Choice Florida, \$6.00 per box of 54s or 64s; fancy, \$8.00.

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, 10c per lb.; head, \$2.00 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; \$2.00 per crate for Spanish.

Oranges—Florida, \$3.50 per box for all sizes. Navels, \$2.25@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—Six basket crates, \$5.25.

Turnips—50c per bu.
Veal—5@10c, according to the quality.

The Bean Market.

The Bean Market has remained steady during the past week. There is some little demand for strictly Choice Hand Picked Pea Beans, but lower grades are hard to market, and some of the wholesale grocers, after trying to sell the off grade Beans, have decided that it is poor business, and will not take more of them at any price. Many of the elevators are anxious to move their beans out to the trade before the warm weather is upon them. A good many beans in the southern markets have already gone wrong, and there is but little of the damp stock that will

hold up. Under the present law musty beans cannot be sold unless they are sold branded.

Traffic conditions have improved somewhat, and cars are moving a little better the past week. Red Kidney Beans are at a standstill and without takers at a reduced price.

E. L. Wellman.

Potato Market Advancing and Cars Scarce.

Toledo, March 12—The potato market has been steadily advancing all the week. Nobody could get many cars. Foreigns are arriving poor in New York. Minnesota dealers are asking more money than any other state, but I understand they are getting very few orders. There is a very bullish feeling among farmers and dealers. Sales on the present market are \$1.12@1.15 f. o. b. Grand Rapids for choice white sacked Michigans.

Latest estimates are that Maine still has in the farmers' hands 20 per cent.; New York, 20 per cent.; Michigan, 20 per cent.; Wisconsin, 25 per cent.; Minnesota, 10 per cent. of this season's crop. If this condition is true no knowing how high the price will go. George Wager.

John D. Martin attended the Board meeting of the Michigan Knights of the Grip, which was held at the office of Secretary W. J. Devereaux, in Pt. Huron Saturday, March 11. The condition of the organization this year is excellent: Four death claims were proved up and paid, and over forty honorary and nearly twenty-five beneficiary members have joined the organization since January 1, 1912. A postal mailed to W. J. Devereaux, 917 Ontario street, Pt. Huron, will be quickly responded to with information and application blanks.

C. E. Dowd, who was indicted by the Federal Grand Jury at Indianapolis for complicity in the infamous dynamiting outrages and who was placed under arrest at Buffalo, is not unknown in Grand Rapids. He visited this city as organizer of the machinists' union and spent several months here, living at the Hermitage, endeavoring to organize the machinists of the city and to precipitate a strike. He did succeed in calling out the workmen employed in the Couple Gear Co. shop and the strike lasted several weeks.

The late J. Frederick Baars was not Cashier of the Old National Bank as the types made the Tradesman say last week. It was of the old City National of which he was Cashier from its organization until it became the National City, and he continued with the National City in the same capacity until advancing years made him desire relief from responsibility and he was made Vice-President.

Bay City—The Vassar Knitting Mills has been incorporated to manufacture and deal in yarns and knitted goods, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.



Monthly Dividends Hereafter.

The Peoples Savings Bank has increased its dividend rate from 10 to 12 per cent. and, instead of disbursing quarterly, checks will be mailed to stockholders monthly. The Peoples can do this very nicely and still lay up treasures for future melon cutting. It has a surplus and undivided account of \$122,388, or 22 per cent. in excess of its capitalization of \$100,000, and a comparison of its statements indicates that its earnings the past year above its 10 per cent. dividend requirements were about 14 per cent., and in the two previous years they were 12 and 17 per cent., respectively, an average of about 14 per cent. for the three years. The increased dividend can be paid and the surplus and undivided profits account can still receive as much as is disbursed to the stockholders.

The monthly dividend will be something new in Grand Rapids banking. The old Kent Bank in the days when its capital was \$50,000 and its surplus and undivided profits six times greater, used to pay dividends that were very satisfying, but its disbursements were made quarterly. The Michigan Trust Company, with surplus and profits nearly two and a half times its capital, pays as much as the new rate of the Peoples, but its sugarings off come six months apart. Up to this time quarterly has been the most frequent interval for dividends, and with monthly distributions the Peoples sets a new pace. The Grand Rapids National City and the Grand Rapids Savings, which heretofore have been semi-annual dividend payers, will this year fall into the quarterly habit, and this will leave the Old National and the Michigan Trust the only ones to remain semi-annual.

It is a matter of some speculation as to when the Kent State will advance its dividend rate to 10 per cent. It has been paying 8 per cent. and taxes, which is pretty nearly the same thing as 10, but not until the stockholders receive the cash instead of tax receipts will the bank rank among the 10 per centers. Since the merger of the Kent and the old State in the early summer of '08 the Kent State has increased its surplus and undivided profits from \$77,404 to \$263,514, or a little more than 50 per cent. of its capitalization of \$500,000. This is an annual accumulation of about 14 per cent. above dividend requirements. Its earnings the past year above 8 per cent. dividend requirements and taxes paid were about 16 per cent. on its capital. These figures seem to indicate that the Kent State could advance to 10 per cent. or even to 12

per cent. and still retain a reputation for conservative management.

The Grand Rapids Credit Men's Association, whose members have much in common with the bankers, had an interesting session last week with a programme devoted to modern office equipments. Could an old time merchant of a century or even a half or a quarter of a century ago have attended the meeting it is safe to say that two-thirds of what was said would have been Greek to him. The old timer would have understood something about stationery, perhaps, and what was said about auditing the books might have been intelligible, but filing cabinets, adding machines, phonographs, the typewriter and the telephone—the patriarch surely would have been puzzled to have known what it was all about. It would be worth while bringing back to earth some of the old timers in stores or offices, if it could be done, just to see what they would do, what they would think and what they would say of the modern office equipment, with the things they knew nothing about and which we think we could not get along without. The Credit Men's programme, complete as it was, did not include all the modern improvements. The loose leaf ledger and the fountain pen were overlooked, and these have become important accessories to modern business.

With all the modern improvements, time and labor savers, is it surprising that the modern tendency is to take life easier or rather to shorten the work day? We may do just as much work as the old timers, or even more work than they ever dreamed of doing, but the modern accessories have taken away much of the drudgery and weary detail, and attention and effort can be concentrated on the essentials. With so many short cuts to desired results why should not work hours in the office be cut to eight instead of being drawn out to twelve or fourteen, and why should we not have the Saturday half holiday during the baseball and picnic season?

It is not often that a bank voluntarily gives other creditors the preference in the disposition of the assets of a delinquent, but the Kent State has just given an illustration that banks are sometimes magnanimous. When it was discovered that Kryn Van't Hof, manager of the West Bridge street branch was short in his accounts to the amount of about \$20,000 the defaulter as a partial restitution turned over such property as he possessed to the bank. The property

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.

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.

Fourth National Bank

Savings
Deposits

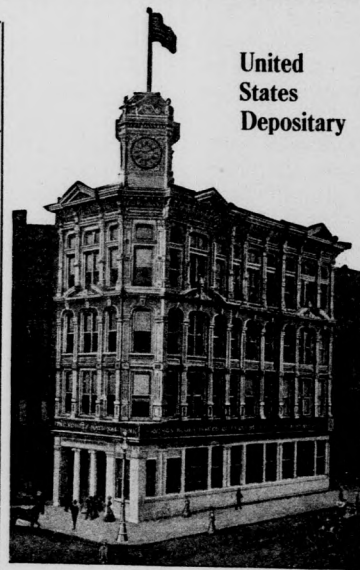
3

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

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

included his home, some stock in the Grand Rapids Pearl Button Company and a life insurance policy. Investigation into Van't Hof's affairs develops the fact that he had borrowed money from nearly everybody he knew and had also run accounts at the stores. His debts outside of his defalcation amounted to about \$15,000, with nothing in sight to levy on. The directors of the Kent State, after talking the situation over, came to the conclusion that as Van't Hof was an employe of the bank and as such had credit which he would not otherwise have enjoyed, that it would be no more than right to give the other creditors preference in such assets as he might have. The property which Van't Hof turned over was voluntarily relinquished to the other creditors that something might be saved to them from the wreck. The bank recovered some of its loss from the surety company, but the amount of the bond, it is understood, fell considerably short of covering the entire defalcation. As near as can be ascertained Van't Hof's shortage to the bank and loans from friends amounted to about \$35,000, and what he did with the money has not yet been satisfactorily explained. The nature of certain bills that have come in, however, indicate a good deal of riotous living.

Ben C. Porter's little bank in South Grand Rapids is making a showing good enough to warrant some degree of pride. The bank was established four years ago with \$25,000 capital and in four years it has acquired deposits to a total of \$420,610, and accumulated surplus and undivided profits of \$9,041, or 36 per cent. of its capital, besides paying dividends of 8 per cent. the first two years and 10 per cent. the past two years. Its earnings last year above the 10 per cent. dividend requirements were \$3,005, or 12 per cent. of its capitalization, and the year before it turned in 9 per cent. above the dividends. South Grand Rapids is a prosperous business suburb, has a large, rapidly growing and thrifty industrial population and tributary to it is a rich market gardening district and a good farming country. The greatest factor in the bank's success, however, has been Ben C. Porter's good management, his popularity with the people in his section and the confidence they have in him.

Quotations on Local Stocks and Bonds.	
	Bid. Asked.
Am. Box Board Co. Com.	30
Am. Box Board Co. Pfd.	92
Am. Gas & Elec. Co. Com.	82 86
Am. Gas & Elec. Co. Pfd.	49 50
Am. Light & Trac. Co. Com.	299 301
Am. Light & Trac. Co. Pfd.	107 108
Boyer Lumber Co. Pfd.	160 180
Can. Puget Sound Lbr.	3 3 1/4
Cities Service Co. Com.	88 90
Cities Service Co. Pfd.	82 3/4 83 1/2
Comw'th Pr. Ry. & Lt. Com.	64 3/4 65 1/4
Comw'th Pr. Ry. & Lt. Pfd.	89 3/4 90 1/2
Dennis Salt & Lbr. Co.	100
Fourth National Bank	190 195
Furniture City Brewing Co.	75
Globe Knitting Works, Com.	115 125
Globe Knitting Works, Pfd.	100 101
G. R. Brewing Co.	220
G. R. Nat'l City Bank	180 181
G. R. Savings Bank	185
Holland-St. Louis Sugar, Com.	11 11 1/2
Kent State Bank	250 255
Lincoln Gas & Elec. Co.	34 1/2 35 1/2
Macey Company, Pfd.	98 100
Michigan Sugar Co., Com.	90 91
Michigan State Tele. Co. Pfd.	100 101 1/2
National Grocer Co., Pfd.	87 1/2 88 1/2

Pacific Gas & Elec. Co., Com.	64 1/2	65 1/2
Pacific Gas & Elec. Co., Pfd.	91	93
Peoples Savings Bank	250	
United Light & Railway Com.	87	
United Lt. & Railway 1st Pfd.	85 1/2	86 1/2
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	96 97 1/2
G. R. Edison Co.	1916	97 99
G. R. Gas Light Co.	1915	100 100 1/2
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Sag. City Gas Co.	1916	95 99

March 12, 1912.
The good earnings and rumors of pending deals in which the United Light & Railways Co. is interested (the announcements of which are expected soon) have caused this Company's stock to show material advances in price. The common sold up to 85, second preferred to 76 and a very strong demand from the outside markets for the 1st pfd, sent this issue up to 84 and 83 1/2 is bid at the close of the market. We have constantly advised our clients to purchase this Company's stocks and should there be any new financing through an issue of new securities we would advise our clients to make prompt reservations. Statement of earnings for year ending February 1, 1912, showed nearly 10 per cent. net on the common.

American Gas & Electric common showed an advance of eight points to 89@90 (par \$50.00) and the preferred sales touched par. American Light & Traction & Commonwealth markets were a little more firm but with no material advance in price. A considerable quantity of Citizens Telephone stock was offered around 97@98, but prices held pretty firm. Globe Knitting common was bid at 115 and offered at 120.

Sugar stocks were freely offered and prices very soft. Michigan common sold at 90 and Holland St. Louis was offered down to 11.00.

Million To Fight Cigarette.

Chicago, March 11 — "A million members by Thanksgiving day, 1912," is now the slogan of the Anti-cigarette League. Upon presentation of figures by Miss Lucy Page Gaston, Superintendent of the League, showing that ten billion cigarettes were manufactured in this country during 1911, the Board decided upon an extraordinary campaign of enrollment. The plan embraces the districting of the entire city, and the establishment of 1,000 recruiting stations to enlist boys as members of a one million club, pledged to abstain from smoking until at least 21 years old. Girls will be encouraged to refuse the attention of boys who use cigarettes.

Rallies will be held throughout the nation on the November holiday, providing the battle is won.

Individuals, churches and fraternal organizations have joined the movement, according to bulletins of the Anti-cigarette League.

The Right Kind of Pulling.

Have you ever seen a lightly-loaded wagon stick fast in the muck while two powerful horses tugged vainly at it simply because each one of them pulled at the wrong instant? Have you ever seen the double-tree saw uselessly back and forth while the animals exerted pounds of power, not on the load, but on each other?

Teamwork is a wonderful factor in success. The annual baseball championship is won by the team displaying the most teamwork; the great intercollegiate football games are won, not by elevens displaying the greatest amount of skill, but by organizations whose only idea is "a long pull together;" astonishing business successes have been won by those establishments where the motto was "teamwork," and the brilliant success will always be awarded to those associations that pull the best together.

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

3 1/2 %

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.

2 1/2 % 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.

There are several inactive
Grand Rapids Industrial Securities

which if purchased as a permanent investment will yield a very liberal income return.

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

INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

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



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 13, 1912

Break away from the things in your life that are not helping you forward—even the negative things that simply do you no good. Don't make your life a garret and keep it lumbered with every old thing that ever influenced it. Weed out and destroy the useless things—throw them away so that you can breathe fresher air and have space in which to work. Life is too short for us to hold on to the things that we have out-grown. I call it neither selfish nor ungrateful to put behind you whatever has out-lived its usefulness to you. It is simply and purely the law of progress.

Gage E. Tarbell

BUILDERS' "SPRING FEVER."

Strong is the force of habit. For years this city has been waiting for the other fellow to do things, and the other fellow seems always to have had other use for his money and things have not been done. Just now it is a new hotel. Two months ago, when the city was swarming with furniture men, buyers and sellers, when guests were being packed away four to six in a room and many were curtailing their stays because the accommodations were so bad, great was the city's grief that conditions were so bad, many were the promises that conditions would be made better before another furniture season came around. And as soon as the rush was over a fine show of activity was made toward more and better hotels. Lower Monroe and Canal streets hustled, Upper Monroe and South Division streets hustled; there was hustling all along the line. No less than six hotel building projects were launched, each a sky scraper, each calling for a lot of money. And then enthusiasm began to fade. The Keeler project was the first to go on the rocks, and it was soon followed by the Island street plan, and then the plan to build on the Porter block site founded. The Waters plan of building at Ionia and Pearl streets still has a little wobble of life left in it, with a matter of about \$50,000 to go before it can be said to be a success. The Pantlind plan is not entirely dead, but it is short a matter of a quarter of a million. Deacon J. K. Johnston is still figuring on his plan to tear down the old Eagle and in its place build an eight story fire proof structure, but it is said the encouragement he is receiving from the furniture men

and others who should be most interested is not of a character to make him enthusiastic. In the meantime one-sixth of the year has passed by, and soon one-fourth of it will be in the discard, and nothing has been accomplished. It takes time to build a modern construction fire proof hotel whether of steel or of re-inforced concrete. It takes time, also, to prepare plans and specifications and to award contracts and to order materials. With prompt action in February it would have been a tight squeeze to have completed a new hotel in time for next January. With March well advanced and not even a start made the prospects are that when the furniture men come next winter they will have to roost on the benches in the hotel offices, as they did this year, or hunt for quarters in private families. This is not likely to popularize Grand Rapids as a furniture center. It is not an encouragement for the outsiders to spend money to bring more buyers here for the semi-annual sales. It will not represent good advertising for the city.

In this matter of a new hotel the furniture men who are vitally interested are not playing a creditable part. The greatest demand for better accommodations comes from them and their need is the greatest. They took the lead in the movement for more and better hotels. They seem to have been the first to lose interest and quit. They pledged their support for the plan to rebuild the Pantlind, but attached such conditions that fulfillment was obviously impossible. They did not put their promise in a tangible expression of dollars and cents, and when they found that the conditions attached to the Pantlind plan made it impractical, instead of hunting for the next best plan and getting behind it their attitude seems to have been to stand pat. They are waiting for the other fellow to move, apparently, and as usual the other fellow is busy.

If we are to have better hotel accommodations for the furniture men who come here next January there will have to be united action and quick action, a subordination of personal interests, a generous boost for any plan that seems feasible and promises success. The furniture men must wake up or next January will find them in as bad a position as they were this year, and perhaps worse.

DISGUSTED WITH PRIMARIES.

The vote cast in the primary election last week for the nomination of mayor and other municipal officers represented about 20 per cent. of the city's ordinary vote. In other words, about 80 per cent. of the voters failed to go to the polls. This showing of apparent lack of interest leads one of the city papers to advocate legislation which will penalize citizens who neglect their election day duties. This suggestion is quite in keeping with the spirit of amateur reform that has been so much in evidence the past two or three years. It is based like many of the other amateur reform notions on the theory that all that is needed to make men good is to enact a law. It is on a par with that theory

which formed so conspicuous a part of the recently submitted home rule charter, that only good man will become candidates for public office. It is regrettable that every citizen does not go to the polls to take part in making the nominations and the elections, but sometimes a light vote is exceedingly eloquent of public disgust with the conditions that exist. In '83 Josiah W. Begole was elected Governor of Michigan, but he was elected not by Democratic votes but by the disgusted Republicans who stayed at home. It was the same in '91 when Governor Winans was elected. In more recent history the tremendous Republican majority in Michigan did not represent Republican votes but expressed the disgust of Democrats who could not conscientiously vote for their own candidates and stayed at home. Under the primary election plan of making nominations only such men as offer themselves as candidates have place on the primary ballot. In the primary last week the candidates on either ticket were not of a character to arouse enthusiasm in the ranks of good citizenship. Whatever his political affiliations, many a good citizen, had he gone to the polls, would have felt it necessary to hold his nose while voting for any of the candidates for the mayoralty. And they remained away from the polls rather than try to decide between the evils offered. It was not lack of interest but simply disgust that kept many away.

The mayoralty nominees are George Ellis on the Republican ticket and George R. Perry on the Democratic. Mr. Ellis has been Mayor for three terms and wants a fourth. Mr. Perry has held the office two terms in former years and is now seeking a return to official position. Neither candidate comes anywhere near meeting the high ideals of those who framed the home rule charter. With either at the head of its official affairs, the city will have no special reason to be proud. The situation is one that ought to invite an independent nomination, but the lawmakers in their wisdom have erected so many barriers against independent political action it is doubtful if anything will be done. The indications are that either Ellis or Perry will be the city's chief executive for the next two years and if these are the only names on the official ballot on election day it would not be surprising if the total vote cast were far below normal. The stay-at-home voter may not take the most effective method to bring about reform, but often negative action is the precursor of positive activity. One thing is pretty certain, and that is that the campaign will be lively as they make them. Both candidates are experienced campaigners, neither is scrupulous as to methods and with no affection between them it may be expected the fur will fly from the beginning. The contest may not be morally uplifting but it will not lack in popular interest. The proper way to close this editorial would be with the hope that the better man wins, but to be entirely honest, as the sit-

uation stands to-day, the Tradesman is not prepared to say that there is any best man in the field.

INDICTMENTS RETURNED.

In the United States Court last week indictments were returned by the grand jury for alleged violation of the interstate commerce law through abuse of the so called transit privilege against the Dennis Lumber Company, Nichols & Cox, Van Keulen & Winchester, the Valley City Lumber Company, the Warner-Newton Lumber Company, the A. L. Dennis Salt and Lumber Company and the G. R. & I. Railroad. The violation of the law upon which the indictments are based are said to be technical rather than willful and that the defendants are victims of circumstances rather than deliberate in the intent to do something unlawful. The prosecution, however, will be of much interest and importance as it will bring a judicial ruling on one phase of the interstate commerce law that has not yet been passed upon.

The so called transit privilege is almost as old as railroading. It applies especially to lumber, wool, grain and similar raw materials. Under this privilege and according to ancient practice a consignment of lumber, for instance, shipped from one point can be stopped en route to be sorted, milled or otherwise operated upon, and then forwarded to destination at the freight rate that would have applied had the shipment gone straight through. This is to the advantage of the shipper as the through or long haul rate is less than would be the rate from point of origin to the milling point plus the rate from the milling point to destination. As an illustration the rate on car of lumber from Little Falls, Minn., to Cincinnati is \$113.23, while the rate from Little Falls to this city is \$97.60, and from this city to Cincinnati \$54.75, a total of \$152.35, or \$39.12 more than the through rate. In theory the transit privilege contemplates that the identity of the shipment shall be preserved, that is, that exactly the same stuff started from the point of origin shall be delivered at destination. In practice substitution has been so common as to be usual and in some of the commodities handled it could not well be otherwise. Grain coming into a central point from many different sources may be dumped into a common elevator and the identity of any one shipment would be lost, but practice has permitted the reshipping of grain or grain products from the central station to destination with the benefit of the through freight rate from the point of origin. In the lumber business and especially in Michigan hardwoods the substitution has been carried still farther. The lumbermen here buy the products of many small mills wherever lumbering operations are carried on and the stuff is shipped here to be sorted, grade and milled. A single carload from the mill may contain maple, birch, bass wood, hemlock, oak and perhaps other woods, and as mixed in sizes and grades as in character. This lumber would be sorted and graded in the yards here

and then when an order came in from Cincinnati for a car of birch it would go forward on the old bill for the mixed car, claiming the through rate. The practice of substitution is open to abuse. Freight bills with low through rates would be used in forwarding shipments from points with high through rates and this amounted to the allowing of rebates. The abuses were especially flagrant in the milling business and four or five years ago led to an investigation by the Interstate Commerce Commission. In May, 1910, the Commission made an order justifying the transit privilege and more clearly defining it, and as a safeguard against abuse directed the railroads to issue new tariff sheets, clearly setting forth the rights of shippers, instructed the railroads to educate their agents and rate clerks in the application of the rules and further directing them to police their traffic against abuse. The G. R. & I. did not issue its new tariff until the March following and the Pere Marquette came in with its new tariff still later. Until the new tariffs were out the lumbermen followed their old practice and it was during this period that all the violations of the law charged in the indictment were committed. The defendant lumbermen contend that if they violated the law it was entirely unintentional on their part and that in the absence of the new tariffs they had nothing to guide them in the way they should have gone. They will further cite circumstances to prove their lack of evil intent. An agent of the department of justice a few months ago in examining the records in the G. R. & I. freight office found four cases of alleged abuse of the transit privilege and reported them to the department. The railroad then made a thorough investigation of its books and 128 instances of abuse were discovered. The railroad then made out bills against the shippers for the difference between the through rates on these transit shipments and the two short haul rates and presented them for payment. With a single exception the lumbermen paid promptly and the amount they paid aggregated several thousand dollars. The offenses charged in the indictments, it is stated, are all covered in these payments.

A hearing is soon to be had before the Interstate Commerce Commission in Washington on the uses and abuses of the transit privilege. It is expected the Grand Rapids lumbermen will be represented by a strong delegation made up of lumbermen who are thoroughly informed as to conditions in Michigan and the needs of the lumber trade. They will ask sanction for the substitution practice as it applies to the assembling of lumber from many small mills and forwarding after being sorted and graded. They will be prepared to show what a hardship it will be and how profits will be wiped out if this privilege is set aside, and it is likely they will suggest remedies against possible abuses.

If you lend a willing ear to a man's troubles, you make them your own, and you do not lessen his.

SPRING OPENINGS.

The winter has been so continuous and severe that the first symptom of spring is sure to be hailed with joy. With March half gone it is certain that Nature herself will soon be furnishing the symptoms, and plenty of them but why should not the merchants do something to hurry along the impression that spring is almost here? Why should they not do a little judicious rushing of the season? A winter weary people will be made glad by anything that reminds them that warmer weather will soon be here and why should not the storekeeper be in the game with Nature in trying to please the people?

One of the earliest of the symptoms of spring, and one that is recognized by every careful housekeeper the world over, is house cleaning. Would not a burst of activity in the store at cleaning up, sweeping, dusting and window washing be likely to give cheer to your customers? If the snow and ice is still thick on the sidewalk in front, why not extend the activity to clearing away the ashes that may be heaped up in the alley or in the vacant lot next day? The cleaning up is something that must be done sometime, and why not do it now when it will give joy as a gentle reminder that spring is on the way?

The store window should receive special springtime attention just now, and the sooner this is looked after the better. There should be touches of spring colors, pink and white and green, in the dry goods and millinery stores and the displays should be of those goods that will soon be in demand. The hardware stores might well show pruning implements, spraying materials and similar goods that the farmers will want the soonest. In the grocery should be displays of those things which the spring appetite craves for, either fresh or canned. We have had a long run on potatoes, onions, cabbage and other staples and a little dash of lettuce or a few radishes at this season would be welcome, and seeing it would create a demand. Strawberries at 75 cents a quart may be too rich for most markets outside the largest cities, but there are very few markets that can not stand for the hot house products, and judicious venturing in this direction will certainly bring results.

The matter of spring openings is also something that must soon be considered, and what the leading merchants in this city are doing may offer a suggestion for the merchants in other cities. In former seasons the merchants here had their openings in catch as catch can fashion, each one selecting his own dates according to his notions of what was fit. Sometimes the openings came at the same time but usually they scattered along, some one week, others the next. This season, through the Retail Merchants' Association, the leading stores have agreed upon opening dates which all will observe, and naturally the smaller stores will fall into line with the same dates. Not

only have the merchants agreed among themselves as to when they will display their spring goods but they are co-operating in making the dates as widely known as possible. They are sending out circulars and advertising in the paper, not as individuals but for the trade in general, when the spring fashions will be on display and inviting shoppers to turn out. The individual stores of course are making their own announcements, but the purpose of the general advertising is to awaken a larger interest and get the crowd out. If this plan works in Grand Rapids why would it not work to advantage in other towns? It represents co-operation and co-operation is one of the surest and best ways to success. The dates for the openings in this city, by the way, come this week and all the indications point to some of the most beautiful window displays and interior schemes of decoration ever seen here. It will be well worth what it may cost to send your window trimmers to town that they may gain new ideas and fresh inspiration. The Grand Rapids merchants send their trimmers to Chicago, New York, St. Louis and other cities to see and learn, and window decorators from up-State towns will gain much by coming here.

THE TWENTY GREATEST MEN.

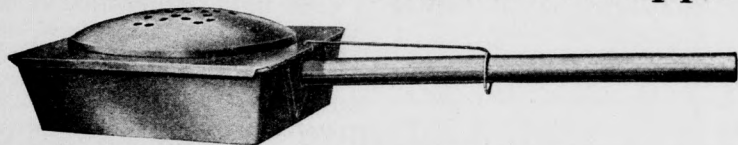
There has been much comment over the list as furnished by Carnegie, partly through interest in the opinion of the great steel magnate, partly because his choice is along a new groove. It includes the following names: Shakespeare, Morton, the discoverer of ether, Jenner, Neilson, inventor of the hot blast in manufactur-

ing iron, Lincoln, Burns, Gutenberg, Edison, Siemens, inventor of the water meter, Bessemer, inventor of the improved steel process, Mushet, Columbus, Watt, Bell, Arkwright, Franklin, Murdock, the first to employ coal as an illuminant, Hargreaves, Stephenson and Symington. He comments upon the fact that all were poor boys, and seven of the number were Scotch.

One critic aptly states that "A mechanical or technical bias is all over and under it," and Edison fitly describes it as "a steelmaker's list." His own would place Gutenberg, Watt, Stephenson and Herbert Spencer in the lead. A literary man would have quite a different list, while that of the historian would be along still other lines. From the list offered one may approximately judge the man who selected them. It is natural that Carnegie should look up to the men who invented new processes in steel, who led to improvements in the many technical points of manufacture; while a more scholarly aspect would look to Aristotle, Angelo and Eroebel for the more permanent marks of progress.

Each of us has our own individual list—or should have—and what this is is largely an index to what we ourselves are. Our ideals mold our own character in a greater degree than we realize. The lad who reads Devil Dick literature soon places their hero in his hall of fame. The one who studies the lives of Washington and Jefferson grows up with devotion to purpose. We choose in part because of what we are; but we as surely develop our own character through our choice in ideals.

Lansing Crown Top Corn Popper



Seasons the corn just to suit the taste the same as in a spider or kettle. The unpopped corn falls automatically through the holes in the crown of the cover. This feature makes it out-sell any other popper made. Steel handle that can't get hot or burn off. Polished steel and perfect construction. If you want the popper business, buy this popper.

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

**SUNBEAM
GOODS
Are Made to
Wear**



**SUNBEAM
GOODS
Are Strongly
Advertised**

Get the Catalogs To-day

If you haven't Catalog No. 8 showing Harness, Collars and Whips, the Implement Catalog or our new Trunk, Suit Case and Bag Catalogs, get busy right now and write for them. Learn what the BEST really is.

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

Detroit Department

Ten Story Hotel Now Being Constructed.

Construction is now in progress on a new 10-story hotel and apartment building in the rear of the Harmonic society's building, on the north side of Center street near Grand River avenue east which will be known as the Henry Clay hotel. The structure is designed by Harley & Atcheson, architects, and is being erected for the Hodges Realty company, of which H. C. Hodges is president.

The building is to be absolutely of fireproof construction with brick walls, steel frame and reinforced concrete and tile floors. The exterior walls will be trimmed with Bedford stone. It occupies an irregular shaped lot with a frontage of 78 feet. The hotel will contain 64 apartments, comprising from two to five rooms. There will be 25 of the smaller suites, suitable for bachelor occupancy or for transient guests. Each will have a shower bath, while the larger suites will be provided with tub bath.

Part of the first floor, which will be two and one-half feet below the street level, will be occupied by a cafe. The front portion of the first floor, north of the main entrance will be arranged as a doctor's suite of offices. The cafe will be connected by elevator with the tenth floor which will be given over to a sun parlor and roof garden for use of tenants of the building. It may be utilized for convention purposes.

The main entrance hall and corridors of the building will have marble wainscoting and tile surfaced floors. Interior finish throughout will be of birch and the floors of oak. The building is to be finished about October 1.

Active workers in the Priscilla Inn movement, to establish a hotel for self-supporting women, where they can live at the most reasonable rate, are out to raise \$50,000 required before work on the building can be started. The finance committee, composed of Mrs. Charles L. Palms, Mrs. Sidney T. Miller, Mrs. Charles H. Hodges, Mrs. S. J. Service, Mrs. E. D. Stair, Mrs. George T. Hendrie, Mrs. C. M. Van Husan, Mrs. Percy J. Farrell, Mrs. Adolph Sloman and Mrs. Homer Warren. The property at Cass avenue and Ledyard street has been purchased for the site of the hotel, and \$75,000 has been subscribed to purchase stock, but \$50,000 is still required. The workers in the enterprise have investigated and found a lack of adequate housing facilities in the city for girls of modest salaries and the hotel is planned to meet this need.

Asking that the employers of the city unite in protecting their employees from

the grasp of the loan sharks, Prosecuting Attorney Hugh Shepherd sent out letters to 300 of the largest manufacturers of Detroit. Thousands of unfortunate victims will be rescued from the vampires if the employers follow the example of the Michigan State Telephone company and instead of discharging men whose wages are garnished, help to rescue them and then prevent their falling into the hands of the leeches again. This will be done by the establishment of a loan bureau or some similar arrangement by the employer, by which cases of necessity will be cared for and the workingman protected from the payment of extortionate interest.

The Detroit Auto Training school has filed articles of association with a capital of \$5,000, of which \$4,000 is paid; \$10 per share; term 30 years; dated Feb. 19, 1912. The stockholders are Gaylord C. Brimer, 350 shares; John H. Duffie, 75 shares.

J. L. Hudson has purchased the property at 344-46 Jefferson avenue, with lot 50x200 feet, containing a one-story and basement building, known as the Wood Electric garage, for Robert L. Fee, Louis Rothschild and others; terms private value of the property about \$40,000.

Irvine B. Unger, Vice-President of the Old Detroit National bank, died suddenly at his home, March 8. Death was due to heart failure, superinduced by acute indigestion. Mr. Unger was 48 years old and came to Detroit about twenty-two years ago.

E. H. Butler, Vice-President of the Detroit Trust Co., has resigned and George Peck was elected to fill the vacancy. The regular quarterly dividend of 2½ per cent. on the capital stock of \$1,000,000 was declared payable March 31.

The Detroit Postoffice has now officially moved into the new wing of the federal building. The work of installing new letter cases and equipment in the addition has been practically completed.

With the object of studying the auto industry in Detroit the delegates to the International Congress of Chambers of Commerce will visit Detroit during the first week in October, during the dates proposed for the national dealers' show at the State fair grounds. With this great exhibit in progress the delegates will find the complete line of automobiles of the country before them. The visitors will comprise 25 delegates representing 40 foreign countries. During their journey seven or eight cities will be visited. Milton Carmichael, of

the Detroit convention bureau, will assist in preparing an entertainment program for the visitors.

Spices as Preservatives.

The controversy in regard to the use of chemical preservatives may serve to remind us of the little-valued properties of some of the familiar food condiments. It is a matter of common knowledge that fruits and vegetables prepared with the addition of vinegar and spices keep far better than do those put up alone. One need merely recall the well-favored home-made catsups and pickles. But something more than the "impression" of success is necessary to convince the up-to-date food consumer. He has been trained to demand exact scientific evidence for the truth of the most hallowed traditions of the culinary art. Just what condiments have value as food preservatives has not been conclusively determined. According to the observations of Hoffman and Evans on apple sauce (which they used as material for study), ginger, black pepper and cayenne pepper do not prevent the growth of germs; whereas cinnamon, cloves and mustard are valuable preservatives, and nutmeg and allspice delay growth. Cinnamon and mustard are particularly valuable, for

they are palatable even when used in proportions that prevent all growth of germs. The active antiseptic constituents of mustard, cinnamon and cloves are their aromatic or essential oils. Cinnamon appears to possess a preservative action superior to that of benzoic acid, and aids materially in preventing the spoiling of foods to which the condiment is added. In view of these experiments the Journal of the American Medical Association urges the more liberal use of the delicious cinnamon and cloves in place of such ineffective spices as pepper and ginger. The latter are commonly irritating, and now that we know condiments which quite surpass them as preservatives, the use of the irritating type in preserved foods may appropriately be restricted to the purposes of flavor alone. It is a lucky coincidence that some of the most attractive flavoring spices also help to keep the food from spoiling.

They All Do It.

"Now, Archie," asked a school mistress, dilating on the virtue of politeness, "if you were seated in a car, every seat of which was occupied, and a lady entered, what would you do?" "Pretend I was asleep," was the prompt reply.

WE ARE SPOT CASH BUYERS

OF

Butter, Eggs and Poultry

and receivers of

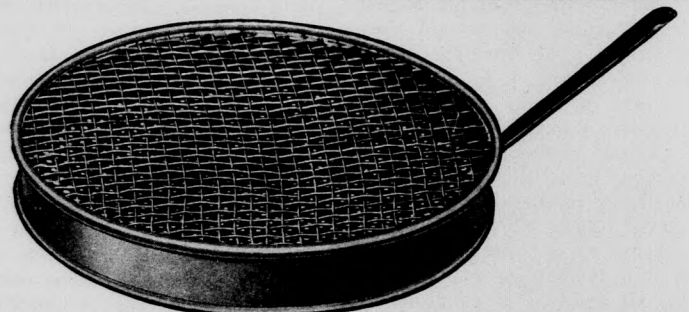
Dressed Veal On Consignment

Give us your shipments and receive prompt returns



Schiller & Koffman

323-25-27 RUSSELL ST.
DETROIT



The APEX BREAD TOASTER

THE BEST TOASTER MADE

FOR USE OVER GAS, GASOLINE AND BLUE FLAME OIL BURNERS

Retails at 25c with a Good Profit to the Live Dealer

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 ½c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

Activities in the Buckeye State.

Written for the Tradesman.

The Alliance Board of Trade has secured for that city the Davies Manufacturing Co., maker of auto tires, with a capital of \$150,000.

City officials of Akron have complained to the State Public Service Commission of the street car service rendered by the Northern Ohio Traction and Light Co. It is alleged that cars are being run without conductors that they are few in number, small, cold and unsanitary.

The State convention of bakers will be held in Dayton May 21-23.

The annual luncheon given by the Grocers' Baking Co. at its North Dayton plant was attended by 500 grocers, clerks and their friends.

Columbus will endeavor to install its new cluster street lights before the Centennial celebration this year.

The competitive garden raising contest, which was started last year by the Cincinnati Y. M. C. A., will be continued on a much larger scale and it is expected that 1,000 boys will take part. A large quantity of Government seeds will be used and the co-operation of the Ohio State University has been assured. Each garden must cover exactly 225 square feet, and contain eleven varieties of vegetables, a small bed of flowers, some peanuts and popcorn.

Service Director Harbert, of Canton, asserts that one-third of the water pumped into the city mains is wasted and the Council has adopted his recommendation that \$10,000 be expended for meters.

At a recent meeting of the Zanesville Chamber of Commerce T. A. Lowry, of Chicago, said: "Zanesville has unusual opportunities for becoming one of the great cities of the State. The navigable streams here should aid in furnishing competition for the railroads and thereby provide better shipping facilities for the city. Besides being well situated for manufacturing enterprises the city is well located in a rich agricultural district."

The Employers' Association of Akron has declared for the open shop and a general strike in the building trades is expected there May 1.

The Newark Board of Trade is raising \$2,500, in consideration of which sum the Advance Glass Co. agrees to build and operate its cathedral window glass plant in that city. The company's plant at Utica was destroyed by fire.

The Manufacturers' Committee of the Dayton Chamber of Commerce is arranging for a "made in Dayton" dinner, to be held soon. The Retailers' Committee is at work arranging for a merchants' bureau which is designed to secure the harmonious co-operation of local retailers in matters of interest.

The Youngstown City Council has voted to issue bonds for \$70,000 for motorizing all the apparatus in the fire department.

Ohio's real estate valuation has increased from \$1,657,000,000 to \$4,223,000,000, according to the annual report of the State Tax Commission, which has just been completed. The largest

increase was made in the valuation of electric light companies and the natural gas concerns were also given a big boost.

Within a fortnight after the county went wet thirty saloons opened for business at Fremont. The City Council has adopted an ordinance abolishing screens and the opening hour is 5 a. m. and the closing hour 10 p. m., except Saturdays, when they may remain open until 11:30.

The Newark Board of Trade has reached the 800 mark and at least 200 additional members are wanted.

McConnellsville is to have a new \$20,000 armory building, erected by the State.

The Real Estate Committee of the Dayton Chamber of Commerce will compile a list of property available for factory sites and place the same on file with the Chamber. A list of property suitable for the National home of the Loyal Order of Moose, which is considering Dayton as an excellent location, will also be prepared.

Cincinnati is considering the plan of installing a high pressure water service in the heart of the city for exclusive use of the fire department. The cost would be about \$1,000,000.

"More homes in Zanesville" is one of the slogans of the Chamber of

Commerce of that city. The busy season for the tile works, factories and potteries is now at hand and many of the industrial plants are increasing their capacity. Houses for 500 workmen are needed.

Almond Griffen.

Imagination.

"Is the flavor of a 10-cent cigar really any better than that of a nickel one?"

"Yes, if you know that it cost a dime."

Just the Thing.

A politician came into a local railroad office with a constituent in tow and requested a job.

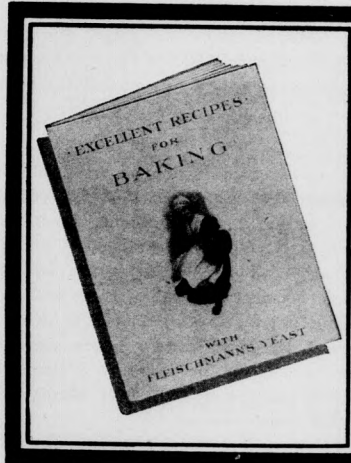
"But your man can't speak English," objected the railroad official upon starting an examination.

"That is true."

"What can he do on a railroad?"

"Give him a job calling trains."

Deafness can seldom be cured, yet many a man is given his hearing in the police court.



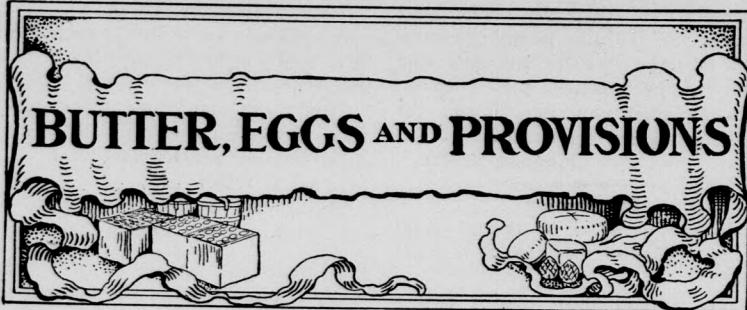
INCREASE your sales by requesting your customers to write for one of these books. They are absolutely free.

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

Steady Customers

Nobody is ever satisfied with one package of Uneeda Biscuit, and Nabisco Sugar Wafers bring back the customer for *more*, every time. Zu Zu Ginger Snaps, Baronet Biscuit and Social Tea Biscuit make their own sales. Steady customers mean repeat orders and that is the core of profit. People want all the N. B. C. products and you should carry a good variety of the famous In-er-seal Trade Mark Package Goods and also those in the glass front cans.

NATIONAL BISCUIT COMPANY



Canners Are Praised by an Army Officer.

In the army the question of the food supply is among the most important that concerns it. In earlier times, when armies were small and requirements far more limited, armies lived upon the country in which they operated, but now great strategic movements of armies are dependent always upon their means of obtaining food and warlike supplies. Under modern conditions of war, great armies totalling millions could not possibly subsist upon the country, and it is therefore necessary that resources be available for supplying these armies, covering enormously extended areas, with food and forage.

The public at large seems to regard war from the glamor of the victories gained and the importance of the work of supplying an army is frequently overlooked. The work of providing for the daily requirements of a city of from 100,000 to 400,000 inhabitants with all the lines of supply in full operation is not comparable to the work of supplying an equal number of combatants in the field, the location of whose bivouacs change daily, to the complete disorganization of any permanency in the lines of supply, and the fact that those lines are the most important objectives of the opposing force. Unless this work of supply is thoroughly and effectively performed only disaster and defeat can be recorded. When the army is on the march the supply departments are strained to their utmost capacity to provide for the wants of the men, and whenever it halts to recuperate its strength the same unabating care and attention must continue to provide for these ever constant wants.

Not only is the supply of food and its transportation an absolutely essential problem in war, but of prime importance, when the supply is assured, is the quality of the food and its preparation, upon which the health and morals of an army so greatly depend. For if after months of careful preparation and training for the supreme moment of a soldier's existence—fighting—he is incapacitated or invalidated, due to lack of good food or its preparation, the loss is just as great as if he had been killed or wounded in battle. The marches and battles, the lists of killed and wounded are what chiefly strike the eye of the onlooker, but while lack of food or poorly cooked food do not attract the attention, they vitally affect the morals and fighting power of an army.

The purity of the product has in

our country been largely insured by three important factors — the pure food law of 1906, rigid inspection (especially if intended for the subsistence department), and the continual effort on the part of the canners of this country to improve the character of the product and the can or container. A notable instance of this latter may be cited in the recent enterprise of the Canners' Association, which joined with the Institute of Industrial Research in making tests and experiments of packing products in different styles of cans. These experiments are certain to prove a success, and are a distinct advance along the right lines.

Every effort made by the citizens of the country to raise the standard of purity and excellence of the food products makes it more possible in time of war to secure foods of proper and sound quality, which tend to preserve the health and efficiency of the army, and, therefore, the efforts may be truly said to be largely patriotic as assisting the Government at such a time. The pure food law passed in 1906 is for this reason a source of assurance to the Government that in time of war the health of the troops will be protected and their efficiency increased.

Among the essential considerations, after securing the supplies of proper quality and purity, is to insure their keeping quality under all conditions of transportation and long storage and proper canning is an indispensable requirement. Our experience in the Philippines with the use of canned goods of all kinds is an instructive one. Owing to climatic and other conditions existing there it is absolutely essential to rely largely on canned goods, or, as is often said, "to live out of the can."

To show the vast importance to the army of proper food and canning, both from the standpoint of health and economy—in reduced cost, losses and transportation—it may be stated that the amount of canned goods used by the army in the Philippines during their occupation of nearly fourteen years has been approximately: 23,000,000 cans of milk, 16,000,000 cans of vegetables, 7,000,000 cans of meats, 6,000,000 cans of fruits, 5,000,000 cans of fish, 600,000 cans of baked beans, 500,000 cans of soups, making a grand total of 58,100,000 cans. And if the quantity of canned goods consumed by the army in other territory outside of the Philippine Islands is considered, it would doubtless equal, if not exceed, the figures quoted, and make the grand total of consumption largely in excess of

100,000,000 cans during the period reckoned from the beginning of the Spanish-American War.

This enormous quantity of canned goods, so far as the Philippines are concerned, was of necessity transported long distances from the place of packing, as there are no productions or facilities at points of consumption in the Philippines; and the goods were shifted around many times after reaching there, and that, too, under trying climatic and other conditions. These canned goods were essential to the subsistence of the troops who were scattered through the islands and subjected to unsanitary conditions and surroundings. But the general good health of the army there, especially during cholera and plague epidemics, when canned goods were principally used, was primarily due to the variety and wholesomeness of the canned goods supplied; which shows that the army may depend upon canned foods under all conditions of service without fear that the health or physical powers of the troops will suffer.

It has been found by the Subsistence Department by actual trial that

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

WANTED

Butter, Eggs, Veal and Poultry
STROUP & WIERSUM

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

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

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

SUCRENE

The ideal dairy feed. Palatable, Digestible, Nutritous; 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

JOBBER 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.

large losses may be saved to the Government by the use of sanitary enameled lined cans, especially of tomatoes shipped to the Philippines.

Henry G. Sharpe,
Brigadier General.

Astonishing Variety.

There are 246 varieties, kinds, shapes and tastes of cheese extant. Nor does this number allow for many more imitations of kinds or varieties of cheese known under impressive titles more easily pronounced in foreign tongues, according to a recent bulletin issued by the Bureau of Animal Industry, Department of Agriculture, at Washington, compiled by two authorities on cheese after an extensive investigation in this and the foreign cheesemaking countries.

These scientists have officially listed 246 kinds of cheese known to commerce and this list does not include a lot of imitations of the better known brands, which receive mere incidental recognition in the classification.

This report on cheese contains some startling information for the epicures. It tells how all the 246 kinds of cheese are made, an interesting item in which are the ingredients used in the making. The milk of sheep, goats, cows, reindeer and buffaloes is, of course, the principal ingredient of nearly all cheese, but some of the "trimmings" of the rarer brands are astonishing.

"Formaggini" cheese, made in the Lombardy district of Italy, for instance, is made either of cow's or goat's milk, supplemented with salt, pepper, sugar, cinnamon and occasionally oil and vinegar are added. The yolks of eggs are put into the "Dotter" cheese of Nurnburg and bread crumbs into the "gray" cheese of the Tyrol, caraway seed is an important item in the making of the "hand" and "Leyden" cheeses and pepper, salt and pistaschio nuts go into "Lorraine" cheese, made in France.

One form of "Neufchatel" cheese is loaded with ground red peppers, while the "Pretost" cheese of Sweden contains whisky. Aromatic cloves are ground up in the "Sap Sago" cheese of Switzerland and Tuna pulp in the "Tuna" cheese of Mexico. The potato is the fundamental basis of the "potato" cheese of Thuringia, Germany.

Contrary to the popular belief, "Limburger cheese is no longer imported into the United States. Lest some persons may be misled into expressions of joy over this fact, it is necessary to state that American manufacturers are making "a better grade" of this cheese at so small a cost as to drive their foreign competitors out of the field.

Chief of the prize cheeses appears to be the "Saanen," a product of cow's milk made in Switzerland, which has been known to last for 200 years. It requires an average of six years to ripen these cheeses, and they are usually made at the birth of a child and eaten at his funeral or at his children's funerals. The one cheese known to have attained the

age of 200 is "considered a great honor in the household" where it exists.

The True Cost of Butter.

Prof. H. H. Wing, of Cornell University, has been making some interesting experiments with the dairy herd at that institution to determine just what it costs in a well conducted dairy to produce a pound of first-class butter, without reference to speculative considerations or trade profits. He finds that the lowest cost of production, as ascertained by his experiments, was 35.62 cents per pound. Prof. Wing's report was recently printed, and the facts set forth are substantially as follows: "The dairy herd at Cornell University at present consists of fifty-four cows in milk. These cows are mostly purebred animals belonging to the Holstein Jersey, Guernsey, Ayrshire and Shorthorn breeds. The total production of butter fat in this herd for the week from January 24-30 inclusive was 436.19 pounds of fat or an average of 8.08 pounds of fat for each cow. Reckoning an over-run of one-sixth, which is the one usually used, this fat would have made 509 pounds of butter. The cows were fed hay, largely alfalfa, corn silage of good quality, part of them mangel beets, and from six to twelve pounds of a grain mixture, only three of the cows receiving as much as twelve pounds per day. The total consumption of food for the week was 3,990 pounds hay, 8,445 pounds silage, 3,745 pounds roots and 3,335.5 pounds grain, this being an average of about eleven pounds hay, twenty-two pounds silage, nine pounds grain and ten pounds roots for each cow. The estimates of the cost of the food are based upon the prices actually paid. The amount of labor can not be exactly estimated, as the men engaged in caring for the dairy do more or less work with the other stock, and a good deal of extra work is entailed by reason of the use made of the animals for instruction purposes. As near as we can get at it, the labor cost of caring for the fifty-four cows for the week was \$41.42. The cost estimate was as follows: 1,167 pounds Ajax flakes at \$30 per ton, \$17.51; 667 pounds wheat bran at \$28 per ton, \$9.34; 1,001 pounds hominy chop at \$31.60 per ton, \$15.82; 3,335 pounds cottonseed meal at \$32.50 per ton, \$5.42; 167 pounds linseed oil meal at \$40 per ton, \$3.34; 8,445 pounds silage at \$4 per ton, \$16.89; 3,990 pounds hay at \$20 per ton, \$39.90; 3,745 pounds roots at \$4 per ton, \$7.49; labor as per statement above, \$41.42; interest and depreciation on cows as above, \$8.93; total cost on the farm of 509 pounds butter, \$166.06." In Prof. Wing's statement nothing has been charged for the use of the buildings and no charge has been made for bedding, nor has any credit been given for the manure produced; \$166.06 for 509 pounds of butter would be 32.62 cents per pound, the cost of the butter on the farm. To this should be added the ordinary factory price in this location of 3 cents per pound for manufacture, giving 35.62 cents per pound as the cost of the

production of one pound of butter at the factory, ready to ship."

Some folks forge ahead and some forge themselves into the penitentiary.

G. J. Johnson Cigar Co.

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



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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



Tanglefoot

The Original Fly Paper

For more than 25 years the
Standard in Quality

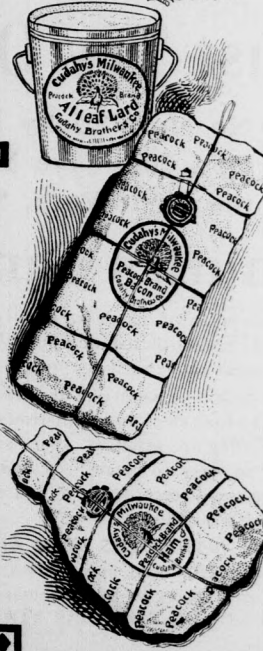
All Others Are Imitations

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.

THE ONE THOUSAND CLUB.

Letter to the Live Merchants of Michigan.

Port Huron, Mar. 12—We are starting out with a determination to add one thousand firms to our individual membership list this year and want your co-operation, not for the sake of the small membership fee involved, but because each name added to our list increases the prestige of the organization and places us in a better position to continue the reforms that are well under way in behalf of the retail trade.

We are improving credit conditions by the establishment of rating bureaus in the majority of the cities and towns of the State so that it is becoming much easier to keep track of delinquent customers who move from one town to another.

We are endeavoring to persuade manufacturers to discontinue the free deal practice and to substitute therefore a selling policy which will enable the dealer of moderate means to buy his goods as cheaply as his large department or chain store competitor.

We believe that the trade of the consumer ought to go to the retailer and are using our influence with a view to confining trade to its proper channels. Educational work is being done with a view to having vegetables and other bulk commodities sold by weight instead of by measure, as the latter in many cases involves guess work and is fair neither to the buyer nor the seller.

I do not believe you want others to assume the burden of working out these reforms in behalf of the trade in which you are engaged. The entire cost of membership is only \$1 a year and we want your influence and that of every other live retailer in the State during the coming year.

May I not have the pleasure of enrolling your name amongst the other live ones during the next few days? Do it now.

Yours for better merchandising conditions in the State of Michigan,

J. T. Percival, Secretary
Retail Grocers' and General Merchants' Ass'n of Michigan.

Members One Thousand Club.
Gundry & Son, Grand Blanc.
C. D. Andrews, Colling.
H. O. Whitfield, Pontiac.
A. H. Sauer & Co., Kent City.
C. P. Lillie & Son, Coopersville.
L. G. Van Liew, Bellaire.
F. D. Avery, Tecumseh.
Chas. H. Coy, Alden.
Thos. J. Sanders, River Rouge.
John Fry, Empire.
C. P. Springer, Eaton Rapids.
Alex. Chisholm, Breckenridge.
E. A. Hudson, Rochester.
Joseph Butler, Elk Rapids.
E. S. Ransweiler, Cement City.
Harry E. Smith, Owosso.
A. C. Neilson, West Branch.
E. De Beer, Chicago.
Adrain Johnston, Elberta.
B. F. Peckham, Parma.
W. E. Sayles, Frankfort.
S. C. Glarum, Elberta.
V. L. Pullman, Frankfort.
J. A. Zulauf, Ubley.
W. J. Nixon, Bellaire.

Carl W. Yfenbock, Bellaire.
Leonard Armstrong Alden.
A. E. Mason, Charlevoix.
Meyers & Son, Shelby.
J. C. Birdsall, Pentwater.
W. R. Pursel, Frontier.
Frank Rothstrey, Imlay City.
I. M. McIntyre, Crosswell.
A. J. Palmer, Gagetown.
Chas. I. Falk, Deckerville.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The South End Improvement Association at Bay City announces that they have excellent prospects of landing two or three new industries.

The Saginaw and Bay City boards of commerce are entering vigorous protests to Grand Trunk officials against the temporary curtailment of passenger service by cutting off four trains.

Business men of Sandusky, in Sanilac county, have pledged their support to the Handy steam road which plans an extension from Wilmot to Sandusky. For a long time Sandusky people have been undecided as to whether they wanted a steam or electric road.

Bay City has voted to close Columbus avenue at the foot, at the request of the Industrial Works Company, which proposes to double its present plant, expending at least \$250,000 in improvements.

The Detroit, Bay City and Western Railroad will be in operation between Bay City and Wilmot this spring, opening up new trade territory for Bay City.

Statements of the banks at Battle Creek show total resources of nearly \$12,000,000 and deposits of \$10,640,000. The city ranks fourth in the State in the amount of its bank deposits.

The recent banquet of the Lakeside Board of Trade, Muskegon, was a rouser, being attended by fully 250 people. President Le Tart urged the trade-at-home plan very strongly, saying that a total of \$5,000 a month goes out of Muskegon to mail

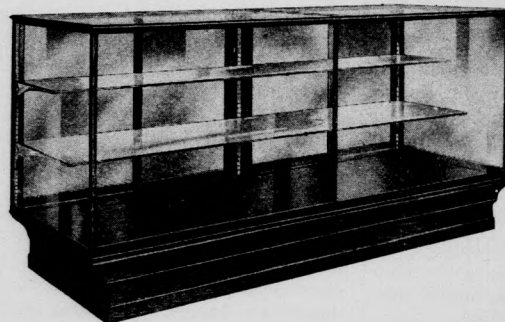
order houses, which have never contributed a dollar to help Muskegon.

Saginaw has raised the necessary \$36,000, which assures the Eastern Michigan Fair for that city. The West Side Business Men's Association offers to subscribe \$5,000 to the fund and the choice of two sites.

Two of the North End factories at Flint, the Buick and the Weston-

Mott, have paid to Flint workers over five million dollars in the past twelve months.

The Commercial Club of Kalamazoo has asked the City Council to authorize submission of the proposition at the spring election of bonding the city for \$75,000 for a municipal coliseum or convention hall. Kalamazoo aspires to become the

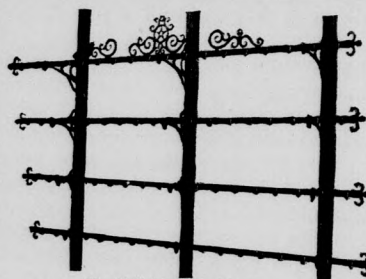


"Where
Quality
Rules"

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)



Brecht's Sanitary
Steel Meat Racks

Tin or Nickel-plated, with
Detachable Hooks

These Racks are perfect in construction, ornamental in appearance, and superior to anything heretofore offered to the trade. Hooks are detachable and can be removed and replaced quickly. Rails are locked in brackets and can't be lifted out when in use, but are quickly unlocked and easily removed. Wood uprights, nicely varnished, with screws in place to receive brackets, furnished with each rack. Brackets can be lifted off post or

No Polishing Required

uprights. Uprights are fastened to the wall and brackets hung in their respective places. The rails with hooks attached are laid on the brackets. There are not any Racks made finer in appearance and finish. They are nickel-plated by the Electric Process also go through a process of fire plating which makes them durable. Our tin-plated racks are tinned in strictly pure tin and will not rust. They will improve the appearance of any market, and on account of their construction are strictly sanitary and easily cleaned, and are always bright and shining.

WE CAN MAKE TO ORDER ANY COMBINATION OF RAILS DESIRED
Write us for prices and any information regarding market outfits, etc. Dep't "K."

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

Just Try One in the Brown Sugar Bin

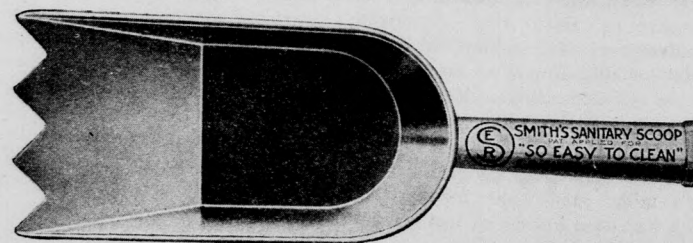
No More Sticky Fingers to Wash a Dozen Times Every Day. If it Does Not Save You More Than Fifty Cents Worth of "Cuss Words" the First Week, Send it Back to Your Jobber.

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.

most important interurban railway center in the State. The Michigan United Traction Company plans first to electrify the Fruit Belt line to South Haven and then will build the important extension to Grand Rapids.

Saginaw and Bay City business men met last week and it was decided to put on a steamer making daily round trips to Point Lookout during the summer.

The Michigan Bankers' Association will hold its annual convention June 11, 12 and 13 at the New Burdick Hotel, Kalamazoo.

Bay county is securing plans of architects for a new \$150,000 court house at Bay City.

Battle Creek real estate men will hold their annual banquet March 19.

Saginaw officials will try to revive the plan of a house of correction for that city, modeled after the Detroit institution, which has been a nice source of revenue for Detroit.

The Tyden car seal, made in Hastings, has been selected by the Government for sealing all bonded freight and the decision will be a decided boost for the Michigan factory. About four million seals a year will be required.

The Northern Michigan Bee Keepers' Association will swarm at Traverse City March 13 and 14.

A night school at Flint, which started with an attendance of 300, has been closed because of lack of attendance. The reason for the falling off in attendance is the rush in the automobile factories, many of the men having to work overtime.

Mayor Lincoln, of Hillsdale, in reply to enquiries as to why no new industries have been secured during the past year, says that half a dozen or more might have been easily captured, but each one was in financial distress and "unless the citizens came to the rescue with plenty of cash, about the time they were nicely located in Hillsdale they would be ready for a receiver, and that would mean several first-class funerals, which would work a hardship and give Hillsdale a black eye in the business world. We are still busy with two or three good, solid industries and intend to keep pulling until we are successful and place Hillsdale on the map as a manufacturing city."

The Fife Lake Board of Trade is active in the good roads movement and a Committee is now securing data as to needed improvements in the roads west of town.

"First make your town a pleasant place to live in and to work in, then advertise it," says Secretary Babcock, of the Dallas, Texas, Chamber of

Commerce. The editor of the Manistee News wonders why this will not apply at Manistee. He says: "A few efforts have been made to advertise Manistee, but no concerted and sustained publicity campaign has ever been carried on. As a matter of fact Manistee is known more as a baseball town in Michigan than as a salt producing center."

The Ann Arbor Times-News is urging more factories, saying that the city should not be satisfied with its enviable reputation as a residential city but should go after and continue to go after, diversified industries which make other places great.

Petoskey will carry on extensive street paving operations this year.

Slot machines are being swept out of Escanaba stores under direction of the Sheriff's office.

The City Council of South Haven is discussing the garbage disposal question.

The rest room, which is maintained so successfully at South Haven by the Board of Trade, has been voted an appropriation of \$10 per month by the City Council.

The Alma Board of Trade has elected officers for 1912 as follows: President C. F. Brown; Vice-President, C. G. Rhodes; Secretary, D. L. Johnson; Treasurer, Carl Washburn.

Freesoil is to have a bank, making the fourth bank established in Mason county within a year.

Lapeer Masons will build a new Masonic temple.

Menominee has adopted a system of garbage collection for the year in place of the annual spring clean-up.

The Lansing Grocers' and Butchers' Association now has a membership of sixty-five and the number is increasing. Use of the Chamber of Commerce headquarters has been tendered the Association for its meetings.

The new directory at Saginaw indicates a population of over 65,000. The list of corporations shows that capital invested in Saginaw reaches \$55,334,000, or an increase of two million dollars over last year.

The Michigan Laundrymen's Association will hold its annual convention in Flint May 14 and 15. About 200 delegates are expected.

The Model Packing Co. has been formed at Charlotte, with \$10,000 capital, and the output will be pickles, sauer kraut, canned beans, etc. The officers are: President, H. K. Jennings; Vice-President, W. B. Bunker; Secretary-Treasurer, Bert Little.

Almond Griffen.

Honesty Pays.

Discussing a proposition to remove restrictions from the sale of colored oleomargarine Congressman Haugen, of Iowa, recently said: "I know a number of merchants; I have been a merchant myself and know something about how business is transacted. I know that they are as much opposed to passing counterfeits on others as they are to have them passed on themselves. Every honest merchant wants to sell everything on its merits and for what it is. Show me a merchant who is known to be dishonest in his dealings and I will show you a merchant without a business. On the contrary, if a man is known to be honest, upright, square and fair in his dealings he will enjoy the confidence and respect of all who know him. Ninety-nine times out of a hundred it is the merchant whose character is founded on integrity, with a firm determination to do justice and right who succeeds in life. I can not conceive that any merchant, with information of the

fraudulent practices common in the sale of oleomargarine would advocate the repeal or weakening of the present law or the making it ineffective to prevent fraud and deception."

Regarding References.

Lady (engaging cook)—This reference does not say anything about your capabilities as a cook. To whom can I apply for that? Applicant—Police Constable Koppen, 999, O. K. division!

Wilmarth Show Case Co.
Show Cases
And Store Fixtures
 Take Division St. Car Grand Rapids, Mich.



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.

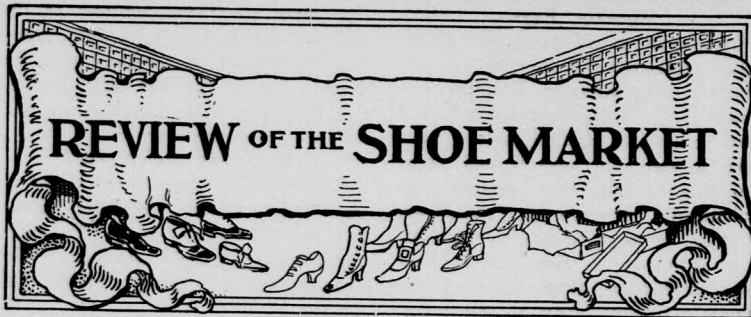
Are YOU Selling
WINGOLD FLOUR?

IT REPEATS

Distributed by

LEMON & WHEELER CO.

Grand Rapids



Making Slow Sellers and Findings Go Briskly.

Written for the Tradesman.

What is your personal attitude towards the subject of P. M.'s? Well, whatever it may be, it has, I dare say, a direct and visible effect upon the sale of certain classes of merchandise in your store.

Of course there are certain stock arguments against the plan of giving the salespeople P. M.'s. But, after all, the fact remains that salespeople are human beings; and it is just as natural for us to work a little bit harder when there is a specific incentive for so doing as it is for sparks to fly upwards.

Every store that sells shoes has its slow sellers and its stickers. Also most progressive shoe stores nowadays carry findings. And as merchandise of the latter sort is constantly becoming more and more indispensable to the well stocked shoe store, the matter of findings is going to figure more prominently all the while. And as findings cost money, profits can be made out of the findings end of the business only as the stock is turned. And the way to turn stock in this department is to get the sales people interested in pushing the goods.

In the advertising policy of some of the most progressive shoe stores of to-day, findings and accessories are not featured in the newspaper announcements. It is believed that shoes should occupy the center of the stage in the store's advertising. I am personally inclined to think this is a wise policy. So a certain percentage of the money that might otherwise be invested in advertising is given to the salespeople of the store in the way of P. M.'s. And as most merchandise of this nature is sold on a good profit margin, 10 per cent. can be deducted and still keep the business on a safe basis.

Now here are a couple of incidents that recently happened under the writer's observation, showing how the principle works: The salesman had just concluded the sale of a pair of shoes and was buttoning up the customer's old ones, when he stopped and looked up as if a new idea had occurred to him all of a sudden. He said:

"Mrs. Bland, these suede are really very excellent shoes, and it is a pity they are matted down like this." The customer murmured something to the effect that that was the trouble with all suede shoes. "That is true," admitted the salesman, "and yet you'd perhaps be surprised to know that we have a little device in the way of a

specially-made wire brush that will restore that shoe to its original finish. It is really a most wonderful little brush, and I'm going to show it to you." And without waiting for the customer's answer, he started after the brush.

He was gone only a moment. "Now I am going to show you what it will do," said the salesman, and he suited the words to action. After vigorously rubbing up the surface of one of the shoes he asked the customer what she thought of it. And, of course, she was pleased. He then rubbed up the surface of the other one. Result? The customer took one of the wire brushes at 50 cents.

A few minutes after this I saw another salesman in the same store selling a pair of patent shoes with pearl gray tops. They were priced at \$5, and were a very good value for the money. The buttons, however, were the kind of a button that ordinarily goes on a shoe of that grade.

After the lady had paid for the shoes, the clerk suggested that she might improve the looks of them ever so much by having real ocean pearl buttons put on instead of the others. And he produced a card of very bright, fetching buttons and laid it beside the row of buttons on the shoe. The contrast was obvious at a glance; and the customer was quick to see that the better grade button really had the effect of making the shoe look like a higher priced article. Result? She paid 50 cents extra for the ocean pearl buttons.

In every shoe store there is apt to be more or less unsalable stock from time to time; and the usual method of cleaning up this class of merchandise is to have an end-of-the-season sale. Much of this stock that usually goes into the clearance sale might very easily be disposed of if the store practiced the P. M. system.

Of course, it is easier to sell the newest thing out than it is to sell something that has been in the store for some time; but when you put a P. M. on a pair of shoes the salesman is pretty apt to do his level best to co-operate with you in cleaning up as he goes.

Then it sometimes happens that the salespeople get a prejudice against a certain last. In that case they will



Strength and Comfort



No. 364½

And all the wear there is.
A little more money perhaps—but.

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



Rouge Rex

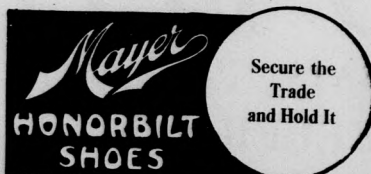
The trade-mark the working man is looking for

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.



not be apt to push it unless the P. M. system is in vogue.

In any event it might be advisable for you to try the P. M. plan in a tentative way, even if you are not very enthusiastic about it to begin with. If it does in your case what it does in a good many other stores throughout the country; you will like it, for you will find it has the effect of making the slow sellers and findings go briskly.

Cid McKay.

Footwear Novelties Bring Trade Changes.

Shoe manufacturers and shoe retailers have learned during the last few years that the shoe business has been undergoing radical changes. The experiences during 1911 of the manufacturer and wholesaler on one hand and the retailer on the other hand have emphasized this fact very strongly.

The principal fact that is characteristic of the changed conditions is that novelties in styles are becoming an ever-increasing factor in the situation. The days when staple models were the rule, and new ideas and novelties the exception, has now gone.

Retailers, in years past, were able to order shoes from the wholesaler at almost any time in the season, and get what they wanted promptly; wholesalers conducted the business with that understanding, and manufacturers made goods to supply this constant demand. The retailer generally bought his season's supply early, knowing just what he wanted beforehand, and as the season advanced he

ordered "sizing-up" lots frequently. The wholesaler carried stock enough to take care of his trade. Both wholesaler and retailer dealt cautiously with novelties.

But as novelties began to assume an important volume the manufacturer had to change his policy regarding them; he had to foresee the demand as well as he could and provide just enough to supply his demand and not so many goods that they could not be marketed in the season; because a new season brings its new styles.

The retailers, however, have been slow to change; they seem inclined to be cautious, as before, on novelties; they are inclined to "wait and see," apparently with the idea that the wholesaler will take care of them on novelties late in the season, as he has always done and can always do on staples. The wholesaler, if he has stocked these goods carefully, and the manufacturer, if he has manufactured carefully, generally finds that the retailers who have foreseen conditions have taken early in the season all these special goods he carries; with the result that the cautious retailer, who thought any time would do, finds that he can not get what he wants; what he ought to have; what he could easily have had if he had ordered early.

It is easy to see how demoralizing such a condition is; and the year 1911 illustrated it wonderfully. In spite of that, the volume of sales has been good; some houses have increased

their sales, although probably not much.

The same conditions seem to be indicated for 1912. The novelties and fads in footwear; the satin, velvet, fancy feathers, buckskin, white canvas, tans; the extreme models and shapes which have characterized the shoe business for several seasons will be more than ever in evidence during 1912.

Both men and women, also, are now changing their ideas in the matter of shoes. The old days when a man or woman bought one pair of shoes at a time, and wore them until they were worn out, are past. The average man or woman now has in use, at various times, and for various occasions, anywhere from four to a dozen different styles of footwear; it is economy, not extravagance.

Retailers who buy early will have the goods to sell, and will sell them; retailers who buy late will find, as they found last year, that they can not get the goods they want. What affects the retailer affects the manufacturer and wholesaler.

J. Harry Selz.

Educating Suckers by Mail.

A good many people will open their eyes at the report of the postal inspectors that the men arrested last year for using the mails to defraud made a profit of \$17,000,000. That is a big sum of money, but it represents only a part, and possibly a small part, of the swindling done by use of the mails. The inspectors do not claim that they have caught nearly

all the swindlers in that line of business; indeed, they assert that they have as yet arrested only a few of the men against whom complaints have been made, while their figures are made up from the business of the concerns with whose affairs they have become familiar through arrests made.

The wisdom of the Government in devoting so much energy to this sort of investigation is sometimes questioned, but the magnitude of the frauds unearthed will tend to silence that sort of criticism.

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



Our Contention

is that quality is just as essential as low prices---what is gained by low prices and low quality?

WHILE WE AIM to quote low prices, our first thought is of quality. That is why we have been successful. Our first customers are still with us. We strive to make the best grades and believe no one has ever made better.

We Can Ship Goods Promptly

Write for catalog or salesman. We are so near you we should seem like home people. Any business you send us is appreciated. If our goods are not sold in your town, why not get in communication with us.

TAPPAN SHOE MFG. CO. :: Coldwater, Mich.



A Winnowed Line—Work Toward This Ideal.

Written for the Tradesman.

From the page or two given over to reading matter in a big catalogue issued by a well-known wholesale house that sells by catalogue—reading matter whose terse, crisp, boiled-down sentences contain many useful, practical hints for the wide-awake merchant—the following words are culled:

"A winnowed line is what we seek to offer in each department. It is easy to offer a 'big line.' All one need do is to take hold of everything that comes along—the commonplace with the good. * * * We reject the commonplace* * * and buy only the extra values."

Of course this is advertising. That house is just seizing an opportunity to call attention to the fact that its immense stocks are not bought at haphazard, but that from every line of goods in the market they cull the best and most desirable and attractive items. They are blowing their horn effectively. It is a good point on which to brag a little.

The moral they intend their retailer readers to draw from this well-worded little "spiel" is: "Buy of us." There is no doubt that this particular house has good claim to patronage on the ground stated.

But the brainy retailer should draw another and a larger moral. If winnowing is necessary for the great wholesale house with its millions of capital and its immense selling machinery, how much more is it needed by the little retail merchant who must make whatever profit he makes by the skillful investment of the small amount of money at his command, an amount which perhaps does not exceed a few thousand dollars. If they can not afford to buy whatever comes along, how sharp a lookout should he keep that his store does not become a dumping ground for merchandise which will not fill the bill with his trade.

The wholesale house, whether it sells by catalogue, by traveling salesmen, or direct to customers who come to market—the large manufacturers and jobbers use all three methods—the wholesale house may, if it so desires, work off immense quantities of commonplace goods, goods of indifferent quality and lacking in character and special merit, upon hasty, careless and indiscriminate buyers. This is not saying that it is good business policy for a wholesale house to do this, nor that there is excuse for having any considerable amount of such goods on hand but certainly a wholesale house can do this very

thing if it wants to. Many of them do do it—are in a sense compelled to do it because of the careless work of their own buyers.

The retail merchant, particularly if he is a dry goods man, can not calculate on careless and indiscriminate buying on the part of his patrons. He can not figure on his own heedlessness being offset by similar heedlessness on the part of his customers.

His customers are mainly women, and if there is one job more than another that the average woman does not slight it is her dry goods buying. She takes her time for it and uses the gray matter of her brain. The fact that whatever lines of goods are bought must pass under the keen and critical eyes of women shoppers should put every dry goods buyer on his mettle. Let it be remembered that whatever lacks distinctive merit will be condemned and rejected by these same keen and critical eyes, until the price is cut to where profit is largely or wholly sacrificed.

A winnowed line. Winnow means, of course, to separate the chaff from the grain, and by implication to separate the bad or useless from the good. Now how to get winnowed lines, how to have your store stocked with seasonable, salable goods, every item of which is exactly what you want, instead of having a large share of your money tied up in overstocks and lines that can be moved only at a sacrifice.

There are some very common practices that if persisted in make winnowed lines impossible. One is allowing a persuasive, smooth-tongued salesman, either traveling or in the house, to dictate what you shall purchase. He knows what he wants to sell, but you are the man to decide what you want to buy. The moment you cut loose from the constant use of your own best judgment, you can say good-by to winnowed lines.

Do not become so tied to any particular house or to any particular salesman as to take inferior or undesirable goods from them when better can be secured elsewhere. Scattered buying has its advantages and so far as possible should be avoided, particularly by the small dealer. But buying all from one or two houses, especially if they are not first-class houses, may be ruinous.

Being tempted by a low price on a large quantity sometimes plays havoc with winnowed lines. Buying in quantity is all right if the goods are what you want and you can handle the amounts, but be sure you are not loading up on what you do not want in order to secure the short price. Beware of trying to get items at \$1.75

or \$2 per dozen to sell at a quarter, or at \$4 to sell at fifty cents. Better pay \$2.15 or \$2.25 or \$4.50 for lines that have style, merit and character, and which are desirable and taking. You can carry fewer lines and still sell more goods. The unwise saving of a quarter here and there on the dozen, or one or two cents a yard on piece goods—or more on higher priced goods—may leave you destitute of talking points and of points which show up and sell goods and bring customers back with their friends.

Surely no one in this year of grace 1912 should be caught by the old, old habit of an extra low price on some one or two well-known staples, or on some new thing of indisputable merit and catchiness, and be so tickled by the paltry gains on these shrewdly planned bargains as to relax all watchfulness and turn the remainder of his buying list over to the wholesaler with a virtual carte blanche.

The buyer must bear on all the time. Does he become careless for a moment, it means a loss. Good taste and judgment and eternal vigilance are the prices which must be paid for the winnowed line. Fabrix.

Traffic League Will Meet.

A meeting of the National Industrial Traffic League will be held in Chicago at the Hotel LaSalle March 14. Among the subjects to be considered are changes in the Western freight classification, publicity of the docket of the Southern Classification Committee, bills of lading and weights to govern in the assessment of freight charges. J. M. Belleville, of Pittsburgh, is President of the organization.

A failure is a man who has blundered, but is not able to cash in the experience.

**THE
DEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH**



We can not do justice to the line by trying to describe same but will be pleased to show samples at our store or have one of our representatives call. Let us talk it over.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:::

Grand Rapids, Mich.

We are manufacturers of

Trimmed and Untrimmed Hats

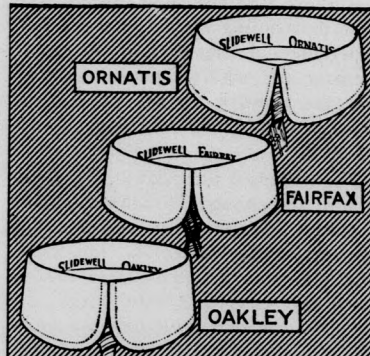
For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.

Attention Please



Here are three models they're wearing now on Broadway—and what's more they're

**SLIDEWELL
HAKKO
COLLARS**

—the collars with the little tie-and-time-and-temper saving shield that let's your tie slide.

That means you can tie your tie about ten times easier, quicker and neater.

These Collars are second to none at the same price and are worthy of your careful consideration. Full line of the above and many other styles in one-fourth sizes.

Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Mich.

We are Prepared to Talk Business to any Merchant that is in Need of DRESS or WORK SHIRTS

PARCELS POST.

Its Fallacies Obvious from Cursory Examination.

Washington, March 11—The Interstate Commerce Commission has asked representatives of all express companies to give detailed information upon thirty-four questions. Its hearings have been discontinued a few days to allow information to be collected. Meanwhile the Senate Postoffice Committee is examining representatives of express companies. The general sentiment is that the Interstate Commerce Commission has "made good." When it was organized some people said commissions accomplished nothing. It looks as though, when it gets through with the express companies there will be as little use for parcels post as there was for Government ownership and operation of railroads, after it regulated railroad rates, and that thereby Uncle Sam will save from fifty to seventy-five million dollars per year required for equipment and rebuilt postoffices and an operating deficit of \$150,000,000 yearly. It proved that the Government did not have to own the railroads to prevent the railroads owning the Government. Possibly the Commission may investigate the cost of parcels post systems abroad. It is generally known that Government operation is most expensive. Such expenditures, it is said, would necessitate continuance of high tariff duties to afford revenue and, to save a few cents yearly to each person on carriage of parcels, the people would thus saddle themselves with a load of Government debt. In comparing rates the Commission would, of course, consider that labor and similar costs are much cheaper in Europe.

Following the recommendation of Postmaster General Hitchcock that the Government condemn and operate the telegraph systems—the wireless and air ships not being specified—President Taft has recommended that the Government build and own railroads in Alaska. Defense of the recommendation is made that, because merchandise is carried incidentally to matter of intelligence, advocates of parcels post say the Nation is already in the transportation business and that we may have parcels post. From Alaskan to Nation-wide railroad operation would appear to be simple.

Socialist government is only costing Milwaukee \$1,000,000 increase yearly.

Postmaster General Hitchcock has been before the Senate Postoffice Committee, which is investigating parcels post. He declared himself in favor of beginning with a rural system, then to operate city systems and then take over the railway express business within a year, thus making a general system. Bossing mails, savings banks, Government monopoly of the express business and telegraphs, General Hitchcock would have a considerable army of Government employes. The reason for entering upon an era of National Socialism is about the same as that which Caesar gave for crossing the Rubicon, "the general welfare." Some

people are wondering what a president with less respect for a constitution than President Taft might do with such an army.

At a joint meeting of the Board of Trade, Chamber of Commerce and Retail Merchants' Association, of Lynchburg, Va., the Southern Home Development Association was started. Delegates will tour Virginia organizing. The Association opposes enlarged Government carriage of merchandise for distant concerns as cheaply as for near-by industries and further entrance by the Federal Government into fields of private enterprise. Representatives of these organizations saw in Washington that parcels post is only a beginning of Government ownership and operation of transportation. The people of the South are beginning to realize that this means elimination of the "Jim Crow" cars.

In the Senate hearings C. E. Caskie, of Lynchburg, in answer to the point that all citizens would be entitled to the Government privileges, remarked that he had no intention of going into the retail mail order business. He said the Government might operate a railroad at a low rate, and it might be said all the people could use that road, but that, in fact, all citizens except those who lived near it would receive but little benefits.

T. J. Brooks, of Tennessee, legislative agent of the Farmers' Educational Co-operative Union, stated that a zone system would be much fairer than a system of charges regardless of distance. He said the limit now proposed for Government carriage of merchandise by mail was too low to be of practical benefit in carriage of farm products and that it could not be expected that parcels post rates could be made sufficiently low to compete with freight rates.

The report of the remarks of Chas. S. Hernly, of New Castle, Ind., before the Senate Postoffice Committee, wherein he showed that parcels post would blight the efforts of commercial clubs to locate factories, has caused him to receive a multitude of approving letters from officers of such organizations in all parts of the country. The commercial clubs of Missouri in state convention passed resolutions condemning the proposed parcels post as hostile to development of local industries.

C. S. Hernly said to Senator Bourns, chairman of the Senate Postoffice Committee, in the hearings: "Your manufacturing interests are all in Massachusetts, are they not? You have no factories in Oregon, have you? No wonder you want the Government to haul your goods to the Pacific coast. If I owned knitting mills way down East and wanted to get the goods away out West, I would try to get the Government to go into the delivery wagon business and handle my manufactured products at a nominal price. Parcels post will not help the farmers market their products. The farmer can not use the mails for shipping his products and parcels post will not build up a home for him. It only enables him to buy, but not to sell. It quadruples the force of the alluring catalogue to

excite his family to buy this or that article whether needed or not, destroys his country town and trading point, leaves an empty store room and a "Deserted Village," and lures his boys and girls to the over-crowded cities."

The prospectus of a Minneapolis mail order house received here recites that "just as soon as the parcels post legislation is enacted it (the mail order business) will increase to fifty times its present enormous volume." Fred T. Loftin.

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

Dealers everywhere are doing splendidly with

The "Bertsch" Shoes

WHY? Because their customers are pleased.

THE SHOES ARE RIGHT. Their quality could be no better. Only the highest grade of material is used in manufacturing.

The styles are of the very best and latest—are designed along natural lines and **FIT**.

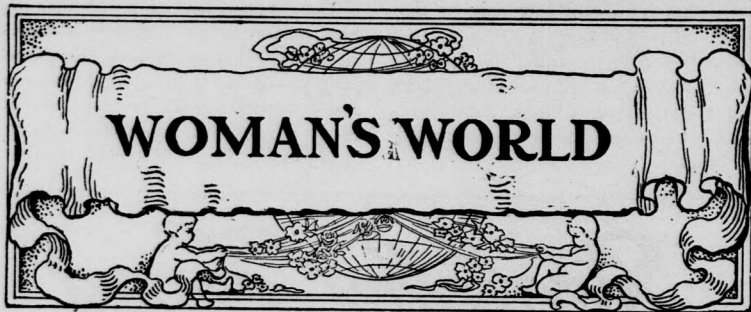
We want to show you just how and where the **"BERTSCH"** will be a **BETTER LINE FOR YOU TO HANDLE.**

Write for salesman. Become a "Bertsch" dealer this season.

"They Wear Like Iron"

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.



Anent Engagements Across Continents and Oceans.

Written for the Tradesman.

An item in a Chicago paper headed, "She Looked Good at a Distance," is strikingly illustrative of human nature. It seems that a Pole living in the "I Will" city, somewhat less than a year ago sent for his sweetheart in Poland to come to this country. They were married. Subsequently he left her, and lately was arraigned before a municipal court.

"Why did you leave your wife?" asked the Judge.

"Oh, she didn't look so good to me when I saw her as she seemed in my memory," explained Kostiski. (That is his name.) "I was disappointed. American girls are prettier."

The Judge decreed that Kostiski must pay his little wife \$5 per week. There was nothing else to do. His conduct has neither legal nor ethical justification, and certainly it would be poor policy to encourage a man's leaving his wife without means of support by letting him go unpunished. Surely Mrs. Kostiski is entitled to whatever poor consolation she can derive from a weekly V. extracted from the earnings of her recreant husband.

But that perfectly natural and human admission, "She didn't look so good to me as she seemed in my memory," has a note that is at once humorous and pathetic.

It is easy to construct in imagination the probable train of circumstances leading up to this unfortunate separation of the Kostiskis. A little town in Poland where the two grew up. Indeed, she hardly was grown up—was, in fact, little more than a child when she became engaged to Albert. He was older and came off to America. Then the process of education, of development, of expansion began—for him. With the wonderful facility of a bright young foreigner he acquired our language, and unconsciously took on our mode of dress and our ways of thinking and living. He "Yankeed over." In a short time, two years or less maybe, he was a changed creature, an altogether different being from the Polish boy he was when he passed the inspection at Ellis Island.

This Albert Kostiski had a sentimental spot in his bosom, and in his dreams he was true to the girl he left behind him. He had her come over, and during the long and lonely journey the timid little girl was sustained by the thought that at this end her faithful lover awaited her arrival. But even when he went to the railway station in Chicago to meet her, we readily can conjecture that the

girl's odd dress and foreign ways caused a queer shock to go down Albert's spinal column. They were married. But only a short time elapsed before the matrimonial yoke became irksome to him. "American girls looked prettier."

Without in the least condoning Albert's offense, the observing student of sociology may set it down as a sad experience, that it does not presage a stable and happy marriage for an engaged couple to be separated for any considerable time by thousands of miles of land or water.

There is the case of Aleck Graham, who came over from Scotland, leaving his well-loved Jean in her father's home. Aleck has the poetical Scotch temperament, and as time passed along invested his far-away sweetheart with all kinds of illusory attractions. Unfortunately he does not have the usual business shrewdness of his race, and there were twelve weary years of waiting before he was sufficiently established that he dared tell Jean to come. He had not been back in all this time, but by an unceasing interchange of letters the lovers had proved true to each other—too true it almost seems.

Jean came. I never shall forget Aleck's anticipatory happiness, nor the pall-like disappointment, which he was unable to conceal, that settled over him after her arrival.

I imagine that in her girlhood Jean possessed a delicate kind of beauty—the type of good looks that goes all to pieces with the first experience of illness or care or hardship of any kind, or with the passage of a little time. Aleck had remembered her as she used to be. But she was now no longer pretty. Her hair had become thin, her complexion faded; she was stoop shouldered and—horror of horrors!—"snaggle-toothed." Worst of all her mind had not grown with the years—had contracted rather until her mental operations were confined to the almost automatic production of a small number of set opinions and prejudices.

They were married at once of course. And the tragedy was begun of a bright, broad-minded, keen-witted, sensitive man—a man of ideas and ideals—trying to adjust his walk through life to the lagging steps of a wife whose intellect may most charitably be described as a case of arrested development.

One can not help but think that if, during the early years of their betrothal, they had been able to see each other every day or every few days as lovers usually do, it might have dawned either upon Aleck or upon Jean that they two were not

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

IMPORTANT Retail Grocers



Registered
U.S. Pat. off

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

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

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.

made for each other. Or possibly had those years been spent under conditions more nearly alike for both, she might have grown somewhat instead of standing still, and he might not have grown so much. The misalliance would not have been so marked nor so painful.

By the sentimentalist the engagement period of a pair of young people is regarded as a time fittingly described by the poet:

"Love took up the glass of Time
And turned it in his glowing hands;
Every moment, lightly shaken
Ran itself in golden sands.
Love took up the harp of life
And smote on all the chords with
might."

This is all very well and as it should be. No one begrudges to young people this season of blissful enjoyment before they settle down to the dead earnest of life in matrimonial harness.

In practical experience, however, the period of betrothal may serve a very different and very unromantic and yet a very useful purpose. It is a time when Sam may become somewhat acquainted with Lizzie, and possibly may find out whether he is in love with the real girl Lizzie, or whether his admiration has been enchained by an ideal of her that he himself has constructed in his mind and heart. Lizzie has a like opportunity to size up the real Sam. If they are temperamentally unsuited to each other, or if by reason of widely differing habits and associations their ways clash there is likelihood that they will get to scrapping and their engagement will be broken. Some grief and tears will result, but nothing like the deep sorrow of an ill-assorted marriage.

The foregoing is of course based on the supposition that the lovers live in the same town or county, or at least in the same state. But inasmuch as "distance lends enchantment," when they are separated by an intervening ocean or by a good portion of a continent, and see each other very rarely or not at all, sentiment has full sway—sentiment unmingled with a single grain of common sense.

I have come to have a feeling of genuine pity for the girl whose affianced lover has gone out West to make his fortune. Each night before she goes to bed—and goodness only knows how many times each day—the girl looks at his photo. With every look and indeed with every thought of him, she adds a little to the ideal she is constructing of a man who most likely is a very ordinary piece of mortal clay, with his full share of human faults and failings. But in her dreams he is superman thrice over.

The years pass by. Sometimes the lover who goes West never returns to claim the waiting girl. Sometimes he is honorable and comes back, but it is inevitable that he comes a changed man and to a changed girl. Either one is likely to have the feeling naively expressed by Albert Kostiski, of Chicago: "She (or he) does not look so good to me as she (or he) seemed in my memory."

The best way that I ever saw the going West matter handled was in

the case of Ethel Hammond, although I can not say that I would recommend it for all girls—certainly it would not answer for those who are very young or who are lacking in self-reliance. Ethel was engaged to Jim Hastings. Shortly after Jim went West, Ethel, who was a teacher, secured a position in the schools of a town where she had an aunt living, a town about twenty miles from the place where Jim was located. Jim went to see her frequently. They got acquainted. After two or three quarrels, which were in no wise different from such as they probably would have had if both had remained in their home town in Illinois, their engagement was broken off. In a little over a year Ethel was married, very happily it proved, to the superintendent of the school in which she taught. Soon afterward Jim married a daughter of the senior partner of his firm. This may sound as if he married for money, but I understand it was a love match and that he and his wife are very congenial companions.

A broken engagement does not necessarily mean a broken heart on either side, if only the affair is wisely terminated without long years of expectation and waiting. Quillo.

Why Girls Succeed.

An address on "Why Some Girls succeed in Business" was recently delivered by Henry A. Free, Treasurer of the Great Department Store, Lewiston, Me., at the Young Women's Home, in that city. Mr. Free gave a novel definition of the idea of personality, using the letters p-e-r-s-o-n-a-l-i-t-y as the initial letters in the following words: Perseverance, earnestness, reliability, sincerity, optimism, naturalism, ability, loyalty, initiative, tidiness and yearning.

"Perhaps," continued Mr. Free, "yearning" should come first, as it is largely this strong desire for self-improvement and the wish to be of best service to herself and her employer that compels the successful girl in business to acquire the other qualities that I have mentioned."

He then took up each of the attributes referred to and described why it is useful and how it should be employed.

Mr. Free stated that it has been computed from recent investigations that 60 per cent. of the women of this country are engaged in business. He added, "The same intelligence that succeeds in the difficult business of conducting a successful home will succeed in merchandising."

The girl who would succeed must keep her eyes, ears and heart open for whatever means a larger, more cultivated and comprehensive view of the world and humanity. She must endeavor to retain her own individuality, keep her own convictions of right and wrong and improve upon her own personality, without allowing herself to become a copy of anyone else. And yet she must realize that every day she is meeting men and women who have enjoyed greater privileges, perhaps, than she has known, and put herself into a receptive state of mind to learn from them whatever can be of benefit to her in any possible way.

Some how before they are hurt, others refuse to groan even afterwards.

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

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.

IT WILL BE YOUR BEST CUSTOMERS,

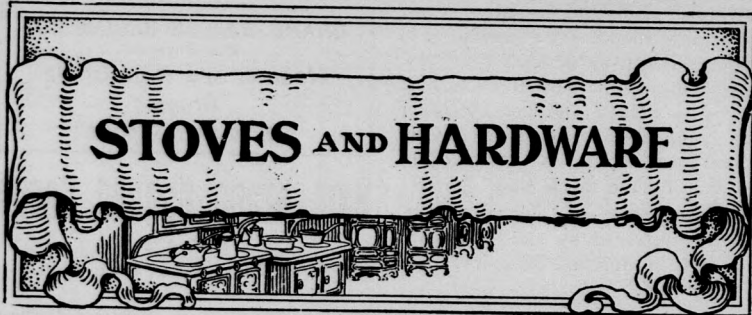
or some slow dealer's best ones, that call for

HAND SAPOLIO

Always supply it and you will keep their good will.

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



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.

Principles Advertisers Should Bear in Mind.

It has been estimated that \$500,000,000 a year is spent in advertising. The fact that the amount is constantly growing is a fairly good indication that returns are being realized from the expenditure. Note that "expenditure" and not "investment" is the word used, for advertising, no matter how much it contributes to the prestige, good will or standing of a concern, must be treated like any other part of the selling expense in order to make good in the strictest sense of the phrase.

The reason why much advertising fails to pay the advertiser is the failure to put the exploitation on a basis which will enable returns to flow easily. That is to say, the advertisement may contain interesting and attractive matter, but unless it leads the reader in the direction of a purchase its selling value and the returns to the advertiser are small. The latter may feel that he is repaid in the publicity given his name and product, making for easier sales later on; and of course this is true of a lot of general advertising that is being done.

Getting down to brass tacks, however, and applying the foregoing to the retail hardware trade, it must be conceded that every advertisement should be framed with the idea of producing results, and the benefit of the advertising should be judged solely on that basis, if the dealer does not expect to mislead himself. His advertising will pay if it is properly done, and to be contented with expenditures of good hard dollars which do not bring others back with them is to be satisfied with less than can be secured.

In the first place, every advertisement should make a definite proposition. That is to say, the announcement should be concentrated upon

some specific offering or offerings of the dealer. Merely to announce that "Jones sells hardware" is to make it impossible for a direct response to be made.

The crowded advertisement does not give an opportunity for a selling talk to be made, and puts the basis of its appeal on that of price only. The danger of doing this is recognized by merchants in all lines and the house which gains a reputation as a "bargain center" is compelled to reduce its margin of profit in order to get business. The play for business may occasionally be given point by reference to an exceptionally low price, but the foundation of every advertisement, in order to be effective both in producing sales and profits, should be the quality and desirable character of the goods offered.

The advantage of advertising one or two articles at a time is that the reader is much more likely to act upon the suggestion than if the purchase of a dozen items is urged. For example, if the house advertises knives, carpenters' tools, building hardware and washing machines in the same advertisement, the selling force is spread out so thinly and covers so great an area that it becomes an extremely feeble impetus by the time it reaches the reader. Besides, when a great number of articles are described little can be said about any individual line.

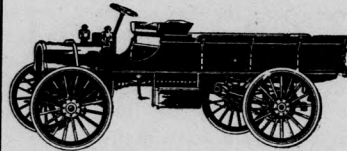
If one is advertising refrigerators, or stoves, or vacuum cleaners, all of which call for a fair expenditure and enable a good profit to be realized, more space can be used than if smaller items, more staple in nature, are being exploited. But it must be borne in mind that a seasonable article of even low cost, provided large sales may be reasonably expected, can be profitably presented in an advertisement sufficiently large to be seen without difficulty.

The adjustment of space is a problem which must be considered from both standpoints: the number of readers whom the appeal will likely at-

tract and the total gross sales which should follow the announcement.

The advertiser commits himself to the guarantee of his product more certainly when he advertises it. If a hardware man sells a gas heater ad-

Chase Motor Wagons



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

Adams & Hart
 47-49 No. Division St., Grand Rapids

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 Equipments
 419-441 S. Front St.
 Grand Rapids, Michigan

CLARK-WEAVER CO.
WHOLESALE HARDWARE
GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received

YALE INDEPENDENT GAS PLANT—CHEAPEST AND BEST LIGHT ON EARTH

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

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



No other ammunition ever gained greater popularity. Our sales have increased in leaps and bounds. You should be getting your share of this trade. Write for catalog, prices and co-operative selling plan. Do this today. ROBIN HOOD AMMUNITION CO., Bee Street, Swanton, Vt.



vertising the claim that it will give thorough satisfaction and is economical of gas consumption, he must be prepared to back up his statements. This devolves upon every merchant, with reference to all his sales, but is peculiarly true of the advertised article.

That means that before advertising the dealer must study his product carefully and know exactly within what limits it will give satisfaction and what the expense of maintenance will be. This will not only make for more dependable copy, but will usually suggest new points of interest and correspondingly stronger selling arguments which may be incorporated in the advertisement. In other words, the more the hardware man knows about his goods the better he can advertise them.

This knowledge stands him in good stead also when it comes to answering enquiries. Many a strong advertisement will produce not exactly sales, but requests for further information about the goods. These requests must be handled carefully in order to get favorable results, and thorough knowledge of the article enquired about is of course essential. If a prospect wants to know whether a gas heater can be operated with acetylene the dealer must be prepared to go into this question and explain that the attachment of a special mixer will enable results to be secured.

Too much emphasis can not be laid upon the point that the advertisement must present a complete selling argument. This consists first of a description of the article advertised; second, the work which it will do, with its superior advantages emphasized, and, third, its cost, as well as the probable expense of maintenance, if this enters into consideration. The arguments need not necessarily be arranged in that manner as the most convincing features of the proposition should be stated in the headline, but the advertisement should be sufficiently complete to cause many a reader of it to exclaim: "I want that!"—G. D. Crain in Iron Age-Hardware.

National Commercial Organization.

Washington, March 12—The President of the United States on March 1 directed attention to the great value that would result from the establishment of a National organization broadly representative of the commercial interests of the whole country.

In accordance with the terms of this plan, which assigns to the Secretary of the Department of Commerce and Labor the duty to initiate a movement for the establishment of such a National organization by calling a meeting of representative commercial and industrial associations of the United States for the purpose of considering the question and outlining the principles by which such an organization should be governed, commercial associations are invited to designate representatives to take part in such a conference, to be held in Washington, D. C., on April 15, 1912. Charles Nagel, Secretary.

Cultivate Executive Ability.

When a man has the power to get his work well done by others we call it executive ability.

In a little one-room business one man can be the whole thing—owner, boss, buyer, credit man, cashier and what not.

The mercantile record is full of instances where a man started a store with five hundred dollars cash, or twenty-five hundred and managed it himself and attended to all the details himself until it grew to be the biggest store in town and—then stopped growing. Then the man's health gave out and the business went back, or went broke, or he sold out.

Many men are good at running things as long as the business is small enough to allow them to do most everything themselves, but when it grows beyond that point they are failures.

That is because they have no executive ability.

They can not trust others to do the work.

They can not get the work done right unless they do it themselves, and there is so much to be done that it is too big for that kind of a one-man business.

Some men would probably claim that we who have executive ability are born with it.

But that is only partly true.

Every man can develop executive ability in himself and every owner of a business, no matter how small, if he has others working for him should begin right now to develop this ability.

For when the business grows to a certain extent you will need executive ability and need it badly.

Put responsibility upon your employees.

Put faith in them.

You will make mistakes in doing this, but mistakes are but a part of a successful life.

You can rectify them as you make them.

If your business does not go along as well when you are away as when you are there, do not blame your employees; blame yourself.

It is because you have not developed your executive or managerial ability.

His Cause For Fear.

A small boy astride of a donkey was taking some supplies to an army camp in Texas not long ago, and got there just as a detachment of soldiers, preceded by a band, was marching past.

The lad dismounted and held the bridle of the donkey tightly in his hand.

"Why are you holding onto your brother so hard?" asked a group of soldiers who were standing near and wanted to tease the country boy.

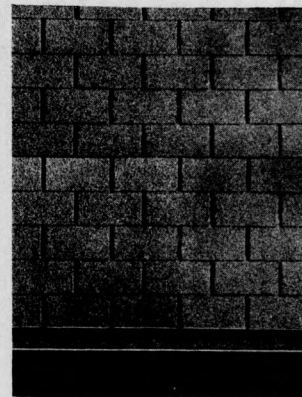
"I'm afraid he might enlist," said the lad, without batting an eyelash.

The Last Lap.

Knicker—How long does the cook promise to stay?

Mrs. Knicker—She says she will finish breaking this set of china.

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting Fully Guaranteed

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

Write us for Agency Proposition. Distributing Agents at

- Saginaw
- Kalamazoo
- Toledo
- Columbus
- Rochester
- Boston
- Detroit
- Lansing
- Cleveland
- Cincinnati
- Buffalo
- Worcester
- Jackson
- Battle Creek
- Dayton
- Youngstown
- Syracuse
- Scranton

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.



We Manufacture

Public Seating

Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



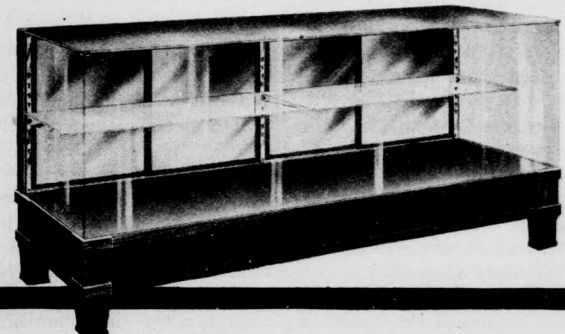
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



"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



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. Crow, Potoskey.
 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. Witliff, 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, Potoskey.
 Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Knights of the Grip Meet.

Port Huron, March 9—The second meeting of the Board of Directors of the Michigan Knights of the Grip was held at the office of Secretary W. J. Devereaux and called to order by President Caswell. Roll call found all present except Brother I. T. Hurd.

The minutes of the last meeting were read and approved.

A communication from Mrs. J. H. Hill, thanking the M. K. of G. for the resolutions of condolence sent her on the death of her husband, was read and ordered filed.

A communication from Brother P. J. Van Rosmulin relative to his assessment was read and ordered filed.

A communication from the Tradesman Company, quoting price on certificates of membership was read, and it was moved and supported that the Secretary be instructed to order 500 each. Carried.

A communication from the State Board of Health was read and on motion was referred to the Legislative Committee, and the Secretary was instructed to notify the Committee to act with the Committee of the United Commercial Travelers in all matters pertaining to sanitation.

A communication from Brother J. W. Schram relative to the illness of Brother Wm. Bartels was read and referred to President Caswell.

The Finance Committee reported that they had examined the books of the Secretary and Treasurer and found them correct.

The Printing Committee reported as follows:

Courtney Bros., printing.....	\$62.50
McQueen Stamp Works, stamps	2.00
Express51
Campbell Ewald Co., letters...	4.00
Allen Printing Co., printing...	20.35

\$89.36

Moved and supported that the report of the Committee be received and the several bills be allowed and orders drawn for the various amounts. Carried.

The Finance Committee reported the following bills:

Lansing Storage Co., packing of office effects	\$.90
F. N. Rounsville, hauling safe, desk and boxes	10.09
G. T. Ry. Co., fgt. and transfer of safe	7.78
John A. Hoffman, salary	45.58
W. J. Devereaux, salary	113.93
C. P. Caswell, Board meeting..	2.75
J. Q. Adams, Board meeting.	9.26
C. H. Phillips, Board meeting.	3.96
F. L. Day, Board meeting....	9.20
John A. Hoffman, Board meeting	10.83
John D. Martin, Board meeting	11.33
H. P. Goppelt, Board meeting	6.21

Moved and supported that the following claims be allowed and orders drawn on the Treasurer for the amounts. Carried.

John W. Hallett	\$500.00
James E. Bond	500.00
Eugene W. Crane	500.00
Will Cumback	500.00

Moved and supported that 5 per cent. of \$2,202 the D. B. fund, be transferred to the general fund. Carried.

Moved and supported that assessment No. 2 of 1912 be called May 1 and to close May 31. Carried.

Moved and supported that \$2 be taken from the E. & R. fund to pay assessment No. 2 for P. M. Dyer. Carried.

Moved and supported that \$50 be taken from the general fund for postage stamps for the Secretary. Carried.

Moved and supported that President Caswell be allowed \$20 from the promotion fund to send out a personal letter to the members. Carried.

The meeting then adjourned.
 W. J. Devereaux, Sec'y.

The Spittoon Philosopher.

Don't know what a spittoon philosopher is? Well, you ask one of our rustling commercial travelers and he will tell you at once. I was on the road as a traveling man several years and met many members of that ancient incubus known to traveling men as the Order of Spittoon Philosophers.

In Kansas the bedbug pest became so bad that a law was made providing for a hotel inspector, and many of the hotels of the "Sunflower State" were closed before the bedbug and bedbug hotelkeeper would let up.

Now the spittoon philosopher and the bedbug divide the burden of labor, one has the night, the other the day shift. The former pests surround the stove or the means of warming the hotel and soak up the heat for which they seldom contribute a cent towards payment. They are usually cigarette suckers. They contribute two streams of philosophy; one is an expecoration into the spittoon, when they hit the mark; the other an expecoration of filthy speech usually directed against passing women and girls or some lecherous chapter of scandal in which all spittoon philosophers are past masters. The swish of their tongues is comparable only with the swish and noisome squant of the skunk.

Occasionally the spittoon philosopher has the bearing of a man of letters, but always the glance and smell of the pole-cat. The ravages of the spittoon philosopher can not be measured in dollars and cents, for how can one measure heartaches of mothers, fathers and sisters directly traceable to the jungle of spittoon philosophy?

When I was in Jackson State Prison, as a visitor (Mr. Vincent was warden then), I talked with a graduate of one of our good colleges, who is a "lifer." He came from a good family, had a Christian father and mother, and he told me he was taking a post-graduate course after graduating from the "school of spittoon philosophy." If you can measure the agony of the mother-heart of the woman who brought this "lifer" into the world, you may be able to measure the cost to the State in money of a spittoon philosopher. Lecherousness, the impudent stare, the laugh that sounds like the horse challenge of passion to purity, the yellow cigarette fingers, the slouching disheveled dress, the wanton mouth, the vulgar, profane language, are the earmarks of the hotel vampire known as the genuine spittoon philosopher.

Hotel sanitation will not be complete until the pest, like his nocturnal relative, the bedbug, is transported "far beyond the Northern seas."

"Then shall the night be kept with music,
 And the cares that infest the day
 Shall fold their tents like the Arab
 And silently steal away."
 D. E. McClure.

Ruling Is Aid To Shippers.

Enforcement of a principle laid down March 4 in Washington by the Interstate Commerce Commission in a comparatively insignificant case will, it is said, result in great advantage to shippers throughout the country. The Commission held in the case of Lindsay Brothers, Milwaukee, against the Lake Shore and Michigan Southern Railway and others that railroads should amend their tariffs to contain a rule "providing that when a carrier is unable to furnish a car of large dimensions ordered by the shipper two smaller cars may be furnished and used on the basis of the minimum weight fixed for the car ordered."

Many a small bottle has developed into a family jar.

Activities in Hoosier Cities.
 Written for the Tradesman.

The Eastern Indiana Agricultural Association will hold its annual fair at Kendallville Sept. 16-20.

The Ft. Wayne Commercial Club will hold its annual meeting March 28. The Club will make an effort to bring the 1912 Indiana Apple Show to that city.

The Baltimore & Ohio will enlarge its shops at Garrett, building a large round house turntable and expending thousands of dollars in improvements.

The population of Elkhart is over 21,000, according to the new city directory. A canvass shows that 407 new residences have been built during the past two years.

The Ft. Wayne Retail Merchants' Association will make one more effort to reach an agreement with the Nickel Plate and the Pennsylvania railroads whereby these lines will run excursions into Ft. Wayne as well as from that city to Chicago. Should the Association fail to get satisfaction the matter will be carried directly to the Indiana Railroad Commission.

South Bend grocers and butchers adopted a resolution to keep their places closed St. Patrick's day, after a hot debate. Then when it was found by consulting the calendar that St. Patrick's day fell on Sunday, they all joined in a hearty laugh. Steps are being taken to incorporate, under the name of the South Bend Grocers' and Butchers' Association, also to adopt a co-operative delivery system, making use of autos.

South Bend wants the State Apple Show, which will be held Nov. 4-9.

The Fire Chief of Terre Haute recommends the purchase of three combination auto hose and fire engine trucks to replace the old style equipment.

The South Bend Chamber of Commerce is seeking to discourage the trading stamp practice and has adopted a resolution to the effect that the trading stamp is a detriment to business.

Mishawaka will bond for \$70,000 for a new water works plant in East Mishawaka.

The Home Telephone Co. has has opened long distance telephone connections with Chicago and Mayor Herzog was the first citizen to use the line.

The Indiana State encampment of the G. A. R. will be held at South Bend May 21-23.

April 24 will be opening day of the Central League baseball season at South Bend and 5,000 visitors to the city are expected.

The Indiana Motion Picture Exhibitors' League will hold its annual convention at the Anthony Hotel, Ft. Wayne, March 19 and 20, and 300 delegates are expected.

Ft. Wayne is considering a tree ordinance and the appointing of a city forester to supervise planting, trimming and care of shade trees at a salary of \$1,000.
 Almond Griffen.

Some folks spend so much time in trying to preserve their dignity that they have little leisure for anything else.

News and Gossip of the Traveling Boys.

Grand Rapids, March 12—Thirteen has always been a lucky number for U. C. T. Council 131. Note the council number reads 13 when read either from the front or backwards. The council was organized 13 years ago with 13 members. Next year, (1913), has the correct numerals to make its advent a most promising one. 500 members for 1913. Everybody boost.

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.
—Fred C. Richter.

The roller towel, the roller towel,
Which constant use makes so foul.
Justly condemned and of which much
is said,
We cannot blame you for that spasm,
Fred.

News reports say a Philadelphia man accidentally strangled himself while trying to get into the house without awakening his wife. He might have got it anyway if he had awakened her. Us poor men get it coming and going.

Last week we made a prediction that the next U. C. T. banquet would be held in the Coliseum. There is no reason why this cannot be done. Enough tickets could be sold to non-member traveling men to cover the entire extra expense. It could be carried on much as the Lincoln Club banquets are. If tickets were sold to members of the Lincoln Club only they would not have more than half enough to fill the Coliseum.

H. W. Zirwes, chairman of the committee of the annual Grand Council meeting to be held in Bay City, June 7-8, is working hard to make the convention a success, and from present indications and the hustling chairman, we cannot figure how it can be otherwise.

Wonder how Roosevelt when Gov. Osborn presented him with the State of Michigan?

Geo. N. Chappel, who was injured in a railroad wreck a short time ago, has been removed from the hospital in Kalamazoo to his home in this city. He has hosts of friends and acquaintances who will be pleased to know he is recovering rapidly and unless something unforeseen sets in he will be able to be out within a week or ten days.

Chas. Daniels, Supreme Secretary U. C. T. has written our local secretary, Harry Hydorn, that he regretted being unable to attend the annual U. C. T. banquet in Grand Rapids and said from the reports that were carried back to him that he missed a treat. The boys of 131 also regret that Mr. Daniels was unable to attend and hope in the near future that they may be able to view his face instead of his signature.

Our good friend, Walter S. Lawton, loyal member and one of the grand officers of the U. C. T. handed us the following clipping which we hope will be read and its words remembered by all:

It's great to say "Good morning,"
It's fine to say, "Hello,"

But better still to grasp the hand
Of a loyal friend you know.

A look may be forgotten,
A word misunderstood,

But the touch of a human hand
Is the pledge of brotherhood.

And Mr. Cranky Merchant, we hope you too, will memorize the above poem and bear in mind when the boys call on you to give you instructions in values of merchandise.

They are talking of bringing out a dark horse as a compromise candidate between Taft and Roosevelt. We might suggest the Hon. Booker T. Washington.

For Rent—The best house in Grand Rapids for the money, April 1st. Call the writer, Citz. 2713 or Bell M. 860.

Perhaps if Ralph Lichtenauer had secured a step ladder he might have been able to reach that "cullud gen'm'n."

We think that McLain & Goldstein would look as good as Joy & Netzorg.

Chas. Aupperle has taken up the territory that has been covered by Claude Ballard for a number of years for the Herold-Bertsch Shoe Co. Claude resigned to go into the undertaking business in Sparta. Business should be good in Sparta, Claude. We think if we had to live there three weeks, our family would be obliged to give him an order.

The Michigan Central is doing very nicely with its advertised schedule. It was only four hours late Sunday.

Only a few more lots for new hotels left.

Put this date down in your note book, March 23rd. For this date the dance committee of the U. C. T. promise another leap year dance. And joy! to save confusion the ladies will be furnished with programmes.

We are glad to see that the railroad companies are at last on the right track by mingling their interests with those of the traveling men. We saw Bill Johnson the popular Pere Marquette conductor at the U. C. T. dance Saturday night, and right now let us mention that no one is more welcome than Bill.

A few years ago it was Bliss for governor. Now it is what Sherman said about war, for governor.

Jim Phillips, one of the most popular (and we can almost say "the most popular"), traveling man that ever packed a trunk, is very ill at the St. Louis sanitarium. His faithful wife is with him. Jim is an old time member of Grand Rapids Council 131. We wish to ask any of the boys who happen to make St. Louis to take time enough to pay him a visit. In behalf of Grand Rapids Council U. C. T. and every traveling man that knows Jim, we extend their sympathy and hope for a speedy recovery.

Chas. Perkins, the popular salesman for D. M. Amberg and Brother has purchased a beautiful new Crow-Elkhart touring car. Charlie expects to make the car pay for itself by the extra business he will get through his ability to cover more territory in and around Grand Rapids. Singular coincidence that Charlie, who is a liquor salesman, should select a car with the name Crow on it. Of course, his is not an Old Crow but a spanking new one.

Now that S. W. Johnson, has his name on the roster of the local U. C. T. council, we think it no more than right that he carry out his original promise and transfer.

Mrs. Thurston, of Lisbon, Mich., is visiting her daughter, Mrs. O. W. Stark.

And now up bounces J. Albert Keane whose name is synonymous with that of Salada Tea and tells us that there are other babies besides Louise Geraldine Berns, whose picture we published last week. "Show us," says we. He did. Allow us, kind friends, to introduce the original Salada Tea baby, Master Robert Arthur Keane, age 3 months, and his elongated daddy.



E. H. Snow, who has been with the Clark-Weaver Co., as their representative for a number of years, has resigned and accepted a position with Buhl Sons Co., of Detroit and will cover practically the same territory as in the past. To those who know Mr. Snow, it is needless to say that with this new line and a broader field to work, that he will make a success.

To those U. C. T. officers who had their pictures in the Tradesman last week, we wish to say they needn't strut around with their clothes all re-brushed. Don't forget we also had our picture in the same magazine.

Frank L. Bean, the city representative for the Pollok-Houston Co. of Philadelphia, and the Magee Carpet Co. of Bloomsburg, Pa., (rug and carpet manufacturers respectively) announces that as his contribution to Grand Rapids council 131, during the coming year he will bring in five applications. Frank joined the local council at the last annual meeting. What Grand Rapids council wants is a few more Beans.

"Bill" Godfrey, formerly of Traverse City, who has accepted a position here as manager of Folger Co., plans on moving his family to Grand Rapids at once. Bill is a member of the Traverse City council U. C. T., and his addition to our traveling men's colony will be a most welcome one. His removal here will be hard on the author of "Wafted Down From Grand Traverse Bay."

J. B. McLain of Manistee, spent Saturday in Grand Rapids. John came to pay his good friend and spiritual adviser, Mr. Harold Sears, a visit.

Don't forget the U. C. T. leap year party Saturday night, March 23rd, 1912.

It is with profound regret that we are obliged to report the death of Mrs. Hines of Luther, mother of Mrs. Fred DeGraff. Mrs. DeGraff was called to Luther about ten days ago as her mother was very low at that time. We wish to

extend our heartfelt sympathy to the bereaved relatives.

Manager Brown of the Bailey at Ionia says it isn't necessary to invoke the aid of the law to compel him to furnish individual towels to his patrons. He has done this for the past three years. Good for Brownie.

Wilbur Burns starts on his trip to the upper peninsula next week where he intends planting a few carloads of the already famous, Oak Leaf Soap.

Last week we gave mention of a sandy haired hero from Charlotte, but gave no name. Since that issue we have received a letter from the Carnegie hero commission asking for his name. It is with pleasure that we announce the name of the Charlotte life saver, Daniel Zant.

Our old friend Ed. Wallington of Saranac has invented an arrangement whereby only a portion of a roller towel can be used at one time. To those who are not acquainted with Ed. or his business we might say that he sells towing by the yard.

G. W. Gillis, (Edson-Moore & Co., Detroit) spent Tuesday in Grand Rapids inspecting the retail furniture stores.

Cheer up, straw hats will soon be on sale.
J. M. Goldstein.

Annual Meeting of the Kalamazoo Council.

At the regular meeting of Kalamazoo Council, March 9th, the following officers were elected for the coming year:

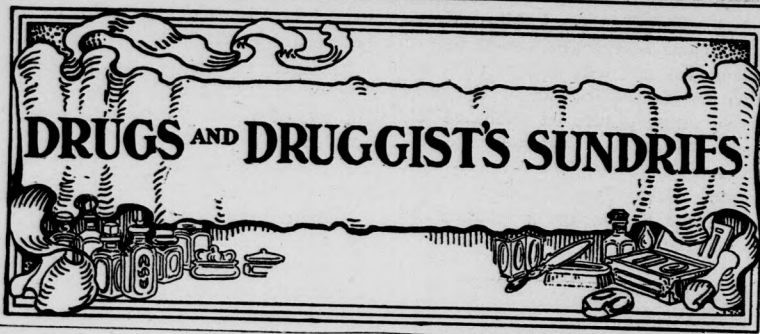
Junior Counselor—Frank H. Clay.
Sr. Counselor, Roy E. Lee; Past Counselor, C. C. DeFrance; Jr. Counselor, Frank H. Clay; Conductor, Wm. S. Cooke; Page, L. B. Putney; Sentinel, J. W. Bischoff; Sec'y-Treas., R. S. Hopkins; Members of Executive Committee for two years, Wm. Winey, C. M. Shaw; Delegates to Grand Council Meeting at Bay City in June, C. C. De France, J. F. Geary, with Alternates, C. W. Siple, C. H. Camp. The two members of the Executive Committee whose terms expire one year from date are John A. Hoffman and H. H. Rowe. The new Sr. Counselor appointed C. H. Camp as Chaplain and F. L. Hubbard as Chairman of the Entertainment Committee with power to select the reminding members of his committee.

Next Saturday evening the members will meet in Social Session at the Hall with their families for another of the good times furnished by our entertainment committee.

The members of Kalamazoo Council are furnishing the secretary with a list of depot and hotel toilet rooms which are in bad condition and need the attention of the Board of Health. The State Board has requested this information and the secretary will be very much pleased to receive any additions to the long list now ready.

R. S. Hopkins.

Detroit—Frank X. Metz, for the past two years with the Crowley, Milner Co., has accepted a position with the well known hat, cap and glove house of Moore, Smith & Co., Boston, to succeed the late James N. Riley, to travel in Michigan, Ohio, Illinois and Iowa. Mr. Metz will maintain an office at 306 Bowles building.



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. Gilleo, Pompell.
 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. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Displaying Confectionery in the Window.

It is not difficult to make an imitation of a pair of balances by putting a cross piece at the top, hung by means of a bolt through the center, and suspending a scale pan from each end of the beam, gilding the whole with a little gold paint. On one pan of these scales place a pound box of candy and on the other the price of it in pennies. Use a large card reading, "Our boxes contain down weight every time," or "The candy outweighs its price."

A simple cream peppermint window can be made as follows: In the middle of the window place a large sack, opened to show that it is full of sugar. Also label it plainly on one side visible from the front, "Granulated Sugar." Beside it place a big bottle filled with essence of peppermint. Label the front of this "Essence of Peppermint." Then make a large show card which shall read, "Nothing but these two in our peppermints." Put the card down in front of the sugar and the peppermint, and in each end of the window display the packages and the bulk peppermint candies, with the prices on tags. Peppermint candy is a staple, and people like to know that it is pure. An illustration of its purity in this way will be remembered longer than a printed statement to the effect that it is free from adulterations.

"Sweets for the sweet" is a sentiment that can be illustrated well with a window display. All that is need-

ed is a box of the sweets and a couple of dolls, one boy and one girl doll. Needless to say the girl doll should look the part of sweetness. The boy should be placed in the act of handing the box of candy to the girl, and the sentiment, "Sweets to the sweet," should be printed on a card hanging back of the figures. A display of the candy packages may be placed in each end of the window and a price card on it.

Here is a novel way of showing what kinds of candy are in any special mixture that the store is featuring: Take a large sheet of white bristol board and arrange on it, sticking them on a thumb tack put through from the under side of the bristol board or putting them on with a bit of liquid glue, one piece like each piece in the boxed mixture. Put on just as many pieces as there are in the box, so that the card will not only show the different kinds of candy in the package but the number of pieces. Arrange the pieces in irregular form, as this will make it difficult to count them. If they are placed in regular rows a glance at the number of rows and the number of pieces in one of them will tell right away how many pieces are in the box and no matter how many there are, when they are figured out as amounting to one or two cents apiece they will look much more expensive than when an indefinite number are given for a certain price. Do not put the pieces close together or that will make the total look too small. It is important in displaying goods in the window that the arrangement shall make the values look as great as possible. This big card should be placed in the window, slanting up at an angle and full boxes, some open and some closed, shown at each side, while a price card gives the name of the mixture and its cost.

Hot soda window displays will help the sale of beverages at this season of the year. They may consist of an arrangement of the supplies for making the drinks, displayed in the unopened packages with cards indicating what each article is used for. Such exhibits call attention to the completeness of the fountain service. Another way to help the sales through the window is by inserting cards one at a time in each window display of other goods. A hot soda card will not detract from any window display, and incidentally it will make the person looking at the goods think of the drink, and perhaps come in the quicker and while buying a drink of hot soda

make up his mind to purchase some of the other goods seen in the window.

Red is the best of all cold weather colors, because it does suggest warmth, and, further, it is the color that attracts the eye more quickly and easily than any other color. The red window with here and there a contrasting color in the window dressing or in the goods is sure to stop the passers-by. Of course, one can not use red constantly just because it is the most suitable color, but it should be given the greatest prominence. Windows in white wherein an imitation of a snow scene is attempted are attractive, although in a different way. The use of beautiful plants and flowers in a window, always desirable, is especially so in the midwinter months. A plant with profuse blossoms has an attraction for all people, and one with beautiful foliage is the next best thing. It is not difficult to secure plants for window use if there is a greenhouse in the vicinity of the store, and if no such source of supply is available it does not require so much labor to grow plants that will be an ornament to the window part of the time and the interior of the store the rest of the time. The artificial plants may do for a little while when new, but even at the best they are palpable imitation and will not take the place of the real thing. It is a good time now to take forethought and begin to get some Easter lilies under way for window and store use in the spring.

The Mailing List as a Trade-Builder.

"One of the largest returns for the amount invested is on an up-to-date mailing list," says a Kentucky druggist. "We have two copies of the twelve rural routes that go out of our city. We keep these lists corrected up to date and we have them used by the different proprietary concerns who do not overcharge us on their goods. We never waste any advertising in the way of booklets, etc., sent us. We have for the past eight years had our porter to take out booklets, samples, etc., and put them in the farmers' wagons and buggies on Saturdays and holidays. We always make sure that our name and address is on every piece of this matter. We find that this form of advertising brings good results in sales and tends to keep our names at all times before the farmers.

"Another class of advertising that comes high and does not bring results is advertising on programmes, score cards, hotel registers, etc. This class of advertising should be avoided as much as possible. I try to spend about 2 per cent. of my gross receipts in judicious advertising and find that I get excellent results, and, after all, results are what we are after."

A cost system reveals the unprofitable man or department.

The time to make good is to-day.

Go West, young woman, if you want to vote. There seems also a better chance to get a voter.

Business Men for Counsel.

President Taft's action in directing Secretary Nagel to call a convention of delegates of chambers of commerce and other business bodies for the purpose of considering the question of permanent co-operation with-in a certain field between the Federal Government and the industrial and commercial community is not only wise but most opportune. It comes like an inspired response to the cry that there are too many lawyers in political life and not enough representatives of trained, broad-minded men of affairs.

There is no doubt whatever that such a business organization as the President sketches in outline—very properly leaving it to the convention to do all the filling in and finishing—could be of great assistance to the executive, if not also to the legislative department. Especially should this be the case in connection with matters of administration under statutes directly affecting foreign and interstate commerce. Business men should have much of value to say regarding consular work, reports of such work, customs house rules and regulations, the promotion of trade, the examination and distribution of immigrants, departmental organization, improvements in the postal and other services, etc.

It is hardly necessary to say that partisanship and politics must be rigidly excluded from the field of discussion. It is equally plain that it would serve no useful purpose to have controversies by or in the proposed organization, over protection versus revenue tariffs, or other questions into which opinion and the personal equation largely enter. Business men, like doctors, often disagree. But they are apt to agree where the conclusion depends on knowledge of trade customs, the ways and methods of practical men, and so on.

Closer relations between the Government and the active men of affairs can not fail to produce beneficial effects in various important directions.

What Vinegar Is In U. S.

What vinegar is in the United States is determined by a decision of the government Pure Food Board, signed March 6, by Secretary of Agriculture Wilson. The decision holds that when natural vinegars are diluted with water to reduce their acidity, the label must indicate this fact and that no vinegars may be diluted to an acidity of less than four grams of acetic acid per 100 cubic centimeters, or approximately 4 per cent.

The Drug Market.

Guarana—Has advanced 20 cents.
 Menthol—Is higher.
 Opium—Has declined.
 Santonine—Has advanced.
 Tonka Beans—Are higher.
 Celery Seed—Has advanced.
 Prickly Ash Bark and Berries—Have declined.

Going, Going, Gone.

The three degrees in medical treatment: Positive, ill; comparative, pill; superlative, bill.

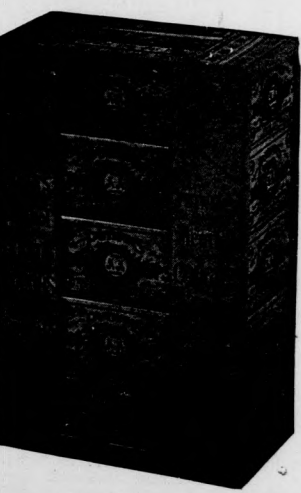
WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including sections for Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Syrupus.

Table listing various oils and paints, including sections for Oils and Paints, with items like Lard, Linseed, and various paint colors.



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. 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.

		3		4		5	
		CHEWING GUM		CONFECTIONS		Sweet Goods	
		Adams Pepsin 55		Stick Candy Pails		Animals 10	
		American Flag Spruce 55		Standard 8 1/2		Atlantic Assorted 12	
		Beaman's Pepsin 55		Standard H H 8 1/2		Avena Fruit Cakes 10	
		Best Pepsin 55		Standard Twist 9		Bonnie Doon Cookies 10	
		Black Jack 55		Cases		Bonnie Lassies 20	
		Largest Gum (white) 55		Jumbo, 32 lb. 9		Bonnie Shortbread 10	
		O. K. Pepsin 65		Extra H H 11		Brittle 11	
		Red Robin 55		Boston Cream 14		Brittle Fingers 10	
		Sen Sen 55		Big stick, 30 lb. case 9		Bumble Bee 10	
		Sen Sen Breath Perf. 1 00		Mixed Candy		Cartwheels Assorted .. 8 1/2	
		Spearment 55		Grocers 7		Chocolate Drops 17	
		Spearment, jars 5 bxs 2 75		X L O 7 1/2		Chocolate Drp Centers 16	
		Yucatan 55		Special 10		Choc. Honey Fingers 16	
		Zeno 55		Conserve 8 1/2		Circle Honey Cookies 12	
		CHICORY		Royal 14		Cracknels 16	
		Bulk 5		Ribbon 14		Cocoanut Taffy Bar 12	
		Red 7		Broken 8 1/2		Cocoanut Drops 12	
		Eagle 5		Cut Leaf 8 1/2		Cocoanut Macarons 18	
		Franck's 7		Leader 8 1/2		Cocoanut Hon. Fingers 12	
		Schener's 6		Kindergarten 12		Cocoanut Hon. Jumb's 12	
		Red Standards 1 60		French Cream 10		Coffee Cakes 11	
		White 1 60		Hand Made Cream 17		Coffee Cakes, Iced 12	
		CHOCOLATE		Premio Cream mixed 14		Crumpets 10	
		Walter Baker & Co. 22		Paris Cream Bon Bons 11		Diana Marshmallow	
		German's Sweet 30		Fancy-In Pails		Cakes 16	
		Premium 22		Gypsy Hearts 15		Dinner Biscuit 25	
		Caracas 28		Coco Bon Bons 14		Dixie Sugar Cookies .. 8 1/2	
		Walter M. Lowney Co. 29		Fudge Squares 14		Domestic Cakes 8 1/2	
		Premium, 1/4s 29		Peanut Squares 17		Eventide Fingers 16	
		CIDER, SWEET		Sugared Peanuts 13		Family Cookies 8 1/2	
		"Morgan's"		Salted Peanuts 12		Fig Cake Assorted 12	
		Regular barrel 50 gal 10 00		Starlight Kisses 13		Fig Newtons 12	
		Trade barrel, 28 gals 5 50		Lozenges, plain 11		Floral Cake 12 1/2	
		1/2 Trade barrel, 14 gal 3 50		Champion Chocolate .. 13		Fluted Cocoanut Bar .. 10	
		Boiled, per gal. 60		Eclipse Chocolates 15		Frosted Creams 8 1/2	
		Hard, per gal. 25		Bucka Chocolates 16		Frosted Ginger Cookie 8 1/2	
		CLOTHES LINE		Quintette Chocolates .. 15		Gala Sugar Cakes 8 1/2	
		per doz.		Champion Gum Drops 10		Ginger Gems, Iced 9 1/2	
		No. 40 Twisted Cotton 95		Moss Drops 11		Graham Crackers 8	
		No. 50 Twisted Cotton 1 30		Lemon Sours 11		Ginger Snaps Family .. 8 1/2	
		No. 60 Twisted Cotton 1 60		Imperials 12		Ginger Snaps N. B. C. 8	
		No. 80 Twisted Cotton 2 00		Ital. Cream Bon Bons 13		Round 8	
		No. 50 Braided Cotton 1 00		Golden Waffles 14		Ginger Snaps N. B. C. 8 1/2	
		No. 60 Braided Cotton 1 25		Red Rose Gum Drops 10		Square 8 1/2	
		No. 80 Braided Cotton 1 25		Auto Kisses 14		Hippodrome Bar 10	
		No. 50 Sash Cord 1 60		Coffy Toffy 14		Honey Cake, N. B. C. 12	
		No. 60 Sash Cord 1 90		Molasses Mint Kisses 12		Honey Fingers As. Ice 12	
		No. 60 Jute 80		Fancy-In 5lb. Boxes		Honey Jumbles, Iced .. 12	
		No. 72 Jute 1 00		Old Fashioned Molasses Kisses 10lb. bx. 1 30		Honey Jumbles, Plain .. 12	
		No. 60 Sisal 85		Orange Jellies, as'td 1 30		Honey Flake 12 1/2	
		Galvanized Wire		Lemon Sours 65		Household Cookies 8	
		No. 20, each 100ft. long 1 90		Old Fashioned Horehound drops 65		Imperial 8 1/2	
		No. 19, each 100ft. long 2 10		Peppermint Drops 70		Jonnie 10	
		COCOA		Champion Choc Drops 70		Jubilee Mixed 10	
		Baker's 36		H. M. Choc. Drops .. 1 10		Kream Klips 25	
		Cleveland 41		H. M. Choc. Lt. and Dark, No. 12 1 10		Leap Year Jumbles .. 18	
		Colonial, 1/4s 35		Bitter Sweets, as'td 1 25		Lemon Biscuit Square 8 1/2	
		Colonial, 1/2s 32		Brilliant Gums, Crys. 60		Lemon Thins 16	
		Epps 42		A. A. Licorice Drops 1 00		Lemon Wafer 16	
		Huyler 36		Lozenges, printed 65		Lemona 8 1/2	
		Lowney, 1/4s 32		Lozenges, plain 60		Mace Cakes 8	
		Lowney, 1/2s 32		Imperials 65		Mandalay 10	
		Lowney, 1/4s 30		Molasses 60		Mary Ann 8 1/2	
		Lowney, 5 lb. cans 30		Cream Bar 60		Marshmallow Coffee 12 1/2	
		Van Houten, 1/4s 12		G. M. Peanut Bar 60		Marshmallow Walnuts 16 1/2	
		Van Houten, 1/2s 20		Hand Made Crms 80@90		Medley Pretzels 10	
		Van Houten, 1/4s 40		Cream Wafers 75		Molasses Cakes 8 1/2	
		Van Houten, 1s 72		String Rock 70		Molasses Cakes, Iced .. 9 1/2	
		Webb 33		Wintergreen Berries 60		Molasses Fruit Cookies	
		Wilber, 1/4s 33		Pop Corn		Iced 11	
		Wilber, 1/2s 32		Cracker Jack 3 25		Molasses Sandwich .. 12	
		COCONUT		Giggles, 5c pkg. cs. 3 50		Mottled Square 8	
		Dunham's per lb.		Fan Corn, 50's 1 65		Oatmeal Crackers 8	
		1/8s, 5lb. case 30		Azulikit 100s 3 25		Orange Gems 8 1/2	
		1/4s, 15lb. case 28		Oh My 100s 3 50		Orange Sponge Layer	
		1/2s, 15lb. case 27		Cough Drops		Cakes 18	
		1/4s & 1/2s, 15lb. case 28		Putnam Mental 1 00		Penny Assorted 8 1/2	
		Scalloped Gems 10		Smith Bros. 1 25		Peanut Gems 9	
		1/4s & 1/2s pails 15		NUTS—Whole		Picnic Mixed 11 1/2	
		Bulk, pails 14		Almonds, Tarragona 18		Pineapple Wafers 16	
		Bulk, barrels 12		Almonds, Drake 15		Pretzels, Hand Made .. 9	
		COFFEES, ROASTED		Almonds, California soft shell @18		Pretzettes, Hand Md. 9	
		Rio		Brazilis @18		Pretzettes, Mac. Md. 8	
		Common 19		Filberts 12@13		Raisin Cookies 10	
		Fair 19 1/2		Cal. No. 1 @17		Raisin Gems 11	
		Choice 20		Walnuts, sft shell .. @17		Raspberry Cakes 12	
		Fancy 21		Walnuts, Marbot 17		Reverse Assorted 14	
		Peaberry 23		Table nuts, fancy .. @13		Rittenhouse Fruit	
		Santos		Pecans, medium 13		Biscuit 12	
		Common 20		Pecans, ex. large .. 14		Rosy Dawn Mixed 10	
		Fair 20 1/2		Pecans, jumbo, 16		Royal Lunch 8	
		Choice 21		Hickory Nuts, per bu. Ohio, new 2 00		Royal Toast 8	
		Fancy 23		Cocoanuts 25		Rube 8 1/2	
		Maracalbo		Chestnuts, New York State, per bu. 20		Shortbread Squares .. 20	
		Fair 24		Shelled		Spiced Currant Cakes 10	
		Choice 25		Spanish Peanuts 6 1/2@ 7		Spiced Ginger Cakes .. 9	
		Mexican		Pecan Halves @62		Spiced Ginger Cks Icd 10	
		Choice 25		Walnut Halves @25		Sugar Fingers 12	
		Fancy 26		Filbert Meats @20		Sugar Cakes 8 1/2	
		Guatemala		Alicante Almonds .. @40		Sugar Crimp 8 1/2	
		Fair 25		Jordan Almonds @47		Sugar Squares, large or small 9	
		Fancy 28		Peanuts		Sultana Fruit Biscuit 16	
		Java		Fancy H P Suns 6@ 7 1/2		Sunnyside Jumbles .. 10	
		Private Growth 26@30		Roasted 7@ 7 1/2		Superba 8 1/2	
		Manding 31@35		Choice, raw, H. P. Jumbo, bo. @ 7		Sponge Lady Fingers 25	
		Aukola 30@32		CRACKED WHEAT		Triumph Cakes 16	
		Mocha		Bulk 3 1/2		Vanilla Wafers 16	
		Short Bean 25@27		24 2lb. pkgs. 2 40		Wafer Jumbles cans .. 18	
		Long Bean 24@25		CRACKERS		Waverly 10	
		H. L. O. G. 26@28		National Biscuit Company Brands		Albert Biscuit 1 00	
		Bogota		Butter		Arrowroot Biscuit 1 00	
		Fair 24		N. B. C. Sq. bbl. 7 bx. 6 1/2		Baronet Biscuit 1 00	
		Fancy 26		Seymour, Rd. bbl. 7 bx. 6 1/2		Bremmer's Butter	
		Exchange Market, Steady Spot Market, Strong Package		Soda		Wafers 1 00	
		New York Basis		N. B. C. boxes 6 1/2		Cameo Biscuit 1 50	
		Arbuckle 23 00		Premium 7 1/2		Cheese Sandwich 1 00	
		Lion 22 50		Select 8 1/2		Chocolate Wafers 1 00	
		McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		Saratoga Flakes 13		Cocoanut Dainties 1 00	
		Extract		Zephyrette 13		Dinner Biscuits 1 50	
		Holland, 1/2 gro boxes 95		Oyster		Faust Oyster 1 00	
		Felix, 1/2 gross 1 15		N. B. C. Picnic boxes 6 1/2		Fig Newton 1 00	
		Hummel's foil, 1/2 gro. 85		Gem. boxes 6 1/2		Five O'clock Tea 1 00	
		Hummel's tin, 1/2 gro. 1 43		Shell 8		Frotana 1 00	

Index to Markets

		1		2	
		AMMONIA		Clam Bouillon	
		12 oz. ovals 2 doz. box 75		Burnham's 1/2 pt. 2 25	
		AXLE GREASE		Burnham's pts. 3 75	
		Frazier's		Burnham's qts. 7 50	
		1lb. wood boxes, 4 doz. 3 00		Corn	
		1lb. tin boxes, 3 doz. 2 35		Fair 75@ 90	
		3 1/2 lb. tin boxes, 2 doz. 4 25		Good 1 00@1 10	
		10 lb. pails, per doz. 6 00		Fancy @1 30	
		15 lb. pails, per doz. 7 20		French Peas	
		25 lb. pails, per doz. 12 00		Monbadon (Natural) per doz. 2 45	
		BAKED BEANS		Gooseberries	
		No. 1, per doz. 45@ 90		No. 2, Fair 1 50	
		No. 2, per doz. 75@1 40		No. 2, Fancy 2 35	
		No. 3, per doz. 85@1 75		Hominy	
		BATH BRICK		Standard 85	
		English 95		Lobster	
		BREAKFAST FOODS		1/2 lb. 2 50	
		Apetizo, Biscuits 3 00		1 lb. 4 25	
		Bear Food, Pettijohns 1 95		Picnic Tails 2 75	
		Cracked Wheat, 24-2 2 50		Mackerel	
		Cream of Wheat, 36-2 4 50		Mustard, 1lb. 1 80	
		Egg-O-See Wheat 2 75		Mustard, 2lb. 2 80	
		Egg-O-See Corn		Soused, 1 1/2 lb. 1 60	
		Flakes 2 75		soused, 2lb. 2 75	
		Posts Toasties, T.		Tomat., 1lb. 1 50	
		No. 2 2 80		Tomato, 2lb. 2 80	
		No. 3 2 80		Mushrooms	
		Farinose, 24-2 2 70		Hotels @ 16	
		Grape Nuts 2 70		Buttons, 1s @ 16	
		Grape Sugar Flakes 2 50		Buttons, 1/2s @ 30	
		Sugar Corn Flakes 2 50		Oysters	
		Hardy Wheat Food 2 25		Cove, 1lb 85@	
		Postma's Dutch Cook. 2 75		Cove, 2lb. 1 50@	
		Holland Rusk 3 20		Plums	
		Saxon Wheat Food 3 00		Plums 90@1 35	
		Krinkle Corn Flake 2 05		Pears in Syrup	
		Malt Breakfast Food 4 50		No. 3 cans, per doz. .. 1 40	
		Maple Flakes 2 70		Peas	
		Maple Corn Flakes 2 80		Marrowfat @1 25	
		Minn. Wheat Cereal 3 75		Early June @1 25	
		Algrain Food 4 25		Early June sifted 1 45@1 55	
		Ralston Wheat Food 4 50		Pie	
		Saxon Wheat Food 3 00		No. 10 size can pie @ 25	
		Shred Wheat Biscuit 3 60		No. 10 size can pie @ 25	
		Triscuit, 30 2 50		Pineapple	
		Pillsbury's Best Cer'l 4 25		Grated 1 75@2 10	
		Post Tavern Special 2 80		Sliced 90@2 60	
		Voigt's Cream Flakes 4 50		Pumpkin	
		Quaker Puffed Rice 4 25		Fair 80	
		Quaker Puffed Wheat 2 85		Good 90	
		Quaker Brkfst Biscuit 1 90		Fancy 1 00	
		Quaker Corn Flakes 2 75		Gallon 2 15	
		Victor Corn Flakes 2 75		Raspberries	
		Washington Crisps 2 80		Standard @	
		Wheat Hearts 1 90		Salmon	
		Wheatena 4 50		Warrens, 1 lb. Tall 2 30	
		Zest 4 00		Warrens, 1 lb. Flat 2 40	
		Evapor'd Sugar Corn 90		Red Alaska 1 85@1 95	
		BROOMS		Pink Alaska 1 40@1 50	
		Parlor 3 00		Sardines	
		Jewel 3 70		Domestic, 1/4s 3 00	
		Winner 4 25		Domestic, 1/2 Mus. 3 00	

6

7

8

9

10

11

Table listing various goods such as Graham Crackers, Soda Crackers, Butter, and other food items with their respective prices.

Table listing various goods such as Cotton Lines, Linen Lines, Flour and Feed, and other food items with their respective prices.

Table listing various goods such as Grain Bags, Herbs, Hides and Pelts, and other food items with their respective prices.

Table listing various goods such as Smoked Meats, Sausages, Beef, and other food items with their respective prices.



Table listing various goods such as Whitefish, Seeds, Shoe Blacking, and other food items with their respective prices.

Table listing various goods such as Tobacco, Snuff, Spices, and other food items with their respective prices.

Special Price Current

12	
Banner, 5c	5 95
Banner, 8 oz.	1 60
Banner, 16 oz.	3 20
Belwood Mixture, 10c	94
Big Chief, 2 1/2 oz.	6 00
Big Chief 16 oz.	30
Bull Durham, 5c	5 90
Bull Durham, 10c	10 80
Bull Durham, 15c	18 48
Bull Durham, 8 oz.	60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 50
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 70
Bob White, 5c	5 65
Brotherhood, 5c	5 95
Brotherhood, 10c	11 90
Brotherhood, 16 oz.	33
Carnival, 5c	5 70
Carnival, 3 1/2 oz.	5 70
Carnival, 16 oz.	40
Cigar Clip's Johnson	30
Cigar Clip's, Seymour	30
Identity, 8 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 60
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz pails	3 72
Chips, 10c	10 20
Dills Best, 1 1/2 oz.	7 20
Dills Best, 3 1/2 oz.	7 70
Dills Best, 16 oz.	7 70
Dixie Kid, 1 1/2 foil	3 20
Duke's Mix, 5c	5 76
Duke's Mix, 10c	11 52
Duke's Cameo, 1 1/2 oz.	4 10
Drummond, 5c	5 75
F F A, 3 oz.	4 95
F F A, 7 oz.	11 50
Fashion, 5c	6 00
Fashion, 16 oz.	4 30
Five Bros., 5c	5 60
Five Bros., 10c	10 70
Five cent cut Plug	2 29
F O B 10c	11 50
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	7 20
Glad Hand, 5c	1 44
Gold Block, 1 1/2 oz.	3 30
Gold Block, 3 1/2 oz.	11 88
Gold Star, 16 oz.	38
Gail & Ax Navy, 5c	5 95
Growler, 5c	4 56
Growler, 10c	2 70
Growler, 20c	2 63
Giant, 5c	1 55
Giant, 16 oz.	33
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 1 1/2 oz.	40
Honey Dew, 10c	11 88
Hunting, 1 1/2 & 3 1/2 oz.	38
I X L, 5c	6 10
I X L, in pails	32
Just Suits, 5c	6 00
Just Suits, 10c	11 88
Kiln Dried, 5c	2 48
King Bird, 7 oz.	25 20
King Bird, 3 oz.	11 00
King Bird, 1 1/2 oz.	5 70
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 1 1/2 oz.	94
Lucky Strike, 3 1/2 oz.	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 80
Myrtle Navy, 5c	5 94
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	5 94
Nigger Hair, 10c	10 96
Nigger Head, 5c	4 96
Nigger Head, 10c	9 84
Noon Hour, 5c	1 44
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Curve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz., 30 lb. cs.	19
P. S., 3 oz. per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 70
Peerless, 10c	1 92
Peerless, 3 oz.	10 20
Peerless, 7 oz.	23 76
Peerless, 14 oz.	47 52
Plaza, 2 gro. cs.	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 00
Plow Boy, 14 oz.	4 50
Pedro, 10c	11 80
Pride of Virginia, 1 1/2	77
Pilot 5c	5 76
Pilot, 7 oz. doz.	1 05
Pilot, 14 oz. doz.	2 10
Prince Albert, 10c	96
Prince Albert, 8 oz.	4 92
Prince Albert, 16 oz.	8 40
Queen Quality, 5c	48
Rob Roy, 5c foil	5 90
Rob Roy, 10c gross	10 20
Rob Roy, 25c doz.	2 10

13	
Rob Roy, 50c, doz.	4 12
S. & M., 5c, gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 95
Soldier Boy, 10c	10 56
Soldier Boy, 1 lb.	4 80
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per doz.	4 85
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	2 00
Sweet Tip Top, 3 1/2 oz.	38
Sweet Tips, 1/2 gro.	10 08
Sun Cured, 10c	5 76
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time 14 oz.	3 50
Standard, 2 oz.	5 90
Standard, 3 1/2 oz.	28
Standard, 7 oz.	1 68
Seal N. C., 1 1/2 cut plug	70
Seal N. C., 1 1/2 Gran	63
Three Feathers, 1 oz.	63
Three Feathers, 10c	10 20
Three Feathers and	20
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	8 75
Trout Line, 5c	5 95
Trout Line, 10c	10 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 4 oz. cart	64
Tuxedo, 16 oz tins	64
Twin Oaks, 10c	94
Union Leader, 50c	5 06
Union Leader, 25c	2 55
Union Leader, 10c	11 60
Union Leader, 5c	5 95
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 80
Uncle Sam, 8 oz.	2 20
U. S. Marine, 5c	6 00
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	1 44
Velvet, 10c tin	1 92
Velvet, 8 oz tin	3 84
Velvet, 16 oz. can.	7 68
Velvet, combination cs	5 75
War Path, 5c	5 95
War Path, 8 oz.	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1lb., doz.	4 80

14	
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	4 50
Pails	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
Cedar all red brass	1 25
3-wire Cable	2 80
Paper Eureka	2 25
Fibre	2 70
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
18-in. Standard, No. 3	6 50
20-in. Cable, No. 1	9 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3, Fibre	8 25
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	2 75
Single Acme	2 15
Double Peerless	2 75
Single Peerless	2 25
Northern Queen	2 25
Double Duplex	2 00
Good Luck	2 75
Universal	2 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Weed Bowls	
12 in. Butter	1 60
15 in. Butter	2 25
17 in. Butter	4 15
19 in. Butter	6 10
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre, Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short cut	13
Wax Butter, full count	20
Wax Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	53
AXLE GREASE	
	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00
BAKING POWDER	
Royal	10c size 90
1/4 lb. cans	1 35
6oz. cans	1 90
1/2 lb. cans	2 50
3/4 lb. cans	2 75
1 lb. cans	4 80
3 lb. cans	13 00
5 lb. cans	21 50
CIGARS	
Johnson Cigar Co.'s Brand	
	
S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32

15		16		17		
Worden Grocer Co. Brand	Ben Hur	Tip Top, Blend, 1lb.	11b.	Big Master, 100 blocks	4 00	
Perfection35	Royal Blend35	German Mottled3 50	
Perfection Extras35	Royal High Grade35	German Mottled, 5 bxs	3 50	
Londres85	Superior Blend35	German Mottled, 10 bx	3 45	
Londres Grand35	Boston Combination35	German Mottled, 25 bx	3 40	
Standard35	Distributed by Judson		Marselles, 100 cakes	4 00	
Puritanos35	Grocer Co., Grand Rapids;		Marselles, 150 cks	5c 4 00	
Panatellas, Finas35	Lee & Cady, Detroit; Sym-		Marselles, 100 ck toll	4 00	
Panatellas, Bock35	mons Bros. & Co., Sagl-		Marselles, 1/2 bx toilet	2 10	
Jockey Club35	na; Brown, Davis &		Proctor & Gamble Co.		
COCOANUT		Warner, Jackson; Gods-		Lenox	3 00
Baker's Brazil Shredded		mark, Durand & Co., Bat-		Ivory, 6 oz.	4 00
		tle Creek; Fleibach Co.,		Ivory, 10 oz.	6 75
		Toledo.		Star	3 85



BAKERS' COCOANUT
Franklin Baker Co.

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

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



WHITEHOUSE COFFEE
DWINELL WRIGHT CO.

White House, 1lb. 3 00
White House, 2lb. 4 00
Excelsior, Blend, 1lb. 3 00
Excelsior, Blend, 2lb. 4 00

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Gowans & Sons Brand.



OAK LEAF SOAP

Single boxes 3 00
Five box lots 2 95
Ten box lots 2 90
Twenty-five box lots 2 85

Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 25

Tradesman Co.'s Brand



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

A. B. Wisley

Good Cheer 4 00
Old Country 3 40

Soap Powders

Snow Boy, 24s family size 3 75
Snow Boy, 60 5c 2 40
Snow Boy, 30 10c 2 40
Gold Dust, 24 large 4 50
Gold Dust, 100-5c 4 00
Kirkoline, 24 4lb. 3 80
Pearline 3 75
Soapine 4 10
Babbitt's 1776 3 75
Roseine 3 50
Armour's 2 70
Wisdom 3 80


Soap Compounds

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


Scouring

Enoch Morgan's Sons


Sapallo, gross lots 5 50
Sapallo, half gro. lots 4 85
Sapallo, single boxes 2 40
Sapallo, hand 2 40
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50



There is No Stronger Proof of Merit than Continued Popularity

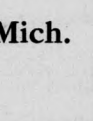


HOLLAND RUSK has grown in popularity from year to year. The sales are constantly increasing. This can be due to but one thing. The sale of one package means a steady customer. The merits and all-round usefulness make it a seller—a quick repeater. Are you getting your share of the sales? If not, order a case from your jobber today.



Holland Rusk Co. :-: Holland, Mich.

Avoid Imitations
Look for the Windmill on the Package



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

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.

On account of failing health I desire to sell, at once, my entire hotel stock. Building for rent or sale. Good location on Main street across from court house, two blocks from lake. Business extra good. For further particulars address Box 433, Paw Paw, Mich. 44

Wanted—To exchange farm for hardware or general stock. Address, No. 42, care Tradesman. 42

Send for our lists of Fruit Lands, Farms and Business Chances. Traverse City Business Exchange, Traverse City, Mich. 43

Creamery For Sale—Located in good farming country, 20 miles from any other creamery. Equipped with latest machinery and in good condition. Address Belt Valley Creamery, Belt, Mont. 41

Wanted—Stock of merchandise, value \$5,000 to \$15,000. Lock Box 103, Mt. Pleasant, Mich. 40

Farms—Bought, sold and exchanged. No matter where located. Write Philidus Real Estate Monthly, New York. 39

I have two farms in Indiana for sale, one of 240 acres and the other of 188 acres. Write me. Roby Orahood, Cooksville, Ill. 38

If you expect to reduce or close out your stock of merchandise, write

MOSES PHEND, Auctioneer,
319 Monger Building,
Elkhart, Ind

For Sale—No. 2 lard press, 30 gallon kettle, Dayton scale, blocks, grinder, filler, saws, and knives. Used five months, Address Box 391, Bangor, Mich. 36

Wanted—To trade telephone stock for ice cream soda fountain. Address C. E. H., care Tradesman. 34

For Sale—Drug stock inventorying \$3,000 including fixtures. Will sell or lease building. Western Michigan town with two main lines of railroad. Address No. 33, care Tradesman. 33

For Rent—First-class cold storage plant in perfect condition. Six rooms, latest Cooper system. Excellent location for butter and eggs. J. H. Linck Estate, Williamsport, Pa. 32

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 66x132 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

For Sale—First-class variety store, town 5,000, Central Michigan. Stock, fixtures invoice about \$1,500. Good trade established. Falling health. Address 14, care Tradesman. 14

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 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 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 Hillsdale Grocery Co., Hillsdale, Mich. 1

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. Kiess, 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—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

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

BULBS I know them, raise them, sell them. Why not have a bulb sale in April? My bulbs would increase business in your ten cent department. Write for my prices today.
LILLESAND, BULB SPECIALIST
Cambridge, Wisconsin

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 their 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

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

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

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

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

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. Kauffer, 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

HELP WANTED.

Wanted—To buy, for cash, stock clothing, shoes or dry goods. Address R. W. Johnson, Pana, Ill. 854

Salesmen—To work village and country stores; \$10 a day, commissions and expenses; experience unnecessary. Write Grant Mfg. Co., Pittsburgh, Pa. 35

Salesman Wanted—To carry as a side line, a legitimate and good selling article. Good commission. See advertisement on outside back cover of this issue. The Oscar Onken Co., Cincinnati, Ohio. 37

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. C. 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, dry goods, clothing, shoes and 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.

DETROITERS MADE WELCOME.

Boosters From Board of Commerce Pay Visit.

The Association of Commerce, of this city, has been on the qui vive for some days past, making preparations for the visit of a delegation of wholesalers and jobbers, members of the Detroit Board of Commerce. The itinerary of the trip included Bay City, Saginaw, Grand Rapids, Kalamazoo and Battle Creek and the special containing the jolly bunch arrived at 7:30 Tuesday morning, accompanied by a khaki uniformed band, reputed to be a \$100,000,000 organization, composed of the most celebrated artists of the city of the Straits, led by Conductor A. L. Smith, a leader by choice (his own). The band was a rare combination of genius, eccentricity and a little music. The bass drummer is easily one of the most finished artists Grand Rapids has ever seen and played with a great deal of expression (in his face). The Detroiters affirm that he is known and loved, however, outside of his own family and friends, notwithstanding the malice he bears the drum. The band was great and several times as they finished a selection they were almost unanimous.

The tourists spent the day in seeing the sights and calling upon the trade. They made their headquarters at the Pantlind, and were extended a most cordial welcome by the entire membership of the Furniture City Board of Commerce. At 6:30 p. m. a banquet was tendered the visitors in Press Hall, covers being laid for 250. Early in the evening papers called "The Boosters' Booster" were distributed by the Detroit men, the object of their visit being explained in the leading editorial as follows:

"We, of Detroit, are glad to be here with you to-night in Grand Rapids and we are grateful for the entertainment that you have given us. The obligation under which you have placed us is one that we will have the chance to repay. At the very least the memory of a pleasant and profitable day will long linger in our minds. No city stands alone, distinct and independent of contiguous territory any more than any man can stand alone independent of his fellowmen. Great as are the cities of Grand Rapids and Detroit—they can only grow and prosper in the same measure as the service which they render grows. It is folly to think that the interests of different sections of the State are opposed to each other. We, of the Detroit Board of Commerce, eagerly watch your growth and prosperity, knowing that it means a greater growth and prosperity for us. We are all one in the State of Michigan, and that we are here is proof that we believe in a greater Michigan. These little trips are called trade promotion excursions, but they are undertaken first, last and all the time for the purpose of promoting a better understanding between the different sections of Michigan. We want to know you better and we want you to know us better."

President Carroll F. Sweet, of the Grand Rapids Association, called the meeting to order and read a very interesting paper, giving a report of work accomplished during the past month. He spoke of the boulevard lighting system for Monroe and Canal streets and deprecated the fact that a certain element had hindered the plan by failing to co-operate. They were characterized as obstructionists. He made a plea for unity of purpose in association work and aroused a great deal of enthusiasm. The following committee was announced: Municipal Department Executive Committee, Judge J. S. McDonald; Vice-chairman, Benjamin T. Merrick. The chairmen of the sub-committees are: Better Governed City, C. N. Remington; Public Improvements, R. W. Irwin; Safer City, John B. Martin; Social Welfare, Rev. A. W. Wishart.

The proposed "Blue Sky Law" was explained by Mr. Thornton, who referred to Kansas as the pioneer in this kind of legislation. Such a law calls for the appointment of a committee who will pass upon the credentials of promoters of soliciting and advertised schemes that are started from time to time, placing their stamp of approval upon legitimate enterprises and barring illegitimate ones.

The organization of a Factory Construction Committee was discussed and approved. However, it was deemed best to defer final action until the April meeting and a motion to this effect was passed.

The so-called session was opened by a selection rendered by the band to the tune of "Onward Christian Soldiers." The first verse follows:
Onward to Grand Rapids,

Boosters, every one;
We believe you're live ones,
That is why we've come.
You "build our children's heirlooms"
To last till kingdom come,
Only place in all this world
Where Tanglefoot's not rum.
Bissell keeps the world clean,
Fox its letters write,
Many other reasons
Why we're here to-night.

The band was given an ovation and responded with an encore.

Thomas F. Craig, of Detroit, was the first speaker from the ranks of the visitors and attributed business depression to the acts of politicians, asserting that business progress is impossible under such conditions.

Charles B. Sawyer, ex-Secretary of the Detroit Board of Commerce, complimented Grand Rapids on her splendid civic organizations and touched on several questions of local interest, including the recent charter proposition.

Lee M. Hutchins was warmly greeted and gave a splendid address. He compared the methods of the merchant of early days with the methods in vogue to-day and showed that education and progress go hand in hand.

A. H. Zenner, chairman of the Wholesalers' and Manufacturers' Bureau of the Detroit Association, proposed a plan calling for the assess-

ment of one dollar upon the membership for the purpose of carrying on a campaign of publicity in rural districts.

Guy Cady was called upon to explain how America was discovered and gave a humorous reading in dialect. He also told several very pat stories.

Postmaster Millard W. Palmer told of the splendid industrial opportunities in Michigan and of the good fellowship existing between the various boards of commerce and their influence in promoting better conditions.

Edgar S. Guest, of the Detroit Free Press staff, told several stories, making a humorous application and gave an original poem that was well received.

The last speaker of the evening was Dean Francis S. White, who explained the fallacy of the belief that "Competition is the life of trade." He declared that unregulated competition is the curse of trade. He said it was not sufficient to "live and let live," but that we should "live and help live." He made a strong plea for a higher citizenship, believing that this was the best solution for industrial problems.

Following are the names of the Detroit visitors, taken from the "Boosters' Booster":

Cady, Guy B.
Cornetist Traney.
Small, Sid. R., Security Trust.
Guest, Ed., Free Press.
Thom, C. A. H., G. Mayer Thom.
Smith, W. S., Detroit City Gas.
Keyes, J. D., D. U. R.
Bridges, H. P., Buhl & Sons.
Lerchen, Wm., First Nat. Bank.
Wills, David, Garton, Sisher & Wills.
Smith, A. L., Union Twine Co.
Clark, W. D. Bell.
Wood, W. B., Fairbanks Morse.
Davis, R. K., U. S. Motor.
Walker, Jas., Walker Bros.
Helmer, Harold, B. P. & Lewis.
Ritter, C. S., Detroit City Gas.
McGraw, S. J.
Henry, C. W., Tires.
Foley, Wm., Republic Tires.
Simons, B., Foss Motor.
Thompson, J., King Motor.
Riche, C. A., U. S. Motor.
Taylor, K-R-I-T.
Hartz, J. F., J. F. Hartz Co.
Smith, C. H., Berry Bros.
Sawyer, C. B., Williams Bros.
Gail, C. W., Jones & Laughlin.
Bigler, F. S., Mich. Bolt and Nut.
Gillis, G. W., Edson Moore.
Wilson, Jas., Burnham Stoepel.
Day, E. P., Exporter.
Stein, R. E., P. Carey Co.
Noack, W. C., Noack & Crenflo.
Pudrith, E. H., E. T. Purdiar Co.
Clogh, H. T., Home Tel.
Weil, H., San Telmo Cigars.
Schram, R. R., News.
Burton, W. J., W. J. B. Co.
Boone, C. C., Am. Can. Co.
Schemerhorn, B., Times.
Nathan, J., Saturday Night.
Davis, Glen, Cadillac.
Mercer, C. W., M. C. R. R.
Van Winkle.
Willman.
Hunt, H. J., Showcase.

Hough, Willis, Pierson-Hough.
Roehm, C. M., Roehm & Davison.
Dodds, W. H., Mich. Drug Co.
Carver, H. T., Farand, Williams, Clark.

Gleeson, J. E., Newland Hat.
Detlaff, A. J., Plating Co.
Lee, G. W., Lee Cady.
Smith, H. F.
Day, R. H., Neuhoff Co.
Campbell, Commercial Milling Co.
Wilson, J. E., Walkover Shoe.
Wiew, S. R.
Zenner, A. H.
McGraw, J. E., U. Mercantile Co.
Herrick, H. O., Johns-Manville.
Roe, J. A., Crane Co.
Clark, W. G., A. T. Knowlson.
Krolik, J.
Aikin, A. A., Jenks & Muir.
Booth, C. W., Mich. Shoe Co.
Lieberman, J.
Yokom, E. M., Wilber Mer. Co.
Andrew, E. P., Farrand Co.
McBryan, W. H., U. S. F. G. Co.
Macklin, Chas., Burroughs.
Shinners, Buhl.
Coppock, C. A., Detroit Gas & Elec.
F. Kennedy.
C. A. Berkey.

Manufacturing Matters.

Detroit—The Cyclo Carburetor Co. has been organized for the manufacture and sale of carburetors, with an authorized capital stock of \$4,000, all of which has been subscribed, \$1,500 being paid in cash and \$2,500 in property.

Detroit—The Crittall Casement Co. has been incorporated to manufacture and deal in all kinds of building materials, with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and paid in in cash.

Herman—The Farmers Co-operative Milling Co. has been organized to do a general milling business, with an authorized capital stock of \$1,500, of which \$750 has been subscribed, \$420 being paid in in cash and \$50 in property.

Grand Haven—The Briggs Thielman Manufacturing Co. has dissolved partnership, G. T. Thielman taking over the interest of his partner, Louis Briggs, and continuing the business under the style of the Thielman Auto Co.

Battle Creek—The Michigan Metal Products Co. has been incorporated to manufacture and sell sheet metal goods and novelties, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

The Commercial Service Truck Co. has been incorporated for the manufacture and sale of automobiles with a general repair business in connection, with an authorized capital stock of \$100,000 common and \$70,000 preferred, of which \$112,000 has been subscribed and paid in in property.

The Hirth-Krause Co. has increased its capital stock from \$350,000 to \$400,000.

BUSINESS CHANCES.

For Sale, Cheap—On easy terms, meat market outfit with good trade established, rent \$15 per month. Apply 148 Oakland Ave., Pontiac, Mich. 46

Wanted—We will pay cash for stock of merchandise or hardware. Must be cheap. Address L. B. 512, New Richmond, Wis. 45



A Hot Dish for a Cold Day

Some of your customers no doubt have the impression that

Shredded Wheat Biscuit

is a "summer food."

It is a summer food—a food for all seasons in all climes—served with hot milk in winter it makes a delicious breakfast, warming and strengthening.

If you'll suggest it to your customers you'll increase your sales.



Shredded Wheat is now packed in neat, substantial wooden cases. The thrifty grocer will sell the empty cases for 10 or 15c. each, thereby adding to his profits.

The Shredded Wheat Company
Niagara Falls, N. Y.

WE OFFER

To Our Friends and Customers in Michigan

CLOSE ATTENTION—With the beginning of the present year we have arranged our sales-force so that it will be possible for our salesmen to call upon the trade in Michigan more regularly than ever before.

PROMPT SERVICE—We are better organized and equipped for handling a larger volume of business which will enable us to always give orders our prompt, careful and conscientious attention.

HIGH QUALITY—The high standard of quality of our Holland and other specialties remain the same. Quality is our first consideration in selecting all the goods we import or handle.

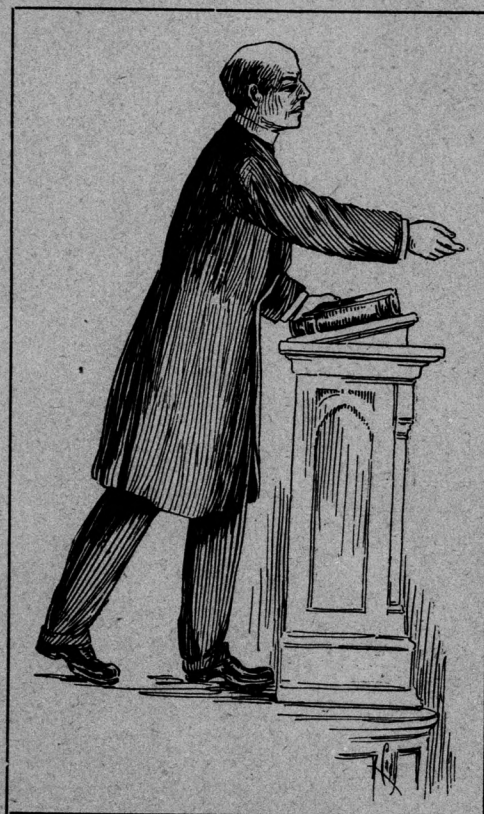
LOW PRICE—Our prices are as low as good business judgment and true merit will permit.

With these, our set principles, we solicit your patronage

Send for complete list of all the goods we handle

H. HAMSTRA & COMPANY
(THE FROU-FROU FOLKS)

35-37-39 Grandville Ave. GRAND RAPIDS, MICH.



It Hit You or You Wouldn't Have Dodged

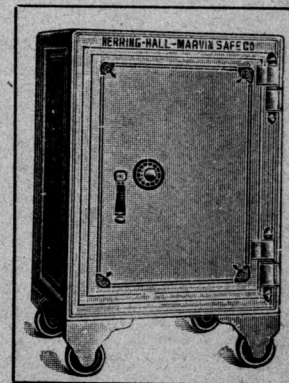
"Just remember when the preacher landed a particularly hot one on you, that if it had not hit a tender spot it would have glanced off and never been noticed."—*W. L. Brownell.*

When we say that you are a poor business man if you do not own a good safe, we know that unless you need to have it said to you, that it will glance off and do neither of us any harm.

WE MEAN IT AND IT'S TRUE

No good business man can afford to run the risk of having his account books and valuable papers burned up, lost or stolen, simply to save a few dollars on the cost of a safe. There are no better safes made on earth than we can sell and we can also save you money on the price.

WRITE US TO-DAY AND FIND OUT



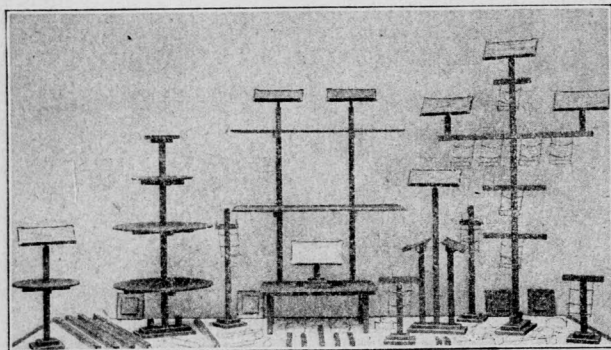
GRAND RAPIDS SAFE CO.

TRADESMAN BUILDING

GRAND RAPIDS, MICH.

FOR **\$15.00** NOW

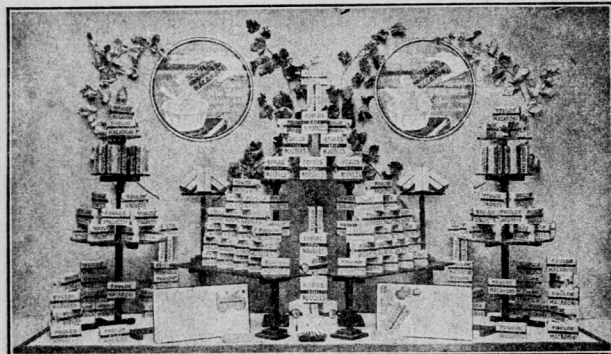
You Can Buy a Small Set of



Copyright 1911 **THE FULL SET** Patented 1911
(Patented 1911 in United States and Foreign Countries)

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 YOUNITS, 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



Copyright 1911 Patented 1911

This 10 ft. Window trim was made with Set No. 14 and took only 55 YOUNITS of the 125 in the set, leaving 70 YOUNITS for making other trims and individual fixtures.

G. H. Weyant's Underselling Store
Groceries, Boots, Notions, Ladies' and Gents' Furnishings, Dry Goods
A Complete Grocery Department
No. 14 South Jefferson St. Mount Union, Pa., Feb. 27, 1911.
The Oscar Onken Co., Cincinnati, Ohio.
Gentlemen:—Enclosed please find check for Window Fixtures.
The goods arrived all O. K. and I must say they are in a class of their own. I thoroughly believe that there isn't any other wood or metal fixtures that are equal to them.
Yours very truly,
G. H. Weyant.

My Two Sets

No. 14 Set... 125 YOUNITS. 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. **\$26.00**

No. 14½ Set... 65 YOUNITS. 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. **\$15.00**

F. O. B. Cincinnati Factory Shipments Made at Once for Easter
EVERY SET GUARANTEED ABSOLUTELY



For the accommodation of Grocery Store Merchants who have limited window space, I am making a small set of my YOUNIT Window Fixtures to meet their wants.

This small set will do the same service as the large set only of course on a smaller scale.

No matter what size windows you have, my YOUNIT Window Fixtures will enable you to build most beautiful window displays in a few minutes. Window Displays that will attract into your store additional trade.

My Window Fixtures simplify window trimming by economizing your time.

With my set of Window Fixtures, you have at your command unlimited possibilities for HUNDREDS and HUNDREDS of original and effective trade-pulling window treatments that are positively impossible with hundreds of dollars worth of metal or any other wood fixtures.

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 for Easter.

THE OSCAR ONKEN CO.

Established 32 Years

780 4th Ave.

CINCINNATI, OHIO, U. S. A.

Order through your JOBBER or DIRECT

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

Firm _____
City _____
Business _____