

MICHIGAN TRADESMAN

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Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1912

Number 1488

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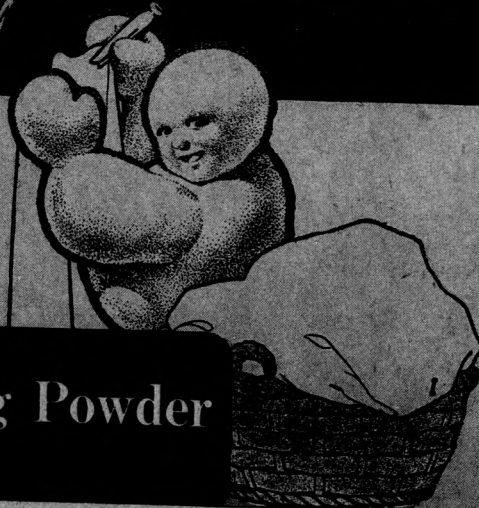
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The Lure of the Land.

Eugene D. Conger, Vice-President of the Peoples Savings Bank, has bought a farm. For three or four years he has been looking around, and a lot of fun he has had in the looking, too, and at last he has found what he wants and has bought it. The farm is a 200 acre proposition out in Gaines township, about ten miles from town, on the Kalamazoo road. It is in two pieces, on opposite sides of the road, one the Nelson Brewer eighty, improved but with no buildings, and the other is the Hammond farm, of 120 acres, with such a house on it as the up to date farmer builds, with bath rooms, hardwood floors, furnace heat and other modern conveniences. The barns and outbuildings are also up to date and capacious. Mr. Conger will make the farm his summer home, and incidentally will work it, with an eye to making it pay interest on the investment and perhaps something more, and at the same time have a lot of fun. He will do most of his working through a hired man and by telephone, but if he had to he could be the real thing. Mr. Conger was brought up on a farm down in Lenawee county and is confident that he has not forgotten all the tricks of the trade. He still remembers which is gee and which is haw, can pick the off side of a horse with his eyes shut and knows the gentle art of teaching a calf to drink. On his farm he will have fine horses and fine cattle, not as a hobby but as a matter of pride, and in the matter of planting he will back his own judgment as to whether the back forty should go into oats or corn. The farm is clay loam and one of the features that helped in its selection is a twenty-five acre beech and maple wood lot. Mr. Conger's return to the soil recalls that Grand Rapids bankers are much given to farms and farming. President William H. Anderson has his big 300 acre farm in Sparta, which is the model farm in methods of cultivation,

character of buildings, fine live stock and productiveness for miles around. President Robert W. Graham, of the Commercial, has several fruit farms in Walker and they are all successful and as a fruit grower Mr. Graham has a national reputation. President Chas. W. Garfield, of the Grand Rapids Savings, is widely known as a high authority in all matters relating to agriculture and horticulture and his twenty acre farm on Burton avenue is one of the show places in the vicinity when those interested in such things come to town. President Jas. R. Wylie owns the 600 acre farm at Monticeth, in Allegan county, which his father carved out of the original wilderness and upon which he spent his boyhood years, and he goes to the old homestead every summer for his vacation. President Willard Barnhart owns a fine farm in Walker and his wife owns a farm out Knapp avenue. Dudley E. Waters, of the Grand Rapids National City, has one of the finest poultry farms in this vicinity and has other farm properties, and he can talk crops and live stock with the best of them. Henry Idema, of the Kent State, is also a farmer. He owns a six acre farm on the shores of Black Lake and although not born to the soil he is making rapid progress in his agricultural education. He always punches a hole in the can now before planting French peas to give them a chance to germinate, and has learned that the best place to raise Maraschino cherries is at the grocery store. Clay H. Hollister, of the Old National, does his farming in his spacious backyard. L. H. Withey, of the Michigan Trust, confines his agricultural pursuits to bossing the man who mows his lawn, and in this, long practice has made him perfect. Claude Hamilton, of the Michigan Trust, has just purchased an acre and a half on Robinson road overlooking Reed's Lake, but whether he has bought his modest start in the back to the soil movement as a home or as an investment has not yet developed. One thing about the Grand Rapids bankers who are also farmers is that they take as much pride in their farming success as in their financial achievements. With them banking is business, while tickling the soil is their recreation, and like the rest of us they find more pleasure in talking of their enjoyments than of their toil.

Loses Valuable Diamond.

Howard City, March 25—C. A. Vetter, a dry goods salesman, lost a valuable scarf pin, consisting of a diamond and a pearl, on the street here. He offers a reward of \$50. The pin was a Christmas gift from his wife.

Manufacturing Matters.

Adrian—The Lenawee County Gas & Electric Co. has been incorporated with an authorized capital stock of \$200,000, of which \$100,000 has been subscribed and paid in in cash.

Askel — The Otter Lake Sawmill & Threshing Co. has been incorporated with an authorized capital stock of \$2,000, of which \$1,500 has been subscribed and paid in in property.

Detroit—The McHie-Scotten Tobacco Co. has purchased the merchandise, leaf tobacco, brands and good will of the Scotten Tobacco Co., but has no other connection with its business.

Manistee — A new company has been organized under the style of the Manistee Motor Car Co., with an authorized capital stock of \$50,000, of which \$31,000 has been subscribed and paid in in cash.

Detroit—The Detroit Metal Specialties Co. has engaged in business with an authorized capital stock of \$9,000, of which \$4,950 has been subscribed, \$136.06 being paid in in cash and \$4,813.94 in property.

Detroit—The Triplex Tire Co. has been organized with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which \$131,300 has been subscribed, \$1,393 being paid in in cash and \$129,907 in property.

Detroit — The Alden-Rukamp Co. has engaged in business to manufacture and deal in builders' and pavers' supplies, with an authorized capital stock of \$15,000, of which \$8,250 has been subscribed and \$1,500 paid in in cash.

Detroit—Thos. J. Irwin, manufacturer of confectionery, has merged his business into a stock company under the style of the T. J. Irwin Candy Co., with an authorized capital stock of \$2,000, which has been subscribed and \$1,000 paid in in cash.

Detroit—The Simplex Self Starter Co. has engaged in business to manufacture and deal in self starting devices for engines and other mechanical specialties, with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed and \$1,000 paid in in cash.

Kalamazoo—W. E. Hill & Co., manufacturers of mill and wood working machinery, have merged their business into a stock company under the style of the Wm. E. Hill Co., with an authorized capital stock of \$165,000 common and \$60,000 preferred, all of which has been subscribed and paid in in property.

Detroit—A new company has engaged in business under the style of the Sheidel-Thompson Manufacturing Co. to manufacture and sell at wholesale and retail sheet metal goods,

forgings, stampings and enamellings, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$13,500 paid in in cash.

Boosting For Michigan.

Traverse City, March 25—Booklets, folders and leaflets issued by the local communities for the purpose of supplementing the work of the Western Michigan Development Bureau have begun to appear.

Fremont has issued a twenty-four page folder with a handsomely colored picture of a peach for a cover, entitled, "The Country for Peaches." The interior pages give many views in and about Fremont, and tell of the inducements offered by that section for those who wish to engage in the agricultural industry or in fruit growing.

The "Come to Charlevoix County" folder is just off the press. This publication is published by funds supplied by the Board of Supervisors of Charlevoix county, and is sent out for the purpose of interesting the people who have commenced to look toward Michigan in the advantages which Charlevoix county has to offer. The book contains thirty-two pages of illustrations, descriptions and maps.

A committee of Antrim county citizens is at work on a folder that is to advertise that county. The necessary funds were provided by the supervisors.

Last year the Traverse City Board of Trade issued a folder describing the Grand Traverse country and D. H. Day sent out an illustrated booklet entitled, "The Glen Lake Region."

Milford Business Men Unite.

Milford, March 26—After years of planning and wishing, Milford is really going to have a club organized among the business men for the purpose of promoting the social and commercial welfare of the community. At a preliminary meeting with fifty-five sure members in attendance the following officers were elected: President, Frank A. Black; First Vice-President, T. C. Bartholomew, D. D. S.; Second Vice-President, S. L. Welsbrod, M. D.; Secretary, Frank J. Schoenemann; Treasurer, E. S. Ladd; Publicity Manager, W. P. Gregory.

Egg Swindlers at Work.

An egg swindler has been working the territory contiguous to Detroit with a brand new swindling scheme. His plan is to offer several crates of eggs at an unusually low figure, close the deal and seek new pastures. The victim finds that he has bought one or two layers of eggs and a lot of empty space in the bottom of the crate. An effort is being made to apprehend the rascal.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

March 19—In the matter of E. Clifford Bramble, bankrupt, formerly a merchant at Muskegon Heights, the final meeting of creditors was held. The final report and account of John Snitseler, trustee, was approved and allowed, and a final dividend of 14 4-5 per cent. was declared and ordered paid. A first dividend of 15 per cent. was paid January 19, 1911, making a total for ordinary creditors of 29 4-5 per cent. Creditors having been directed to show cause, if any they had, why a favorable certificate as to the bankrupt's discharge should not be made by the Referee, and no cause being shown, it was determined that such favorable certificate be made.

In the matter of Jacob S. Davis, bankrupt, merchant at Manistee, the first meeting of creditors was held yesterday, and by unanimous vote of the creditors present George A. Hart, of Manistee, was elected Trustee, and his bond fixed at \$2,500. All the assets in this matter were sold by Mr. Hart, acting for Kirk E. Wicks, receiver, and the trustee was directed to file his first report and account on or before April 9, next, at which time a first dividend will probably be declared on ordinary claims.

On petition of creditors Judge Sessions made an order adjudging the Fargo Shoe Manufacturing Co., of Belding, an involuntary bankrupt. A consent to the adjudication was filed by the bankrupt. Henry A. Smith, of Belding, was appointed receiver, and the matter was referred to Referee Wicks for proceedings. An order was made requiring the officers of the bankrupt company to file schedules of its assets and liabilities on or before March 30, 1912, on receipt of which the first meeting of the creditors will be called. An order was also made appointing Messrs. E. E. Chappel, Earl Wilson and F. A. Washburn, all of Belding, as appraisers.

In the matter of Albert J. Schepers, bankrupt, formerly a general merchant at Vogel Center, a special meeting of creditors was held, and the first report and account of W. A. Wyman, trustee, was approved and allowed, and a first dividend of 15 per cent. declared and ordered paid to ordinary creditors whose claims have been proved and allowed. Practically all of the assets in this matter having been disposed of the estate will probably be closed shortly after June 19, 1912.

In the matter of the Columbian Construction Company, bankrupt, of Muskegon, the offer of A. J. Beauvais to pay 50 cents on the dollar on all the indebtedness and costs of the bankruptcy proceedings, excepting the claim of R. J. McDonald, for all of the assets of this estate was considered, and an order made authorizing the trustee to make the contract for sale in accordance with such offer, except that 25 per cent. of the purchase price is to be paid within six months, and the balance to be paid within one year from date.

March 20—In the matter of James W. Burns, bankrupt, a merchant and undertaker at Hubbardston, Ionia county, the first meeting of the creditors was held to-day and by unanimous vote of the creditors present John Cowman, of Hubbardston, was elected trustee and his bond fixed at \$3,000. Messrs. E. H. Thompson, Mathew Bradley, of Ionia, and Chas. Brum, of Pewamo, were appointed appraisers. The trustee was instructed to have the inventory filed as soon as possible, when an order for sale of the assets will be made. The first meeting was then adjourned to April 19, 1912.

In the matter of Max Glazer, bankrupt, formerly merchant at Dighton, the final meeting of creditors was held and the final report and account of Lester J. Rindge, trustee, was approved and allowed. A final dividend of 4 per cent. was declared and ordered paid on ordinary claims. Creditors having been directed to show cause, if any they had, why a favorable certificate to the bankrupt's discharge should not be made by the Referee, and no cause being shown, it was determined that such favorable certificate be made.

March 21—In the matter of W. J. Pike & Son, bankrupt, merchants at Newaygo, the first meeting of creditors was held, and by unanimous vote of creditors present Chas. F. Rood, of Grand Rapids, was elected trustee and his bond fixed at \$3,000. Messrs. Daniel Edwards, E. A. Burnham and Louis Spring, all of Newaygo, were appointed appraisers. It was determined that upon the filing of the inventory and report of appraisers an order be made authorizing the trustee to make sale of the assets after giving ten days notice to all creditors.

In the matter of Elmer E. Jenks, bankrupt, formerly merchant and implement dealer at Grattan, Kent county, the trustee, David A. Warner, filed his first report and account, showing total receipts to date of \$2,313.11, and disbursements for rent, commissions on sales, etc., and a balance on hand for distribution of \$1,860.97. An order was made calling a special meeting of creditors to be held at the office of the Referee on April 3, 1912, to consider such report and account and to declare a first dividend to creditors.

An order was made by Judge Sessions adjudging Julius VandeKopple, a merchant on West Leonard street, Grand Rapids, a bankrupt, on petition of the creditors, and the matter was referred to Referee Wicks. Schedules of assets and liabilities were filed by the bankrupt, and an order was made by the Referee calling a first meeting of creditors to be held at his office on April 5, next, for the purpose of electing a trustee, examining the bankrupt, proving claims, etc. The bankrupt's schedules show the following assets, of which the household goods and stock in trade to the amount of \$250 is claimed as exempt: Stock in trade\$2,431.33 Household goods 250.00 Debts due on account 95.13

\$2,776.46

The following creditors are scheduled:

City of Grand Rapids, Michigan, taxes	\$ 32.50
Henry VandeKopple, Grand Rapids, wages	67.95
J. J. VanZoeren, Grand Rapids, claims title to fixtures as security to two notes.	
This claim is denied	400.00

The following are the unsecured creditors:

J. J. VanZoeren, city	\$ 111.40
P. Steketee & Sons, city	130.41
G. R. Dry Goods Co., city ..	128.50
Herman Weil, New York ..	121.00
S. & H. Levy, New York ..	47.75
Clapp Clothing Co., city	17.44
Parrott & Beals, Chicago....	28.00
Cluett, Peabody & Co., Chicago	51.20
Hoffstad & Robinson, Buffalo	134.00
M. Goudzward, city	12.30
Tri Mi Gartr Co., city	2.00
	\$ 784.00

March 22—An order was made by Judge Sessions adjudging Leland Hedges Gilleland, of Grand Rapids, a bankrupt on his own petition, and the matter was referred to Referee Wicks. The bankrupt's schedules show practically no assets excepting book accounts amounting to \$58.25, which are not claimed as exempt. The following unsecured creditors are scheduled:

Alfred Hannah & Sons, city ..	\$ 1.50
Wealthy Ave. Floral Co., city ..	2.00
Drake & Erickson, city	62.76
Allenized Water Co., city ..	2.25
Sanitary Milk Co., city	2.54
Fox Typewriter Co., city ..	5.00
Blue Valley Creamery Co., city	45.90
Peter D. Mohrhardt, city ...	8.52
J. DeHoop, city	10.47
Battjes Fuel & Bldg Co., city	22.30
Bell & Co., Orangeburg, New York	3.00
Thomas Keating, city	52.00
Richards Plumbing & Heating Co., city	12.30
W. F. Eardley Livery, city ..	8.00
G. R. Ice & Coal Co., city ..	11.00
Upjohn Co., Kalamazoo	8.53
Mich. Lithograph Co., city ..	18.50
Yuille & Miller, city	12.79
Thomasma Brothers, city	197.65
Ward estate, city	17.00
Mich. Tele. Co., city	10.00
Leonard-Hobart Co., city ..	3.03
S. A. Dwight, city	1.73
G. J. Johnson Cigar Co., city	33.00
H. J. Heinz, Chicago	8.50
Muir Plumbing Co., city	3.10
Holland Cigar Co., city	4.90
Dornbos Cigar Co., Grand Haven	7.00
E. G. Squires, city	38.25
A. Himes Coal Co., city	80.00
R. W. Gane, city	110.00
Powers Theater Ass'n, city ..	75.00
Marquette Lumber Co., city ..	46.07
Rudell Creamery Co., city ..	4.25
G. R. Evening Press, city ..	34.35
Home Fuel Co., city	77.50
G. R. Gas Light Co., city ..	56.00
G. R. Refrigerator Co., city ..	24.00
Collins Northern Ice Co., city	76.00
Physicians Drug News, Newark, N. J.	3.00

G. R. Muskegon Power Co., city	87.67
Edward Lowe, city	50.00
A. T. Pearson Produce Co., city	12.16
E. J. Gillies Coffee Co., New York	42.90
King Grocery Co., city	20.05
Leonard Smalheer, city	500.00
W. L. Cukerski, city	38.00
A. H. VanDam, city	27.00
Dr. C. E. Beeman, city	90.00
Truman M. Smith Co., city ..	10.00
Dr. J. A. DeVore, city	39.00
Wm. Mulick, city	12.00
Lubeck Auto Co., city	28.00
George Mason, Chicago	28.00
Boltwood & Boltwood, city ..	135.00
Wm. Dubois, city	113.00
Henry Stadt, city	500.00
Chas. Lasher, Plainwell	140.00
E. J. Anderson, Plainwell ..	200.00
DePuy Mfg. Co., Warsaw, Indiana	25.00
	\$3,266.14

The following are creditors holding notes:

Decker & Jean, city	\$ 75.00
G. R. Nat'l City Bank, city ..	60.00
Mrs. Corinna Hobart, Sterling, Ill.	221.92
Kent State Bank, city	180.00
Commercial Savings Bank, city	215.00
Fourth Nat'l Bank, city	304.00
F. H. Harter, city	250.00
Leonard Smalheer, city	500.00
	\$1,806.42

March 23—In the matter of Herbert H. Tigar, bankrupt, a laborer of Grand Rapids, the first meeting of creditors was held. No creditors were present and it appearing from the bankrupt's schedules and his examination that there are no assets except those claimed as exempt no trustee was appointed. Unless further assets are discovered or further proceedings are desired by creditors the estate will, probably be closed at the expiration of twenty days.

In the matter of Meade Brothers, bankrupt, formerly merchants on Canal street, Grand Rapids, the trustee, Don. E. Minor, of Grand Rapids, filed his final report and account, showing total receipts of \$889.75, disbursements for bankrupt's exemptions in lieu of personal property, \$144, preferred claim secured by mortgage, \$346.24, rent and other ad-



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ministration expenses, \$115.55, and a balance on hand for distribution of \$283.96, and it appearing that the time for filing claims has expired an order was made by the Referee calling a final meeting of creditors to be held on April 11, 1912, to consider such final report of the trustee and to declare a final dividend, if any, to ordinary creditors.

In the matter of the Peoples Food Co., bankrupt, formerly doing business at Grand Rapids, a final report and account was filed by John Dalton, trustee, showing total receipts of \$698, and disbursements for preferred and secured claims of \$311.61, and other administration expenses of \$80.35, and a balance of cash on hand for distribution of \$306.04. An order was made by the Referee calling a final meeting of creditors on April 8, 1912, to consider such final report and account, and for the purpose of declaring and ordering paid a final dividend, if any, to ordinary creditors.

March 25—In the matter of Robt. L. Ferguson, bankrupt, of Portland, the trustee, Glenn S. Benjamin, filed his supplemental report, showing that he had made the final distribution ordered by the Referee, and an order was made closing the estate and discharging the trustee and cancelling his bond. A certificate was made by the Referee recommending that the bankrupt receive his discharge, no cause to the contrary having been shown by creditors.

In the matter of Carl H. Nye, bankrupt, of Grand Rapids, an order was made by the Referee calling the first meeting of creditors to be held at his office on April 12, 1912, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc.

In the matter of the Fargo Shoe Manufacturing Co., bankrupt, of Belding, the receiver filed the inventory and report of appraisers, which shows the following assets belonging to this estate:

Machinery	\$ 1,601.00
Lasts, dies	999.00
Belting	201.00
Installing machinery	350.00
Office fixtures and supplies	135.00
Building, power and heating plant	7,500.00
Accounts receivable	2,750.00
Goods in process	2,850.00
Manufactured goods	600.00
Cash on hand and in bank..	157.23

\$17,053.23

The above figures do not include shafting, pulleys and hangers, costing \$400, and which are considered worth \$250 to-day.

In the matter of John Wielinga, bankrupt, of Grand Rapids, an order was made by the Referee closing the estate. In this matter there were not more than sufficient assets to pay the administration expenses and no dividend was paid to creditors. No cause being shown to the contrary by the creditors the Referee made a certificate recommending that the bankrupt's discharge be granted.

"I have nothing but praise for our new minister." "So I noticed when the plate came around."

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York March 26—Business in spot coffees last week showed improvement over the preceding one and roasters were reported as taking hold more freely than for some little time. At the close Rio No. 7 is quoted in an invoice way at 14 $\frac{3}{4}$ @14 $\frac{3}{4}$ c. In store and afloat there are 2,249,643 bags, against 2,470,452 bags at the same time last year. Mild grades show some better feeling, and drouth reported from Colombia aids in giving strength to the situation. Good Cucuta, 16 $\frac{1}{4}$ @16 $\frac{1}{4}$ c.

Although granulated shows a decided decline there seems to be very little interest shown by buyers. Possibly when we have some "really-truly" spring weather a change for the better will set in. The general quotation is now 4.65c, and at present is 69 points higher than at the corresponding date a year ago.

Steadiness characterizes the tea market. There is apparently considerable confidence as to the future, but at the moment the amount changing hands is simply of the usual character. Rejected teas amount to a very good-sized total and this has had the effect of stiffening the general situation.

There is an improvement in the demand for rice, accentuated as the price of potatoes is so high. The outlook generally is decidedly in favor of the seller. Good to prime domestic, 5@5 $\frac{3}{4}$ c.

There is not an item of interest in spices—just the same day-by-day volume of business, just the same quotations for the whole line.

Molasses is quiet, although trade is fully all that could be looked for and prices are especially well sustained. New Ponce is arriving with regularity and commands full prices. Syrups are steady and unchanged.

Canned goods have been decidedly quiet and neither buyer nor seller appears to be especially interested. Tomatoes are without change although the talk has been of a 2 $\frac{1}{2}$ c decline. Packers seem to have sold about all the futures they want to dispose of at present, and orders generally were on a basis of about 87 $\frac{1}{2}$ c. Spots have sold for \$1.30 for really desirable 3s. Peas are firm with a better enquiry day by day. Corn shows only a light request and nominal quotations prevail. Other goods are unchanged.

Butter is in better supply and an easier feeling has ensued in consequence. Creamery specials, 32c; extras, 31 $\frac{1}{2}$ c; firsts, 30 $\frac{1}{2}$ @31c. There is little, if any accumulation and it is doubtful if further decline will come this week.

Cheese still remains very firm and 19c is quoted for top grade of full milk New York State.

Eggs close firm, with top grades held at 23@23 $\frac{1}{2}$ c. The Easter trade has cleaned the market up pretty

well, and the cold weather has had its effect. Firsts, 22@22 $\frac{1}{2}$ c.

Gossip and Personal Mention.

Owosso, March 25—Brother Geo. Haskell, who has been laid up for the past week, is coming along finely and hopes to be out on the job soon; says it's hard work staying abed. Also says he didn't know there were so many flowers in the world, and especially that "new kind" that the fellows from the Lemon & Wheeler Company sent him.

Say, fellows, when you make that trip up the T. S. & M. don't forget that boy, John Henry Fockler, at Middleton. Take it from me he is running a first-class place in every respect, individual towels and all. He deserves a great big medal for what he has done for us and his town.

"Gus" Steuhen is not so much after all. He had to quit and go home from that T. S. & M. trip this past week. Says it's the first time he ever had to do that. Well, "old boy," you weren't alone.

The State Board of Health should get after that hotel at Trufant. Its roller towels were absolutely filthy the last time I was there; looked as though they had hung there all winter. This is the first time I have said a word about the hotels, but unless some of them get busy soon it won't be the last.

Here is a good one: John J. McDonald took my advice—hope she stay, Johnny.

J. C. Percival, of Pt. Huron, Secretary of the Retail Grocers' and General Merchants' Association, was here last Thursday evening and helped our merchants organize a local association. Here's hoping that it will be a winner, for the State Association is a grand thing for the merchant, and every one should fall in line and get in the game for his own good.

Dick Steckman (Lemon & Wheeler) covered Geo. Haskell's trip the past week; that is, where the roads would permit him to. Dick seems like a fine fellow, but says no country territory for mine if it's all like this?

Fred Hanfin.

If a man is too slow to catch cold it can at least overtake him.

Bill Was Useful.

A minister was assigned to a small parish in England not long ago and upon his arrival found his new field of labor all that could be desired, says the Pittsburgh Leader, with the exception of old Bill Johnson. Old Bill was very much addicted to looking upon wine when it was red, and the new minister at once announced his intention of bringing him to see the error of his ways.

"Well, of course, we know you mean right, parson," one of the elders said, slowly stroking his white beard, "but it would be a mighty bad thing for the place if Old Bill was to quit drinking."

"Why, what do you mean, brother?" the puzzled minister asked.

"Well, parson, it's like this," the elder explained. "There ain't no more convincing talker nowhere than Old Bill. Every time he gets drunk and sobers down he gets somebody to sign the pledge with him, and the other fellow pretty nearly always keeps it."

Annual Meeting and Election.

Petoskey, March 25—At the annual meeting of Petoskey Council, No. 235, held on Saturday evening, March 23, the following officers were elected:

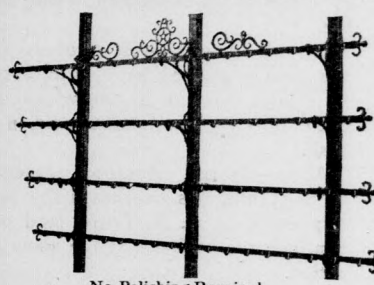
Senior Counselor—Arthur J. Wyman.
Junior Counselor—Asmus Petersen.
Past Counselor—Wm. B. Scattergood, Jr.
Secretary-Treasurer—Thos. J. Bailey.

Conductor—Herbert Agan.
Page—Geo. E. Beach.
Sentinel—P. J. Behan.
Executive Committee—Two years, Geo. S. Dausser, Grant Harrison; one year, D. A. Walsh, Jno. E. Darrah.

Announces His Candidacy.

Coldwater, March 23—In keeping with your article in the issue of the Michigan Tradesman of March 20, I desire to announce through the medium of your journal that I am a candidate for election to the office of Grand Secretary, subject to the decision of the convention at Bay City June 7-8.

Yours for a greater U. C. T.,
John A. Hach, Jr.



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. Dept "K."

THE BRECHT COMPANY

ESTABLISHED 1853

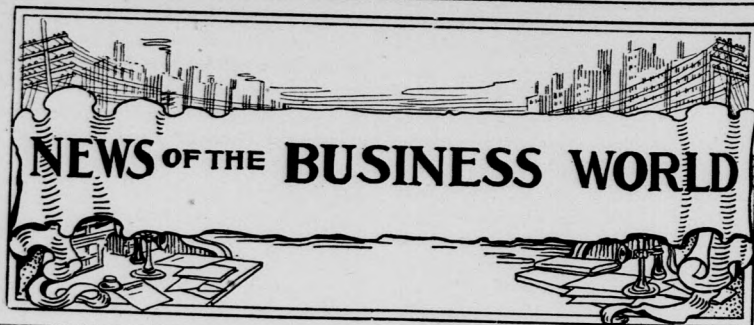
MAIN OFFICES AND FACTORIES 1201-1215 Cass Ave., ST. LOUIS, U. S. A.

New York Denver San Francisco Hamburg Buenos Aires

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



Movements of Merchants.

Lyons—Jacob Lund has opened a bakery here.

Saranac—Stewart & Heitman, bakers, have suspended business.

Detroit—P. J. Schmidt has opened a shoe store at 32-36 Michigan avenue.

Bancroft—Waldie Bros. succeed Knight & Morgan in the meat business.

Manistee—Miss A. C. Bradford has opened a millinery store at 406 River street.

Houghton—Mrs. Melda Miron has opened a millinery store at 37 Sheldon street.

L'Anse—Mrs. Herman J. Seofert will engage in the millinery business here April 1.

Jackson—Fred Cogswell has engaged in the grocery business at 898 Cooper street.

Detroit—The DeLisle-Frost-Winchester Co. has changed its name to Frost & Winchester.

Kalamazoo—Herman Vetter will open a sporting goods store on North Burdick street May 1.

Detroit—The capital stock of the A. Shanbrom Co. has been increased from \$1,300 to \$10,000.

Bay City—The Gregory Farm Seed Co. has increased its capitalization from \$6,300 to \$12,000.

Three Rivers—L. W. Knapp & Co. have engaged in the grocery business on Portage avenue.

Zeeland—G. Gommers has sold his grocery stock to William Wierda, who has taken possession.

Pinckney—Mrs. Harry Raymond, recently of Dansville, will open a millinery store here April 1.

Cass City—Misses Jessie and Fannie Nimmo, formerly of Detroit, have opened a millinery store here.

Greenville—James Gracey has been appointed receiver of the hardware firm of G. W. Stevens & Son.

Edgerton—E. W. Bratt lost his store building and stock of general merchandise by fire March 21.

Detroit—The capital stock of the Realty Owners of Detroit has been increased from \$1,300 to \$3,500.

Traverse City—C. A. Bugbee has sold his drug stock to John P. Scott, who will take possession May 1.

St. Joseph—The Cornwall Farm Lands Co. has increased its capitalization from \$100,000 to \$150,000.

Eau Claire—The Eau Claire State Bank has been incorporated with an authorized capital stock of \$23,000.

Lansing—Sprowl & Mathews, dealers in women's garments, have changed their name to Sprowl Brothers.

Thompsonville—Arthur Wightman, recently of Hart, will open a dry goods and shoe store here April 1.

Detroit—Z. L. Goldsmith has opened a clothing and men's furnishing store at 2278 West Jefferson avenue.

Owosso—Wayne Taylor has sold his stock of dry goods to his father, B. H. Taylor, recently of Bennington.

Battle Creek—I. D. Smith, dealer in books, stationery and confectionery, suffered a \$3,300 loss by fire Mar. 25.

New Era—Bert Borgman has sold his interest in the general stock of Westing Bros. to John VanderWall.

Monroe—A. Wagner & Bro., jewelers, have dissolved partnership, Fred W. G. taking over the interest of his brother.

Sparta—L. W. Guthrie, formerly of Greenville, has purchased the Hall & Johnson grocery stock and taken possession.

Lake Odessa—George Piper has sold his bazaar stock to A. D. Bentley, formerly of Mrion, who will take possession April 1.

Trenton—Earl F. Townsend has retired from the drug business and will devote his entire attention to his practice as an optician.

Lapeer—F. M. Mayhew, recently of Bad Axe, has leased a store building which he will occupy with a stock of fancy goods and millinery April 1.

Charlevoix—Frank Chamberlain has purchased the harness stock of the late Levi Shea, and will continue the business at the same location.

Northport—Peter Wurzburg has sold his drug stock to H. W. Zalsman, who will continue the business under the same style and location.

Hancock—Glass Bros., who conduct a chain of shoe and hat stores in the Copper Country, have opened a similar store here on Quincy street.

Macatawa—C. M. Camburn, recently of Grand Rapids, has opened a general store here. He will also carry a line of hardware and fishing tackle.

Howell—The Howell Grocery Co. has been organized with an authorized capital stock of \$5,000, which has been subscribed and \$1,000 paid in in cash.

Alma—George Huntoon, recently of St. Louis, has purchased the jewelry stock of G. B. Porter and will continue the business at the same location.

Bitely—J. H. Koopman, recently of Scottville, has purchased the Turner & Co. stock of general merchandise and will continue the business at the same location.

Detroit—Demery & Co. have engaged in the dry goods business with an authorized capitalization of \$15,000, all of which has been subscribed and paid in in cash.

Detroit—The Dixie Laundry Co. has engaged in business with an au-

thorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Triplex Tire Sales Co. has changed its name to the Michigan Tire Sales Co.

Sunfield—The Sunfield Lumber Co. has engaged in business with an authorized capital stock of \$12,000, of which \$7,000 has been subscribed and \$3,000 paid in in cash.

Sturgis—The Sturgis Grain Co. has engaged in business with an authorized capitalization of \$12,000, which has been subscribed, \$1,000 paid in in cash and \$7,000 in property.

Menominee—Iver Holland and A. Sanderson have formed a copartnership under the style of Holland & Sanderson and opened a bakery at 1101 Stephenson avenue.

New Seney—The H. & B. Live Stock Co. has engaged in business with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Coldwater—Henry E. Straight has sold his interest in the Up-to-Date Coal Co. to Albert J. Fisk and Claude D. Filkins and the business will be continued under the same style.

Perrinton—The Perrinton Independent Telephone Co. has been organized with an authorized capital stock of \$5,000, of which \$550 has been subscribed and paid in in cash.

Cheboygan—Charles Horne has sold his interest in the stock of Horne & Corlette, fish dealers, to his partner, Charles Corlette, who will continue the business under his own name.

Dowagiac—Fred Shaver has sold a half interest in his jewelry stock to Joseph A. Krziza, recently of Stuart, Nebraska, and the business will be continued under the style of Shaver & Krziza.

St. Joseph—Henry C. Gersonde and Chas. F. Radde have formed a copartnership under the style of Gersonde & Radde and engaged in the clothing and men's furnishing business at 221 State street.

Benton Harbor—C. J. Garey has sold his grocery stock to C. L. Center and Raymond Moren, two of his former clerks, who have formed a copartnership and will continue the business at the same location.

Saginaw—W. H. Lewis has sold his grocery stock to E. Pangman, recently of Mayville, who has taken possession. Mr. Lewis has accepted the position of sales manager for the Lee & Cady Co., in the Saginaw district.

Lansing—W. T. McCaskey & Co. have engaged in business to buy and sell electric, gas and water and steam plants, etc., with an authorized capital stock of \$30,000, which has been subscribed and \$3,000 paid in in cash.

Benton Harbor—Clayton N. Hogue, formerly of Eau Claire, has purchased the interest of the late W. H. Woodley in the hardware stock of W. H. Woodley & Co., and the business will be continued under the style of C. N. Hogue & Co.

Stanton—D. R. Baker, of Walled Lake, and Elmer S. Stebbins, of this place, have purchased the interest of B. L. Gaffield in the Stebbins-Gaffield Co. and will continue the business un-

der the same style. They carry a stock of general hardware.

Dundee—The Dundee Mercantile Co. has engaged in business to sell farm machinery, coal, seeds, buggies, etc., with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed, \$5,099.86 being paid in in cash and \$4,900.14 in property.

Freeport—S. S. Lockwood has exchanged his store building and stock of general merchandise for the store building and grocery stock of H. D. Johnson, at 533 Palmer avenue, Grand Rapids. They will take possession of their respective business places April 1.

Detroit—John W. Merckel & Co., dealers in furs and millinery, have merged their business into a stock company under the same style, with an authorized capital stock of \$30,000, of which \$23,000 has been subscribed, \$2,500 paid in in cash and \$20,000 in property.

Manufacturing Matters.

Belding—The Fargo Shoe Manufacturing Co. has been adjudged bankrupt.

Niles—The Bon Ton Manufacturing Co. has changed its principal office to Petoskey.

Iron Mountain—The Tecumseh Iron & Land Co. has changed its principal office to Negaunee.

Manistee—The Manistee Iron Works Co. has decreased its capital stock from \$800,000 to \$300,000.

Detroit—The capital stock of the Hartwick Lumber Co. has been increased from \$60,000 to \$125,000.

Detroit—The capital stock of the Westwenty Lead & Zinc Co. has been increased from \$22,500 to \$45,000.

Muskegon—E. C. B. Judd, Inc., manufacturer of closet seats, has increased its capital stock from \$50,000 to \$75,000.

Detroit—The capital stock of the Williams Bros. Co., pickler and preserver, has been increased from \$750,000 to \$900,000.

Hastings—The Hastings Crystal Creamery Co. has sold its plant to John L. Sherk, former superintendent, who will take possession April 1.

Houghton—The Naumkeag Copper Co. has engaged in business with an authorized capital stock of \$5,000,000, of which \$70 has been paid in in cash.

Grand Ledge—J. F. Classic, who has patented a combination wagon rack, has leased a building on Union street, where he will manufacture them.

Saugatuck—The Lake Shore Electric Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Adrian—The Barley Foods Co. has engaged in business with an authorized capital stock of \$5,000, which has been subscribed, \$2,500 being paid in in cash and \$2,500 in property.

Cadillac—The B. E. Jones Manufacturing Co. has engaged in the manufacture of broom handles and other wood turnings, with an authorized capital stock of \$20,000, of which \$16,600 has been subscribed, \$5,600 being paid in in cash and \$10,800 in property.



The Grocery Market.

Sugar—There has been but little activity in either raw or refined sugar during the week, refiners are reported as buying raws sparingly and the consuming demand for refined is hardly as large as expected at this season of the year. Both raw and refined sugar is weak and a decline of 10 points was put in effect on Tuesday. The fact that the free sugar bill has been passed by the House does not seem to cause much excitement in sugar circles. Reports from Cuba state that the weather has been favorable during the past two weeks and mills are grinding regularly. The crop is still estimated at 1,800,000 tons.

Tea—Japan teas are moving well with prices fully maintained. Nibs are practically out of the market and old stocks of colored teas are about cleaned up. Formosas have been in demand at good prices since the new Government standards have been decided upon. A protest has been forwarded to Washington by importers against the high standards as selected by the new Tea Board. Congous and Gunpowders hold strong and find ready sales. Ceylons and Indias are also firm.

Coffee—The market continues firm and options and greens have been advanced. Arbuckle advanced green coffee ¼c per pound one day last week, which would indicate that roasted coffee will be higher soon. The prices asked in Brazil for cost and freight coffee continues to hold above spot coffees in New York, which would also indicate that prices will be higher.

Canned Fruits—The demand for most canned fruits from both the city and country retailer is hardly as large as usual at this season of the year. Pineapple, however, is meeting with good success and the retail trade states that the consuming demand is gradually increasing. The opening prices for the new pack Hawaiian pineapple, for later delivery, is from 10@15c per dozen higher than a year ago.

Canned Vegetables—The market has been unchanged during the week. Peas and tomatoes are as firm as ever and canners offering futures for fall delivery are just as firm in their views as ever in regard to price. Corn is still cheap and meeting with a good demand, but it is thought it will increase as soon as retailers are compelled to raise their prices on tomatoes and peas, which they will be compelled to do as soon as they replenish their stocks. The demand for string and lima beans is only fair, but the market is firm.

Dried Fruits—The demand for all varieties of dried fruits is better than for either canned fruits or vegetables. Evaporated apples have been meeting with good success and the market, while unchanged, is firmer than some time ago. The market on prunes has settled again, but it is not as firm as some of the wholesalers expected it would be at this time. Peaches are taken more freely now by the retail trade as they are the cheapest article in the entire line of dried fruits.

Syrups and Molasses—Syrups have advanced 1c a gallon.

Starch—Has advanced 10c a hundred.

Rice—There has been an increased demand for most grades of rice since the arrival of Lent. Prices are firm after the advance of a short time ago. Head is selling from 6@7c per pound and Japan from 4½@6c per pound.

Cheese—The market on all varieties is the highest at the present time that it has been in years, some wholesalers stating they can not remember when full cream cheese, brick or Limburger has been sold so high as during the present week. The average wholesale price of twins is 20c per pound and brick and Limburged are from 1@2c per pound higher.

Salt and Canned Fish—The demand has been active for most lines of salt fish since Lent began. Norway, medium fat split and fancy fat breakfast herring have been advanced from 50c to \$1 per barrel during the week. Prices on codfish are firm.

The Produce Market.

Apples—Pound Sweets, \$4.25 per bbl.; Johnathans, \$5.50; Baldwins, \$4.50; Spys, \$5.50; Russets and Greenings, \$4; Western box apples, \$3 per box.

Bananas—\$1.50@2 per bunch, according to size and quality.

Beets—65c per bu.

Butter—Creamery extras command 29@30c in tubs and 30@31c in prints. Local dealers pay 24c for No. 1 dairy and 18c for packing stock.

Cabbage—5c per lb. New cabbage, California, per crate, \$4.

Celery—California, \$1.10 per doz.

Cranberries—Late Howes, \$6 per bbl.

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

Eggs—Local dealers are paying 19c and the eggs are coming in freely.

Grape Fruit—Choice Florida, \$6 per box of 54s or 64s; fancy, \$7.

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

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

Lettuce—Hothouse, 10c per lb.; head, \$2 per bu.

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

Onions—\$2.50 per bu. for home grown; \$2.50 per crate for Spanish.

Oranges—Floridas, \$3@3.25 per box for all sizes; Navels, \$3.25@3.50.

Potatoes—\$1.30 per bu.

Poultry—Local dealers pay 12½c for fowls; 12½c for springs; 7c for old roosters; 10c for geese; 14c for ducks; 16@18c for turkeys. These prices are for live weight. Dressed are 2c higher. Poultry is scarce and hard to get even at these prices.

Radishes—35c per dozen for hot-house.

Squash—2c per lb. for Hubbard.

Sweet Potatoes—\$6.25 for Jerseys.

Tomatoes—Six basket crates, \$5.25.

Turnips—50c per bu.

Veal—5@9c, according to the quality.

Heber W. Curtis, Cashier of the Grand Rapids National City, has resigned to accept the Vice-Presidency of the Kent State, which has been vacant since the death of Daniel McCoy. It is very unusual for an executive officer of one bank to leave one bank to accept an executive office in another bank in the same city, and a similar instance in Grand Rapids is not recalled. The circumstances, however, were somewhat unusual and the change is made without any interruption in the friendly relations among the banks and their officials. Mr. Curtis received his banking education in the First National Bank of Petoskey under the personal instruction of his father, W. L. Curtis, who is President of the bank. He came here in June, 1910, to become Cashier of the Grand Rapids National and he remained in that position when the Grand Rapids and the National City were merged. He is a young man, has had the best of training and during his residence in Grand Rapids has won many friends. The vacancy caused by the resignation of Mr. Curtis from the Grand Rapids National City will not be filled at this time.

The bank dividends will be on a more generous scale this spring than ever before. The Peoples set the pace a month ago by going on a 12 per cent. basis, with a monthly distribution of 1 per cent. The Kent State will pay 3 per cent. quarterly, compared with 2 per cent. quarterly and taxes, and the South Grand Rapids will also pay 3 per cent. quarterly, as against 2½ per cent. heretofore. The Grand Rapids National City, which paid 4 per cent. semi-annually last year, will pay 2½ per cent. quarterly, or at the rate of 10 per cent. this year. The Fourth National will pay its usual 2½ per cent. quarterly, but it is believed will increase this before long. The Commercial will pay 2 per cent. quarterly. The total disbursement for the first quarter this year will be \$55,250, compared with \$47,125 for the first quarter last year. The Old National, the Grand Rapids Savings and the Michigan Trust adhere to their old custom of paying semi-annually, but it is likely the Grand Rapids Savings will another year go the quarterly disbursement.

The Bean Market.

The general demand for beans has been very moderate the past week. There is some enquiry for strictly choice dry stock, but the kiln dried and off-grade beans are almost without takers.

Red kidney beans and other varieties are at a standstill.

E. L. Wellman.

A. T. Pearson, head of the A. T. Pearson Produce Company, returned Friday from St. Louis, where he went to attend a special meeting of the National Live Poultry Association, of which he has just been elected President. The special meeting was for the purpose of making final arrangements for Mr. Pearson to assume charge of the newly created office of agent of the Association, with headquarters in New York. It was decided that he proceed to New York and open an office in the West Washington market last Monday. Mr. Pearson left this city Saturday, leaving his business here in charge of E. F. Kenzie and R. C. Carr, who at present is in charge of the Missouri branch. As the Jewish holidays begin this week and 150 cars of live poultry are expected to arrive in New York, the Association decided to have Mr. Pearson proceed at once to New York to take charge of them.

The Grand Rapids Drug Clerks' Association was organized at a meeting at the Herkimer Monday night. The officers elected were: President, J. F. Logie; Vice-President, E. W. Winters; Secretary, J. B. Burt; Treasurer, Vernon Trasker; Advisory Committee, D. McNaughton, O. T. Toron and William Lenz. The Association is for all pharmacists who are not employers.

Adolph Brandt has been made Cashier of the Kent State, succeeding to the vacancy caused by the death of J. A. S. Verdier. Mr. Brandt began in the bank as messenger twenty-four years ago and has worked his way up by his own abilities. He has been Assistant Cashier for several years and was in the line of promotion.

The Michigan Potato Sorter Co., which began operations last fall, is now putting in the necessary metal working equipment for the manufacture of the Page auto hoist and expects to have this department in operation in April. Antone Elm is manager of the company and Mrs. Addie Walthers is President.

Manchester—Eugene Kirchgessner has sold his bakery to Charles Seckenger and William Kramer, who have formed a copartnership and will continue the business under the style of the City Bakery.

E. J. Hervey, who has conducted his jewelry store at 6 Canal street since 1868, will move his stock this week to the Shepard building, adjoining the Peninsular Club, on Fountain street.

C A. Spears & Son will erect a new factory 112x128 feet for the manufacture of interior finish as soon as the weather will permit the building.



The Bankers and Their Advertising Methods.

The Grand Rapids banks are believers in newspaper advertising, and some of them are liberal users of space. The Old National and the Grand Rapids National City make the largest appropriations for publicity purposes and they usually take preferred first page space, a position that calls for the highest price. Their advertising well illustrates the change that has taken place in financial circles in the matter of calling public attention to the business. In the old days when a bank advertised the simple announcement of name and place and usually the list of directors and officers was thought to be all that the dignity of the business would permit. Both the Old and the Grand Rapids National City often use current events as catch lines in their advertising and occasionally say things which the old timers would have thought to be highly and even scandalously sensational. Their displays, however, are up to date and according to present day ideas in the best of taste and appealing. The Kent State is a consistent and persistent advertiser, using first page space in conservative quantities, and is usually satisfied with the simple announcement that it has money to loan on real estate, together with name, location and where the branches are to be found. The Grand Rapids Savings often takes quarter page inside space and makes use of it in a heart to heart talk to the readers. The Michigan Trust takes first page top of column space to advertise its popular bond offerings. The Fourth National does not advertise regularly, but can usually be depended upon for page or half page displays in special editions. The Peoples and the Commercial do some advertising, but they do not seem to have any organized campaign. Whether or not this bank's advertising pays is hard to prove, but the bank statements show that the regular advertisers are the banks that have been steadiest in their growth.

The Grand Rapids National City has an interesting map of Michigan so marked with pink headed pins as to show where its up-State correspondents are located. The bank has something like 190 correspondent banks in the State, most of them naturally located in Western Michigan, and in spots the pins are set into the map about as thick as they will go. The last published statements showed that the Grand Rapids National City had a total of \$1,809,206.57 in bank deposits as against \$2,256,923.44 in all the other city banks, or

about 45 per cent. of the total. The bank's due to banks account has had a great growth in recent years and it has largely been due to the energetic efforts of Arthur T. Slaght, whose special duty it is to look after this part of the business.

The growth of Grand Rapids as a financial center is shown by the increase in the due to banks item in the statements. Twenty years ago the up-State banks carried balances in Grand Rapids of less than \$1,000,000, or, to be exact, of \$947,959.32. Ten years ago the total had increased to \$1,745,959.77; the last statements showed a total of \$4,066,130.01, an increase of approximately 150 per cent. in ten years. Ten years ago only one of the State banks carried out of town bank deposits, the old State, with a total of \$46,813.49. Now all the downtown State banks have their country correspondents, with a total of \$599,174.59. The increase in the bank deposits is something more than an indication of this city's growth as a financial center. It means also that territory tributary to Grand Rapids, especially Western Michigan, has been growing in population, in wealth, in resources and in number of banks.

The Grand Rapids Mutual Building and Loan Association is just paying off its series No. 58 of stockholders, and this will call for a disbursement of \$29,750. The stockholders in this series have paid in \$73.20 per \$100 share and the disbursement includes \$26.80 accrued interest, earnings or profits, by what ever name the surplus may be called. This is equivalent to about 6 per cent. on the money paid in, covering a period of about six years. Since the Association was organized it has paid to shareholders a total of \$1,210,394, and of this amount \$321,702 has been profits or interest. This is a splendid showing, and yet it is no better, except perhaps in totals, than the other four associations in the city can make. The building and loan associations in Grand Rapids have been well managed, with economy in their conduct and wisdom in their investment methods, and the amount of good they have done in the encouragement of thrift and in the forming of good habits, to say nothing of the practical aid they have given in buying and building homes is beyond words to tell.

The weather this season has been a serious handicap upon dealings in real estate, especially in farm properties. Ordinary trading in business

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

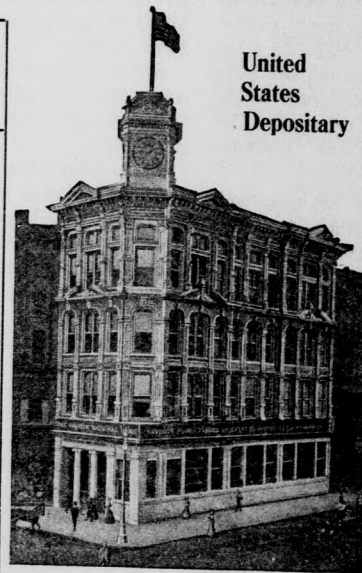
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Capital
Stock
\$300,000

United
States
Depository



Commercial
Deposits

3 1/2

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 3 1/2% 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

properties, factory sites and bargains may go forward at all seasons and with little regard to weather conditions, but an important factor in home buying and building is the optimistic spirit, and the best developer of the optimistic spirit is real spring weather, with bright sunshine and gentle winds from the south, and if a robin can be made to sing at just the right time it is a wonderful help. Thus far this season there has been little opportunity for the optimistic spirit to manifest itself. The weather has been one long succession of blizzards and under such conditions the home seeker hunts his hole. The spring house hunt, whether to buy or to rent, is no doubt close kindred to that instinct which sets the birds to nest building, and there certainly has been nothing in the weather conditions thus far to encourage the birds to activity. Not even the pestiferous English sparrow, which is notoriously early in making its housekeeping arrangements, has yet displayed interest in the assembling of materials. And if the birds are putting it off, how can it be expected we mortals will be busy?

In the matter of farm trading a knowledge of the soil, of the lay of the land, of drainage conditions and other important details are necessary on the part of the wise buyer, and thus far this season the fields have been so deeply and constantly covered with snow that no opportunity has been offered to see anything or do anything. The farm trading season usually opens about March 1, but this year it will be April 1 or later before much is done. The season will be short, but the indications are that it will be brisk. Many city people have had their rural ambitions awakened by the high cost of living. The publicity campaign conducted by the Western Michigan Development Bureau and other agencies is bringing many home seekers from Indiana, Ohio and other of the older and less favored states into this part of the country. One colony of about twenty families is coming from Cleveland and another of fifty families is being organized in Indiana, the former to buy individual farms where desirable farms can be found, the latter to settle on a tract of 5,000 acres near Cadillac. Other smaller colonies or groups are known to be headed this way, beside many individual and unattached seekers. This inflow of settlers ought to be at high tide now so that those who find locations that suit them may have an early start with the spring work, but the weather has been so unfavorable that hardly a beginning has been made, and perhaps some who intended to come this year will put it off another season. The consoling thought for those who have farms to sell is that the winter can not last forever, but it must be admitted that the break has been a long time coming.

A change in farm ideals that ought to give joy to Chas. W. Garfield relates to the wood lot. Not many years ago the farmer who had every

acre cleared was inclined to boast of the fact. To-day that a farm has a good sized wood lot, especially of hard wood is set forth as giving it additional value. The farmer who has a wood lot has his fuel problem solved. He has a place for the shelter of his cattle in summer. He has a park that is all his own, an ornament, something to take pride in, and at the same time something that has its influence on weather conditions and the distribution of moisture. The woodlot has become an important part of the farm and more and more the disposition is to give the wood lot as close attention and care as the rest of the farm receives.

President Wm. H. Anderson, of the Fourth National, has gone to Hot Springs, Ark., to spend a week with S. M. Lemon, who went there early in February to remain until spring. Mr. Lemon has not been in the best of health the past year and he went to Hot Springs for treatment and a rest.

President Chas. W. Garfield, of the Grand Rapids Savings, is expected home this week from spending the winter on the Gulf coast near Biloxi.

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.	84		89
Am. Gas & Elec. Co., Pfd.	47		48
Am. Light & Trac. Co., Com.	300		302
Am. Light & Trac. Co., Pfd.	107		108
Can. Puget Sound Lbr.	3		3 1/4
Cities Service Co., Com.	89		91
Cities Service Co., Pfd.	83 1/2		84 1/2
Comw'th Pr. Ry. & Lt. Com.	64		65
Comw'th Pr. Ry. & Lt. Pfd.	90 1/2		91 1/2
Dennis Salt & Lbr. Co.	190		195
Fourth National Bank	100		105
Furniture City Brewing Co.	75		75
Globe Knitting Works, Com.	110		115
Globe Knitting Works, Pfd.	100		101
G. R. Brewing Co.	215		215
G. R. Nat'l City Bank	178		181
G. R. Savings Bank	185		185
Holland-St. Louis Sugar, Com.	25 1/2		26 1/2
Kent State Bank	25 1/2		26 1/2
Lincoln Gas & Elec. Co.	36 1/2		38
Macey Company, Pfd.	99 1/2		100
Michigan Sugar Co., Com.	89		90 1/2
Michigan State Tele. Co., Pfd.	100		101 1/2
National Grocer Co., Pfd.	87		88
Pacific Gas & Elec. Co., Com.	66		67
Pacific Gas & Elec. Co., Pfd.	91		92
Peoples Savings Bank	250		250
United Light & Railway Com.	100		105
United Lt. & Railway 1st Pfd.	90		92
United Lt. & Railway 2nd Pfd.	75		77

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 99 99

March 26, 1912.
 Commonwealth Power Railway and Light common sold down as low as 64 1/2 and closed at 64 bid and 65 asked. We believe this is a very good buy at present prices. Preferred is firm at 91@92.
 Citizens Telephone Company stock was quiet with very few bids or offers. Any stock purchased now would carry the April 20th dividend and the market should show more activity within the next few days. American Light and Traction continues in good demand with sales of several good sized blocks around 300@301.
 It is reported that Samuel Insull, President of the Commonwealth Edison Company of Chicago has purchased a large block of the common stock of the Pacific Gas and Electric Company. This together with the payment of a 5 per cent. dividend (payable quarterly) on this issue has given the market considerable strength with sales at 68.
 We understand from reliable sources that a dividend of probably 75 per cent. in stock will be paid within about 30 days on United Light & Railways Co. common. The market is very strong around par, with almost none offered. The first preferred sold up to 86 1/2 ex-dividend and the second preferred at 77. It is reported that the new underwriting (United Lt. Ry. Co. 1st preferred, with a 20 per cent. bonus of 2nd preferred) issued for the purchase of the Tri-City Railway & Light Co. and other properties, has been largely over-subscribed and the quotations on the individual securities already place the underwriting at a premium. Dividends are payable April 1st at the rate of 1 1/2 per cent. on 1st preferred and 3/4 per cent. on 2nd preferred.

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E. A. STOWE, Editor.

March 27, 1912

PRIVATE OWNERSHIP BEST.

The proposition now under consideration in municipal circles for the city to acquire by purchase or condemnation the water power rights in the river with a view to their development as a municipal enterprise, may be put forth in seriousness, but the disposition will be to wait until after election to see if it is not a bit of campaign buncombe. The plan itself does not seem one that will commend itself to the sober common sense of the people. The two canals, the East and the West Side, are controlled by old corporations which received their rights in the early days direct from the State in the form of perpetual charters. Perpetual charters are not allowed to-day and perhaps they never should have been granted, but the people of sixty years ago had problems of their own to solve and perpetual charters may have been the price they had to pay for the development of power they needed to give Grand Rapids a place on the map. These perpetual rights are valuable now and whether acquired by purchase or condemnation the cost is certain to run high. After the rights have been acquired the problem will be to make use of the power. When it was proposed to convert the water power into electric energy for distribution among the right owners two years ago and the city was asked to grant a franchise it was estimated that the improvement would cost a matter of a million of dollars, this to include the new cement dam, the equipment for the power plant and the distribution of the current. It is unlikely that the city would do the work cheaper than private enterprise. The whole plan, rights and power development would probably mean an investment of a million and a half or two million of dollars, and with all this money in the enterprise what would the city get out of it? At very low water in summer the plant would be useless, at very high water in spring it would be out of commission. Two or three months every year the municipal enterprise would be unable to render service, and could the city make use of such an uncertain source of supply for city lighting, or would private consumers consent to such interruptions of the service they were to receive? All the present owners and

users of the power rights have their steam plants to supplement the water power in times of drouth and flood. Owning the rights they are willing to submit to some inconvenience, but would they stand for it under any other circumstances? It is not likely they would. As a municipal enterprise the power proposition would certainly be a failure and a costly one.

The old water power method is wasteful. The old dam, the canals and the water wheels may have been good a generation ago, but to-day they are far behind the times. The modern and scientific way would be to convert the water power into electric energy at a central power plant so planned that every ounce of the flowing water would be utilized, and then to distribute the current. This plan would not only utilize the entire power of the river, but manufacturers would be saved the expense of maintaining steam plants for emergencies and the power could be transmitted to points distant from the river where it might be needed, with the Grand Rapids-Muskegon or some other private enterprise to fall back upon. This development of the river, however, should be made not by the city but by private enterprise and according to the plan proposed two years ago, with flood protection for the East Side business section in view. The plan, involving the granting of a franchise, was defeated two years ago by demagogic cries that the rights of the people were being given away. As a matter of fact the only right that was being bestowed was the right to spend about a million dollars, with returns on the investment far from being certain. The development of the water power by private enterprise would be sane and of great advantage to the city; when estimates are made what the cost will be as a municipal enterprise it is likely the new plan will be dropped with a thud. That will be after election and perhaps then it will not make much difference.

In connection with the proposed municipal plan a more or less startling statement is made to show how the State is falling into the grasp of a terrible octopus which is reaching out to seize all the available water powers in Michigan, and much emphasis is placed on the importance of action to conserve the natural resources for the people. These fire alarm statements show only one side of the situation and in a light so colored and distorted that the suspicion may be expressed that they are intended to deceive. As a matter of fact, instead of hampering private enterprise in the development of the water power of the State the public policy should be to encourage this in every way possible, under such supervision, of course, as will safeguard the rights of the people. For uncounted centuries the Muskegon and the Au Sable, the Grand and other streams in the State have been flowing on their energy going to waste, doing no good to man, playing no part in the progress and prosperity of the State. The State would not be

justified nor would the people consent to the expenditures of the millions required for the development of the power of these rivers and its distribution. The rivers would flow on for countless centuries more but for private enterprise represented by men with capital and energy and vision, and such men should be encouraged to go ahead and do what the State can not do. To-day Grand Rapids is receiving its power and light from the Muskegon River, forty miles away, Saginaw has its current from the AuSable, more than a hundred miles away. Flint, Pontiac, Jackson, Kalamazoo, Battle Creek and other cities in the State receive their electric current from harnessed rivers that may be miles away and which but for private enterprise would be flowing peacefully on and uselessly. It is but a matter of time when the industries of the State will be on an electric basis and the rivers of the State will be furnishing the current. What this will mean in conserving the coal supply, what it will mean in conserving human energy, and in contributing to the State's prosperity may be imagined but can not be expressed in words. To let private enterprise do what the State can not do does not necessarily mean that the rights of the people are to be left unguarded. The private enterprise can not enter any township or village or city without a local franchise, sanctioned by a three-fifths vote of the people. The State, through the State Railroad Commission, has the right of supervision over the rates to be charged for the service rendered. The State has the power of taxation. With these safeguards can it be said the people are not amply protected?

THROTTLED BY UNIONISM.

The closing of the Grand Rapids Employers' Association free employment bureau may be regarded as a brilliant triumph of unionism and petty politics. The bureau was established about seven years ago. At that time there was bitterness between the manufacturers and the union movement and the bureau was organized on defensive lines, with records kept of men in the factories, their capacity, wages received, antecedents and other information regarding them. Five years ago this method was abandoned and the employment bureau became an open shop institution in the broadest and best sense, open to any man in search of work or to any employer needing help, with no questions asked except such as were necessary to make intelligent connections between employer and employe, and the only permanent records a simple tally of the number served. The bureau was maintained at considerable expense by a limited number of employers, mostly furniture manufacturers, but its benefits were open to all, and the bureau became a recognized clearing house for unemployed labor and jobs hunting for men. Every morning Miss Lillian Williamson, who acted as manager of the bureau, called up every member of the Association to ask if men were needed. As soon as the

roll was completed and the returns tabulated the idle men who thronged her office would be called up one by one to state their needs and as rapidly as possible they would be sent with their identification cards to the jobs awaiting them. If men still remained unplaced, other employers would be called up, the metal trades, coal yards, building contractors, hotels, knitting works and even farms near town and a conscientious effort was made to find every possible vacancy where men could be placed whether as skilled or as common laborers. If men out of work desired, their names and addresses were taken and as soon as a vacancy occurred they would be notified, but these were never kept longer than a week or ten days and were then destroyed. Employers in many lines, even those desiring temporary help or odd jobs done, often called up the bureau and asked that men be sent to them, and this helped make the bureau the broad gauge public philanthropy it was intended to be. In the old days a man wanting a job had to make the weary round of the factories until he could find a vacancy, and the rebuffs he received were often more heart-breaking than the physical weariness of a long tramp. With the bureau the exact location of the job, if one was to be found in town, was learned with the least possible delay, and no time was lost in hunting and no discouragements met with through hopes deferred.

During the strike last summer the union leaders, Mayor Ellis and others, willfully and maliciously misrepresented the methods and purposes of the free employment bureau. They declared a black list was kept against union men, that the bureau was an instrument of oppression and abuse. They did all they could to arouse prejudice against it and to impair its usefulness and efficiency. They carried this so far and with such results that this spring the employers who had been maintaining the bureau so long came to the conclusion that what they were doing for the benefit of the unemployed was not appreciated. The bureau has been closed and now the unemployed can go to the State Free Employment Bureau, conducted by Wm. H. Boyns, for such assistance as they may need. The State Bureau is supposed to render the same service as that given by the Employers' Association, but there is a marked difference in that one is conducted on general lines, while the other was intelligently specialized; one is a semi-political proposition and the other was a philanthropy.

The only things that need trouble us very much are not the things it is right to conquer, but the things it is wrong to conquer. If you ever conquer anything in yourself that is right, that will be a real trouble for you as long as you live.

The human face may disclose the scars of wounds, but there are wounds we do not see—wounds of the body as well as the spirit—the lacerations of sorrow and the strokes of bereavement.

LAKESIDE CLUB PROJECT.

The plan to revive the old Lakeside Club has taken new life and it may well be hoped that this time it will go through. The plan is to organize an entirely new club with a new name, a new management and with its own traditions to establish. This city has many social organizations, and it is possible we could get along without another, but the club house is there and it is so large, well arranged for social purposes and so splendidly located that it would be a pity not to take advantage of the opportunities and to convert this property into a real asset in the city's social and business life.

The old Lakeside Club was the successor of the still older O-Wash-Ta-Nong Club, which was organized in the early '80s. The O-Wash-Ta-Nong Club in its day was an exceedingly popular institution. It was organized as a boat club, but from the beginning was more social than boat. Its first club rooms were on the top floor in the Commercial Savings Bank building. When the Barnhart building was erected, in which the Tradesman has its offices, the Club took the entire second and third floors and fitted them up as club rooms, with gymnasium, parlors, dining and reading rooms, card rooms and bowling alley. The building of a handsome club house at the Lake for summer use and for aquatic pleasures followed. The Club had 600 or 800 members and was conducted on lines that made it popular, and its social functions, both downtown and at the Lake were regarded as important events during the season. Under the auspices of the Club the rowing regattas of the Northwestern Rowing Association were held here several seasons and Grand Rapids has its crews, and they won their share of the prizes. The Club finally came to smash through bad business management.

The Lakeside Club was organized to take over the club house at the Lake. It did not maintain downtown club rooms nor did it go in particularly for sport. It was purely a social organization for summer use. It had row boats and shells for members, bathing facilities and a bowling alley, but its chief aim was summer recreation, and with Warren Swetland as manager it became popular and had a large membership. One Sunday afternoon about ten years ago the club house caught fire and, flimsily constructed, it disappeared in a flash. The old Club had been so popular and had filled so large a place in the social life of the city that the demand was strong for the rebuilding of the club house. According to the rebuilding plans as originally prepared it was proposed to build a club house that would cost about \$40,000, this to include the furnishings, and to provide the necessary funds a bond issue secured by a first mortgage on the proposed building was floated with the Grand Rapids Railway Company as guarantor. In some manner, never fully explained, between the time the plans were accepted and the contracts awarded changes were made calling for a

much larger building than was originally intended, with a third story designed to be made up into bachelor apartments. The original bond issue was barely enough to pay for the construction and a second mortgage bond issue was made for about \$30,000 for the furnishings and to provide working capital. The Club started well in its new and larger quarters and at first was conducted as a high grade social institution, with winter as well as summer seasons. The interest charges on the bonded indebtedness became burdensome and to increase the revenues memberships were sought from those who would be "good spenders." The Club became somewhat miscellaneous in its membership and in time lost caste, and there were methods in its conduct that brought reproach. When the fact developed that an immediate expenditure of \$17,000 was necessary to rebuild the foundations such was the feeling that the closing of the Club was deemed the wisest and best course. This was about five years ago and the club house has not since been used for the purpose for which it was erected. Two years ago plans were well advanced for the organization of a new club to take over the property and enter upon a new and better career with it, when the burning of the Masonic Home made shelter for the inmates a problem. The club house, with all its fine furnishings and equipments, was turned over to the Masons as a temporary home and they retained possession until the new home was established at Alma last fall. Now the movement is being revived to restore the club house to its original purposes, and there is little doubt but that it will succeed. The Grand Rapids Railway Company has claims against the property for repairs, taxes, insurance, care taker and incidentals which it had to pay as guarantor of the first mortgage bonds to the amount of \$27,000, and will write this off and in addition will give \$2,000 cash if a new club shall be organized, the new club to secure the cancellation of the old second mortgage bonds either by donation or foreclosure. This would leave the new club with the first mortgage bonds of \$38,000 as its only debt, carrying fixed charges of only \$1,900 a year. The plan proposed is to have a club of 1,000 or more members, with dues of \$10 to \$15 a year, and this, it is estimated, would furnish revenues ample for all purposes. The Association of Commerce Committee of One Hundred has taken the matter up, appointed a committee and it is likely that something will be accomplished in time to permit of the use of the club house the coming season.

In the old days the club house not only filled an important place in the social life of the city but played a prominent part in the entertainment of guests in the city. Conventions of all kinds were given tickets to the Lakeside and the Club helped to enhance the city's reputation for hospitality. The Club was also a favorite resort and place of entertainment for the furniture men, both sellers

and buyers, and the furniture manufacturers are among those most anxious to see the Club revived.

CHANGE IN EXECUTIVES.

Since Newman Erb received free hand to work out the destinies of the Pere Marquette Railroad, several important changes have taken place in the high executive positions on the road. One after another, Vice-President W. D. Trump, General Superintendent A. Patriarch and General Passenger Agent H. F. Moeller have retired and others have taken their places, and it is quite possible that other changes will come. The changes no doubt are made in the hope that improved service will result and, considering the forlorn condition the Pere Marquette has been in and the urgent need for improvement, few in Michigan but will hope that the desired results will be realized. This hope can be expressed in all loyalty to the officials who have been retired, and without the slightest reflection upon the work they have done in the past. To have them off the roster, however, will be to part with old friends, with men who have been so long and so closely identified with the road that they have become almost a part of it. Mr. Patriarch's service, commencing with the old Flint & Pere Marquette, has extended over a period of thirty-eight years. Mr. Trump began with the old Flint & Pere Marquette about thirty years ago and worked his way up. Mr. Moeller started as a messenger, became an operator, then a local agent and worked his way up to the head of the passenger department. They are veterans of the service and under them many changes have taken place. The old Flint & Pere Marquette, once a collection of logging roads, was built up into one of the representative roads of the State, and was then consolidated with the old Chicago and West Michigan and the Detroit, Lansing & Northern to make the present system. If they had had the same part in the financing as in the operating of the road it is possible the story of the Pere Marquette would have been different and its present condition more fortunate, but the financing was outside of their province and they had to accept what others imposed upon them. In retiring they will have the good wishes of the entire State and of the railroad world in general. New and younger men are taking their places, men with other ideas and who perhaps will bring to the service fresh enthusiasm and a greater zeal. In making the changes the policy of promotion has been followed in the appointment of new men. Younger men from the ranks are advanced and will be given their chance to solve the problems which confront the management. The successor to Mr. Moeller as General Passenger Agent, for instance, is W. E. Wolfenden, who began his career as a railroad man as operator at the little station of Woodville, on the old Chicago & West Michigan. He won promotion to the agency at St. Joseph and then was brought here by

George DeHaven as city ticket agent. When headquarters were moved to Detroit he was made District Passenger Agent, and when the Western office was opened in Chicago he was sent there to take charge of it. Now he has been made General Passenger Agent, and in his Chicago office will be succeeded by Hugh J. Grey, who worked up from a minor clerkship to city and then to District Passenger Agent here. Neil DeYoung, who started as a section hand on the Chicago & West Michigan, became an operator, then a station agent and then city agent here, will become District Agent, and W. K. Cooper, of Muskegon, will be city agent.

There will be regret at the passing of the old officials, of Trump, Patriarch and Moeller, but there is some satisfaction in knowing that their successors are men who have worked up from the ranks and have won on merit. In this connection it may be said that the railroad world is full of men who have come up from the bottom. The Vanderbilts and the Goulds, of course, came to their station by inheritance, but where one railroad man has received his position through birth there are a score who have fought their way up the ladder. There is Wm. Cotter, President of the Pere Marquette, as an illustration. Some time ago a little dinner was given in his honor by a company of Grand Rapids men. During the evening somebody commented on the fact that Mr. Cotter had been a railroad man all his life. "Yes, that is true," he said in reply. "I have always been a railroad man and my father was a railroad man before me. My father for fourteen years in succession took first prize for having the best kept section on the line of the Erie Railroad." And that his father had been section boss seemed a matter of pride to Mr. Cotter, and it is possible that because his father was the best boss on the road made it easier to be proud of him. There are many other high officials in American railroads who have had just as modest a start in life and have won their way up not by what their fathers have done but by what they are able to do themselves. The management of railroads may be cold blooded, but probably in no other line of activity is merit more sought for or more quickly recognized.

Men are better judges of women than women are of men. Besides, if they find themselves mistaken, they bear their disappointment better and show it less. They alone know their tragedy, while women flaunt their disappointment before the world.

Most of us spend half our lives in fighting for things that would only destroy us if we got them.

A man who has never been defeated is usually a man who has been mired.

There are wounds harder to heal than those of the flesh.

We have to be defeated sometimes in order to succeed.

Detroit Department

Will Fight Loan Sharks.

Homer Warren, President of the Board of Commerce, will celebrate his inauguration into that office April 1 by some activity directed against the loan sharks and try to assist in finding some remedy for the trouble. Mr. Warren is in New York and he will personally look into the work which has been done there by the Russell Sage Foundation, which made an exhaustive investigation of the loan shark evil some time ago. The Board has been gathering data on this subject for several weeks and it is understood that as soon as the new officers are installed considerable attention will be given to the loan shark matter. It is said that efforts may be made to interest the various manufacturers of the city in some plan to protect the workmen against the sharks and to aid them to get out of the clutches of the money lenders rather than discharge them as soon as it is found that they have borrowed money on their wages.

Articles will be filed in a few days with the Secretary of State at Lansing increasing the capital stock of the Invincible Starter Co., of Detroit, to \$25,000. The new officers of the company are: Edward J. Corbett, President; D. W. Reinohl, Vice-President; Geo. S. Anderson, Treasurer, and H. J. Weeks, Secretary and General Manager. The Directors are Edward J. Corbett, D. W. Reinohl, Walter E. Oxtoby and Geo. E. Monaghan. The Invincible Starter Co. is engaged in manufacturing the "Invincible" acetylene gas starter for automobiles and motor boats.

Articles of association have been filed by the Detroit Guide Co., with capital stock of \$1,000, \$400 paid; \$10 per share; terms, thirty years; dated March 14, 1912. The stockholders are August Marxhausen, 25 shares; Robt. F. Suckert, 25 shares; Frank A. Ralf, 25 shares; Harry Schuknecht, 25 shares.

C. F. Woodruff is in Washington to appear before the United States Board of Food and Drug Inspectors as representative of the National Association of Manufacturers of Medicinal Products. The organization, which is composed of thirty large manufacturers of drugs used by physicians, is interested in the regulations governing the sale of narcotics. A tentative decision prohibiting the importation of opiates except for use for medicinal purposes has been rendered by the Board. The hearing is on that decision.

Unless the railroads entering Detroit soon show themselves able to handle traffic in much better shape

and in much greater volume than they are now doing, the Cadillac Motor Car Co. will build in some other state a large additional plant, whose erection is now being contemplated.

A deal has been practically closed by which Morgan & Wright purchase from the General Motors Co. the old Welch-Detroit motor plant at Concord and Jefferson avenues. The plant itself is a two-story brick structure set far back from the Jefferson avenue line, the land having a frontage of 200 feet and extending back to the Detroit River, a distance of 1,100 feet. While information as to the true consideration is not available, the property is said by the real estate men to be valued conservatively at \$500 a front foot, or a total of \$100,000.

The Parisian Cloak & Suit Co. have opened a sample garment store, showing the latest styles and creations in women's and little women's cloaks, suits and gowns.

The first cost congress of the Michigan Printers' Cost Commission, an organization designed to promote efficiency, improve salesmanship and "find cost," will be held in Detroit April 11, 12 and 13, with headquarters at the Hotel Cadillac. All printers of the State, from smallest to largest, are eligible to membership in the Commission.

It is claimed that local freight warehouses are suffering from congestion as well as the terminals are and that local consignees of freight in less than carload lots are not removing their freight from the warehouses as rapidly as they might. Robert H. Day, Manager of the Transportation Bureau of the Board of Commerce, is making efforts to hurry delivery of freight in some urgent instances and is asking local shippers to co-operate with the railroads by getting their incoming shipments away from the warehouses as soon as possible after arrival.

Letters have been mailed by the Board of Commerce to about 500 Detroit business houses, organizations, churches and citizens who may be interested in the proposed revision of the numbering and street sign systems of the city, calling attention to the final hearing on the matter before the Council Committee. The letter says the Board has the approval of more than \$1,200 leading citizens as well as the leading wholesale houses, taxicab and messenger services, all the public service corporations and the postoffice.

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

Buffalo, March 27—Creamery butter, 27@31½c; dairy, 23@28c; rolls, 23@25c; poor to good, all kinds, 20@24c.

Cheese—Fancy, 18@ 18½c; choice, 17@17½c; poor to good, 12@16c.

Eggs—Choice fresh, 22@23c.

Poultry (live) — Turkeys, 17@20c; chickens, 16@17c; fowls, 16@18c; ducks, 17@19c; geese, 13@14c.

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

Beans — Red kidney, \$2.50@2.65; white kidney, \$2.75@2.90; medium, \$2.65@2.70; marrow, \$2.90@3; pea, \$2.65@2.75.

Potatoes—\$1.40@1.45.

Onions—\$2.15. Rea & Witzig.

New Association Formed.

A new association of retail grocers and general merchants was instituted at Owosso on March 21 by J. T. Percival, with the following officers:

President—Harry E. Smith.

Vice-President—A. C. Dowling.

Secretary—H. Hawcroft.

Treasurer—E. L. Bunting.

It takes in all classes of retailers and is called the Retail Merchants' Association. It will have fifty members before the charter closes.

The following names were added to the One Thousand Club during the past week: John Layman, Mt. Morris; O. L. Brainard, Elsie; Connolly & Son, Bear Lake, and C. A. Stockmeyer, Caseville.

Paid Her Fare.

When a Massachusetts trolley car fender picked up a hen a few days since, the motorman lifted the fowl from its perilous position and put it on the front platform. The conductor suggested to his feathered passenger that she owed five cents fare. The hen looked wise but said nothing. She settled down in her place by the motorman until the car returned to the spot where she was picked up, when she flew away, leaving behind her an egg with a double yolk as her fare. A fresh egg is worth good money these days, and when it has a double yolk it is worth twice as much, so Biddy is welcome to ride again if she pays at the same rate.

For every time a man is hurt he is scared a hundred times.

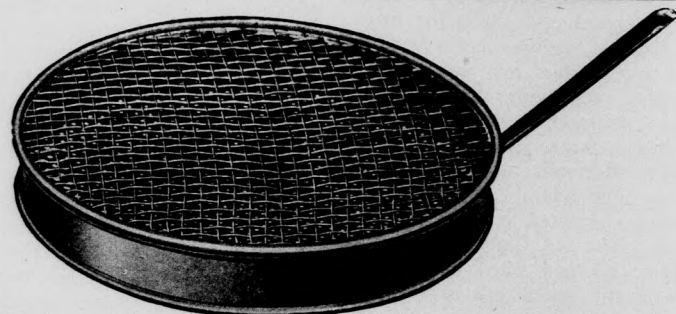
KEMBERLING & BLISS
(English and German)
EXPERT
MERCHANDISE AUCTIONEERS
516 Chamber of Commerce, Detroit, Mich

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 ¼c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Detroit Board of Commerce finds that 80 per cent of Detroit's industries are located on the Michigan Central and suggests that more railroad competition might provide a better service and do something to end the freight blockade.

Detroit aldermen have voted to bond the city for \$200,000 for construction of a garbage incinerating plant.

The Cass Technical high school, designed to take care of 1,200 students, was dedicated in Detroit last week, and the metropolis of Michigan thus takes a decided step in the line of industrial education. One of the purposes of the school will be to facilitate the instruction of apprentices in the wood working and metal working trades, by giving part-time instruction to boys already employed in the shops.

The Jackson city council has ordered the improvement of Woodbridge street, at the request of the Aspinwall company. The Aspinwall people threatened to remove to another city in case this street, over which much of the company's product is hauled, was not put in condition.

The Calhoun County Good Roads Association was organized at a recent meeting held in Battle Creek. Business men of Battle Creek will give substantial assistance in the movement.

The state convention of photographers was held in Saginaw last week.

The Holland Chemical Co., recently organized at Holland, will build a factory on Sixth street, at foot of College avenue.

Starting April 1, the meat markets and groceries in Kalamazoo will remain closed all day Sunday.

Kalamazoo will vote this spring on a proposition of bonding for \$284,000, the items being as follows: ornamental street lighting system and new municipal lighting plant, \$140,000; new police station and equipment, \$35,000; two standpipes, \$55,000; public comfort station, \$3,000; cement bridge at Mill street, \$16,000; contagious disease hospital, \$25,000; tuberculosis sanitarium, \$10,000.

The Ann Arbor railroad proposes to build a new freight depot at Cadillac this summer, provided the city will vacate a portion of West Mason street.

The annual banquet of the Manistee Board of Trade held at Briny Inn was attended by 250 members. A bigger and better board of trade, the development of Manistee river water power, baseball, interurban railroad and the proposed Danish school, all came in for a share of the boosting.

Muskegon is happy over the announcement that the Standard Oil Co. will make that city a distributing center for a district larger than the three New England states, Massachusetts, Rhode Island and Connecticut. Oil and gasoline will be brought there in tank steamers. Muskegon has reason to hope also that coal companies and other large corporations will make that city a distributing center for western Michigan.

Dirt will be turned in April on the proposed electric line connecting Battle Creek and Coldwater, so the promoters say. Senator A. C. Kingman of Battle Creek is at the head of the enterprise

and J. T. Adams of Columbus, O., will have the construction work.

Ionia citizens met last week to discuss ways and means of meeting the need of more houses for workmen, and a committee was appointed, with Fred W. Green as chairman, to investigate the matter.

Starting with the Odd Fellows' encampment on May 20, a convention is scheduled for Pt. Huron every week during the coming summer season. Pt. Huron's summer resort business is growing every year.

Ann Arbor citizens met and adopted a resolution recommending to voters of the city the purchase of the Ann Arbor Water Co.'s plant at its stipulated price of \$535,000. The council is asked to authorize submission of the proposition at the election April 1.

The Manistee council has appointed a committee to investigate the city water rates. Discrimination has been charged and the books of the water board are being examined by outside experts. Speaking of this latest water board scrap the editor of the Manistee News says that while this sort of doings makes good reading matter, and helps to sell the paper, "we're that unselfish that we'd be willing to write stories about civic improvements, a booming town, and things that make for a better city and lower taxes, instead of petty, personal, and altogether useless wrangles. If the wranglers like their town, want it to be a good town, want Manistee to take the lead in boosting itself and northwestern Michigan, the surest way for them to help is to cut out the scrapping. All of these men have a surplus of energy. It could be so directed that it would move the city forward instead of pulling it backward. Suppose that they take the lead in organizing an advertising campaign and raise money to put Manistee on the map. Suppose they get out and work to increase the membership of the board of trade. Suppose they undertake to scure a boy's club for the town. Any of these suggestions would be good. They aren't copyrighted either, and the gentlemen in question are at perfect liberty to help themselves."

The old Prouty works at Albion will be occupied by a new industry for the manufacture of automobile wheels. Mark Merriam, vice-president of the Hayes Wheel Co., Jackson, is at the head of the enterprise.

South Haven has been assured that the tracks of the Michigan Central and the Fruit Belt line will be connected in that city. This will mean an interchange of traffic and will be of great advantage to shippers.

The treasury department has ordered the site cleared within sixty days for the proposed new federal building at Three Rivers.

Jackson claims to have plenty of hard and soft coal, but all kinds of coke is scarce.

The Reed City Board of Trade has chosen officers for 1912 as follows: president, L. H. Norman; vice-president, Stanley Sanford; secretary, A. M. Fleischhauer; treasurer, S. T. Johnson; directors, two years, A. C. Goehrend, Theodore Schmidt, J. W. Patterson and H. W. Hawkins; directors, one year, A. J. Auer, B. T. Curtis and C. L. Lane.

The Evart Light & Power Co. is ap-

plying for a 30-year franchise at Reed City.

Portland has turned over its cement "village hall" building to the Ramsey-Alton Co., and this manufacturing concern agrees to erect a modern \$10,000 factory, 60x100 feet, two stories.

Almond Griffen.

Sensitive Persons.

Some people are curiously proud of being sensitive. It seems to them to indicate refinement and delicacy. The truth is, however, that sensitiveness usually proceeds either from sickness or from selfishness. Sometimes the body is in an abnormal and irritable condition, and the mind is in sympathy with it. It is the sore eye that is hurt by the light. It is the sore foot that is always stumbling against the stones. In sound health neither the light nor the stones are noticed. And it is the sore mind that is always getting knocks and bruises. Words to which a well mind pays no attention stick in a sick mind like poisoned arrows. Or else the sensitive person is simply selfish. Every church, every society, every club has annual experiences with people who agree to serve at this or that, and they do serve for a time admirably. Then something happens; they miss the word of praise, or they are criticised, or they can not have their own way, or nobody seems to pay any attention to them. And they stop. That makes it plain that they were not at work for the church, or for the cause, or for the good of the people. They were working solely for the wages

of praise. They believe themselves to be sensitive, but they are only selfish.

Easy Way To Heaven.

Elder Thompson, President of the Seventh Day Adventist Conference, in Iowa, declared that he is looking forward to the time when the people will be taken up bodily from the earth and transported directly to heaven without experiencing death. That will be a strange heaven we would go to, if one had to take his earthly ills, faults, carnalities, etc., with him. No, no; there must be death and the grave to cut us off from mortal life, with its jealousies, envies, hatreds, gossips and meanness generally. There has got to be a resurrection to get rid of them.

Then going to heaven—that needs explanation. Somewhere it is, we are sure. We thought we got a glimpse of it the other day, when we saw a sister of charity entering a hovel with some food in her basket and a prayer in her heart. Heaven begins right here on earth, in making glad a desolate soul with the sunshine of a live faith and a basket of bread and meat.—Ohio State Journal.

No Emancipation.

"And so you are an ex-slave," said the traveler in the South. "How interesting. But when the war was ended you got your freedom."

"No, suh," replied Uncle Rastus. "Ah didn't git no freedom. Ah was married."

Dry Goods Stock For Sale In Detroit

This is an up-to-date stock of

General Merchandise

which will invoice in excess of \$9,000.00; located in a new, live manufacturing district and growing community. It is an

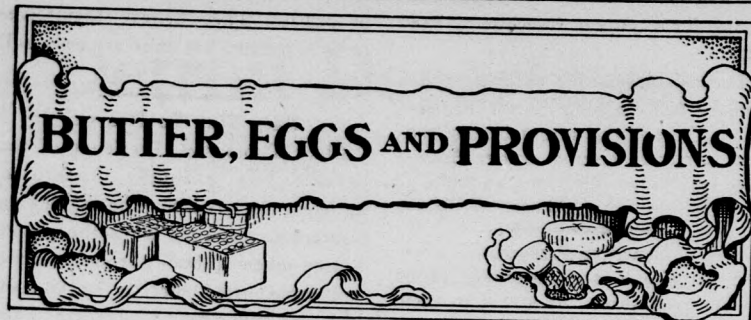
Exceptional Opportunity

for some one to step into a going business and

Begin Making Money At Once.

If interested, apply to

Burnham, Stoepel & Co.
Detroit, Mich.



Canned Foods.

One of the most interesting lines of canned food at the present time is salmon. Salmon has really come into its own. Time was when the consumption of canned salmon was not so very large—to-day it is tremendous, and it is increasing, as the fine food qualities of the fish have become more widely recognized. The problem of the salmon canners now seems to be to pack enough goods to supply the demand, and this notwithstanding that the retail selling price of a can of salmon of any grade is materially higher than it was only a few years ago.

What the outcome of the 1912 salmon canning season is to be is something in which the trade's interest is rapidly increasing, although no one can now supply the answer. One thing, however, is certain, and that is that it promises to be active, judging from the orders already booked by the packers. It is a fact that some of last season's pack will be carried over, but practically all of this surplus will consist of pinks, the total quantity of which on hand now is estimated at not to exceed 150,000 cases. Since Puget Sound alone last year produced a million cases and the entire production on the Pacific coast totaled 2,500,000 cases of both pinks and chums, this surplus is considered as entirely too small to have any effect on the market for 1912 salmon, for Puget Sound packers probably will be unable to produce a case of pinks, this being an off year, when pink fish do not appear in the waters of the Sound. Good judges state that there is little possibility that the 1912 salmon pack can come anywhere near equaling in size last year's output. Puget Sound alone will show a falling off of one million cases, and it is not thought that the erection of a number of new canneries in Alaska will make a sufficiently increased production to overcome so tremendous a reduction as this. Estimates of the 1912 pack generally place the total at around 5,000,000 cases, whereas last year's pack reached a total of 6,140,000 cases. This is a big difference for an article that is increasing in popularity.

This in regard to pinks, being the views of one of the leading factors in the salmon canning business, is interesting:

"The pack of pinks this year can not be much more than half that of 1911, some of our contemporaries venturing to say that it will be less than half. With chinooks, sockeyes and reds higher than millions can afford to pay, with meats costing more than even the highest grades of sal-

mon, and with a short pack of pinks inevitable, it does not take a prophet to predict a greater demand than supply in 1912."

Westphalian Ham.

Westphalian ham, more or less famous throughout the world as a German table delicacy, is given its peculiar piquant taste by the use of juniper berries in smoking the meat. The carcasses are cut in such a way as to retain the whole ham bone together with the hip. The hams are then rubbed thoroughly with a solution of 100 pounds of salt to one pound of saltpetre, when they are placed on cement floors or in vats and thickly strewn with salt. They are allowed to lie in this solution for a period of two weeks and then placed in another receptacle with a 22 per cent. solution of brine. They remain in this solution for a period of eighteen days, their position being changed from day to day so that those being on the bottom are brought to the top. On the expiration of eighteen days they are removed from the brine and packed one upon the other in a cool, dry cellar for four weeks, during which time they are supposed to ripen—that is, to become tender and take on color. They are then cleaned with a stiff brush in lukewarm water and allowed to soak in fresh water for twelve hours. They are then ready for the smokehouse.

The smokehouses consist sometimes of two, and sometimes of three stories, the fire being kindled in the lowest and the meat hung in the second and third, to which the smoke ascends through holes in the flooring. Westphalian hams are invariably smoked over a bright fire made of beech wood only, except that juniper twigs and berries are constantly thrown on the fire. Beech wood sawdust is strewn over the fire in case it becomes too strong. The smoking process requires on an average about eight days.

Beetles That Grow Mushrooms.

Scientists have known of mushroom growing ants for a long time and it was generally believed that the ant was the only insect possessing sufficient intelligence to make a successful mushroom farmer. Professor J. Bouverie, the French entomologist, has found that a certain wood-boring beetle known as the hostrychide is as familiar with mushroom cultivation for home consumption as the ant.

Professor Bouverie discovered that the beetles bore holes in wood and half fill them with a prepared fungus which makes an ideal mushroom bed. The garden is carefully spawn-

ed and tended and in course of time the mushrooms appear. In this way the beetle provides itself with a food sufficiently tender for its feeble jaws.

Long-Lived Bologna.

Henry Mayer, of Lancaster, Ohio, has a curiosity in the shape of a piece of bologna that is thirty-two years old. At the time it was made Mr. Mayer and Fred Bauman were in the butcher business and the day that this bologna was made Mr. Bauman took sick, and upon stepping outside of the door fell dead.

Mr. Mayer took a piece of the last bologna that was made and wrapped it up in a piece of paper and took it home and placed it in his trunk, where it has remained ever since.

In looking through the trunk he came across the bologna and found that it was petrified, but had the appearance of just being made.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

WANTED

Butter, Eggs, Veal and Poultry
STROUP & WIERSUM

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

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

Hammond Dairy Feed

"The World's Most Famous
Milk Producer"

LIVE DEALERS WRITE

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

Established 1876

Can fill orders promptly for clover, timothy seeds, egg cases made up or knocked down. We want your eggs.

Moseley Bros.

Both Phones 1217

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

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Geo. Wager, Toledo, Ohio

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

Write for information.

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

Brick Cheese Shows Winter Conditions.

The brick cheese that was scored in January and February at the Wisconsin College of Agriculture showed a variety of conditions of the milk and method of handling.

The cheese scored January 23 could be divided into three classes, states G. Marty, one of the judges. "To the first class belongs the cheese that scored 95. It was made in October. The cheese was well cured, a trifle tainted but contained a fine texture and body with a water content of 39.5 per cent. In the second class belongs the cheese that scored 90 to 93. Part of them were made in October and November. In some of these cheeses the flavor was unclean and strong, the texture dry and short and the water content 37.5 per cent. In others the flavor was a trifle unclean and bitter. The texture was open, weak and pasty and the water content 41 to 42.4 per cent. The cheese in the third class was made in December. The flavor was sour, the texture was short and crumbly and the water content between 44 and 45.5 per cent. These cheeses were curdy, not broken down. This is very often the case when the water content is high. This kind of cheese while on the shelf must be held in a room having a temperature of 65 to 70 degrees. If the curing process is checked, caused by very low temperature in the curing room, the cheese will remain curdy and will not break down until the weather turns warmer. The remedy for this kind of cheese is to use a small per cent. of commercial starter in order that some acid may be developed during making. Acid will help to expel the whey from the curd."

Winter Cheese Lacks Quality.

"The cheese made during November and January were not equal in quality to the cheese made during the summer and fall months," states A. T. Bruhn, one of the judges in the scoring exhibits shown at the Wisconsin College of Agriculture. "This lack of quality can not be entirely blamed to the factory operators but to several causes, the main one of which is feed upon which the cows are fed. Milk produced by cows fed on dry feed entirely will not make as good cheese as when the cows receive silage or other succulent feed. Farmers should aim to produce as good milk in winter as in summer. They should also consider the comparative cost of summer and winter milk for cheese-making."

"Another cause for lack of quality in winter milk is the place where the farmers store the milk after it is produced. Not all the dairymen have a suitable place to store it during cold weather. Consequently, many of them keep the milk in the barn."

"Cheese factory operators should aid the farmers in fixing up a place where milk can be held without a deterioration of quality. There certainly must be some place where a tank or box can be set up that will afford ample protection from dirt and objectionable odors."

"During the cold weather of the

past two months the milk could be cooled very rapidly and then the cover placed on perfectly tight to prevent absorption of odors. The cans may then be placed in the tank or box that has a cover or covered with an ordinary canvas.

"When cheese is made up only two or three times per week, the milk is likely to be slightly tainted. Instruct the patrons to keep the milk from each milking separate and not to mix the warm milk with cold. There is no serious objection to allowing the patrons to mix the cold milk in order that all the cans may be full when taken to the factory."

"At this season the cheesemaker should watch his starter. Do not use the mixed patrons' milk but have certain parties keep the last milking in a separate can, otherwise the starter will produce the flavor already referred to. Milk two days old when delivered and held another two days for a starter will probably produce a stale flavor in the cheese."

Makers Work at Disadvantage.

"As a rule, the factory operators aim to make a good cheese but fail because they are working at a disadvantage. Factories are cold. Milk is not delivered until late, consequently the making of the cheese itself is hurried too much to produce the best results."

"Aim to have all of the milk delivered at the same time. Commence to warm the milk as soon as some of it is in the vat. The starter should not be too cold; otherwise it will not be active. It requires from five to six hours to make a good cheese under favorable conditions. If the milk in the vat shows all the acid it needs, the rennet is added, but if the acid producing bacteria are not active, there will be very little acid developed during the next hour or two. Under such conditions one can not handle his cheese the same as in summer or during the warmer weather. With conditions as above mentioned and the acid not developed, the curd will be mushy, while whey will run from the curd from the time it is dipped until it is put to press. This means a heavy loss in yield."

These two exhibits of cheese are scored by U. S. Baer, First Assistant Dairy and Food Commissioner, A. T. Bruhn and G. Marty.

There are a large number of cheesemakers in Wisconsin who should plan on sending cheese to the scoring exhibitions. Send for method blanks and express to Madison a cheese from the first week's make and regularly every month thereafter during the season. By doing this you will have a chance to compare the quality of the season's make.

C. E. Lee,

In charge Wisconsin Scoring Exhibitions.

Prayer of a Horse.

To Thee, My Master, I offer My Prayer:

Feed me, water and care for me, and when the day's work is done provide me with shelter, a clean dry bed and a stall wide enough for me to lie down in comfort. Talk to me.

Your voice often means as much to me as the reins.

Pet me sometimes, that I may serve you the more gladly and learn to love you.

Do not jerk the reins, and do not whip me when going up hill.

Never strike, beat or kick me when I do not understand what you want, but give me a chance to understand you. Watch me, and if I fail to do your bidding, see if something is not wrong with my harness or feet.

Examine my teeth when I do not eat. I may have an ulcerated tooth, and that, you know, is very painful.

Do not tie my head in an unnatural position, or take away my best defense against flies and mosquitoes by cutting off my tail, or limit my

range of vision by blinders so that I am frightened by what I can not see.

And, finally, Oh, my master, when my youthful strength is gone, do not turn me out to starve or freeze, or sell me to some cruel owner to be slowly tortured and starved to death; but do thou, my master, take my life in the kindest way, and your God will reward you here and hereafter.

You will not consider me irreverent if I ask this in the name of Him who was born in a stable. Amen.—
Author Unknown.

G. J. Johnson Cigar Co.

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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

PEACOCK BRAND



For Easter Display

Fill a window with

"Hams and Bacon and Alleaf Lard"

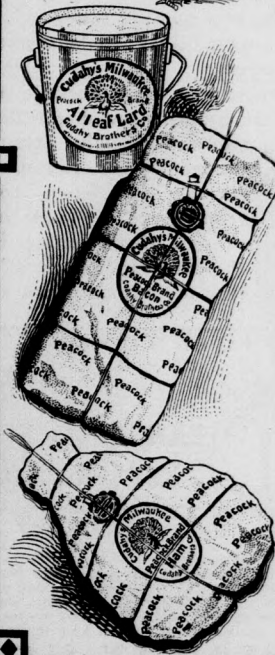
Peacock Brand

The people will be drawn by its attractive appearance and your customers pleased by the excellent quality of the goods.

Place your order at once with

Cudahy Brothers Co.

Cudahy, Wis.



PERSONAL ADVERTISING.

How Jack Barton Demonstrated His Business Ability.

Written for the Tradesman.

There were plenty of men in the world who could have done all the things Napoleon did. It may even be said that there were men in the world at that time who could have executed all his political and military pranks without taking the tumble at Waterloo that he took.

This may look, at first blush, like a bald statement, but stop and think it over. The place where a man shows ability is right at the beginning—when he squirms around until he gets into the right position to reach out and grab something good. After that, after he gets squarely in the path in front of Opportunity, he's a chump if he doesn't grab off the good things that come to him.

Of course one must be ready to undertake big things with some show of accomplishing something, else Opportunity would result in Failure. When Opportunity came to Grant at the beginning of the Civil War, he was skilled in the work Opportunity offered. If he had been ignorant, he would have made as big a fool of himself as some of the other Union generals did.

Make certain that you can do things before hanging about to get a chance to do them. If you want to bag a bear, don't go after him until you get a gun and know how to use it. Rest assured that there are a good many men in the world who can get a bear just as handily as the man who is being honored for some heroic feat in connection with the capture of a bear.

When you see a man getting a great big salary in some line of work which you are perfectly familiar, do not try to get his job, or a similar one unless you know that you can do the work just as well as he can, if not better. It won't do you any good to get the job if you can't deliver the goods. You'll only get fired.

But here's another thing. There's many a young man gets the needed information without ever getting the opportunity to use it. There's a whole lot of able young fellows who need an advertising manager. They can do things which call for big pay, but they don't seem to know how to push themselves into the right sort of jobs.

Jack Barton was that sort of a young man a few years ago. He was a first-class executive man. That is, he thought he was. He had never had a chance to show what he could do. He needed an advertising manager.

He was clerk in a street railway office, whereas he wanted to be manager. He sat on a high stool and listened to fool orders about transportation until he was seasick. He read the newspapers principally to get in touch with the kicks the people were making against the line which gave him his nine dollars a week. The kicks were many and meritorious.

Jack knew that the road would take in fifty dollars a day more, without any extra expense, if connections were made at a certain point where

four lines crossed at a down-town street corner. Nearly every time he walked out on the street he heard something like this:

"Walkin', eh?"

"That's me. You're ridin', I take it?"

"Yes, I'm ridin'. I'm on one of them little single truck cars that ought to charge ten cents extra for the loop-the-loop motion you get."

"So'm I."

"If I could make connections," more seriously, "I'd ride to and from my work, but I can't. I'm not goin' to pay a nickel for half a ride. If I've got to walk half the way, I'll walk all the way and save my money."

"That's me. I've often had the car on the Chester street line start up when I was within a rod of it, runnin' fit to break my neck and wavin' my transfer. Me for the walks until the company makes some effort to give me a full ride for my money."

Jack knew that hundreds of people walked every day because of the fool transfer system—or lack of transfer accommodation, rather. He knew that hundreds lost the riding habit, and never thought of taking a car because of the arbitrary shifting of passengers from one car to another.

One night he took a car for home at a down-town stop and rode just a block. Then the car stopped and the motorman shifted to the back platform and the conductor rang up the fares and turned the cash clock around to "00." The passengers looked at each other in amazement for a time, and then the conductor shouted, as if he was ordering a crowd of loafers about:

"Next car! Why don't you get out and take the car just ahead? It will be going in a minute!"

"Why didn't you run up to the place where the car got its load?" asked the clerk of the conductor on the new car.

"I'm dinged if I know," was the reply. "Orders."

"Fool orders," said a passenger. "Here I had about a ton of stuff to get on that car, and had to lug it all over to this one as soon as I got settled. The next time I'll walk."

"That's what I'll do," exclaimed half a dozen others.

Jack knew that every possible patron of the company hated it with a deadly hatred, not entirely because the running schedules were rotten, but because fresh and incompetent conductors were employed. He knew that the manager knew of this feeling. He knew that the conductors knew of it. He knew that the manager and the

conductors hated the public for hating them. He knew that this hate game is not the correct way to acquire money. One manager came after another, and Jack found the last one worse than the first.

As has been stated, he needed an advertising manager to get him a chance to show what he could do. He knew that if he went to the manager and asked for a job as assistant he would be laughed at. He knew that if he explained to the manager that he couldn't catch the people's money by making it hard for them to ride on his cars, he would be fired. So he waited long for an advertising manager, and in the meantime learned all he could about running a street railroad.

He was never given a chance to show his ability. He just took it. He got tired of waiting for an advertising manager and took hold without one. But, look here, the opportunity came along and he was ready for it. That is the point. He was ready for it. He not only had the nerve; he had the goods.

It came about in this way:

The manager and the assistant manager, and the chief clerk and the city superintendent, all went off on an excursion and got bumped up on one of their own cars. A man whose head seemed to be solid bone mixed two big cars and the brains(?) of the road went to a hospital. The news traveled to Boston, where the dividend eaters were, and a wire came to the chief clerk asking if there was a man there who could handle the situation until a Boston man could get there. Jack wired back in the name of the chief clerk that Jack Barton was in charge, and that he was entirely competent. Nerve? Well, hadn't he been waiting for a long time for some one else to say that for him? And had they said it? Not to affect his pay envelope. The wire came back to leave Jack Barton in charge until further orders.

Then Jack jumped off his stool and went out on the streets. He explained in a meek and timid way(?) to conductors that if they ran away from patrons who were running and waving transfers they would be booted out of the service. He explained to conductors, also, that passengers were to be carried through, bar trouble, in the cars they first entered. He explained with savage words that motormen were to keep their eyes out for nickels all along the line. He interviewed reporters and told them of the changes that had been made.

The newspapers spoke a good word for him. They said the transfer nuis-

ance was a good thing to do away with. They said that it took only a little coal to keep a car warm, and only a little chill to make a patron ill. They also said that some of the cars ought to be sent back to the Ark for repairs.

There were six cars in the barns, waiting for the old ones to wear out, it is to be presumed, and Jack ordered them out. The old single-truck cars were pushed off the rails out on the prairie. The newspapers began to talk about the improvements, and the daily receipts began to swell. Of course Jack got the big head just a little and fired some of the conductors for stealing and some for being impudent to patrons, but on the whole he did pretty well.

The news that the acting manager, Mr. Jack Barton, was making friends with the people and increasing the receipts got back to Boston before the man the directors had picked out got away from Beantown, and so they kept him at home. Jack's cars were large and steady and warm, whereas the other manager's had been small, wobbly and cold. Cars waited at transfer points, and conductors actually answered questions civilly, whereas under the old management it was walk half the way and accept insults from the fresh men in uniform.

It wasn't such a wonderful thing Jack did. There were a thousand men in that State who could have done it as well—If They Had Possessed the Information and Had Come Upon THE OPPORTUNITY! It was the way Jack got the job that displayed his genius, as well as the way he handled it. He kept it, too, for a time, and now he is higher up. The good jobs are not all well filled. Learn the ropes, young man, and then stand ready to catch an Opportunity when it comes your way. Then, also, do your own advertising!

Alfred B. Tozer.

Could Almost Feel the Heat.

There had been a change of curates in the parish, and Larry Doolin was asked how he liked the new man.

"Middlin'," replied Larry: "but he can not come up to Father James. 'Twas he could tell you all about the lower regions. Shure, to hear him describin' it, ye'd think he was bred, born and reared there."

Too Anxious To Please.

Magistrate—If I let you off this time will you promise me to take the pledge?

Delighted Prisoner (excitedly)—O! will, yer honor, an' drink yer health!

EFFICIENCY	DURABILITY	BEAUTY	ECONOMY
 <p>THE "AMERICAN LENS" ELECTRIC SIGN Protected by United States and Foreign Patents</p>			
<p>SAVES 80% READS 100% FARTHER No Blurring of Letters</p> <p>GREATEST EFFICIENCY. LEAST OPERATING EXPENSE A NEW ONE</p> <p>All steel construction, baked enamel finish in any color. Wired according to underwriter's requirements. CLASSY and EFFECTIVE Of particular interest to good advertisers.</p> <p>TELL US WHAT YOU WANT Your Ideas or Ours Sketch and price furnished promptly</p>			
<p>See the screw base. Locked tight. No rattle. Weather proof. We own the patent obtained from the original application for this lens sign. Decreed good and valid by United States Circuit Court, District of Indiana, on Aug. 16, 1911.</p> <p>AMERICAN SIGN CO., Inc.,</p>			
<p>SIGNS</p> <p>This double-faced "American Lens" Electric Sign, 2 ft. wide, 7½ ft. long, 12-inch illuminated letters.</p> <p>Costs Only 2 Cents Per Hour for current using eight 25-Watt Tungsten Lamps.</p> <p>KALAMAZOO, MICH.</p>			

Venture in Discontentment by David Payson.

My Dear Sister—Your letter of recent date was duly received, but I have delayed answering as I wanted to fully digest your complaint so as to properly diagnose your case.

You say that you wish that you could get "more pleasure out of this life and not have to dig, dig, dig, all of the time to keep the house looking decent," and that you "were sick two days last week with a sick headache caused by getting up a dinner for six of your friends."

Now, if I am not mistaken, you have usually had a nice vacation trip nearly every year, as I can recall trips at different times to Washington, New York, Boston, through the Great Lakes, down the St. Lawrence, Lakes George and Champlain, Yellowstone Park, not to mention three months spent in Europe with your daughter Mary a few years ago. I also remember that you are a member of several clubs and societies and that you have held prominent offices in all of them, that you have a nice home and a liberal allowance for yourself and Mary, still you don't get any pleasure out of life, but are "a perfect slave." A slave to what, let me ask. Is it not your own disposition?

Let me see: Before you were married you worked in an office and got \$50 a month and "found yourself." When you married your husband was a young clerk getting \$125 a month and you began married life in a boarding house in two rooms. Later you went to housekeeping in a small old-fashioned house that your husband had bought on a contract for \$3,000 and you did your own work and helped out the family exchequer by renting a few rooms in your house. Then when you got dissatisfied with the little old house where you lived so happily and where your baby was born you moved into a more fashionable neighborhood and lived in a rented house for a few years.

Finally this house (which in comparison with the old one was a palace) became passe and you built a fine large new home in the most fashionable street in town, and now your complaint is that you have to work so hard. As I remember you have a maid, who has been with you for several years, but you say that she tries your patience sorely and nearly drives you crazy. Still, if I am not mistaken, your sympathies last summer during the furniture strike were with the strikers and that you condemned the employers for being "grinders" and not sympathizing with their men. How would you like to be the employer of 400 or 500 maids such as you have and I think that yours is above the average. I know that when she was called home last summer and you had two maids most of the time (one just going and another just coming) that you were as pleased over her return as a child over a new toy.

If your house is such a trial why don't you make Mary do part of the work. She is in school only half a

day and her education should consist of knowing how to do housework as well as being able to read Cicero in the original tongue. But I know just how it is: You think that you would rather do the work yourself than to bother to teach her, forgetting that you only have to teach her once. Whenever the poor girl does want to do something you discourage her by saying, "Oh, you can't do that." You are not only doing yourself an injustice but you are doing the child a great wrong. You not only destroy her initiative but you keep her from a knowledge which is necessary to make her a good wife. How do you suppose she will get along when she finds her "man," as she will some day? What will he think of her as a housekeeper? Don't you know that more divorces are caused by poor housekeeping than any other cause?

Now, about that little dinner that made you sick? Seems to me you take these matters too seriously. Was it absolutely necessary that you clean the turkey, make the salad, set the table and do all of the other little things that your maid should do? What? You don't think her competent to do these things? Well, all I can say is that the day I dropped in on you and Fred I got one of the best meals that I have had in a long time, and I know that you did not get it, either, as you had just arrived home from an afternoon bridge party. All that lots of people need is to have a little responsibility forced upon them and they rise to the occasion. Why not try her out on the next little gathering that you have?

You say that Fred is not sympathetic and does not appreciate how you have to work and that all he thinks of is to make money. Did you ever stop and think that all he hears from you is "money," money for this; money for that, and "I wish that we could do so and so; and 'the Jones' have an auto, why can't we have one?" Does the poor man have any time to think of anything except to earn money for all of these things that you want?

Not sympathetic, eh? How long is it since you have voluntarily kissed him or have sat on the arm of his chair and given him a few little love pats? Or done any of the little things which you used to do years ago? Don't you think that he would appreciate a little attention of this kind now? I know that Fred doesn't say much and is very undemonstrative by nature, but if you had seen him as I saw him the summer that you spent in Europe and we were killing time out to the Lake or down to the show and had seen his eyes moisten and his lips quiver whenever he saw a young couple completely wrapped up in each other, you would have thought that Fred had a good deal of feeling after all.

Now, sister, what you need is a broader view of life. Not less work but more work and work for some one else. What are your petty household troubles to those of a mother who has lost her only child? I know

that they are like mountains to you, but that is only because you make them so. What is your hard work as compared, for instance, to that of your washwoman, who is a widow with four children, whom she is trying to raise and educate and who gets up early, does her own work and then walks two miles to your home, earns 85 cents for a half day's work and walks two miles home again? And why should you work so hard? You know work and drudgery are as entirely different as drudgery and play. You can make play of work if you only look at it in that light. It all depends on your point of view.

I appreciate your advice to me: "Not to work so hard or you will go to pieces one of these days," but really, sister, your advice is "no good." I am really younger and in better health than I was thirty years ago. Then the cares of the nation (apparently) were on my shoulders and I was devoting all of my time to holding down a job at \$25 per (not per week but per month). Now in addition to owning the business that I was then employed in, I am the Vice-President of a bank, President of a water company and hold down half a dozen other jobs which mean a lot of work but mighty little money and the more jobs I have the better I like it because each new job gives me new problems to study and work out and puts me in touch with new people and I get new ideas and my vision of life is in every way broadened. Occasionally I get out for a game of golf or a walk in the woods, watching the birds and wild animals or hunting mushrooms, or studying trees, shrubs and wild flowers.

Last Monday I put in one of the most enjoyable half days that I have spent in many a day, and where do you think it was? In the swamps out at the east end of Reed's Lake. That does not sound very attractive, does it, and you probably would not have enjoyed it, but I did. To be sure, it was pretty cold but I had on my heavy ulster and rubber boots (with two pairs of socks) and it was simply fine! A thin coating of ice covered the water and a little snow had fallen during the night. Conse-

quently although I did not see a single bird or animal, signs of life were everywhere visible. The ice was covered with tracks; here, that of a little mouse who had come out of his home in a grass hillock in search of breakfast, and there, the tracks of a coon (pursued by a dog) making for a tree. Rabbit tracks were everywhere and as I climbed a rail fence there were the tracks of a squirrel, where he had perched while eating a nut. Alongside of another rail fence I found quail tracks. At another place were the seed pods of a marsh weed and all around were little mice tracks and empty husks showing where some family had had breakfast.

And then, the swamp bushes! Right in the center of the swamp was one of the finest bushes of winter berries that I had ever seen, and those brilliant red berries showing against a background of willows with their grayish brown tints made a mighty pretty picture.

The so-called red osier or more properly called dogwood added color to the picture and then occasionally through the trees I could see the smooth peculiarly colored bark of a beech or poplar. And then the immense buttressed roots of the elms! Nature certainly provides for her own in her own way. Unless you have seen a swamp-elm you can not appreciate how it supports itself in the soft muck by those immense buttresses extending on all sides. They do not grow like that where the ground is hard as it is not necessary.

Of course occasionally I would go through the ice into water nearly up to my boot tops, but that only added spice to an altogether enjoyable half day. Not only will the enjoyment of it be remembered for many a day, but I really think that the sound sleep that I enjoyed that night and the increased appetite incurred from the outdoor exercise, have added many days to my life.

Now I do not want you to read this letter and then destroy it, but put it away and occasionally take it out and read it and see if you can not find the message which your brother aims to convey. Frank.



Sunbeam Boston Truck Collar

All thong sewed, solid back and rim of heavy collar leather, kangaroo face, lined with duck and thick cushion of hair, in separate pocket. All black. About 17 inch draft. A big value and easy seller. List per dozen \$78.00.

Write for Complete Catalog.

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

HARD PRESSED.**Reminiscence of Store at Elephant Bend.**

Written for the Tradesman.

"There is absolutely no friendship in business."

The speaker was a man past middle age, rather cowed in look, with the appearance of one who had not been very successful in life.

A party of four were discussing the ethics of business life—three were traveling men, the fourth a small farmer who had joined the others by accident and had taken part in the discussion.

"Oh, yes," said this man whom we shall call Rodman since that is not his real name, "I have been a business man, a merchant; did business at an early day in the lumber woods. My store was the only one in a sawmill settlement of some twenty families."

"And now you are a farmer?"

"You bet-ye," and the man laughed. "There's nothing like farming for a man who wants to be independent; doesn't have to lie every day in the week in order to keep your bread and butter fresh for eating. Why, when I went into the store business at Elephant Bend I had a nice little pile of ready money. I put it all in and more besides. I conducted a general store, so to speak. I did fairly well for a couple of years. After that hard times came, sickness in my family, uncollectable debts out, and everything going wrong generally."

"A bad state of affairs, truly," agreed Snyder, the pork drummer.

"Bad enough," echoed Joe Parker, the seller of dry goods. "I bet you had no end of trouble meeting your bills."

"That's what I'm getting at," pursued Rodman. "You men to a unit have agreed that there is a lot of friendship in business. I heard your talk and thought I'd keep still, but, somehow, my past experience kept bobbing up and I had to speak out in meeting. I hope you fellows will excuse me."

"Sure," with one voice. "Tell us about it," from Parker.

"Yes, tell us your ideas on the subject," urged the other two.

"Being as you are in accord in your request I guess I will," assented the ex-merchant. "To be frank with you I will say that honesty in business is all right, and yet the honest merchant often gets the worst of the bargain when it comes to a show down."

"I don't believe that," said Snyder.

"Be quiet," roared Parker. "Let the man talk. What we want is an honest statement of this gentleman's case. Go ahead, Mr. Rodman. The first man that interrupts again will get his head punched."

"I can tell it all in a few words, boys," returned the ex-merchant, "I was in business, doing fairly well, when the panic came. I had loaded up with a considerable amount of unsalable truck and in consequence the drop in prices struck me hard. I wasn't a quitter, though, then or ever. I'm that independent I wouldn't ask

a favor a second time of any man. I'd die sooner.

"I would have weathered the gale easily enough had not sickness in my family intervened to make matters worse. I strove desperately to meet outstanding bills, selling low in many things, only buying enough to keep up a decent assortment. Other people were hard up as well as myself. It did seem as if everybody wanted time on purchases. A lot of usually good paying customers fell down after the panic came on and I couldn't get a red.

"This, together with the doctor bills, kept me in hot water. Over due accounts were pressed. I bought nearly all my groceries of one firm; had paid them a good many thousand dollars during the few years I had been in business, discounting every bill until the panic came. No doubt they were hard put to it as well as myself, yet I got no friendly note from them. Instead, notice was served on me to pony up or take the consequences.

"I remember that I got notice one day when I thought my wife was dying to remit at once or the account would be placed in the hands of a lawyer for collection. Say, but that harsh note struck me like a shock of lightning. I hadn't been owing them long, either. I sat down and almost cried. Before this I had placed the situation before them in a letter to which no heed had been paid. I laid the threatening letter before a friend. 'Let 'em sue,' cried he, 'they can't collect a cent.'

"This was not my view of it, however. I had never been sued in my life. I shrank from it, believing that a merchant loses caste after he has passed through the courts. No, I would neither stand suit, nor would I write a begging off letter to the men who so sorely pressed me. Many of the goods for which I was owing had been pressed upon me against my better judgment. The suave and smiling drummer was always anxious to make his bills as large as possible. All the time I had to quarrel with him in order to keep down the orders for goods.

"So friendly were the members of the firm whenever I met them in their store in the city, it hurt me to have them jump onto me the way they did at the very first delinquency on my part during a three years deal.

"I finally went quietly to a friend—one who was a friend indeed—borrowed money and sent it in, cancelling the debt I owed the wholesale grocery firm to the last cent. Got a receipt in return, with a very cordial letter, trusting that I would continue to deal with them in the future as in the past."

"Which, of course, you did," chuckled Parker.

"Although I did business for ten years after that not a cent of my money went into the tills of that firm. I cut them out entirely. One of the partners, although he enjoyed considerable notoriety as a public man and politician in the city where he lived, was an arrant scoundrel. I afterward learned that he made it a

Consumers are Wedded to the

Hart Brand Canned Foods

Because Quality is Always Notable

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

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

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

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

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

practice to mark up the weight of the barrels he shipped his customers—from one to three pounds on crackers, sugar, and the like.

"I never darkened the doors of the firm after that. They wrote me a couple of times, but the letters remain unanswered to this day. Since then I have been satisfied that there's no such thing as friendship in business. At any rate I have never but the once put it to the test.

"Can you give us the name of the city—the firm—"

"I can, but will not. I will only say that the city lies not a hundred miles from Grand Rapids. The firm has long since gone out of business."

Old Timer.

In Southern Climes.

New Orleans, March 12—Several weeks ago the Common Council of Grand Rapids had under consideration a proposition for the establishment of markets for the sale of meats, fish, game, poultry, fruits and vegetables in the city. Fifty years ago, before the science of preserving foodstuffs had been learned, public markets were a convenience if not a necessity. Supplies for the family table and the public house were necessarily purchased every day in the public markets, maintained in almost every important city of the United States, and of the world for that matter. Refrigerators, so generally used to-day, were not manufactured and if the housekeeper desired to preserve butter it was attached to a rope and lowered into the open well, where the temperature was low, and allowed to remain until needed. Every property owner maintained a well and used it for preserving meats and fish, as well as butter. The cellar supplied the cooler temperature needed for fruits, baked goods and vegetables, but with such limited facilities it was not possible for the average housekeeper to keep a supply of food ready for use except in very limited quantities. Fruits were preserved in sugar and stored in crocks or made into jellies or jams, but the fresh vegetables, peaches, cherries, berries, peas and like products furnished by the canning companies of to-day had never been dreamed of. Occasionally a venturesome housewife would slice a lot of tomatoes, put them in an earthen jar and cover them with melted tallow, to keep out the air, in the hope that when opened for use in the dull days of winter the tomatoes would please and satisfy the appetite. She was not always pleased with the result. The invention of the glass fruit jar with an adjustable metal top opened wonderful possibilities for the preservation of the products of the garden, the field and the orchard and the canneries since established, providing almost every kind of meats, fish and provisions properly cured and protected, and with the canning factories and modern bakeries supplying almost every article needed for the table, housekeeping, at least in respect to providing eatables for the family, has become a very simple problem for madame.

The old public market, always un-

sanitary, ill-smelling and a nuisance, is no longer necessary and in many cities it has been abolished. The absence is especially noticeable in Detroit, Chicago, Denver and Salt Lake, while in many cities of the great West public markets have never been desired. If the conditions of existence in the United States rendered it necessary for pater or mater to place a basket upon his or her arm and go to the public market daily for the purpose of purchasing food for the family, as in the past, there would be a measure of justification for the establishment of a public market in Grand Rapids. The city of New Orleans, with its conservative cosmopolitan population, maintains markets in several sections of the city, but the patrons of the stall renters are of the very poor and ignorant class. No man of average intelligence, after passing through the old French or the Poydras street markets would allow an article of food purchased at either of these markets to be served on his table. The stalls are open and as flies and vermin infest the buildings and the streets surrounding the same throughout the year, the meats, fish, fruits, vegetables, poultry and game are constantly exposed to contamination. Add to these evil conditions the dust of the streets which is blown in-

to the buildings and upon their contents, the stifling odors that arise from the overcharged gutters, the rotten old pavements and the insufficient and unsanitary sewerage, and if there remains a single argument worthy of consideration by the Council in favor of the proposition to establish public markets, the writer has not recognized it. Last week Dr. Dowling, the health officer of the State of Louisiana, ordered the old French market closed until it could be cleaned and made, in a slight degree, sanitary. The Doctor complained because it had been found impossible to screen the meats, fish and other articles of food exposed for sale and the Mayor and city health officer are trying to solve the problem. The writer visited the French market two days after the work of cleaning and purifying the place had been in progress, but was forced to quicken his steps and seek the purer atmosphere of Jackson Square before completing even a partial inspection of the premises. The Poydras street market was also ordered cleaned by the health officers, but while an improvement was noticeable after several days of hard work upon the premises, it is still and ever will be unsanitary. If all the public markets of New Orleans could be destroyed by fire simultaneously and

never be rebuilt, the loss would prove a great benefit ultimately to the entire city. The only purpose the establishment of public markets in Grand Rapids would serve would be the creation of jobs for unworthy tin-horn politicians. Arthur S. White.

A Lack of Ambition.

Two negroes were comfortably seated beneath a shady oak, enjoying to the full the pastime of wishing for the impossible. Said one, "I wish I had a million watermelons."

"Wouldn't dat be fine!" exclaimed the second negro. Den we could eat all de watermelons we wanted."

"We!" mocked the first negro in disgust. "Why, I wouldn't give yo' a smell."

"Wouldn't yo' even give me one li'l watermelon?"

"Wouldn't I even give yo' one li'l watermelon?"—with rising indignation. "Why, yo' good fo' nothin' lazy nigger, ha'n't yo' even got 'nough ambition to wish fo' yo' own watermelons?"

He Knew Her Habits.

Mrs. Exe—It isn't right to charge Willie with taking that money out of your pocket. Why don't you accuse me?

Mr. Exe — Because it wasn't all taken.

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



China, Glass and Crockery Window Trim.

It is a good thing to have a semi-permanent floor covering in your windows, even if you use crepe paper with the various seasons.

The best thing we know of for the money is cotton flannel. You can get this in almost any color, 27 inches wide. It costs about 10 cents a yard.

Sew the strips together like car-

pet. Eight plate easels, to hold six plates each.

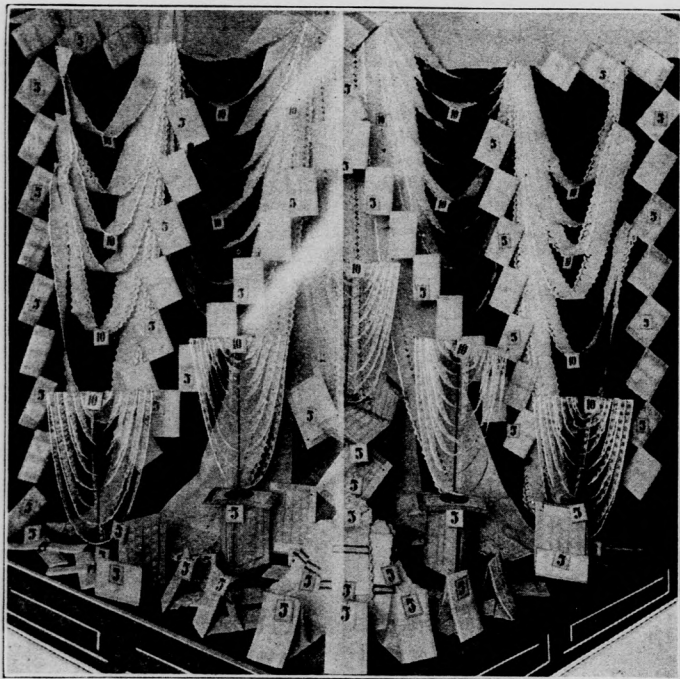
Nails.

Pins.

Double pointed tacks.

Plenty of price tickets.

A background and floor of red crepe paper can be used in this display. If you wish a change, however, gray or green paper will do very nicely.



The Display Photographed.

pet. Put the material in with the nap facing the door of the window. Thus in sweeping, the nap can be kept down. In tacking, turn it under an inch. Tack each end front and back first to make it fit the window. Then tack between. Put carpet lining or carpet felt paper in three layers underneath. This prevents the cracks between the boards being seen.

In dark colors, moss green, gray, brown and tan can be used.

If light colors are desired, use daisy cloth or outing flannel. This is 27 inches wide and costs about 10 cents a yard. The colors to use, in accordance with the seasons, are white, cream, pale pink, light blue. This has its advantages, because little or no lint comes from it to stick to the merchandise.

What you will need in fixtures and equipment:

Seven wooden boxes.

Two 6-inch boards, 36 inches long.

Two 6-inch boards, 42 inches long.

Six 6-inch boards, 24 inches long.

Thirty wire plate hangers.

Sixteen cup and saucer hangers.

Tack ten plate hangers on the left end of the background, placing therein ten decorated plaques. Next come eight cups and saucers and then five smaller plaques. These units should be placed on the background about 10 inches apart.

Then go over to the right end and build three similar units on the background. The patterns of the dishes may be different from those on the other side, but the number the same. The cups and saucers are china, the plaques crockery.

Next, build up your center unit. Place two crepe covered boxes end on end, and over these your two 42-inch boards, one projecting over the front and back and the other over the two sides. Place another box on top of these, then your two 36-inch boards in the same manner as the others. On this put another box, which should reach to the top of the background. Three jugs and a bowl go on the top.

On each of three shelves under the top box put an easel containing six

plates. Under each of the two side easels put two cups and saucers.

On each of the three lower shelves put an easel containing six plates, and in front of each easel put a good-sized jug. Three cups tacked to the box on each side of the front row of plates and a cup and saucer under each of the side rows complete this unit.

Nail two 24-inch boards over the end of a box, cover with crepe paper and place at the left under the first cup and saucer unit. On this show six glass bowls, one tall vase, six tumblers and a salt and pepper set.

Arrange another box, exactly the same way, stock and all, and place to the right under the second cup and saucer unit. The star cut tumblers are used on this box.

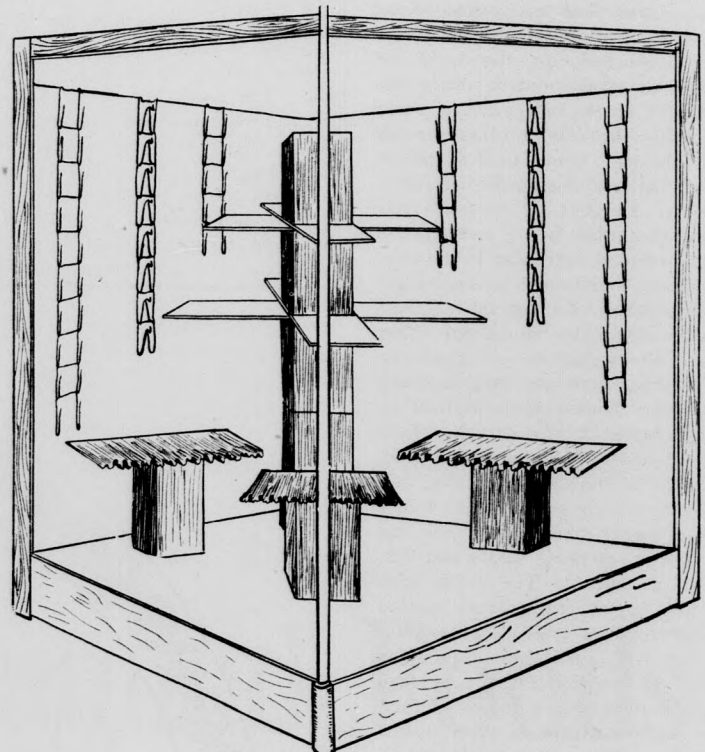
On the floor, at each side of the

little ordinary precaution will avoid accidents.

Don't think you can trim this window in half an hour. Nobody can do that. Take your time and do it right. That is one trouble with the window trimmer in the average store—he either thinks he is an exceptionally swift person when it comes to making displays or else insists he can not spare the time. So he shovels the thing together in a hurry. When he gets through, the window looks more like a store room for reserve stock than a business getting display of merchandise. Don't be in a rush. Window trims take time.

Big Mail Order City.

The importance of the mail order industry may be shown by the fact that the Chicago postoffice receives



Ready For the Merchandise.

lower box, put an easel containing six plates.

The two remaining 24-inch boards, nailed across the flat side of the box and covered with crepe paper will form the last box unit. This should be placed near the front corner. On it should be displayed two tall glass vases, one large creamer, seven ornamental salts and peppers and five small creamers.

The display now is complete except for the articles on the floor. The arrangement of these can be seen easily by a study of the photograph. They consist of six cuspidors, six small teapots, six tall glass vases, seven glass syrup jugs, four jardinières, six large jugs, four mixing bowls and six salt boxes.

Care should be exercised in putting up the corner unit to see that the shelves are balanced properly—front, back and each end—or else the whole thing may fall down. This naturally would disgust you with trying to trim a window of this kind. But a

and pays about one-fifth of the total money orders handled by the Postoffice Department in the United States. In the summer the total of postoffice money orders in the Chicago office is about \$200,000 a day. But at Christmastime, when the enormous volume of mail order Christmas buying begins to roll in, the postoffice receives and cashes from \$400,000 to \$450,000 a day. Just what proportion of this is mail order buying can not be ascertained, but the fact that the Chicago money order business is so much in excess of its proper proportions shows that a very large part of this money goes there because of the huge mail order market.

The Modern Definition.

Little Elmer—Papa, what is politeness?

Prof. Broadhead — Politeness, my son, is the art of not letting other people know what you really think of them.

\$1,000.00
ONKEN
 INTERCHANGEABLE
 WOOD WINDOW FIXTURE
YOUNITS
IN CASH

(Patented 1911 in United States and Foreign Countries)

.....I have deposited with the First National Bank of Cincinnati, O., \$1,000.00 CASH as a special reward to the Merchant, Window Trimmer or Clerk who will prove to me that I cannot make 500 or more beautiful, practical and striking trade-pulling window trims besides the 25 I made and show in my book of photographs No. 14. This particular set of

ONKEN Interchangeable Wood Window Fixture YOUNITS

designed for the Grocery Store and Sundry Window Trimming.

First National Bank, Cincinnati.

Cincinnati, O., Dec 1st 1911. No. 28855

Pay to the order of Special Reward Account \$ 1000⁰⁰
One Thousand Dollars.

ONKEN
 INTERCHANGEABLE
 WOOD WINDOW FIXTURE
YOUNITS

THE OSCAR ONKEN CO.

Per Oscar Onken President.

C. H. Weyant's Underselling Store

Groceries, Boots, Notions, Ladies' and Gents' Furnishings, Dry Goods

A Complete Grocery Department

No. 14 South Jefferson St.

The Oscar Onken Co.
Cincinnati, Ohio.

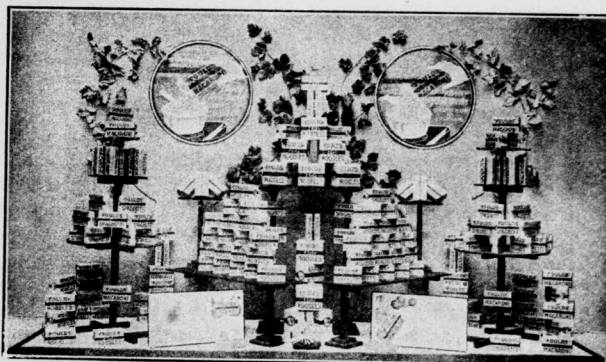
Mount Union, Pa., February 27, 1911.

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 their isn't any other wood or metal fixtures that are equal to them.

Very truly yours,

C. H. Weyant.



Patented 1911

Copyright 1911

This 10-foot window trim was made with Set No. 14, using only 67 of the 125 YOUNITS in the set, leaving 58 YOUNITS for other trim or individual fixtures for inside of store use.

Special Sets I Make

Set No. 14 has 125 YOUNITS.....\$26.00. Good for 2 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.

Set No. 14 1/2 has 65 YOUNITS.....\$15.00. Good for 1 large grocery window and besides inside store use on counters and cases.

Set No. 4 has 110 YOUNITS...\$20.00. This set is made for the General Store trade. This set can be used for displaying Groceries, Furnishings, Clothing, Shoes, Dry Goods and Hardware. A good all around set.

Finish Made of Select Oak in one stock finish weathered Oak—in a soft mellow waxed blend.

Storage Chest Each set is put up in a HARDWOOD HINGED-LID Storage Chest (oiled finish.) A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.

Every Set Guaranteed to Give Satisfaction

Shipments Made at Once

THE OSCAR ONKEN CO.

Established 32 Years

No. 780 Fourth 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 _____

(30)

BAD BUNCH.

Our Worst Competitors Are in Our Own Noddles.

Written for the Tradesman.

The word competitor is tossed and bandied about much these days. We are admonished to keep our weather eye (which ever one of our two eyes that may be) upon our competitor across the way lest he get a "scoop" on us what time we are not on the alert; and not for one single, blissful day are we permitted to forget the stress of competition in the realms of industry and commerce. Sometimes in our moments of temporary discouragement, this bugaboo of competition takes on sinister aspects and appears almost as terrifying as some colossal ogre of Frankenstein proportions; while modern business men, in the delirium of typhoid fever, roll and toss, and with wild, glassy eyes see horrifying visions of gruesome competition-fiends lurking in the background, seeking an opportunity to pounce upon them and "eat 'em alive," à la the Esau who preferred the reptilian diet.

And, of course, since there is more than one manufacturer engaged in the commendable business of turning out each of the many given commodities wherewith the public would fain be equipped, we have competition in industrialism. And since there happens to be, in each of the several communities both large and small, more than one merchant selling goods of a particular kind to the people of that community, we have competition in commercialism. But competition among those who manufacture and those who sell at retail, is not a new thing under the sun. And our economic philosophers are pretty generally agreed that competition is altogether wholesome; that it is good for those who buy and good for those who produce and distribute. True it may be just a trifle more intense in certain branches of business nowadays than it used to be. But the effect of it is to create better conditions in the commercial and industrial worlds. Anyhow we have competition, and unless the Utopian dream of our socialistic friends should happen to come true, and we shift from the competitive to the co-operative basis, we are likely to have competition for many years to come.

But, after all, our worst competitors are not the fellows who are engaged in selling the same sort of wares that we are; our worst competitors are "they of our own household" (our intellectual "household"). Contrary to popular opinion, an external devil with horns and hoofs and all other of the mythological appurtenances wherewith man's fancy hath equipped "his Satanic majesty," never did actually hurt anybody. As long as the devil is on the outside of you he doesn't signify. It is only when the devil gets in you that you begin to cut capers and take liberties with the code. A man can walk through fields teeming with external devils—assuming that such fields were available for perambulatory purposes—and

suffer no bad consequences; but one wee devil in his own mind and heart can poison the happiest hour and destroy the beauties of the fairest day. The psychology of what the theologians call temptation, is just a wrong choice. To be influenced by wrong motives—to be drawn away by evil (consequently hurtful) desires and impulses—that is what it means to be "tempted;" but the tempter is within, not without.

Yes, our worst competitors are certain proclivities of the mind to engage in wrong and hurtful exercises. Not to attempt an exhaustive category of these, our most serious competitors, I may mention a triumvirate of the worst of them: doubt, fear and malice. The influence of these things upon the mind which entertains them is analogous to the effects of poison upon the body. They are weakening, devitalizing, stultifying, deadening. They chill ambition, paralyze effort, suppress spontaneity and preclude resultfulness in one's business activities. Doubt and fear are negative in their character; but malice is generally positive. Doubt and fear lead to non-productive passivity; while malice generally leads one into some sort of revengeful procedure. With the man who hopes to build any sort of a business, they ought to be tabooed forever and a day.

The legitimate province of doubt is to check undue enthusiasm. It is the judgment declining to pass sentence until it hears all the facts in the case. When properly exercised, it is the show-me spirit. But there is, believe me, a place where doubt should give way to faith. And the fewer doubts one has in his mind, other things being equal, the better it will be for him. Faith is positive; doubt a negative. Faith leads a man to do something; doubt suggests that he doesn't move a peg. The man who doubts the goodness of the world is a pessimist. The man who doubts the integrity of the body politic is pretty apt to be a muck-raker at heart, although he may not write for publication. The man who doubts the goodness of the commercial world is not going to lead any commercial processions. The man who doubts the people of his community is doomed to be a tail-ender in the commercial affairs of that community. The man who doubts himself—his ability to buy the right sort of wares at the right sort of prices and sell them at a profit is a dead one.

In all of these respects it is infinitely better to believe than to doubt; for a man's activity is pretty apt to be in direct ratio to his faith. It is far better to have faith in undue proportions (which we call over-confidence) than it is to have our best plans cut down and spoiled by ultra-conservatism, which is doubt. Doubt counsels non-aggressiveness. Doubt suggests that we bide our time and he see how it fares with the other fellow who has displayed sufficient spunk to try the new thing on. We console ourselves that we can get into the boost wagon if the thing happens to pan out prosperous-

ly; if not we are gainers. But the fact is that the fellow who stands aside and lets the other fellow move on, never does ever quite catch up. He's missed the full tide of the first signal success. If it is a new line which our competitor has put in, and it happens to hit the public's fancy, he gets the cream of the profits along with his assumption of the greater part of the risk. We have waited to see the thing tried out; and the logic of events has shown us that it was a good thing; but we have missed the real fun of being first in the new field of profits. The thing that kept us out was not anybody's interference with our liberties, but our own ultra conservatism; to-wit, our own doubt.

It takes a whole lot of active belief to qualify one for real leadership in any line. Doubt anticipates objections. Faith discovers possibilities. Doubt says, "It can't be done." Faith says, "You can do it if you try." Doubt says, "Oh, what's the use? Nothing to it anyhow!" Faith says, "It looks good to me. Believe I'll take a shot at it even if I miss." There is a profound statement which reads: "According to your faith, so be it unto thee." And that's a principle that applies to manufacturing and retailing and to all other enterprises under the sun. The people who do things are people who have had spunk enough to try things on. Of such are the leaders, everywhere—always. And this is the most wholesome attitude that any one can assume; to believe until he is persuaded by the logic of events that his belief, in this particular instance, has not been well founded. Believe in yourself. Believe in the goodness of the general order of things. Believe in the integrity of the great human heart. Why assume that all men are liars because a few men have told you untruths? Why believe that the average man is a rascal at heart because a few men have imposed upon your good nature or abused your confidence? It is only when a man gets himself into your completest confidence that he is able to do you a scurvy trick that cuts deepest. But can you afford to lose confidence in all of your friends because a few of them have proved unworthy? Is it wise to doubt every customer who has a credit account with you be-

cause some of them prove to be dead-beats?

At bottom doubt is the outgrowth of fear, although there is a valid distinction between the two ideas. People doubt because they are timid and afraid. They are afraid of losing money, afraid of making a mistake, afraid of getting on hand a lot of "dead ones" wherewith their shelves will be encumbered. Fear is excessive timidity. Fear is non-aggressiveness. Fear keeps the individual from asserting himself. Of all the passive mental traits it is the most passive. There isn't but one person in all the world that man is taught to fear. And that is God. A man ought not to fear fellow men, the devil, himself, or anything on land or sea. If he is not game to the core of his being the public will find it out—and the discovery will not make them think highly of him. And what a horrible nightmare of a time your fearful, trembling, quaking soul has in this world! Everybody and everything is



IMPORTANT

Retail Grocers



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

Baker's Cocoa and Chocolate

Registered U.S. Pat. off

with the trade-mark on the packages.

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

MADE ONLY BY

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DORCHESTER, MASS.
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WHOLESALE

Gas and Electric Supplies

Michigan Distributors for

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99-103 Congress St. East, Detroit

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Ask for Catalog

saying "Boo!" just for the fun of seeing him skeedaddle. For heaven's sake—and more especially for your soul's sake—stand up on your hind legs, shake your shirt tail and be a man. If you show the white feather you are doomed. Opportunities may be lying about knee-deep in your community, but not for you, if you are possessed of the devil of fear. There may be rich rewards—and assuredly there are honors, preferments, better compensations, larger profits, right in your own vicinity; but they're for the people who qualify by the development of spunk.

Which one of the "boys" gets the fattest pay envelopes in your store on Saturday night? Is he the timid, non-aggressive, sissy-boy that puts up for anything? Nixy. He is the spunkiest lad in the bunch. He is the chap that walked right up to your desk and said: "Look here, I think I'm entitled to a raise. You promised me that raise when I started in here. And it's up to you now. If I don't get it, I'm going to apply for a job across the street." Remember how he looked at you? never batted an eye. No hanging of the head. He was a man. You liked him because he showed spunk enough to stand up for his rights. And he got the raise. He's worth the money, too. And it's everywhere the same. The dealer who has the most nerve is the one who takes the longest chances and pulls down the biggest profits. Of course he gets some hard knocks now and then—who doesn't?—but he makes the biggest showing in the end. We can get on with a very modest endowment of fear; but I tell you in going up against this modern business game, we've got to be long on spunk.

And here is our old enemy, malice. What shall we say of him? He's about the worst of the bunch. Anger, jealousy, hatred, revenge—these are veritable bloodhounds of the mind that ought to be released on the rarest of occasions, and under the greatest provocations. For they play the very deuce when they are unleashed. When the mind is occupied by thoughts of resentment and retaliation there is very little room for anything else. Your angry men are very productive. Try writing an advertisement when you are angry. Do you think you can say anything winsome about the wares? Not much. Try selling your customer when you are secretly hurting to fracture somebody's cranium. Easy going? Not as anybody knows of. Can you think of anything worth while in the window-trimming line when you are mad as thunder? No; if you are angry one hour in the week you have lost just one hour out of that week, have absolutely nothing to show for it.

Malice is destructive rather than constructive. It tears down—destroys nervous tissue to no purpose. It dissipates your energies. It explodes good brain cells to no purpose. It is entirely too costly. Some people—people with exaggerated ideas of their own rights—are in continual mental turmoil. They are continually airing their grievances,

real or imaginary; and they are wasteful of time and energies. And they are always making themselves and other people unhappy. Why? Largely a matter of habit. A foolish, senseless, idiotic and pernicious habit—flying off the handle and raising hector over nothing in particular; and then going about with an abused feeling in their craw. Somebody's always doing them dirt—so they think. They are cultivating the grouch that won't come off. They are cultivating the habit of letting their inward reflections of anger and resentment become outwardly apparent. And their main business in life seems to be to get even with somebody.

These, then, are the worst competitors you and I can have—these fellows right in our own noddles. And they're a bad bunch. The only thing to do is to kill 'em off. The sooner we do it the better it will be for our peace of mind—and the business.

Chas. L. Philips.

Give Them More Than They Get Elsewhere.

Written for the Tradesman.

Not so very long ago a waiter in New York City fitted up a modern flat to be occupied by his sister, who was coming over from the old country. It was a dainty little flat, but the girl did not like America, so her stay in this country was brief. Now the waiter brother was a bachelor, and he did not care to keep up the expense of a flat, so he advertised the furniture for sale. However, before he found a buyer, some one suggested that he rent the flat furnished. This he did; and the net monthly income from his furnished flat gave him an idea. Pretty soon he fitted up another flat; and then another, and after that still others. He rents his flats without difficulty—actually having far more calls for flats than he has flats. Why? This is his explanation: "I furnish my flats tastefully and comfortably. I show a real interest in my tenants' wants. I give them a little more than they expect."

Now the interesting thing about the story is not that this man accidentally found a new vocation—although that is, of course, interesting. The interesting thing about it is the attitude or theory of the man who is building up the business.

To those of us who are in business for ourselves, it is always helpful to run across a chance remark, a frank statement, or a detailed confession that furnishes the explanation of another person's success.

I dare say there are landlords in New York City who find it hard to keep their flats rented. They are the ones who give the people not a bit more than they expect—and perhaps appreciably less than they would like to have—at the price. The exceptional landlord, whose business code he has himself phrased for us, stands apart from the rest; he gives them more than they expect.

You can call this attitude of his a code, a theory; a business policy, or a business philosophy. If you call it a code, then you are thinking about the mind's making a resolution to follow a given line of action, and forcing

itself to obey its own law or principle. If you call it a theory, then you are thinking of a working hypothesis. If you use the word policy or philosophy, then you have another figure expressing the same general idea. All of these terms are good; but perhaps none of them is better than the word policy.

And it is a good plan to have a business policy—a definite plan of action, a deliberately chosen method of getting business and holding it.

And when it comes to a winning business policy; you can not beat the one exemplified in the success of the waiter who is making a big hit with his furnished flats.

No matter whether you are selling drugs or farm implements, give the customer more than he gets elsewhere and you will be successful.

This very circumstance will make you stand apart from the rest of the dealers in your community who are handling similar lines.

Now do not misunderstand me. This extra that you are to give them is not in merchandise but in service.

Your profit has doubtless been figured down to the lowest safe basis as it is; to give more goods for the price you are now receiving, would undoubtedly be unwise.

But there are numerous things you can do—each, perhaps, small in itself, but considerable in the aggregate—to improve shopping facilities in your store, and add to the comfort and general satisfaction of the people who enter your place of business.

The main point is to keep your policy continuously before your own mind (and, by all means, have it stamped indelibly on the minds of your salespeople), and never swerve from it even under provocation. It is comparatively easy to give the courteous and reasonable patron the right sort of attention: the test comes with customers of the other sort. But the storekeeper who makes it his rule to give even the unreasonable customer more than he has any right to expect will never fail in making his store popular. Frank Fenwick.

His Simple Excuse.

The Judge—The court is informed that you haven't worked for years.

The Culprit—It is true, Judge.

The Judge—You have neglected your family, at the same time insisting that your wife and sons should support you.

The Culprit—True again, Judge.

The Judge—Well, what is your explanation?

The Culprit—It's very simple, your honor. I agree with Dr. Woods Hutchinson that four hours' work a day is enough for any man—and by not working now I'm trying to undo the mischief I did so many years by working overtime.

Better the man who raises a laugh than one who heaves a sigh.

Remain in Michigan.

A well known resident of Northern Michigan who has passed the winter in Florida describes that country as "The Land of Sunshine, sand, buzzards, boosters and blasted hopes." He says Florida is a joke—a comedy and a tragedy, a land of contrasts, where the sale of city lots located miles from civilization is one of the principal diversions and winter amusements. It is a country where everything is different from everywhere else; where people from the North flock by the thousands, thinking to escape the cold, and suffer as they never suffered before as they hover over the excuses for stoves in the flimsily constructed houses.

In Michigan all is different. During the winter months a mantle of snow o'erspreads the landscape, forming a blanket of protection and furnishing an abundance of nourishment for the fertile soil, while the summers are a vision of Paradise—the reality of a dream that is perfect and pleasant.

John I. Gibson.

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

Symons Brothers & Company
Wholesale Grocers
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GRAND RAPIDS BROOM CO.
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Are You Prepared to Meet the Demand
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MAPLEINE
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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.

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

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.



How the Silkworm Works.

Silkworms, *bombyx mori* (because it unties itself in producing threads, and no skin but air remains within), must be fed every three hours and very regularly. The caterpillar devours sixty thousand times its own weight in thirty days. It undergoes five moultings; at eight days, next three days it will not feed; then feeds for five days voraciously, then comes three days moulting, and so forth.

It casts every part of its covering, even the interior coat of the stomach, gullet and trachea—body, head, feet, eyes, jaws, even membrana around its mouth. The mouth is vertical, not horizontal.

There are in a cocoon one and a half inches long about two thousand feet of silk weighing in the neighborhood of three and one-half grains (a grain is one barley corn's weight). Five pounds of silk take ten thousand cocoons. The small end of the cocoon is loosely laid and less gummed. The insect when ready to escape moistens this, pushes the threads aside and comes forth; some males will burst some in their eagerness, but females leave their cocoons intact.

Cocoons will hatch in India in twelve days; France in twenty-one; England, thirty-five to forty; Georgia, Florida and North and South Carolina, seldom more than fifteen; in Connecticut it takes from eighteen to twenty days. The unwinding of the cocoons is done by uniting three or more at a time.

Some one will ask, "How about spiders?" Well, it has been calculated that it could be done, but that it would hardly pay, because to procure a pound of spider web would take fifty-five thousand, six hundred and forty-eight. To herd all these and provide them with flies and mosquitoes would be a rather lively job; but it might be recommended as an anti-fat cure.

The writer of this, who served in Company E, Fifty-fourth New York Infantry, Veteran Volunteers, during the "Great Disagreement," helped to look out for the interests of our dear Uncle Sam, who saw fit to place him and the rest of the regiment on Folly Island, South Carolina (Charleston Harbor); after the evacuation, being stationed on James Island, there surveying and mapping. By going through the bushes I was annoyed by rather strong spider webs, the cocoons about hazelnut size, brownish in color. I found these only at Wappo Creek. Gathered a few and in camp, after soaking, could unwind

them very readily. I never had the chance to see the spider. Narrator.

Suits Slow Sellers—Dresses in Big Demand.

The slightly moderated weather, with the nearer approach of spring has not made any appreciable change in wholesale conditions, nor has there as yet been any great rush in retail business.

The suit business this spring has so far been, and is likely to continue, about the poorest general business experienced in a good many seasons.

The tremendous demand for one-piece dresses has undoubtedly been the principal cause of this condition. The little radical change in general styles for the past two seasons, however, has also had a great deal to do with it.

Every woman who makes any pretense to dressing well, will find one or more new dresses an absolute necessity. The little wear she finds for a spring suit will, on account of the general sameness of the present styles to those of last season, incline the average woman to make the old one do.

There probably will, however, be a fairly good demand in most localities during the later spring and throughout the ensuing summer in most localities for suits of white serge and white or cream, with dark hair-line stripes.

It is also expected that in the larger centers, there will be a fairly strong call for taffeta and changeable silk suits, this tendency, however, is not likely to be felt in the smaller towns.

Coats are selling fairly well; in fact, from the amount of orders that are daily received by the manufacturers, the demand for coats is a little better than was anticipated earlier in the season.

Serges are the decided leaders in fabrics for coats. Navy blue, natural or tan shades, white and white with black hair-line stripes are in the best demand at present, and will unquestionably remain in favor. Taffeta coats are being strongly featured in the East, and many are made in shorter lengths; others that are made full length are sharply cut away, showing much of the skirt.

Voile coats are also noticed in large cities. These are made both unlined and over fancy colored silks. The unlined are very effective over lingerie dresses.

Pongee, rajah and tussah silks, it is generally predicted, will be good for summer wear. It is certain that the

mills and agents who handle this character of merchandise have booked liberal orders. Natural or tan shades will be the leading color, although pastel tones will be used in very dressy garments.

The very general use and decided popularity of serge for suits, coats and dresses has developed a very unsatisfactory condition. The serious strikes in the mills that produce so much of that fabric, added to the exceptional demand, makes it a very different proposition for manufacturers to secure enough to fill present orders.

That there is going to be a serious shortage later in the season is practically assured.

Navy blue serge—nearly always popular—is finding a greater call than ever before. Retailers generally will be wise to study their individual needs along this line, and be prepared.—Dry Goods Reporter.

Not To Be Taken Literally.

Suits pressed 75 cents; ladies 50 cents.

Flannels washed without shrinking in the rear.

Willow plumes a specialty. Made from your own feathers.

For Rent—A furnished room, privilege of bath on Main street.

To touch these wires means instant death. Anyone failing to respect this warning will be prosecuted and fined.

That New Spring Suit.

"She said my new spring suit looks sensible and comfortable."

"Cheer up. That was a mean thing to say, but I wouldn't mind."

The Spring Crop.

"What's fresh in spring hats?"

"Well, the milliners have invented two or three new vegetables, I believe."

But a practical joke isn't if you are the victim.

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.

Wool Storm Serge

The demand for Storm Serge has been so great that it was impossible to keep a complete line of colors in stock.

We now have on sale an All Pure Wool Storm Serge, 36 inches wide, at . . . **37½c Yd.**

In Dark Navy, Medium Navy, Hunter Green, Dark Brown, Golden Brown, Grey, Wine and Black.

Grand Rapids Dry Goods Co.

EXCLUSIVELY WHOLESALE

SOME SPECIALS!

31 inch Peerless Percales, full line of colors. 6 cents.
Dress Gingham, in nicely assorted bundles. 6½ cents.
worth from 7½ to 8½ cents.

27 inch Dreadnaught Serges 5 cents.

29 inch Donald Poplin 17½ cents.

24 inch Bedford Prints 3¾ cents

Mail your orders for a few sample pieces.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan



Clothing



Spring Clothing Styles.

The long protracted and serious strike of textile workers in Massachusetts has either affected the price of worsted goods, or at least has given opportunity for sellers of these lines to make capital out of the trouble. Production at these mills has been cut down to not more than half of normal, and manufacturers have advanced prices on overcoatings and suiting for the fall.

Styles for spring have been disposed of long ago, and are well understood. There is expected to be quite a vogue of blue, while plain mixtures with just a touch of coloring in brown or tan are likely to be popular. Hair line and pencil stripes are very much in evidence.

Overcoats for spring, especially in the better goods, are showing an inclination to very light shades of tan and gray. The same shades prevail to a large extent in suitings, although there will be quite a demand for the ever popular dark blue. Very small and inconspicuous checks are being tried out by some makers of ready-to-wear clothing, but their success is uncertain, and depends entirely upon how they happen to be received by the smart dresser.

As frequently commented upon in these columns you can not force styles upon the American male citizen. He either wants certain kinds of clothes or he does not want them, and he cares not at all who may have introduced them. So he may take to the new checks or he may not.

Nearly every maker's line shows some popular sellers which are staples. These are mixed in with fancies which he has brought out. This is where the retail merchant has to exercise his discretion, and use care in what he purchases. Lines are said to be complete now, owing to the fact that advance orders have been slow, and choice selections of desirable goods have not been picked out.

There has been quite a lively demand for the business cutaway made from fancy suitings, and this suit will be worn extensively during the spring and early summer by business and professional men. This coat is one which meets the demand for a "semi-dress" garment for day wear—and it meets these needs absolutely. The garment is cut shorter in the skirts than the dress cutaway, it closes with four buttons, and the pockets have wide flaps on the waist line. The materials used are fancy worsteds and fancy striped chevots.

Fixin's For Men Folks.

In its neckwear hints to market buyers the Drygoodsman says: In four-in-hands and windsors there is an increasing demand for bordered ends. Stripes, neat figures and two-tone effects are favored. The call for tubulars is still strong. The absence of lining and seams in these ties is

an advantage which has not been overlooked by the consumer. Patterns are largely in cross stripes and borders. Rich color effects are shown. Cut silks in cross and bias stripes still occupy a prominent place in the neckwear line. Bright color combinations predominate.

Spring trade is "opening well" and there is much curiosity to see what both the manufacturers of flat silks and "knits" have to show, says the Clothier and Furnisher. Thus far, few novelties have appeared in "knits." The patterns are mostly regroupings of colors and stripes made familiar by previous seasons. The excuse of the manufacturers is valid enough—so many changes have already been rung on designs and colors that it is almost impossible to introduce departures. Cross and bias stripes seem to be the only patterns which lend themselves to boldness of design and vividness of color. Therefore, the new season's offerings are chiefly composed of these, with a sprinkling of plain-color silks in the brighter shades. If "knits" are to lapse in favor, it will be because their limitations in color and design have been reached. How to overcome this difficulty is a task which is engaging the efforts of all the makers of "knits." As usual, a limited output and late deliveries are certain in the finest grades.

In flat silks, too, the leaning toward cross and bias stripes is marked. Figures and all-over effects are only nibbled at, but stripes are bought with a will. In fact, the way that stripes have clung to public approval for so many successive seasons is extraordinary. Of course, the explanation is simple. With the present high-cut waistcoat it is impossible to make much of simple patterns. They are dwarfed by the small amount of silk exposed and do not "show up." Hence, the craving for brilliant, colorful designs, to which stripes are best adapted.

Soft shirts are stronger in evidence for the coming summer than ever before, the fabrics being mercerized cloths, soiesette, pongee and light white silk. Most of them are made with neck bands to which may be attached any style of collar that the wearer may choose, either the usual white collar or one made of cheviot or other fabrics and known as negligee collars. Cuffs, of course, are the French or turn-back style, and the entire outfit of shirt, cuffs and collar compose what appears to be the right thing for all sorts of outing purposes, golfing, automobile, tennis, yachting and other pursuits that occupy the time of the leisure class. In regard to the French cuff, it is now shown in the cheaper negligee lines.

Cloth Made of Banana Fiber.

The manufacture of cloth from banana fiber promises to become a great industry in the far East, par-

ticularly in India. The process of manufacture is very simple. One year old plants are selected and the stalk is unrolled and steamed over caldrons of boiling water until soft. It is a simple matter then to remove the green outer skin, by passing strips of the stalk through an instrument provided with a couple of blunt blades, which act as scrapers. The fiber thus obtained is placed in cloth and pounded in order to drive out excess moisture and is next cleaned and twisted into yarn for weaving. Banana cloth is said to be eminently suitable for tropical wear and is very durable. At present the price would seem to be almost prohibitive, as a roll of banana cloth, five yards long and one yard wide, sells for about \$5.70. As this enterprise is a brand new one, high prices are to be expected; but they are sure to right themselves as the demand for this kind of cloth grows and the supply endeavors to keep pace with it.

Some Sayings of Confucius.

Some of the sayings of Confucius, which are to the Chinese what our Bible is to us, are:

"Not to withdraw after making an error is in itself an error.

"Knowledge is when you know a thing to hold that you know it; and when you do not know a thing to allow that you do not know it. That is knowledge.

"Sincerity is the end and beginning of things.

"To see the right and not to do it is to be a coward.

"Four of the marks of a superior man are: In the conduct of himself he is humble; in serving his superiors he is respectful; in nourishing the people he is kind; in ordering the people he is just.

"The difference between the great man and the ordinary man is that the great man has a fair mind and sees all sides, and the common man has a mind which is partisan and one-sided.

"At a funeral it is better that there be deep sorrow than a minute attention to ceremony.

"Whatever the mind may attain to, unless the goodness within is powerful enough to keep guard over it, is assuredly lost even although it be gained.

"He with whom neither slander that gradually soaks in nor statements that startle like wounds in the flesh are successful may be called intelligent indeed. Yes, the man with whom neither soaking slander nor startling statements are successful may be called far-seeing."

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

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.

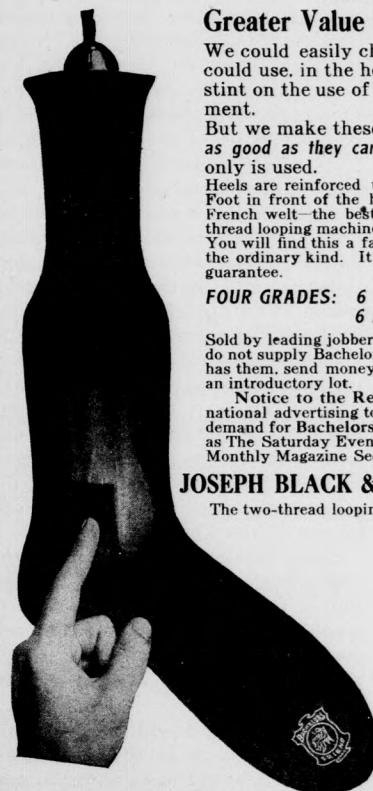
FOUR GRADES: 6 Pairs, \$1.50; 6 Pairs, \$2.00; 6 Pairs, \$2.50; 6 Pairs, Gauze Weight, \$2.00.

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

EARLY STORE CLOSING.

State Law Not Remedy for the Overworked.

Written for the Tradesman.

Readers of the Tradesman, retail merchants and their employes in particular do not need that any one enumerate in detail the advantages and benefits which might come to them from early and uniform closing of the stores.

However, should any one desire to learn more fully why early closing is desirable, let him ask the country storekeeper who rises at 5 a. m. to wait on the farmers who need groceries, farm tools or machinery repairs before they can begin their day's work in the field. He can also tell of the hot summer evenings when he buys more butter and eggs and sells more goods between 7 and 10 o'clock than during the preceding part of the whole long day. Let him ask the grocer or merchant in town who, returning to the store after the evening meal, sees day laborers and mechanics—eight and ten-hour-a-day men—resting on their porches, beneath the trees or on the lawn, while other less hard-worked residents are riding, driving or engaged in some favorite pastime. Let him ask the deliveryman in the large city who is often at his work of a Saturday night when the clock strikes 12. Let him ask any one of the many store proprietors or employes who from one year's end to another never have a chance to spend an evening quietly at home with their families. From these he will learn why there is a demand for early closing.

Of the many phases of this complex question let us consider only the one suggested in a recent communication to the Tradesman, that of securing "the enactment of legislation compelling stores to close at a uniform hour."

A law is desired because "It is practically impossible for merchants to agree on an hour for closing." These are the writer's exact words. It is fair to conclude then that any law touching this matter would meet with opposition from a considerable number of merchants. There are others who would oppose it, and that among the very men called upon to enact the law. Our Legislature usually comprises a goodly number of farmers. They would not vote for a law which, if enforced, would put further inconvenience upon the farming community. To secure their votes such a law must except crossroad general stores, the stores at railway stations and those in small villages patronized wholly or mostly by farmers.

The plea for a law to compel the uniform closing of stores—regulating the closing would be a milder and more acceptable term—is based partly upon protection for the weak against the strong. To be consistent it must except all stores kept by widows, maiden ladies, orphans and cripples. Stores which have no paid employes, being cared for entirely by members of the proprietors' families, have a right to be excepted on this score.

Opposition to the enactment of such a law from another large class

must be reckoned with. When the merchants in any town or city by mutual agreement close their stores at an earlier hour than formerly the buying public can only grumble and free their minds because of the inconvenience. Let it be known that such a condition is no longer to be only a temporary experiment; that it is about to be established by law, and the protests will be so numerous, so loud and so insistent that legislators will hear and heed.

Have the buying public no natural rights in this matter? If street car companies must run cars to meet the needs of the people, and other public servants must conform to certain regulations for the benefit of the majority, why may not merchants be required to keep open their stores to meet the needs of the people? Why not? The shoe might be on the other foot when it comes to legal enactments?

Do those who ask for an early closing law really want the people to have their say in the matter? Do they not want a law to force unwilling merchants into line with others and let the people make the best of the resulting inconvenience?

No fair-minded merchant wants a law enacted without giving the matter due publicity, so that the words: "The people of the State of Michigan enact," shall be an actual fact.

It is one thing to get a law passed; it is another thing to enforce it. The enforcement of law depends upon conscientious and courageous officers. Behind these must be earnest and determined men and women. The people must be in sympathy with the law's enforcement, else it becomes a dead letter.

What Early Closing Would Do.

Advocates of an early closing law should remember that there are two sides to the question as regards the interests of merchants, store employes and their respective families. Leaving aside, then, the caprice, the convenience, the demands, the needs and the rights of the buying public, let us consider some of the undesirable effects of early closing, whether compulsory or voluntary:

Early closing would increase the receipts of theaters, saloons, ice cream parlors, street vendors and confectionery stores, if the latter were allowed to remain open. Promoters of all classes of amusement would profit at the expense of stores which deal in necessities.

Early closing would necessitate more police to maintain order and guard the safety of the increased number who would promenade the streets and flock to the parks and places of amusement.

Early closing would increase the opportunities for merchants and employes to spend money unwisely. It would undoubtedly decrease the profits of many merchants. It would probably lessen the earnings of some employes.

Early closing would afford more hours to indulge in so-called pleasures which would more unfit the participants for business the following day than evening work in the store.

Early closing would occasion greater loss to retailers of fruit and other perishable goods. It would be a handicap to the merchant who must work early and late to establish a business. It would be an amazing help to mail order houses. Let a measure to this end be pending before our Legislature and see how quickly these concerns would send their agents to try to influence legislators in its favor.

Early closing says in effect to the buying public: You must do your purchasing at the stores at such hours as are most convenient for the store people. They are through keeping open to suit your caprice, convenience or necessity. Telephone your orders and have goods delivered or else leave your work and visit the stores during their limited working hours. It says that the many must adapt their work or business to the convenience of the few. It says that all emergencies can be foreseen and provided for. It says that accommodation, having been carried to an extreme, is to be offset by an extreme of independence or indifference; and much more it might say.

An early closing law would interfere with the right of merchants and customers to buy and sell for their mutual advantage. It would put a premium on pandering to extravagance, waste and dissipation, while it curtailed the earnings of those engaged in the most beneficial forms of merchandising.

Compelling the merchant to close at a designated hour puts the store in the same class with the saloon—a place to be under the surveillance of officers of the law. Believing such requirements to be unjust there would be with some great provocation to defy its enforcement; others would evade it whenever possible.

If people want goods and merchants want to sell they are going to sell, law or no law. To be effective such a law would need to specify that all entrances to a store must be kept locked from the closing hour until the time for opening the next morning. Would it prohibit anyone from picking up and putting away goods after the closing hour? Would it permit anyone unpacking boxes, etc., and replenishing bins, counters and shelves during the evening? If so, under pretext of doing this necessary work, orders might be taken, goods put up and sent out. In case a merchant lived over or in the rear of his store he would be under suspicion of violating the law whenever his family had evening callers.

We do not need more laws, but less. More laws mean more violations of law; more officers to enforce law; more work for courts; more expense; more taxes; greater burdens for taxpayers. The more laws the less respect for law.

Men to-day, more than ever before, are guided by convictions of right and wrong rather than by regard for law. In the multiplicity of laws this is the safest course; comparatively few people are fully posted as to the laws upon our statute books.

What would an early-closing law

amount to in a community where neither merchants, employes nor customers cared for early closing? Will the merchants who want early closing take upon themselves the burden of looking after the law's enforcement?

Some people seem to think that the enacting of a law is all that is necessary to bring about any desired reform. What wonderful magic must reside simply in the enactment of law! Difficulties which wise business men have pondered for years without being able to discover a satisfactory solution might be speedily remedied simply by the enactment of a law, according to some people.

Upon a few merchants would devolve the task of surveillance of all the merchants of the State.

Laws which have resulted in the establishment of customs are in reality in force, even although unknown or forgotten. On the other hand, customs established in the life of the people become the basis of laws, if laws are needed.

A uniform hour for closing would not fit the habits and customs of the people except in rare cases. The stores of each town or city must adapt themselves to its particular needs. Each line of merchandising also has its peculiar conditions.

The question is not: Would early closing or less working hours benefit merchants and store employes? We can imagine many ways in which these people might use their evenings for the benefit of themselves, their families and the community. We can also see that many would only improve their increased opportunities for injurious amusement, dissipation or squandering their earnings. The question now is: Would an early closing law help matters? We say, No.

As to overworked employes, our laws already limit the hours which women and children may be required to work. Stores which employ more than a few clerks could arrange so that some might begin earlier than others and quit earlier than the rest. The manager of a store can plan its work and hours better than some outside party.

We have heard of older physicians in a town confining themselves to office or city practice and letting the younger men, who are better able to endure the long rides, night work and unseasonable hours, have all the country practice. Merchants who do not need every cent they can make might close early and let the corner groceries, the suburban stores and those whose needs are more imperative keep open until later hours.

Who wants a uniform closing law? The merchant who is jealous of his neighbor's success; the merchant who fears his competitors will get customers away from him if they keep open longer than he cares to; the man who wants the whole town run according to his individual program; the employe who thinks any number of hours too many.

Asking for legislation in this matter is asking the Legislature to act as a board of arbitration between

21,071,199 Free Coupons

good for Puffed Rice and Puffed Wheat at any grocery store

These twenty-one million coupons will be printed with full page advertisements in ninety of the big home magazines coming out in April and May.

Tens of thousands of these coupons will call for a free package of puffed rice—we redeem these from the grocer for 15 cents cash.

Other tens of thousands of these coupons will call

for a free package of Puffed Wheat—we redeem these from the grocer for 10 cents cash.

And still other tens of thousands of these coupons will call for a free package of Puffed Wheat, providing the customer presenting the coupon purchases from the grocer a package of Puffed Rice—we redeem these from the grocer for 10 cents cash.

For Ten Weeks Your Customers

Get Puffed Rice or Puffed Wheat FREE

While You Get the Retail Price

You will be asked many times from what magazines coupons may be cut. Here is the list, ninety in all.

These come out during April but are dated May

These come out during May but are dated June

Weeklies on list come out during April

Woman's Home	Canada Monthly	Sunday Magazine,
Companion	Canadian Pictorial	Denver Rocky
Ladies' World	Canadian Home	Mountain News
Delineator	Journal	Sunday Magazine,
Designer	Housekeeper	Buffalo Courier
New Idea	St. Louis Christian	Sunday Magazine,
Housewife	Advocate	Detroit NewsTribune
Home Life	Uncle Remus'	Sunday Magazine,
People's Popular	Magazine	Baltimore Sun
Monthly	Sunday Magazine,	Sunday Magazine,
People's Home Journal	Chicago Record-	Philadelphia North
Outlook	Herald	American
American Boy	Sunday Magazine,	Sunday Magazine,
Extension Magazine	St. Louis Republic	Boston Globe
Advance	Sunday Magazine,	Sunday Magazine,
Continent	Philadelphia Press	Washington Post
Israelite	Sunday Magazine,	Magazine Section,
Christian Standard	Pittsburg Post	San Francisco Call
Epworth Herald	Sunday Magazine,	Magazine Section,
Western Christian	New York Tribune	St. Louis Globe-
Advocate	Sunday Magazine,	Democrat
Central Christian	Boston Post	Magazine Section,
Advocate	Sunday Magazine,	Cincinnati Enquirer
Pacific Christian	Washington Star	Magazine Section,
Advocate	Sunday Magazine,	Chicago Tribune
Christian Advocate	Minneapolis Journal	Magazine Section,
		Pittsburg Dispatch

Weeklies on list come out during May

Ladies' Home Journal	Western Home	Sunday Magazine,
Pictorial Review	Monthly	Richmond Times-
McCall's Magazine	Saturday Evening	Dispatch
Modern Priscilla	Post	Sunday Magazine,
Good Housekeeping	Holland's Magazine	Omaha World-
Mother's Magazine	Sunday Magazine,	Herald
Vogue	Pittsburg Gazette	Sunday Magazine,
Woman's World	Times	Cleveland Leader
Collier's Weekly	Sunday Magazine,	Sunday Magazine,
Literary Digest	Rochester Democrat	Detroit Free Press
Youth's Companion	and Chronicle	Sunday Magazine,
Christian Herald	Sunday Magazine,	Milwaukee Sentinel
Christian Endeavor	Memphis Commer-	Sunday Magazine,
World	cial Appeal	Cincinnati Commer-
Pittsburg Christian	Sunday Magazine,	cial Tribune
Advocate	Minneapolis Tribune	Sunday Magazine,
Texas Christian	Sunday Magazine,	Columbus Dispatch
Advocate	Louisville Courier-	Sunday Magazine,
N. W. Christian	Journal	Des Moines Register
Advocate	Sunday Magazine,	and Leader
California Christian	New Orleans	Sunday Magazine,
Advocate	Picayune	Denver Republican
Churchman	Sunday Magazine,	Sunday Magazine
Sunday School Times	Kansas City Journal	Worcester Telegram
Canadian Magazine	Sunday Magazine,	Sunday Magazine,
Congregationalist	Buffalo Times	Providence Tribune

There will be a quarter of a million cases moved on this coupon sampling plan on which the merchant will get his full profit. The mills are running night and day to turn out enough goods to meet the demand.

We urge orders of not less than two cases each—four cases in all—of Puffed Rice and Puffed Wheat. That will mean 144 packages and those cannot go far in a free coupon demand.

Your order should be placed today

The Quaker Oats Company

CHICAGO

merchants. Would the latter be satisfied with what might be put upon them?

This is supposed to be the land of the free—a land of liberty. We want it to remain so. Every added law lessens our freedom, especially if it be enacted to please a class, and not for the good of all the people.

It is far better to be free to work early and late than to be restricted by law—or unionism. Voluntary slavery can be laid aside at will; legal restrictions can not be. When one tires of serving an over-exacting public, or when the stream of customers is more than he is able to serve, he can usually find ready purchasers for his site, his stock or his business who are willing to shoulder all burdens for the sake of the prospective gain.

Better be free to keep open late or close early than to be compelled by law to close at an exact hour, and perhaps forbidden to close earlier.

Overworked store employees may or may not be numerous, but they are not so helpless that the State need to intervene in their behalf. The condition is not so serious as to require State regulation.

We have not a word to say against less hours of work for merchants or their employees. We have no objection to voluntary early closing. We contend that a law to compel early closing is not needed; would not be wise or just; would not benefit as many as it inconvenienced; would be an infringement of the rights of merchants and customers in dealing with one another.

The present is not a propitious time to undertake to compel the buying public to do their purchasing solely according to the merchants' convenience. There are already too many inducements to send away for supplies, and there are too many soliciting orders at people's homes.

Some merchants think they can not prosper or even live with less trade than they obtain by keeping open as long as others, and they can not stand the grind of such long hours. The best way then for such is to get from under. There are other places in the world to buy and sell. There are other kinds of work, perhaps better suited to such merchants, less exacting and equally profitable, which they might do if they only tried.

E. E. Whitney.

Modern Equality.

There is no longer a literary caste or intellectual aristocracy in any country. That caste is broken. Anybody can write a book nowadays and almost everybody does write a book. Everybody can find the corner in a newspaper where to express himself, and if he doesn't express himself something is said about him, and one way or other he gets into print and the literary medium has become as common as the conversational medium. When we realize that the vast circulation of some of our periodicals constitutes a universal medium and of the great power that is abroad which is moved almost by the breath of the body, so that it is in the same issue as it were, the thing that is said

and forgotten, the thing that is said and persists, and usually the whole nation has access to the printed page, both for utterance and for instruction, the literary caste is broken.

Now the political caste is broken also. The old molds are broken up. It is necessary that they should assume some universal fashion of dress, instead of wearing those garments of a trade which they formerly professed.

Everything is being broken open; everything is being exhibited to the public gaze; everything is being submitted to the public standard; everything is being universalized; the processes of politics, along with the processes of literature, all our shelves are being broken, all peculiar fashions are being merged.

The world is coming to think in common terms about everything and everything is becoming common in the touch, and so I am the more astonished that there are some gentlemen who find it impossible to think in the terms of actual facts. I am more astonished to hear gentlemen expressing themselves in formulas which no longer wear the color of reality. I am surprised to hear men thinking in the form who have opportunity of access to the substance.

This is a day of realities because it is a day of exposure, and in this day of exposure how is it that some men do not see that the world has changed while that birth has been altered under their eyes when they supposed that they were watching for it? What strikes me about our day is, that everything is new. Some men have not discovered it, but the fact is so.

Everything is new, and, therefore, every question that we touch wears a new aspect and must be approached from a new angle, and, naturally, with new men. For example, the great

question of conservation about which we talk so much is too limited in our view. We suppose that having been a spendthrift nation, the question of conservation is merely that it has renewed our forests to keep our water supply protected against further depredations and see that the things which we can renew are not renewed through that reckless fashion.

But that is not the question of conservation for America. That is only the obvious superficial part of the problem of conservation. The real thing that we have to conserve in America is the American people, their energy, their elasticity, their origina-tive power, their capacity to hope and to achieve. Our task is to see that a great and ardent people are not depressed. Sometimes when I talk with manufacturers I realize how true it is that they study every piece of machinery that they are dealing with except the human machine.

Woodrow Wilson.

Worldly Wisdom.

Winter frosts are hard on summer engagements.

But a fat purse makes more than a slight difference.

It's awfully hard for a girl to look like her photograph.

Fortune is apt to favor the brave who hustle while they wait.

One kind of a show girl presides over a department store counter.

Judge a man by what he does rather than by what he threatens to do.

A man may not be able to do his own cooking, but he can roast the cook.

As yet the suffragettes have not charged the politicians with Adam's downfall.

Women lose their maiden names when they marry—and most men lose their identity.

It's easier to induce some men to run for office than to walk a block to secure a job of work.

Just about the time a man begins to think he is acquainted with his wife she begins to act strangely.

It's easier to buy experience than it is to sell it.

When a woman hasn't anything else to do she can worry.

Professional politics seems to be the great American game.

There is a reason for everything—except for a woman's reason.

It is easier to bump against the law than it is to back away from it.

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

If a woman's husband is jealous of her, she doesn't have to be jealous of him.

It's up to the wise bachelor to hike for the tall timber when a leap-year suffragette shows up.

The average man doesn't care to have his face on bank notes. All he wants is an opportunity to get his hands on them.

Proving It.

"People nowadays," said the old house cat, "don't know how to raise children. They let the youngsters have their own way too much."

"That's right," replied the old brood hen. "Now, look at these chicks of mine. They wouldn't have amounted to anything if they hadn't been sat upon."

Bad State of Affairs.

First Scot—What sore o' meenister hae ye gotten, Geordie?

Second Scot — We seldom get a glint o' him; six days o' th' week he's enven's'ble, and on the seventh he's incomprehens'ble.

It isn't unusual for a tactful liar to have a contented wife.

IF A CUSTOMER
asks for
HAND SAPOLIO
and you can not supply it, will he
not consider you behind the times?

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

The Power Behind the Dime.

Written for the Tradesman.

Do you know that the smallest coin minted is the greatest force in American merchandising? Do you know that dimes have dwarfed dollars when profits are considered? Do you know that the demand for dime goods will still be growing when your great-grandchildren's great-grandchildren have left this planet? The cry for low-priced goods is as old as the hills and if you disbelieve these statements, wake up now; tomorrow may be too late.

Watching the dimes in order to care for the dollars was a cut and dried truth when Adam started to work, and in the days when dinosaur skins were the bulk of staple dry goods merchants knew the value of popular prices. There can be no shadow of doubt that the prehistoric hardwareman who specialized in low-priced stone hatchets was a constant thorn in the side of his competitor who made a play for the "exclusive trade."

The world moves very slowly for some of us and many storekeepers are just beginning to rub their eyes over the absurdity of figuring profits on the cost price, but a still greater number has yet to learn the power of the dime. Keen capitalists have placed 65,000,000 dollars worth of confidence in the earning power of dimes. Thousands of department stores have acres of space devoted to dime goods. The making and selling of ten cent items give a living to more people than some foreign countries contain. The power of the dime is real and as natural as any of the forces of nature. Many merchants scoff at ten cent departments, calling them a fad. This attitude continues until a five and ten cent store arrives and then—well, depleted sales are convincing arguments. What magic force is tied to this tiny coin? Why is it a better business builder than coins ten times as large? Why does it multiply sales? Why does it cut selling effort in two? Why is every ten cent item on the shelf of your store already more than half sold?

Because there is no demand to create. The demand for ten cent goods exists in every city, town and hamlet from Maine to Mexico. People must have ten cent goods and the demand is ready-made. Dimes are the poor man's currency; either he buys in terms of ten cents or he does not buy at all. The fact that over 50 per cent. of our population lives on less than sixty dollars a month is the push behind the dime.

The power of the dime is the power of necessity. Necessity is the mother of the ten cent business; some of the people must have dime goods all the time, all of the people must have dime goods some of the time, and the element that requires them all the time is increasing more rapidly than any other part of our population. The public need for dime goods minimizes advertising expense. If there be an active demand for goods, the cost of pushing these lines is greatly reduced. An existing demand translates publicity from "creation of desire"

to the bare announcement that the needed lines are to be found in your store. Dime goods multiply sales for the one reason that dime spenders outnumber dollar spenders, for example, one thousand to one.

If the public demands goods, you forfeit profits unless you cater to the demand. How foolish it would be for a merchant to exclude a line of goods if five out of every six persons in his community felt a vital need for the tabooed articles. He virtually would be building business for all his competitors who carried the popular line. Some merchants object to carrying a line that is pushed by another store. If their attitude were logical, department and general stores would vanish and we would go back to the days of shops. Dime goods, however, easily overthrow this objection on the ground that they meet a universal demand. Their field is the entire range of merchandise and no store has any more right to "corner" them than the very air we breathe.

Dime goods build profits for the same reason that they multiply sales. The fact that they are a necessity to so large a part of the buying public increases their margin of profit by the simple method of whittling down the expense of advertising and selling. Dime goods are automatic salesmen; no lengthy argument is required to convince a purchaser that he should spend ten cents. Selling expense and price always go hand in hand; the higher the price the harder the sale. Dime goods are industrious workers, loafing is foreign to their very nature. When a merchant installs a stock of ten cent merchandise he can be serenely confident that he is not cluttering up his shelves with a lot of mummies whose first duty is to lapse into a long winter's nap. The demand for dime goods never fails; they know no season; they are the speed boys of the merchandise world.

Demand usually inflates prices, but in the case of dime goods, values, rather than costs, have been boosted. The reason is simple. Ten cent stores

and departments increase every day and competition has consequently become more strenuous. The getting of business has become a serious problem, and sales are naturally flowing to those stores where the best values are found. Such conditions have created a country-wide cry for better values, better values, and manufacturers have actually been compelled to bring their fifteen, twenty and twenty-five cent offerings into the ten cent class. Thus lines that were formerly a bargain at a quarter are now scarcely more than a ten cent staple. Dime goods can truly be called the goods for the greatest number.

They are the great enemy to a higher cost of living.

They are priced to fit the purse of the dollar-a-day man.

They are preachers of the gospel of efficiency and their efforts lessen the friction of sales.

Their power is all-pervading and can be monopolized no more than the rays of the sun.

Their pulling power is the force of nature and any store hitched to the mighty dime will be drawn into the land of more sales and better profits.

Anderson Pace.

Bargain Sale Wins Job.

Special sales held by the big department stores are stepping stones to good jobs. For these sales it is necessary to employ a deal of extra help. The bosses watch the extra hands and note their capacity.

A young man 18 years old went to New York about the end of the holidays. He tried to get a place in several stores, but failed until he applied to an extensive concern in which an immense midwinter sale was on. The goods he was expected to handle belonged to his line, and he was taken on at the rate of \$12 a week. At the end of one week he was given a task of slightly greater importance, and when two more weeks rolled around his manager told him that thereafter he would find an additional \$2 in his envelope.

More than that, the boss looked as if he was pleased with this worker, and that meant a better future.

The 18 year old worker is still holding down the same job, although scores of others were let out when the sale ended.

One day, when the worker thought it was safe to draw out the overseer, that functionary told him one of the reasons why he kept him was that he did his work the same way all of the time, that he was not constantly casting about to find an easier if not better way of doing a thing. If it had been better as well as easier to perform the task in a different way that would have been different.

It is these characteristics in the human worker that come in for close scrutiny when such a thing as an emergency sale serves to bring out everything that is in him.

Vulgarity Expressed by Cinematograph.

The bioscope was recently registering a banquet scene at the moment of the speeches. A young actor who was entrusted with the role of presiding rose and solemnly made the gestures appropriate to a learned discourse, while all the time he kept his fellow actors amused by a flow of amusing slang and profanity with unprintable anecdotes as decoration. But what did it matter? He was posing before a cinematograph, not speaking before a phonograph. The film was a great success, it was praised all over the world, especially for the life-like attention the guests evidently paid to the orator. One complaint only was received, a very severe and indignant rebuke. It came from the director of a deaf mutes' institution, where the pupils, trained to reading the lips, had been able to follow the unbridled license of the orator as well as to watch his gestures.

A two-hour sale in which a standard 10-cent article was sold at 9 cents, with a small pocket mirror free, secured much new business for a store in New Jersey.

Just Try One in the Brown Sugar Bin

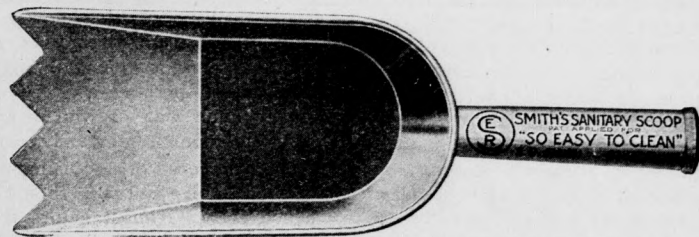
No More Sticky Fingers to Wash a Dozen Times Every Day. If it Does Not Save You More Than Fifty Cents Worth of "Cuss Words" the First Week, Send it Back to Your Jobber. 🍴 🍴 🍴 🍴 🍴

Smith's Sanitary Scoop Does the Work

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

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

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



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

E. R. SMITH :: Oshkosh, Wis.



The Mother Needs Both Idealism and Actualism.

Written for the Tradesman.

Of all of Nature's wondrous adaptations of means to end, none is more marvelous than the mother. Into her young and inexperienced arms there is thrust a tiny, puny, red-faced morsel of humanity—now whining feebly, now squalling lustily—an embodied addiction to croup and colic and a hundred other infantile ailments, an epitome of weakness and helplessness. The race must long ago have winked out of existence had not mothers of all ages been endowed with a strange idealism that renders them blind to the imperfections of the little one, careless and unthinking as to the days and nights and watching that must go to bringing it through the perils of infancy and early childhood, and gives them a preternaturally keen vision of the possible beauties and excellencies that a baby's soul may show as it unfolds.

It took a great sculptor to see the angel in the block of marble, but every common mother sees glorious possibilities in the little bundle of flesh on her knee. She beholds the child, not as it actually is, but as she idealizes it—as she hopes and in the fondness of her heart implicitly believes it will become.

The vulgar have coined a pat little epigram that expresses the bias of the mother's view: "Every crow thinks its young one white." This would indeed be a cheerless world if our mothers saw us as other people do. The mother must have her idealism to give her hope and strength and pluck for her task, so that she will consider a child worth while, and give it the love and care it requires to make the first few years of its excursion into this unknown and hostile realm an endurable experience.

Nature, with a sharp eye to our needs, makes of the mother first of all an advocate, a defender, one who sticks up for us when everybody else goes against us. Who of us does not in later life, when the source of that wondrous kindness and affection has departed from our sight and sense; when we have felt the cold and heartless criticism of rivals and competitors in our fields of effort; when we are weighed in the balance of public opinion and found wanting and made to know we are found wanting; when the burden of all our failures and disappointments is heavy upon us—who does not cry out unto the Unknown, longing to feel again the sheltering mother arms, to have once more the kindest construction put upon our every motive, to see our successes magnified and our failures ignored, to know again that love that is unfeeling and absolutely unselfish?

nified and our failures ignored, to know again that love that is unfeeling and absolutely unselfish?

Nature makes of every mother the defender and guardian that it is essential she should be. Very often Nature goes no farther than this, and we have all too frequent examples of the mother who jealously defends and guards without thought or reason or consideration for the rights of others. This might not work great harm if the child were always to remain an infant in her arms; but since this can not be, it is a foolish and mistaken affection that keeps the child a spoiled and petted baby until man or woman grown.

We all know the kind of mother who never sees the need of her children being taught to obey at home or elsewhere, who thinks the other boys are entirely to blame for all the scrapes her Johnny gets into; who, when the teacher at school reports any misconduct or poor work promptly takes her child's part and raises a rumpus, and who, when son or daughter marries, has an ever-listening ear for any slightest complaints, and is only too willing to take sides with her own against the married mate.

Such women mean all right and often have a great wealth of devotion and self-sacrifice for their children. The trouble is that while they have the mother's idealism fully developed, they lack another quality, which is almost or quite as necessary—a quality which is seemingly exactly the opposite of idealism, for it is nothing more nor less than actualism. The mother needs to see the boy and girl as she hopes they may become; but scarcely less imperative is it that she see them as they actually are now, with all their faults, failings and shortcomings.

For this little being she has brought into the world is not a despot to whose iron will a million subjects must bow in humble submission; not even a feudal baron of olden times to whom a thousand serfs owe fealty. Ordinarily she can give to her offspring but little wealth of power. This baby—this half-grown boy or girl—must be a man or woman among men and women—perhaps a very plain and common man or woman among plain and common men and women.

The process of adjustment, of learning to give and take, should commence early. Almost before the infant is out of its cradle the lessons in democracy, in consideration for the rights and feelings of other people, must begin.

The maternal blindness to any fault,

the too doting fondness, the intense and jealous partiality—these hinder or even entirely prevent the process of adjustment.

The mother who can see in their early manifestations the failings that are likely to develop into serious defects of character, may do much in the way of correction and remedy. The timid child must be taught courage, the one lacking in initiative must, if possible, develop resolution and energy. Fiery tempers should be brought under firm self-control and too great aggressiveness curbed.

The education and training of children is now left largely to the direction of the mother. This is not just as it should be, particularly with respect to boys. But the father spends so many hours away from his children, he sees them only at meals and a little while in the evening, and then he desires rest and quiet. His mind is tired with the perplexities of his day's work—he does not want to be bothered with the ever-arising problems of family discipline and training. If the children's traits and characteristics are watched and weighed and studied, it is the mother who must do it.

She is the wise mother who, failing not in the least in motherly tenderness—the tenderness that holds the child more dear because of its very faults and weaknesses—is still the kind critic and gentle counselor and friend to fit the boy and girl for their places in life, and is the inspiration to fill those places worthily and

well. The children of such a mother rise up and call her truly blessed.

Quillo.

Not a First-Class Singer.

"Now that you have heard my daughter sing, what would you advise me to do?"

"Well," the music teacher replied, "I hardly know. Don't you suppose you could get her interested in settlement work, or horseback riding or something like that?"

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Valley City Biscuit Co.

Grand Rapids, Mich.

Manufacturers of

Cookies and Crackers

Write for Price Lists

We Make a Specialty of 10c and 12c Cookies

NOT IN THE TRUST

CORN MEAL

Michigan Yellow Granulated

Packed for Shipment

1 doz. 3 lb. sax

Bales of 5-10 lb. sax

100 lb. jutes

Illinois White Granulated

Packed for Shipment

1 doz. 3 lb. sax

Bales 5-10 lb. sax

100 lb. cotton sax

JUDSON GROCER CO.

GRAND RAPIDS, MICH.

THE OLD-FASHIONED WAY.

Why Price Cutting Proves a Detriment.

In every small town there is a character commonly known as the "village cutup," also a certain contingent which "hangs around" grocery stores, unhitches customers' horses driven to town to trade, beats the freight train to the next town and turns the cows into Uncle Reuben's cornfield.

The idea is to make trouble for those who are interested in developing and improving the town. These facts are familiar to every individual who has lived in a small country township, and it may be well to add here that every small town, as well as the entire world, is divided into two grand divisions: Peacemakers and troublemakers—in other words, the builders and the dynamiters.

Until a century ago almost everybody belonged to the troublemakers, and it was the business of the world to train men to chop off heads and to cry "scab" at every man who stood and worked for a principle. At last, after having tried everything else, we have found that co-operation is the first step toward progress. The world has had all the opposition, all the wrangling and all the back-fence gossip it can stand. What we want is peace, work, co-operation, to learn how to economize our work and energy.

With these thoughts we approach the "mischiefmaker" of our modern business—the price cutter. Emerson said, "The man who retires to the forest to make a better ax, or a better plow, or a better hat than man has yet made, will find a beaten path to his door so that his products may be marketed to the world." Emerson did not say this, however, of the man who enters business to cut the price or the legitimate profit out of the merchandise which other men have spent their lives and energy to produce.

The particular point we make here is that it requires no experience, no intelligence, no ability to cut prices. A great business man has said, "We deal with our friends—our enemies will not trade with us." So, you see, business is founded largely on confidence—and confidence is certainly not founded on price cutting. It may require ten years to advertise an article, to build up its market, to establish its price, yet this price can be cut in a single moment by someone or by anyone who has had no experience and who knows absolutely

nothing about the higher and better methods of selling merchandise.

The truth is—price cutting tends toward dissolution, disintegration, dissatisfaction, dissatisfied customers—and you know the prefix "dis" means disease and these things just mentioned are all forms of disease. In other words, price cutting brings about a diseased condition of business. If you are in doubt about the truth of this statement, simply go into any town where there is a price cutting war in progress and you will gather some valuable information that will assist you to know what not to do in conducting a store.

The salesman who can not present facts, merit, quality and the fine points of an article can always cut the price. The salesman who can present facts, merit, quality and who understands a certain article of merchandise will not cut the price, and for this reason this man is a salesman because he sells goods on the basis upon which they should be sold. Shaving the price is the argument of the weak, the incompetent, the indifferent and the incapable. Price cutting did not, does not and can not establish the reputation of an article and price cutting has not established the reputation of the great merchants and manufacturing concerns of the world who have assisted in improving and developing our ideas and standards of business.

There is no question that certain reductions should be made to eliminate outworn, dead stock. This is a necessary part of every business, as it cleans up the store, keeps the stock in good shape and makes for general efficiency. Concerns which stand on quality, which understand the finer and higher ideas and methods of business do not go into bankruptcy. It is the price cutter, because his trade is superficial, his methods are negative and there is nothing substantial or fundamental back of his trade and behind his clientele. The price cutter makes trouble for his competitors and sends business to the catalogue house or to the next town.

Quiet and Content.

That a child must first of all be healthy; that health is absolutely essential to success of any kind, the average mother is beginning to get pretty clearly into her mind with regard to her child. But she interprets the laws of hygiene to mean three things: Fresh air day and night, wholesome food at regular intervals, and as much sleep as possible. These are essentials. But one thing remains, and that the average mother

leaves out of her regime. She must substitute for the modern American child's craving for excitement, restlessness and pleasure the atmosphere of quiet, contentment and happiness. She fails, first of all, to dress her child wisely. Where she makes the mistake here is that she dresses her child for her pleasure, but not for his convenience. Again, she does not realize that the most normal and fortunate of people are those who are able to find joy in simple commonplaces, and contentment in the ordinary routine of a busy life. This, as applied to the child, means a quiet, uneventful mudpie and sandpile existence, with mother near enough to give a sense of companionship.

These are the real joys of life, but they are lost upon children who are trained always to be entertained. They are not to be found in the crowd. They are not to be had at the diabolical children's parties. They are the gift of quietness and the blessing of healthy solitude. And they are the only virus that can render a child immune from that craving for excitement which is nothing less than a nervous disease and is the curse of so many an American home to-day.

Just Thought So.

"Oh, that my son should wish to marry an actress!" shrieked the proud, patrician mother.

"Now, ma; don't take on so," beseeched the undutiful heir. "She isn't really an actress; she only thinks she is."

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.

Are YOU Selling WINGOLD FLOUR?

IT REPEATS

Distributed by

LEMON & WHEELER CO.

Grand Rapids



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.

Money in Incubators.

In the last few years many hardware merchants have realized the profits to be gotten from a poultry supply department and have taken advantage of the opportunity to add a very good department to hardware stores that are in need of every profitable department they can find to overcome the unprofitable staple articles they must sell.

One of the largest incubator concerns in the country has found that the hardware merchant is a most desirable agent, and concessions are being made in his favor in preference to the small feed stores or poultry supply stores which in many localities have been handling this trade exclusively.

There are many retail hardware stores in the Central West that handle from a carload to a carload and a half of incubators a year, in addition to a large business in accessories and poultry supplies and feeds. Incubators run about a hundred to the carload, and this surely makes a satisfactory proposition for any hardware store. The poultry supply business is an important feature with many hardware dealers. One firm who have made a success of the business tell the story as follows: "We came to the conclusion that the poultry business with all its attendant wants was more deserving of the attention of the hardware man than he was giving it.

"We found that with the increased competition and great inroads being made into the legitimate hardware store lines, new lines must be added where possible, and find the poultry supply business one of the many remunerative ones possible to engage in along with the hardware business.

"We started with this department putting in only two incubators, and missed several sales in being unable to supply the goods when people were

in a hurry for them. We learned from this that a good supply must be carried. Also that you must be interested in the business personally to be able to "talk chicken" to all customers, as it is of vital interest to be able to answer questions. Also to tell of your own experience along this line. We immediately discontinued the cheap line we started with, gave the Incubator Co. an order for a good supply of its entire line and found with this assortment we were still losing sales by not having goods when customers wanted them. We now handle this line in carload lots and have established a healthy business in this department.

"One of the members of the firm, being very fond of Rhode Island red poultry, we occasionally put a coop of prize-winning birds in our show window, surrounded by incubators, drinking fountains, food hoppers, spray pumps, etc.

"We also find it highly interesting to the public to watch a hatch coming off in the show window, later putting these small chicks into a brooder in the same window, having an electric light in it for use in the evening. Forty or fifty lively chicks in a show window equipped this way will stop nineteen out of twenty people passing your store, and many of them are interested.

"We also find it advisable to mingle with local poultry show people. Display your birds at the show, make a good showing, engage space at this same show and make a good display of all that goes with the poultry supplies. Make it the best display in the hall, thus compelling people to talk about it. In this way we reason that we will be consulted by the majority of customers wanting goods in poultry supplies.

"The past year we have added poultry feed in bags and original packages, a brand with a reputation, and think on the whole we have supplied many orders for these goods that otherwise would have gone away for cheap goods of inferior make or

through catalogue houses, and which at best will only last a few years.

"While poultry goods do not pay as large a margin of profit as some lines, the fact remains that in the summing up of the end of the year a nice showing of sales and earnings has been added to your business without a cent of expense for equipment of any nature, and it is a line that has something for sale every working day of the year."

Getting Rich Easy.

What "easy marks" American investors are is strikingly advertised to the world by the annual report of the chief inspector of the Postoffice Department, dealing with prosecutions for fraudulent use of the mails. It appears from his figures that in 1910-11 get-rich-quick promoters were put out of business whose receipts from "clients" with more cash than caution aggregated \$77,000,000. In general the tendencies of our Government are not paternalistic. But the need of some parental restraint on the readiness of Americans to send remittances to almost anybody who can compile a list of eligibles and issue a temptingly baited investment prospectus is painfully evident, and the activities of the Postoffice Department in exposing and punishing these fraudulent "financiers" constitute a material service to an unsophisticated public.

It generally turns out when some mining concern which never sunk a shaft or located a claim is run to ground in luxurious offices in this or some other city that most of the purchasers of its securities are people of fair education and moderate means—often professors, teachers and other professional men—who have not been able to resist the appeal of the prosperous looking stationery and the subtle personal touch affected by up-to-date distributors of "sure thing" investment literature. People of ordinary or even more than ordinary intelligence seem to lose their bearings when it comes to even imitation high finance, and although they might not fall victims to the wiles of a swindler with whom they came into personal contact, they yield to the

mesmerism exercised by a prospectus writer dealing in millions which exist only on the face of the bonds and stock which with magnificent liberality he is going to dispose of at bargain counter prices.

Many thousands of Americans seem to think that the only thing which stands between them and wealth is some great financial opportunity soon to appear around the corner. It is that ingrained optimism on which the swindler preys, and which has charmed hundreds of millions of dollars out of the pockets of the moderately well-to-do both in city and country. The postoffice is doing its best to shut off the music of the Pied Pipers now in the prospectus business. Wall street should cheer up at the idea that there is in this country as much as \$77,000,000 ready to be invested any year in "cats and dogs." By and by it may go entirely into genuine securities.

Had Pawned It Before.

"Hello, Rummel! I hear you had your watch stolen the other day?"

"Yes, but the thief is already caught. Just think, the fool took it to the pawnshop and there they immediately recognized it as mine and detained him."

The man who marries after falling in love at first sight is apt to become a firm believer in second sight later.



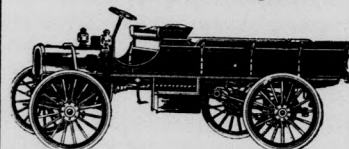
A Good Investment

PEANUT ROASTERS and CORN POPPERS.

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

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

Chase Motor Wagons



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

Adams & Hart

47-49 No. Division St., Grand Rapids

CLARK-WEAVER CO. WHOLESALE HARDWARE GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received

ROBIN HOOD AMMUNITION

NOT MADE BY A TRUST

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.

CO-OPERATION.

The "Tie That Binds" 'Twixt Manufacturer and Dealer.

Written for the Tradesman.

Modern business methods have changed.

Where, of past years, it was up to the dealer to "go it on his own hook"—to a great extent, when it came to advertising and interesting his trade—to-day we see the jobber, wholesaler and manufacturer all exerting every effort to help the dealer gain trade and influence sales.

Catalogues of to-day are far superior in every way to those of the past; "follow-up" systems have been perfected to a splendid point.

In some wholesalers' and jobbers' offices we find every modern appliance for addressing, envelope sealing, card and letter filing. Every phase of the business is under the supervision of a keen expert who realizes the modern necessity of commercial supremacy.

Even the smaller wholesale houses are offering advertising helps and newspaper electros. House organs, or little publications of general interest to the trade, are published in many instances; the trend of the times is to create a specific interest in the lines handled and to go forth into the highways and byways to spread the story of the merits of certain lines.

It is up to the wideawake merchant to take full advantage of these present day helps, to secure all the circulars, house-organs, cuts and various accessories of publicity freely supplied by those who cater to their trade.

Co-operation is a mighty weapon for the advancement of trade; where one individual, or firm, could not hope to sway the local trade to certain things, the combined efforts of many dealers, centralized through the wholesale house, or manufacturer, has worked wonders.

The time for standing alone has passed. To shrink into your shell and refuse to take advice from others, to profit by the combined resources of those in kindred lines is sheer folly which will land you high and dry on the rocks of business stagnation.

One concern, as a specific instance of what is being done in the modern field of co-operation, has two stenographers whose sole duty is to secure lists of names of prospective customers from the dealers who patronize the concern. A very forceful and striking series of letters, personal in every detail, are prepared and the lists so secured are mailed regularly as follow-ups. At stated intervals there are issued special circulars of seasonable goods, and these go out in the mails, bearing the imprint of the local dealer.

Needless to say that the results are amazingly satisfactory. New lines are given an impetus hitherto unknown, the salesmen for the concern are enthused and the results all along the line are those of success. The dealer appreciates the help and the sales record in the office shows the force of the campaign.

In regard to house-organs, so-called, the little monthly publications issued by various concerns, there is no question of results. As new lines are added, as staples are promulgated, the dealers have a continual line on what is being done, and there is a spirit of camaraderie which otherwise would be impossible.

A vast amount of postage on special letters is saved and dealers who are becoming luke warm in their interest to the concern are livened. It is an investment more than worth while.

Other concerns have splendidly equipped departments for the preparation of all advertising matter. Experts in publicity methods are hired and these men, experienced in the specific problems before them, help in every way that dealer who appeals to them. Sales difficulties are solved, window trimming is taken up and plans are evolved that help the dealer in many ways to gain new trade and hold fast that which is already coming their way.

Co-operation is a force to be reckoned with—a force unlimited in its infinite scope and the dealer who writes his jobber, wholesaler or manufacturer these days with problems of publicity and selling is usually sure to find the help forthcoming; if not, he can put that concern down as a back number and should secure his supplies elsewhere, where modern methods are in vogue.

In certain towns the entire advertising campaigns of implement dealers are prepared in some office where the manufacturer has every facility for securing the best cuts, printing and service in every way. This service, carefully prepared, goes to the dealer and is in turn given to the local papers. Naturally the local paper or the dealer himself could never hope to equal the service of this character.

In going up against mail order competition this service is found most effective. Dealers are becoming very wise these days about the mail order question, and those concerns which are found selling to this class are speedily relegated to the dump heap. The manufacturer who is wise to his own interests will sell only to legitimate concerns; never to the mail order houses, and, furthermore, that manufacturer will help in many wise ways and by many tried and tested plans to assist the dealer to overcome the piratical practices and deceits of the catalogue houses.

As a dealer, it is to your vital interest to seek this co-operation on the part of the manufacturer and wholesaler. Do not ignore it; it is service of the most valuable kind; it costs both time and money to evolve.

Such service is prepared at infinite pains for your interest, and by taking full advantage of it you will be the gainer. Do not throw aside the house-organs, special letters and mailing lists that come to you with an idea that they may be all right in some instances, but that as far as you are concerned they are unnecessary—or do not fit your case.

They do fit your case.

They are essential to your success. They will help your business. They will add to your profits. They will help you meet unfair competition.

Therefore, in all spirit of fairness, do your part; the co-operative spirit can never flourish in a one-sided way; it needs help, action and enthusiasm on both sides. Otherwise it can only go halfway.

Resolve to-day to get in the game; to do and dare.

If you have troubles in a business way do not take them home and bother your wife with them; go to those who are in a position to really help you in an efficient and certain manner. Ask your wholesaler, your manufacturer or supply house the questions that vex and bother you. You will be delighted with the service thus rendered. This modern business co-operation is the very life—the soul—of business to-day and it rests with you personally as to the amount of actual good and profit derived therefrom.

Hugh King Harris.

The Kaiser's Workroom.

In the workroom of the Kaiser are the following sentences, so arranged that he has them always before him when sitting at his desk:

"Be strong in pain."

"To wish for anything that is unattainable is worthless."

"Rejoice in nature and people, and take them as they are."

"Be content with the day as it is; look for the good in everything."

"For a thousand bitter hours console yourself with one that is beautiful."

"If something damages us, hurts us, who can tell if that is not necessary to the welfare of creation?"

"As everything is, so it has to be in this world; and, however it may be, should always seem good to the mind of the creature."

"In everything of this world, whether dead or alive, lives the mighty, wise will of the Almighty and All-Knowing Creator; we little people only lack the reason to comprehend it."

"It is our duty to believe every one to be good as long as we have not the proof to the contrary; the world

is so large and we ourselves so small that everything can not revolve around us."

"Give from your heart and mind always the best, even if you do not receive thanks. He who can learn and practice this is indeed a happy, free and proud one; his life will always be beautiful. He who is mistrusting wrongs others and harms himself."

These sentences give one an insight into the thoughts of the Kaiser.

Couldn't Take His Place.

Joseph P. Sherer told a humorous "experience" while "automobile riding," which he said illustrates the sarcasm which a woman is capable of when occasion demands.

"We were going along at an awful speed," he said. "I didn't see the dog, but I heard his 'ki-yi,' so I ordered the chauffeur to stop. Going back, we found an irate lady standing over her dead dog—one of the ugliest dogs you ever saw."

"She met us with a tirade of remarks telling us in no uncertain terms what she thought of us and automobilists in general, finishing up by calling us the murderers of her dog. It was then that I thought I would pacify her."

"'Madam,' I said, 'I will replace your dog.'"

"'Sir,' she said, in a freezing tone of voice, 'you flatter yourself.'"

Attention

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

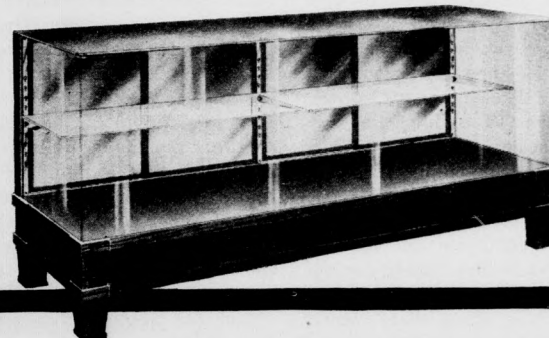
We can give you some valuable pointers and save you money on your outfit. Get our estimate before placing order.

Nachtegall Manufacturing Co.

Store and Office Equippers

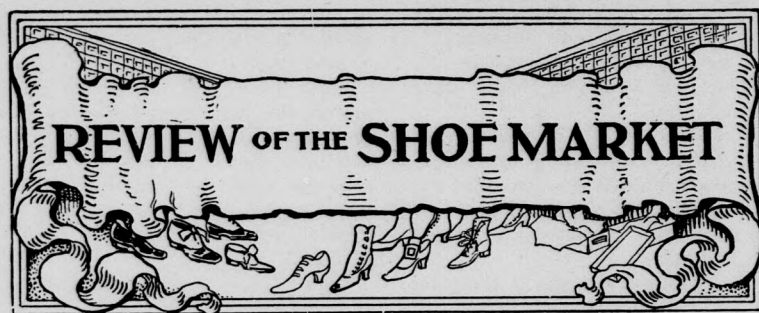
419-441 S. Front St.

Grand Rapids, Michigan



"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



Are Children's Shoes as Good as They Ought To Be?

Written for the Tradesman.

I know a man—and a good patron of the retail shoe concern who gets his trade—who is as sore as a boil on the whole subject of juvenile footwear. If you'd mention the subject of the grading-up of children's footwear he'd bark as viciously as Robert Ferguson, the "superintendent" in "The Iron Woman" used to bark. As far as that man is concerned he can not see it.

"Why, blame it!" he said, "look here. Here's Ethel's shoe bill for twelve months," and he handed me a slip of paper on which the following items appeared:

11 pairs everyday shoes at \$2.50. \$27.50
Repairs on same during year.. 7.00
4 pairs Sunday and special shoes
(at average price of \$3).... 12.00

Total\$46.50

"Now what d'you think of that for a 11-year-old girl? Going some, eh? Suppose I was the father of nine?" Now, of course, my friend's supposition is entirely ridiculous; for besides Ethel he has only one other child—a young girl just emerging into womanhood. And the average expenditure per capita during the year for the other three members of the family is very much less than the amount spent on Ethel."

Now in order to throw a little light on this extreme case, a word should be said. Ethel is pretty nearly the limit when it comes to destructiveness. Not that she is willfully so; for she is not. She is a good girl. But she is big and robust and as active as a cat with St. Vitus dance. When she walks she somehow reminds you of the bounding gait of a lusty kangaroo. When she has worn a pair of shoes two weeks—or three at the outside—they are ready for new soles and heels.

The Dealer Who Got Sore.

One shoe dealer who used to carry extensive lines of children's shoes, as well as a very large stock of shoes for men and women, said that he had definitely decided to cut out all children's shoes—and that simply for the reason that he couldn't find any merchandise of this class that would stand a reasonable guarantee.

"I've gone the limit," he said, "in trying to find shoes that will make good, but I haven't succeeded. Whether it is due to the fact that the juveniles in my town are extremely hard on shoes, or whether all children's shoes are just naturally punk—anyhow I found I was having entirely too many complaints in proportion to the volume of business

done in that department; so I have quit handling children's shoes altogether. I am willing for the other fellow to make the profits (if he can) and have the troubles that go therewith."

Now the writer is not to be understood as endorsing this retailer's sentiments or approving of his plan. Far from it. Personally I think the shoe dealer who flares up like that is sadly deficient in heft. I merely cite this case to show that the shoe dealer who sells children's footwear is up against a very real problem—the problem of getting good, honestly made, dependable shoes.

Wear of Children's Shoes.

In spite of the extreme example of shoe destructiveness with which I began this discussion, and in spite of the dealer's complaint about the unsatisfactoriness of this class of trade, I stoutly maintain the belief that we still have conscientious manufacturers who are engaged in the business of making footwear for little people.

Indeed, I am strongly of the opinion that, take them all in all, children's shoes are better to-day than ever before in the history of shoe-making. Of course they are made of lighter stock than used to be put into children's shoes, but in the medium and better grade lines of juvenile footwear this stock is good.

When it comes to workmanship I submit there is no ground for pessimism. The workmanship that enters into the greater part of the shoes for children's wear is such as to delight the heart of the shoeman. It is neat and well done, and much of it compares favorably with the work put into shoes for grown-ups.

Children demand lighter and more comfortable shoes than formerly. Of course, the parents stand back of the child to concur in this demand. The soles are thinner and the upper leather has less heft than formerly. That fact should not be lost sight of. At the same time, although it stands to reason that a light shoe for juvenile wear can not last as long as one of the old-fashioned shoes with the heavy, unyielding sole, we are not apt to go back to those old inelegant, clabby models.

And for another thing, this is a concrete age. And concrete has a way of grinding off sole leather. Consider the playgrounds where the children romp and play. They are generally covered with fine screenings—countless little, keen-edged, granite knives that whittle incessantly at the soles of shoes. Does anybody suppose that old-fashioned oak-tanned leather could withstand that sort of thing indefinitely?

Children's Lasts Good Fitters.

There are some things about children's shoes that ought to make the dealer who handles them a most enthusiastic and optimistic person. Nowadays children's shoes are good looking, stylish and attractive.

The style feature in juvenile footwear has come to claim a good deal of attention. In a general way these style features follow style departures in adult models—only they follow at a safe distance.

In children's shoes, as in footwear for adults, there has come to be a very wide variety. Times, seasons and occasions have their appropriate creations. We have fall, winter, spring and summer shoes for children's wear. We have shoes, boots and low-cuts. There are staples and novelties, conservative and extreme effects.

But perhaps the best word that may be said on the score of modern footwear for juveniles is to be said concerning their fitting qualities. Nowadays children's shoes are good fitters. They are made on proper lasts—lasts that take into consideration the actual foot requirements of the little feet that are supposed to wear them.

And comfort, of course, depends on the fit. And it certainly means much for the men and women of to-morrow that the children's shoes of to-day are made to fit and yield comfort. Foot troubles often start in childhood. When a growing child's toes are buckled up in a shoe that does not fit there is bound to be trouble

later on. If we could trace the history of corns, bunions, callouses, misshapen toes and other malformations of the feet to their first cause, we would find that, in most cases, the trouble began back in the early days when shoes for little people did not possess the excellent fitting properties that juvenile footwear now possesses.

Take them all in all, there are a great many points about children's shoes that make them very desirable commodities from a merchandizing point of view, and I must confess that I can not quite follow the mental gyrations of the shoe retailer who is not enthusiastic over this department of his business. Children's shoes carry attractive possibilities in the way of profits. They are well made and substantial. They are assuredly stylish. And they are certainly built to fit little feet. And it would seem that the dealer or salesman who can not warm up on such a theme as modern juvenile footwear is certainly deficient in something or other. Learn to warm up.

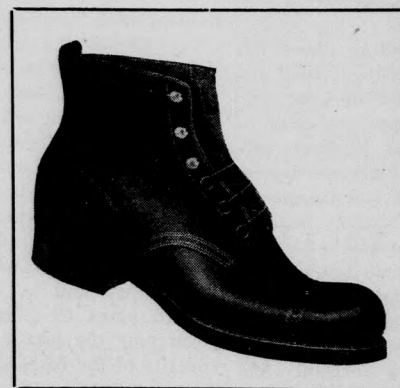
Chas. L. Garrison.

Literally.

Doctor—Well, Mrs. Hodge, has your husband followed my instructions and eaten plenty of animal food?

Mrs. Hodge—Well, Doctor, I 'ardly know. You see, it's like this: 'E got on all right with the turnips and oats, an' 'e et a bit of barley, but w'en it come to the 'ay, I couldn't mak' 'im tackle it."

"Rikalog"



is the last word in foot comfort and long wear shoe quality in high grade men's work shoes. Rikalogs comprise all styles. This is No. 39. The Railroad Man's Ideal.

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

The Touch of Color in Modern Accessories.

Written for the Tradesman.

Wherewithal shall a shoe merchant enliven and enrich the general appearance of the store? The answer is, By providing himself with new and attractive footwear-creations—particularly millinery shoes, fancy slippers and pumps, and other dainty modes for women's wear; colored shoes and lowcuts for the juvenile customers; and fetching ornaments and other modern shoe store accessories.

Time was when the display and arrangement of merchandise in the shoe store had little to commend them. Outside of sheer serviceableness—an item that appealed to the passer-by in proportion to his shoe needs of the hour—even the window display of shoes exhibited very little in the way of variety, color, artistry and attractiveness. All shoe trims were built on pretty much the same general plan, and the prevailing color of the exhibit was dark because that was the prevailing color of shoes.

Before the trick of brightening up the display was as generally understood as it is to-day, trims were built up chiefly of shoes of dark and somber colors. The dark colors, of course, absorbed the light; and the general effect of the shoe window was rarely such as to grip the attention of the passersby and excite interested comment. That is not saying, to be sure, that there were not popular and worthwhile styles and lasts in those days; but it takes a Simon pure shoe-

man to see the intrinsic merit in a shoe; for appreciation depends on perception, and the layman sees only surface things. We often express this idea in the well-known formula to the effect that beauty is in the eye of the beholder.

Passing from the front to the interior of the shoe store the eye of the visitor was confronted by the usual, conventional-as-sin stock arrangement, traditional furniture and fixtures just like one had always seen in shoe stores since one first called there as a toddler at the heels of a parent. All shoe store merchandise of the better sort was effectively and sedulously guarded from view by means of cartons so that one saw only tables and racks covered with tied-together pairs of shelf-worn, mused-over shoes, with perhaps an occasional peek at the contents of some bin or drawer wherein shoe store merchandise of the humbler sort was stored away.

Now I have not overdrawn the usual outside and inside appearance of the typical shoe store of ten or fifteen years ago in the least; and I am perfectly willing to rest the matter with the reader's recollection of how it used to be in those days. And even to this day one occasionally finds a retail shoe store modeled after the old type. What is wrong with the type? Wherein did the old retail shoe dealer miss it? Precisely at this point: He failed to make a subject not in itself particularly interesting to the average person, more interesting by virtue of an interest shed

upon it by really interesting objects. In other words, he did not create an attractive environment, and thus accentuate, by virtue of such environments, the good features of his merchandise.

The late Professor James, of Harvard, elaborated this idea in one of his books, and the argument has often been reproduced by writers on advertising topics. Professor James says, in substance, that some subjects are naturally dry and uninteresting to the average person; and yet because they are vital matters it is often important to have the average person think about them. But to get such a person interested you have to play a harmless trick on him. Put something prodigiously interesting and popular right alongside of the less interesting matter; and this interesting part will shed a kind of light over the less interesting, so that your average person will presently find himself actually concerned about a thing that he never cared for before.

This is pretty much the theory you have to work out in making the shoe store attractive. And the materials for carrying out this programme in the shoe store were certainly never more prolific than they are at present. Methods of constructing and lighting store windows have been refined and perfected, and shoe window accessories of far more artistic and suitable kinds have been placed within reach of the shoe merchant. Furniture and fixtures for the shoe store have been designed and built to fit the requirements of the most pro-

gressive merchandise. Interior cases and cabinets have been designed and brought out for the display of fancy footwear, findings, hosiery, buckles, infants' and children's shoes and all manner of modern accessories.

It is really remarkable how the presence of a few pairs of fancy shoes, dainty hosiery and ornamental shoe accessories tone up the general appearance of a window; while the presence of suitable interior displays make all the difference in the world.

A young spellbinder once asked an experienced speaker how to get the attention of the audience, whereupon the latter said, "Give 'em something to attend to." This can be paraphrased by saying, The way to get people interested in the shoe store as a likely place to shop is to make the shoe store interesting. Tone it up. Add a sporadic dash of color. That is the modern trick of investing ordinary, matter-of-fact merchandise with a new kind of interest. Cid McKay.

An Epigram.

Dat wasn't a bad epigram of de Judge's," said Plodding Pete. "What did he say?"

"Thoity days."

"Dat ain't no epigram, is it?"

"Sure it is. I asked a fellow what an epigram is, an' he says it's a short sentence dat sounds light, but gives you considerable to think about."

The sun shines just as brightly for the miner as the millionaire, but the miner can't see it.

COMBINATIONS ARE FORMED EVERY DAY

Some go out of business, some are put out of business
and others are now under the ban of Uncle Sam.



Our combination of Quality
and Good Judgment was
formed a generation ago.
Enterprising Merchants
are constantly falling in
line on....

HOOSIER SCHOOL SHOES

and Goods of Quality.
Write for salesman.

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

HEALTH AND STRENGTH.

Two Possessions Which Give Us the Keenest Delight.

Are you among the number of men and women who overwork and are immensely proud of doing so? Beware! If you are, can you help boasting of it? It is as natural as breathing to do so, is it not? Perhaps you may have more excuse for tiring yourself to the exhaustion point than do those men who literally tire themselves to death at New Year's or other revels, or the women who tire themselves into la grippe, pneumonia, etc., with Christmas shopping—but the reckoning day will be as sure for you as for them.

The number of ills to which we say the flesh is heir, all due to nothing more or less than fatigue, are too numerous to mention. Men allow simple fatigue to go on running up an account against their health and strength until some great and terrible pay day comes, when they must pay very dearly with userer's interest or more.

One of the greatest works on the influence of overwork and the consequent tiring of muscle and nerve is that by the Italian professor and physician, A. Mosso, who, before writing his book, "Fatigue," gave seven years to experimenting upon himself, his colleagues in the University of Turin, and others. The government gave him facilities for studying the effects of fatigue on marching soldiers and helped him in other ways. He invented an instrument of his own, an ergograph, or fatigue recorder, instead of using any one of the series of instruments which have been invented to record and measure the vital and mental processes.

Effect of Fatigue on Brain.

Prof. Mosso has a passion for working ten or twelve hours at a stretch, and he "dedicated" himself to this study chiefly because he is interested in the effect of fatigue on the brain. He treats, however, of many other phases of this in his writings, which are anything but dry and technical, even when he is demonstrating scientific experiments. One of the charms of his work is due to the credit he gives to others, especially to the ancient physiologists who recognized fatigue and also to the very learned doctors of several hundred years back.

The first chapter of "Fatigue" is devoted to the effect of muscular weariness in birds after long flight—carrier pigeons and the quails who migrate from Africa, crossing the Mediterranean, after which passage they are nearly dead with fatigue. This extreme fatigue produces in them cerebral anaemia and often diminishes their power of vision. These effects are often produced in men in a similar way, for it has been proved that there is no difference between the muscles of men and those of animals. A carrier pigeon can travel up to the age of 12 years, but after the sixth year its power of resisting fatigue diminishes more and more. In

fatigued birds which were killed the brain was pale, almost bloodless.

There are in this book some most pathetic stories of Piedmontese peasants and workmen, who, having finished a season of work in France or Switzerland try to return over the Alps to Italy at the beginning of winter. Every day some of them die of fatigue. Such stories are matched in our own country. Many of the incurably insane in our asylums are those who have suffered from such exposure or hardship.

Persons Affected Differently.

Fatigue shows quite different effects in one person from what it does in another according to the "fatigue readings." In some persons there is a sudden diminution of energy—the energy of muscle disappears all at once. In others it disappears more gradually. There is often an entire lack of energy in a weary man.

The problem of fatigue is a complex one. This is because there is involved a chemical process. Waste products—products of decomposition of cells—accumulate in the blood and produce fatigue. Or when they pass the physiological limit they produce illness. All that some sick persons require is rest.

Fatigue alters the composition of the blood. Some symptoms of this change are headaches, nervousness, excitability and changes of temperature. These are the red lights which too many people ignore and which lead eventually to almost certain disaster.

Muscular work up to a certain point has a stimulating effect on the brain but great muscular fatigue takes away all power of attention and weakens the memory, and the energy of the nervous system is consumed to a dangerous degree. Yet exercise and habit enable a man to resist fatigue. A strain of attention of any unusual sort upon those not accustomed to holding their minds to any task will result in very rapidly exhausting brain energy, while the same effort, or one infinitely more exacting, would not tire a trained mind in the slightest.

Many Causes Avoidable.

If a difficult strain is imposed upon a mind not capable of enduring it, paralysis may result, or a permanent exhaustion of power. That is why young people often can not take long examinations. They have studied with scanty attention, and their minds are not equal to the strain, but even if they have studied well sometimes the strain may injure them permanently. No teacher should allow more than a small per cent. of his class to fail. He does wrong when he requires of them something which he has not impressed sufficiently upon their attention. If a great number fail it shows that he had a great number of minds to deal with that were quite similar in their attentive powers, and he should have trained these.

Prof. Mosso says, however, having reference probably to the adult mind: "It is with fatigue as it is with love. What would constitute excess for some, for others is merely an agree-

able stimulus, for which they feel the better."

Of the causes for fatigue, some are the simplest and the most easily avoidable. The inefficiency, the stupidity and the nervousness of some school children has often been entirely due to adenoid tumors, which, being removed, the children appear normal, or even show brilliant powers.

One of the great professors, Prof. Guye, who has devoted himself to this study, shows that diseases of the nasal mucous membrane may bring about grave disorders in cerebral activity, characterized by inability to fix the attention upon anything or to constrain the brain to any occupation. They constantly exhaust the mind.

Rest Sometimes Cures.

A very little physical annoyance has been known to interrupt the work of thought, and even to disturb the reason—some simple shock or some small but continuous irritation. We sometimes let a cold or cough go on and on, or perhaps allow a little sore in the nose to go unhealed, although both are exhausting our power in some slight or large measure, until we are finally laid up in bed, fortunate if it is not a board we are put to rest on. It is often rest more than anything else that we need for a cure, even in such cases, unless some chronic condition prevails.

But shall we yield to the first symptoms of fatigue? No, many times no. We would never learn self-con-

trol if we did, and there is some real value in a reasonable fatigue. We sleep the sweeter for one thing, but with over-fatigue we may not sleep at all. People of little training and great nervous excitability need to extend their control and power of work by exercise, which they would never get if they yielded to the first symptoms of fatigue. There is, moreover, a great difference between the sort of fatigue that comes from lack of training and that which comes from prolonged tension, such as produces cramp in the hand or arm of the pianist or stenographer and enforces rest. For the overcoming of the one sort of fatigue persistence in well doing is needed; for the other rest.

Injurious To Eyesight.

The effect of fatigue on the vision is very marked. Printers, tailors and others who must use their eyes continually, after their Sunday rest see very well for several days, but by the middle of the week they may have to go to a doctor, the pain in their eyes extending to their foreheads and other parts of the head. Fatiguing the eye by gazing long at one object often renders accommodation impossible for a time. The doctors call the pain coming from this act a "spasm of accommodation."

When the body is thoroughly fatigued even a small amount of work may produce disastrous results. When the muscle has consumed all its normal energy then men "work on their nerve." The muscle reactions in this case may be very weak, but the nerv-

Rouge Rex Shoes

Wolverine Leather Well
Put Together



Regardless of his occupation, there is a Rouge Rex Shoe made to perfectly suit the needs of the man who works.

Solid leather throughout; made to wear; over lasts that fit.

Sold under the accompanying trade-mark, which the trade has learned by experience to look for.

Are you prepared for the spring demand, or will this business go to another?

Our salesman is ready to see you. Write today.



Hirth-Krause Co.

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

ous intensity is great. Work is then consuming the organism. "The workman that persists in his task," says Prof. Mosso, "when he is already fatigued not only produces less effective work but receives greater injury to his organism. The ruin which the exhaustion of fatigue brings about in man appears clearly in the degeneration of our race in Italy."

Wherever we see a stunted people we may look for exhausting conditions of some sort. In Sicily the conditions in the sulphur mines are such as to produce all sorts of physical deformity, and "under the lovely sky of Italy, with a fruitful soil and in a land rich in natural talent," only 203 youth of 20 years of age out of 3,672 were able to bear arms. Excessive toil deforms and weakens.

Youth Must Pay Later.

In more fortunate countries youths are sometimes made invalids for life by some insane destruction of energy, a few by over-study, more by degenerate influences and a good number by the pressure of overwork.

Fatigue—debilitating fatigue—can work unawares to accomplish our destruction. The wear and tear of noise is something we hardly realize. Other influences quite as surely wear upon us. The nervous system is in a constant struggle with the external world.

A famous doctor, writing 100 years ago on "The Art of Invigorating and Prolonging Life," quotes a still older writer who says, "The excesses of our youth are drafts upon our old age, payable with interest about twenty years after date." The author of the art of life was the contemporary of a great number of others who concerned themselves with this question. There was even a poet of health at this time.

Only youth can endure for a considerable period excessive drafts upon the muscular and nervous systems, and these they must make good at some future time, in a near or far time, according to their physical endowment. Even the man who finds the boy a necessity in his great business laments the fact that present day life is often so absolutely destructive to the boy.

It is not always that the work is excessive; it is after the work is over that the boy does things which bring him to the point of exhaustion. It is such boys, grown older, who find it difficult to get places in the business world. They are physical wrecks, with no reserve force. A little work exhausts both their bodies and tempers, and therefore makes them undesirable employees.

Limit To Physical Vigor.

Dr. Woods Hutchinson says: "I have watched the limits of physical vigor in farmers, ranchers, lumbermen, miners, section hands and others engaged in prolonged and excessive muscular exertion and have been surprised to find how rarely individuals over 40 years of age are able to do a full day's work. Between 45 and 50 our farmer is pretty certain to be a broken man, although still retaining good color, good appetite and fairly

vigorous appearance. I have also compared notes with my brother practitioners and find them almost invariably agreed that there are nearly as many broken down nervous systems, dilated hearts, fibrotic kidneys and the supposed results of our high tension civilization generally to be found in quiet, rural districts as in the cities.

Take it the world over, there is probably the highest death rate among those who work hardest and longest with their muscles, but there are many other things that produce fatigue. It is possible to fag out our lives by our active relations to surroundings, while we gain nothing but ennui. We do this by making too large drafts on our nervous or muscular systems, especially spasmodic drafts. We despoil our inheritance of health and strength and store up nothing for unusual situations and emergencies, the meeting of which successfully gives the keenest delight and leads on to fortune.

C. S. Maddocks.

Activities in the Hoosier State.

Written for the Tradesman.

Indiana leads all the other states in the mileage of improved roads, the number being 24,955 miles, with Ohio a close second. New York has made the most progress, however, in the past five years, having more than doubled her mileage in that period.

D. N. and S. M. Foster, prominent business men of Ft. Wayne, have presented to the city the park lands lying along the river, from the Broadway pumping station to the St. Louis bridge, which gives the city a fine start towards a continuous river park touching eight of the ten wards, with playgrounds, walks, drives and resting places for Ft. Wayne people in summertime.

The Luig Butter Co. will build a \$10,000 creamery at Evansville, construction work to begin in April.

It is predicted that 1,000 new residences will be built in Evansville this year, with total valuation of a million dollars.

All freight trains over the southern division of the Grand Rapids & Indiana Railway are being held to a maximum speed of twenty-five miles an hour on account of frost and weather conditions this spring.

The Southern Indiana Fruit and Berry Growers' Association has been organized at Evansville, with the following officers: President, Theodore Kuebler; Vice-President, Henry Titzer; Secretary, Henry Feldhaus; Treasurer, Elderfield. The Association starts with sixty members and will co-operate with the weights and measures law, stamping all berry boxes used this year. The uniform size adopted for quart boxes is as follows: 3 3/4 inches wide, 6 7/8 inches long and 3 3/8 inches deep. The seed men will be required to sell their product by the dry measure, instead of liquid.

State Food and Drug Commissioner Barnard, in a recent address at Indianapolis, stated that bakery bread is purer and more wholesome than half of that baked by housewives. The statement is causing much comment throughout Indiana.

The Buck handle factory, at Auburn, which was recently destroyed by fire, will be rebuilt.

The Albrecht store at Terre Haute has two new managers of departments, Frank J. McMahon, of the women's ready-to-wear, and G. W. Gardner, of the wall paper department.

The Ft. Wayne branch of the Indiana Manufacturers' and Shippers' Association, which has seventy members at present, will be fully organized soon.

South Bend is preparing to entertain the State Encampment, G. A. R., May 20-22, the Indiana Jewelers' Association June 17 and 18 and the Indiana Bar Association in July.

H. J. Ash, who recently disposed of his furnace and stove business conducted at Ft. Wayne for fifty-two years, has organized the H. J. Ash Furnace Co. Associated with him is C. H. Landwehr, formerly traveling salesman for the Holland Furnace Co., of Holland.

Through the efforts of the South Bend Chamber of Commerce Ludwig E. Blake, wall paper manufacturer of Chicago, will locate his industry in that city April 1.

Ralph Geisler, of Indianapolis, will open a five and ten cent store at Rockville.

Terre Haute is being hit by the coal shortage. Coal is being sold to the highest bidder and retailers declare they can not pay the price because of being outbid by the big manufacturers who fear a strike. It is said that the Terre Haute factories are all well stocked up with fuel.

Warsaw is raising a fund of \$3,000 to retain its overall factory, which needs larger quarters. Other cities are trying to get the factory.

Almond Griffen.

Every man has vanity enough to think that most women he meets would be proud to have him for a husband.

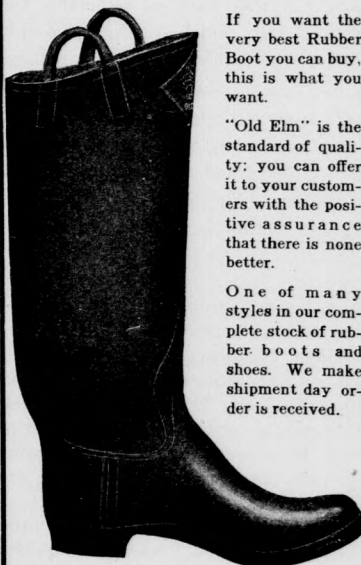
Common Form of Worship.

"That egotistical party makes a god of money."

"Yes. His religion is a sort of I-dollartry."



Old Elm Short Boot



If you want the very best Rubber Boot you can buy, this is what you want.

"Old Elm" is the standard of quality; you can offer it to your customers with the positive assurance that there is none better.

One of many styles in our complete stock of rubber boots and shoes. We make shipment day order is received.

If you haven't our illustrated price list, ask us to send it.

The Maumee Rubber Co.
224 226 SUPERIOR ST.
TOLEDO, OHIO.

We Invite You to Send

for one of our catalogues, as we believe it will prove of exceptional interest to you.

We are showing some smart new styles in the "BERTSCH" and some new numbers in the "H. B. HARD PANS" that are sure winners.

May we show you why these lines are better lines for you to handle?

Become a BERTSCH and H. B. HARD PAN dealer this season.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICHIGAN

BEHIND THE COUNTER

Shifters Seldom Win Success.

A successful Chicago retailer recently said: "If I have succeeded it is because I gave myself a chance to succeed and I never expected to get my fruits until I had planted my seeds. I was born in Germany and after I had finished the common schools my father sent me to a large textile school. My schooling at an end I served my apprenticeship in Saxony. During that time I was given my board and about \$2.50 a month in money. My knowledge of weaving and dyeing were soon noticed and appreciated. At the end of the third year the firm sent me as its representative to England. I am sure that the thorough training I got in the textile schools and while I was serving my apprenticeship were helpful throughout my later business career. "Comparing present conditions with what they were when I first came to this country, opportunities are greater now than they were then. They were never so good for the right kind of men. America supplies the world with a large share of the necessities and many of the luxuries. The chief obstacles most men meet are themselves. Standards are now so high that men have to be better trained for the activities of life than ever before. A boy should make up his mind what he can do best and will enjoy most and then get the best training he can afford in the trade or profession he selects. Young men often apply to me for positions, and when I ask them what they have been doing I am told they have been working at three or four trades in a less number of years. Although I seldom employ them, I tell them they must learn to stick to one thing if they expect to succeed.

"Although I have little to do with the hiring of our men, I come in close contact with every one of them during the year. I find the great weakness with many of them is that they won't stick to the job they have. If we put them in the silk department, after the novelty of handling silks wears off they are sure they would make a better showing if they could get into the men's clothing line. Place some of them there and in six months they will come and ask for an opportunity to sell shoes.

"I can forgive many shortcomings in a young man except the lack of desire to stick and win out. Here is a double injustice, both to the employer and the worker. In many lines of work there is not a bit of profit, but even a dead loss, in employing an inexperienced man. He is only

worth something after he has been with the firm at least six months.

Faithful Work.

The expression, "Faithful work is always of the same size," appeared in a recently published article. It opens a world of thought to those who pause long enough to consider such matters, besides offering a generous share of comfort and encouragement to those who sometimes grow disheartened at the apparent result of their efforts. It is true that the world is not always as appreciative as it might be, but then while the world has a big heart and, as a rule, a kindly disposition, it does not always show its appreciation at the moment. It is just this apparent lack of encouragement that makes us lose heart at times and wonder whether after all it is worth while to do our best. The big things in life seem to take up so much room in the public eye that the smaller and just as worthy matters are crowded out. At least that is the impression which many persons form who see the effects of large efforts, whether they be along constructive or charitable or educational lines. In a way these effects are spectacular; indeed, there is a large proportion of mankind who require brilliant effects to make them display interest in passing events. The quiet, unobtrusive worker intent upon the results he accomplishes more than upon the impression he creates is overlooked many times, and after a while the want of attention given him and the lack of encouragement offered him find expression in his attitude of growing discontent towards life.

Man and the Job.

Little by little it is becoming clearer that the problem of the unemployed is not so much the fault of an artificial economic system, or of human injustice, at least in this country, as demagogic agitators or misguided if honest theorists would have us believe.

It has been iterated and reiterated over and over again that men or women who are out of work have in nine cases out of ten, if not in every case, only themselves to blame. The statement has been ascribed to Emerson, that if only a man will make a better mousetrap than anybody else, although he live in a wood, the world will beat a pathway to his door. To a certain extent it is true. Under every economic and political system there has always been a demand for the best. But much more completely true is it that in our complicated and intricate industrial situation of

to-day it has become increasingly difficult to bring together the individual who wants to work and the individual who has the work to give him, and that as great a service as can be rendered to humanity is to accomplish just that thing.

The Best Business Policy.

The question is often asked, Can a business man or woman be scrupulously honest in all his or her dealings; again, is it necessary to misrepresent an article offered for sale? There are some people who hold that whatever is within the bounds of the law is legitimate in the selling of anything, but these people do not hold the confidence of the community, and sooner or later come to an end of their business existence. There are others again who make the truth very elastic and seem for a time to succeed, but those who confine themselves strictly to the truth, in selling as well as in buying, are those who command the respect of their fellows and eventually reach the top round of success. Heads of houses and of departments should cultivate this principle of truth telling in their employes and subordinates. It is said of a prominent retailer, in a near-by city, who became a merchant prince, that he always stood behind his clerks when they told the truth and reprimanded them if they prevaricated when offering an article for sale. A customer once asked a clerk in his store "an article shown her was all linen. The clerk said it was not, that a thread of cotton ran through it. The

customer went to the head of the house to complain. The employer asked his clerk if the article in question was all linen; the clerk responded: "No, sir; it is part cotton." Turning to the customer the merchant said: "Madam, my clerk tells the truth. If he had told you that the article was all linen I would have discharged him." It is said that this is the old-fashioned way of doing business, but is it not the better way?

Smooth Down the Friction.

Polish your sales organization. They are the point of contact between your establishment and the buying public.

Smooth them down so that friction between your store and your public will be at the minimum.

Study them, and teach them to study the trade. Every customer has a different weakness. Teach your salesmen to find it out and to attack at that point.

Teach your help to know the goods. A salesman who can quickly marshal the selling points of a line of merchandise can keep the upper hand of customers. Goods are sold upon their merits (usually), and if a salesperson has the good qualities of a line of merchandise at his finger tips he can completely overwhelm the objections of a doubting patron.

Make your helpers integral parts of your selling machine.

In the bright lexicon of youth there is no such word as fail. But later, when they get into business, some of them lose their lexicons.



The Coming Universal Staple— HOLLAND RUSK



To make its excellent qualities and many uses better known, we have now ready for distribution our beautifully illustrated booklet:

"The Dainty Dutch Delicacy"

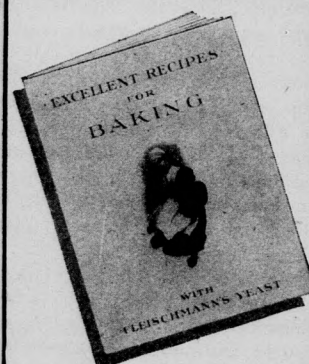
Will you help to place this in the hands of **YOUR CUSTOMERS**?

Send us a list of names of best customers and your rubber stamp and we will mail these booklets with your name stamped on inside cover page to each customer. Rubber stamp and list will be promptly returned.

SAMPLE OF BOOKLET SENT ON REQUEST



Holland Rusk Co. :: Holland, Mich.



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.

AN ADVERTISED NAME

Either a Guide Post or a Danger Signal.

The name is important. Without a name he, she or it is a nonentity. The name is a guide post or a danger signal. In advertising of men's apparel, nine times out of ten it is a guide post to the right thing. If the tenth be an unworthy product—failing of its claims—if it does not render full service—the name proves to be a danger signal. It keeps you and me from duplicating—and the man who owns the name loses our custom.

The single sale that dissatisfies is a costly sale, for in advertised products the first sale costs more than the profit that is in it. But if we duplicate and keep on buying more of the same thing, the manufacturer profits largely—more than does the manufacturer of an unadvertised article which we do not know by name and can not duplicate intelligently.

For example, if you and I as consumers bought union suits minus the maker's trademark — although they proved eminently satisfactory, we would have no sure way of identifying them when we wanted more of the same kind.

When a retailer buys underwear without the maker's label, from a jobber, and it proves satisfactory, he is not always sure to get the same good goods when duplicating for the following season. The jobber may have switched from one mill to another; but the new line bears the regular number or jobber's trademark and is boxed the same as the first. There is no outward indication that a change has taken place. Some other mill came under the wire with something "just as good" at a new (lower) price. But you get it at the old (higher) price.

When you buy manufacturers' trademarked brands from jobbers you know where you're at. Rarely does a manufacturer deteriorate his advertised product; on the contrary, advertising has taught him the wisdom of bettering it whenever possible, and he fully appreciates that his trademark serves as a guide post or a danger signal.

Advertising standardizes the product—fixes the price—makes it safe, sure merchandise with which to do business. It eliminates uncertainty and lends character to business. The consumer, knowing the goods by name, wants what he asks for and willingly pays the fixed price.

There must be a name for all things—something by which we can identify that which we want. Just as individuals and companies have names and characteristics distinctive to their own, so should every article bear the producer's trademark.

The branding with names began with the beginning of the world. It was the most natural thing to do. The first man was trademarked Adam. Without a name, the only way we could refer to Adam would be as "the first man" and to Eve as "the first woman." Were we not all branded,

how would you describe or designate the members of your family or your friends? If battleships had no names, how would you describe the one you wanted to refer to?

The name is the handle. You want a Pierce or Chalmers automobile, if not some other named make. If you bought from some agent an automobile that bore no name and you did not know who made it, and it turned out unsatisfactorily, and if you bought again from some other agent under the same conditions, the second car might be the same make as the first. A name plate on a car is a guide post or danger signal.

The demand by consumers for nationally advertised goods backed by the maker is constantly increasing. Consumers want goods which they can intelligently duplicate if satisfactory, or steer clear of if unsatisfactory. Next year and every year advertising of men's apparel will greatly increase. It is to your advantage to hook up with the advertised makes. They're pleasanter to handle, eminently satisfactory to user and very profitable to retailer.

Buying advertised goods saves time. You do not spend much time inspecting nationally advertised goods. You do however spend much time examining samples of unadvertised goods. You can order your advertised lines by mail, knowing for a certainty that you will get identical duplicates. When you duplicate nationally advertised underwear, hosiery, suspenders or garters, you order a certainty.

In handling nationally advertised goods you save buying time and increase selling time.

It takes time to discover the good even in the best of things, the sooner you stock principally with advertised goods the quicker will you increase your profits. Of nationally advertised goods there are no odds-and-ends for clearance sales at the end of the season—for with advertised goods you fill in as needs require, any time. You also can carry a wider variety of merchandise to satisfy a greater number of customers.

It requires more time to wait on a man who asks for something without designating the make. You open a number of boxes, show various grades at various prices. It takes time to close the sale. Another man asks for an advertised make, by name. There is just one thing you do if you have it—supply it.

Nationally advertised and unadvertised goods are like smooth and rough roads. The smooth road will get you to your destination more quickly and the riding will be comfortable. Nationally advertised goods are the smooth road to quick, satisfactory and profitable sales.

By featuring nationally advertised goods you add the manufacturer's reputation to your own.

Suppose, Mr. Wilkins, a newcomer, started a store in your town, with none but advertised lines of men's apparel. He would start business with a ready-made reputation. His

business machine would be well oiled. He would dress his windows with the advertised goods that most of the people in town know by name and fame. He'd advertise in the local papers the good qualities of the nationally advertised lines. There would be no hesitancy on the part of the people to respond.

If Wilkins, the new man, can do good business from the start, the retailer who is an old timer in town can do better. The demand by consumers for advertised goods is nothing more or less than wanting something in which they have confidence. Most advertisers fortify their merchandise with money back if not satisfactory.

The manufacturer who stamps his name upon his product gives it a character and establishes in the mind of the purchaser the fact that the maker has confidence in it.

The retailer who specializes in advertised goods gets the money easy—and in larger doses. He devotes more time to selling and less to buying. He has an attractive store full of bright, eye-catching boxes, brilliantly colored advertising cards are displayed, making the store one of interest. The advertising cards constantly act as silent salesmen, for the customer intending to buy one thing has his attention directed to many.

A Busy Man.

"You told me to come back, and now when I came, you say you'll throw me out!"

"Yes—I hadn't time before!"

Will Invest Millions.

New sugar factories for Michigan, which now leads the Nation in sugar production, are promised if the Underwood free sugar bill is killed in Congress, according to a statement made by C. C. Hamin, chairman of the United States beet sugar industry, at a conference of beet sugar manufacturers in Milwaukee.

He said that in the next five years there would be \$25,000,000 spent in new factories if the industry was not throttled by a free sugar bill, as asked by the sugar trust which is fighting the beet men. He said the Holland-St. Louis Sugar Co., of Michigan, is already opening up Indiana with a new factory in Decatur and that the Central West will be filled with factories if the industry is given protection.

Each factory, he said, would spend about \$1,000,000 a year in buying beets of farmers, while if the tariff is cut the farmers will either have to accept a cut in price for their crop or quit producing the beets.

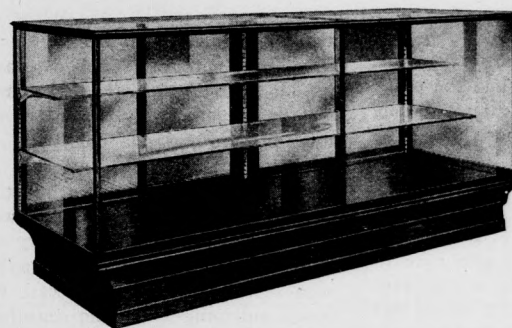
The so-called sugar trust, he said, is trying to regain its monopoly of the sugar industry, destroyed by the growth of the beet sugar industry. The beet men are ignoring the sugar trust for the life of the beet sugar industry.

Other Hells.

Satan—I don't like this talk about war being hell.

Imp—Why not?

Satan—It gives people the idea that we haven't a monopoly.



**"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)

YALE
INDEPENDENT
GAS
PLANT
CHEAPEST
AND BEST
LIGHT
ON EARTH

MAKES AND BURNS ITS OWN GAS

**Make Your Own
Gas Light**

FREE FREE FREE

1200 C.F.
PER HOUR
A.B.C.

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

TALE OF THE TRAVELER.

The Story That Is Old and Ever New.

"Well, what do you think of that!" exclaimed Crosby, as he spat skillfully at the blazing logs in the hotel office fireplace.

"What's the trouble now?" said the fat drummer, squirming where the chair rounds bit into his flesh. "The newspapers are all right. You people up here in these little dollar-a-dozen towns have a short-weight outlook. Well, what does the paper say?"

"It says here that a feller who was bashful and whose girl was—was disdainful—ain't that a pill of a word? Well, she hung back, anyway, so being something of a politician, he got up a petition, saying he was just the man for the place and so on, and got all his friends to sign it. Now ain't that a lie for you, and right herē in the Santa Rosa Chronicle?"

The drummer pulled his coat up and let it hang outside the chair. Then he reached through the back rounds and pulled from his trousers' pockets several thick order books and three sample cans of sardines.

"That story is based on fact, Friend Crosby. I know the people. The man ran for county clerk once. Covered every fence and water-trough and barn door with tasty invitations to vote for him; he got up petitions, and he distributed enough cigars to build a picket fence from here to San Francisco. He worked awfully hard, he did."

Crosby waited only long enough to put out a little more fire before enquiring eagerly:

"Did he get the job?"

"He did not. He was too anxious. Besides, the other man had the pull."

"But about this girl affair; did he get her? The paper doesn't say, the blockheads."

"Well, it was this way—"

"But did he get her?"

"All in good time, my friend. We are coming to that. If you care to hear the story just hand me another of those Insurrectos and a match and I'll tell it just as it happened."

"All right," rejoined Crosby, with a glance at the clock, "only trim it all you can, for I've got to hose off the sidewalk and porch pretty quick."

The traveling man got his feet up on the battered fender and proceeded.

Henry Shaw loved Myrtle Downing to distraction, but Henry was nervous and easily scared. When Myrtle said don't, Henry didn't, and Myrtle, of course, was mad. Henry should have been more masterful. He had often wanted to propose, but just when he got his courage up to the striking point some fool thing happened and his aim slipped and he had to reload and adjust his sights. It was like making yourself go to the dentist's, only to find him sick or out of town.

One night, after one of these fra-cases, Henry lay wondering what he was going to do about it when pop—came an idea as startling as a tomato can dropped from the diner on a Zeppelin. He could hardly wait for

morning. Securing paper and pencil he dashed away at the idea while it was fresh in his mind: "This is to certify that we, the undersigned, being of sound mind"—no, that won't do, leave that out—"consider Henry Shaw an estimable young man"—I could say more if it wasn't about myself—"well suited to enter the bonds of matrimony and do recommend him to your tender mercy," and so on. I'll just put, "To the one it concerns," here at the top and then it won't seem so public.

The next morning he took it to the bank, where Lucy, who ran the only typewriter in town, made a neat paragraph at the top of a long sheet of foolscap. She never charged for such favors and knew everything that happened for miles around. He first tackled Mr. Brady, the cashier. Being a gentleman and having been there himself, he did not smile, but graciously placed his weighty name opposite No. 1.

"There, sir," he said with gusto, "I hope you are successful in your suit. She is certainly a fine girl. I assure you, your unique methods will overcome her reluctance."

Next was the Postmaster. Henry wanted the most important people first. Mr. Smith, frantically making up the mail as usual, merely gave the paper a glance then made a wriggly scrawl in the spaces of 2 and 3. Henry gasped, then recovered himself. Anyone as prominent as the Postmaster was entitled to all the space he wanted.

Adjacent was the "Groceries and Sundries." Old Mr. Jones, scooping up sugar for the North Methodist minister, rushed to his desk with the paper, grabbed up a rubber stamp without adjusting his glasses, thumped it on the ink pad, then on the paper, and standing out boldly in red ink was, Please Remit!

"Here, here, that won't do, that won't do at all," Jones cried, glancing at last at the heading. Henry was a good customer although ranked "slow" on the town Bradstreets'. But Henry, subduing a choking sensation, said quietly:

"Let it go, everybody knows that mark. It's plainer than you could write anyway." Then his anger rose again and muttering, "When we are married I'll send to San Francisco for our grub, that's what I'll do, the old fool. Pretty near spoiled it, so close to the top, too."

At the door he encountered Kelly, the bar-keep. Kelly was a sociable soul, and made it a point to sign everything for everybody, for business' sake. Henry would have pushed by—he didn't want that sort of name right now, but Kelly, knowing Henry's retiring disposition was firm, especially when he understood the occasion.

"Why sure now, Shaw, I just insist on putting my fist to that. You are all right, every time. And, say," with a flattering wink, "when the time comes I'll just send up a little classy present, a crate of—"

"If you do I'll break every bottle on your crazy nut, you bullet head, and Myrtle will back me up. Do you want

to queer me past helping? She is President of the W. X. Y. Z."

Only slightly crestfallen, as he was hardened to rebuffs, Kelly stepped into Perkins' Emporium for his early chat with Annie, the lady clerk. Henry would not venture in here for he and Annie did not speak any more. During the campaign she had given the reporter of the Santa Rosa Chronicle the funny story of his ambition for a vandyke. It had helped to beat him.

Henry worked up one side of the street and own the other. Alf. Bartlett would not sign at first, vouchsafing no reason when pressed. Alf. wrote such a beautiful hand that his signature would adorn the paper and make an oasis in the penmanship of men a thousand leagues from writing school days. Alf. still kept his hands in his pockets until Henry mentioned a certain off-color in eyes, then with an angry vim that drove the fountain pen through the paper, he wrote his name in plain heavy letters.

One man refused with scorn. "Dern ye, why don't ye go like a man and tell her yourself and not try to put the responsibility on the hull town? Suppose things turn out bad—they sometimes do even in the best of families—then you'll turn to and nag us signers to the end of time. No, sir, do yer own dirty work and I'll do mine."

This was discouraging to a timid man. The next answer measured up even worse. "Git out of my shop or I'll run you through the sausage machine. I don't want no goat meat in here. The quicker you cart your blame carcass outside that screen door the better I'll like it. Get married the devil! Beat it!"

There was but one meat market in town and its proprietor didn't have to truckle to anybody to get trade. You took his impudence along with your soup bone or you could join

the vegetarians. He was an old batch and hated women. Henry should have known better.

Well, Henry's feet experienced a strange heaviness. Some people were so friendly and willing, and then again some weren't. * * * Here came Hi Gilbert, the neat livery stable man, but he grew red in the face and leaned back with dignity offended, without even waiting to learn what the petition was about.

"No, sir, I won't put my clean name down on no Democrat's petition. Oh, I remember how you came sniveling around last election time—" but Henry hastily crossed the street to interview Farmer Lowry. With many chuckles the old man prepared to sign, and then just as the ink finally decided to flow he drew back and said plaintively:

"After awhile, my boy, after awhile I'll sign. You just get a few more names and then I'll put mine down, twice, if you like."

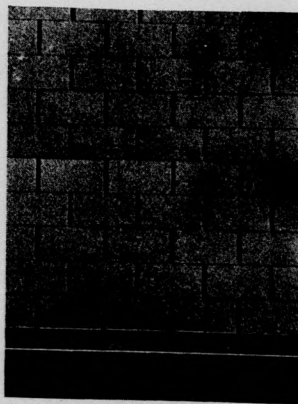
"What's the matter with now?"

"My hand is cramped holding in them colts and I want to write my prettiest for this."

"Shucks," growled Henry, but the old man was firm and began to un-rop the crate of chickens. Henry tried several other friends. They were all willing to sign but—"after you get a few more names." What was the matter with now? Different things. One had a letter to post before train time, another was hurrying to an appointment, always something urgent. He had few names as yet, let's see, down to Number—well, by jing, that was the trouble, no one wanted to be thirteen! Of all the senseless—he sat down on the barber shop steps to think. Not all people can think standing.

There was a shout of laughter up the street. Ikey Brown, the town booby, was shuffling along the street, a long fish pole over one lean shoulder and a can, evidently of bait, pro-

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

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

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Saginaw Kalamazoo Toledo Columbus Rochester Boston
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Original Manufacturer, GRAND RAPIDS, MICH.

truding from a madly distended hind pocket. Ikey didn't care and grinned at ridicule; it was fun to make all those loafers laugh; any kind of attention is better than obscurity. Henry had an inspiration—his rest on the steps had sufficed; the worst had happened to Ikey, and if he didn't know that he was thirteen it might be all right anyway. Holding the paper against the striped pole for support, with his thumb covering the unlucky figure on the far side of the curve. Henry easily persuaded the good-natured simpleton to scrawl his name.

After that it was easy sailing. He steered around the soreheads and got all the really desirable names in town. No women. Women did not understand the ways of politics. This was the time, God bless 'em, before they had the ballot. Then they fainted just to mention the word. By working all his spare time he corralled the country vote and when Saturday night came his list was sixty-three names long.

The traveling man stood up and stretched. Observing the books and cans on the floor he restored them to position, then pulled out his watch and began to wind it. That done he set it by the office clock.

"Here!" yelled Crosby, "keep going. What about the sixty-three names? What did she say?"

"What did she say? She who? What are you driving at?"

"What's the rest of that story? Come out of it, you piece of blubber. Did the girl, Myrtle you said her name was—did she marry him at last?"

Oh, yes, let me see, where was I? Oh, yes, Henry went up to her house and handed her the paper. Never said a word. Just waited. She got awfully interested and said things about the names. She jumped as if she was shot when she saw Alf's name.

"The heartless beast," she murmured. "It was only a year ago that I gave him his ring back and he said he hoped I'd go single to my grave for it. Oh, well. And here is this funny thing in red ink, that is Mr. Jones, of course. Who would have thought him so original? He is usually a little dull. And Ikey—that was horrid of Henry, but everybody humors the poor boy and I suppose it was generous in Henry to let him do it. And all those people who live 'way out in the country.' How he must have worked to get them all! What a quaint idea it is! But why doesn't he say something?"

Her eyes followed her finger back through the list until it rested on the cashiers' name. "I don't care particularly for him, he puts on such airs, and here he heads the petition. * * * Well, I like that! Here, Henry, how is this? Your name is not down at all and it should be first!" Shows how unreasonable a woman can be.

Henry was stumped. What an oversight! Then his good angel doled out another and he shouted:

"Yes, there it is, right in the mid-

dle of the heading, all by itself, in capitals, too."

The porter shouted, "All aboard!" and the bus driver rang his bell. As the traveling man started for the door Crosby confronted him. "You finish that story, you toadstool, or I'll hold the bus until you miss the train, that's what I'll do."

"Well," said the traveling man with a grin, "seeing that I'm invited to the wedding to-night I've got to make that train. You come along to the station with me and I'll tell you the rest of it on the way down."

Louise Wambold.

Activities in the Buckeye State.

Written for the Tradesman.

The Pan-American Match Co. has been organized at Toledo, with \$100,000 capital, taking over the plant heretofore conducted by J. P. Klotz under a copartnership. St. Louis capital is now interested and Mr. Klotz remains as general manager.

Excavation is being made in Cincinnati for an office building thirty-four stories in height. The structure will extend skyward a distance of 495 feet, making this the fourth tallest structure in the world. When completed Cincinnati may look down on every city save New York. The building is being erected by an insurance company at Vine street and Fourth avenue.

The first Ohio trolley line to be incorporated this year is the Columbus, Kenton & Toledo Traction Co., organized to establish a through short line between Toledo and Columbus, either by building the road complete or by forming a connection on the north with one of the several roads entering Toledo.

Columbus has passed an ordinance which provides for abatement of the smoke nuisance. It provides for an inspector under supervision of the building department, at an annual salary of \$1,500.

The Cleveland Street Railway Co. is having some difficulty in paying expenses with its 3-cent rate, and is asking the Council for more money.

Street car fares in Columbus are about to be reduced from seven to eight tickets for a quarter, with universal transfers. The charter of the company provides for this reduction, contingent upon the amount of gross receipts.

The Vickers Account File Co., organized at Newcomerstown, is being urged to locate its factory at Newark.

A. M. McCarty and other stockholders of the Sanitary Milk Co., of Canton, have sold their interests to Messrs. Harter and Sumner, of Akron, consideration \$100,000. An up-to-date cold storage plant will be added.

Walter Book, for several years manager of Book's shoe store in Canton, has gone to Altoona, Pa., to open a new store. The Book brothers now have seven shoe stores in Ohio, West Virginia and Pennsylvania.

Canton has voted \$10,000 to build a second sub-pumping station for the water works department.

The Ways and Means Committee

of the Cincinnati Commercial Association enthusiastically endorses the movement to make use of the public school buildings as social centers and it is recommended "that the work start not later than the opening of the next school year in September, 1912, with at least one complete social center in a building which has an assembly hall, stage, stereopticon, gymnasium, reading room and quiet game room, and that the building be opened to the people free of cost."

The Platt Iron Works of Dayton will be sold subject to bonded indebtedness of \$800,000 and interest. The Dayton Chamber of Commerce is making a strong effort to save the plant for Dayton. The purchase of the plant by Eastern men would mean its removal.

The Government appropriation of \$5,400,000 for improvement of the Ohio River is good news for Cincinnati. The river work, in connection with the opening of the Panama Canal, seems to point to an era of prosperity for this Ohio Valley city.

New safety gates will be installed for the grade crossings at Main, Ludlow and Fifth streets, Dayton.

Almond Griffen.

Worldly Wisdom.

Even love's young dream occasionally dies of old age.

And some men act as if it were a crime to kiss their wives.

A man's long face may be due to the fact that he is short.

The thing you expect generally comes in an unexpected shape.

There may be just as good fish in the sea, but the sea is so large.

A woman always takes time to guess who it is when the telephone rings.

A man seldom appreciates how much a woman appreciates a man's appreciation.

Outwardly the world sympathizes with you, but inwardly it says: "Served you right."

If a man lives to be 40 and has never been in love, he might just as well be chloroformed.

During courtship a man thinks the girl in the case is dear to him; after marriage he knows she is.

When you read of a young man having accepted a situation it means that he has hustled around and found a job.

When a woman says she believes every word her husband tells her, it is dollars to doughnuts that the honeymoon is still in its infancy.

How It Happened.

"How did you get that new overcoat?"

"Had a sure tip on a horse race."

"I never knew one of those sure tips to pan out."

"Neither did I, so I didn't play it. Put the money into this overcoat instead."

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



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

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Executive Committee—James F. Ham-mell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachern, Detroit; James E. Burtless, Marquette.

Wafted Down From Grand Traverse Bay.

Traverse City, March 25—We are pleased to mention that the Hotel Wentworth, at Lansing, has favored the boys with the individual towel. Mr. Kerns, the manager, has provided room for all the boys and appears like a likely fellow. Thanks.

Bert Peck, who has been confined to his home here with a small touch of typhoid fever, is able to be out again. Pleased to report a speedy recovery for we all miss Bert.

Bill Armstrong came very near meeting with a serious accident en route from Grand Rapids to Chicago last week. The sleeper which Bill was occupying was overtaken by a fast train and a rear end collision resulted. No bones were broken.

Ferry Hanfin and Howard Ives are allowed to make South Boardman at the same time, but, really, it seems as though they exceeded the speed limit calling on the trade.

No morning train north of Rapid City until June.

The last we saw of Billy Wilson he was making the high dive at Harrietta one day this week, and, believe us, Bill is some sprinter.

About the happiest bunch that travel the G. R. & I. Railroad is the famous meat trio, Otto Carlson, Bill Vandermade and Mr. McMorris. They all carry the Quaker Oats smile.

Jay Smith is confined to his home with a severe attack of tonsillitis. Really, if it's not one thing then it's another and we only hope to see him out soon.

B. J. Reynolds and wife are doing their spring shopping at Dublin this week.

It has been reported that Charles Diamond is contemplating a much-needed rest since he carried a trav-

eler's grip up to the hotel the other day.—Thompsonville correspondent.

Before leaving the city the God-freys made arrangements with the Fords to furnish those eggless hens. At that the Fords might supply some runabouts.

If Chas. Buck saw a fawn could Frank Shuter?

We are pleased to report that Kenneth Livingstone has recovered sufficiently so that he is able to walk around a little. We hope with spring weather near that he will enjoy a speedy gain.

Hotel Diamond, Thompsonville, supplies the traveling public with individual towels as well as the roller towel. Every little helps and the boys always held a very high regard for this hotel.

If Butters stood the pure food test, would Cole?

Little drops of water,
 And just a little soap,
 And with an individual towel,
 Is the present traveler's hope.

We presumed when W. E. Sheeler left these parts for Jackson that he was still to be connected with the Osborn Division of the International Harvester, Co., of A., but from the animals we have received we infer that he is keeper of some zoological garden. No more monkeying, Bill. We've told you so, we've told you so, That the roller towel it sure must go. Now, Mr. Landlord, you know very well

That your roller towel it looks like—
 It really seems queer the weakness some folks have to see their name in print. Since giving M. D. Crane, of Walton, a slight mention last week, he immediately writes in this week and advised us that he has discarded the roller towel in his home. Possibly he intends inviting some of the boys to dine with him. Mr. Crane is a very prosperous merchant.

The following secretaries of the U. C. T. councils were re-elected: W. I. Barnes, of Hillsdale; G. C. Steele, of Battle Creek; H. A. Marks, of Detroit; H. P. Stearns, of Adrian; Herman E. Vasold, of Saginaw, and we wish to congratulate the councils on their selections. W. J. Devereaux, of Port Huron, will be succeeded by H. E. Loomis. We will miss you, Bill, and we welcome you, H. E.

Traverse City U. C. T. Council, No. 361, held its regular meeting Saturday night. After a pot-luck supper had been enjoyed by the members and their families the Council went into closed session, at which time the regular business was transacted and W. C. Wyman, who represents the Osborn Division of the I. H. Co., of A., was initiated in due form. After

the regular business was transacted the annual election of officers took place with the following result: Senior Counselor, Adrian Oole; Junior Counselor, Wm. P. Murphy; Past Counselor, Wm. S. Godfrey; Secretary-Treasurer, Harry Hurley; Conductor, R. E. Weaver; Page, Frank W. Wilson; Sentinel, H. C. Hoffman; members of the Executive Committee for two years, L. D. Miller and A. E. Ford; representatives to the Grand Council, Adrian Oole and Ray Thacker; alternates, W. L. Chapman and A. F. Cameron. The Senior Counselor appointed E. C. Knowlton to act as Chaplain for the ensuing year. After election of officers they were installed, and we all left feeling and hoping this was to be another year of prosperity for the Council.

Fred C. Richter.

Banquet For the Travelers.

Meach & White, hardware dealers at Lakeview, held their annual spring opening March 20, 21 and 22 and pulled off a little banquet Thursday evening at the Lakeside Inn for the benefit of their numerous friends who are members of the U. C. T. Their motto is, "We boost for the boosters who boost for us," and the elaborate menu and program testified to their good will for the boys. By the way, Ernest Evans, manager of the Lakeside Inn, is also a mighty good friend of the traveling men and did everything in his power to make the affair a success. Just to make some of the boys jealous, we give herewith the menu:

Olives	Celery
Cream tomato soup	
Wafers	
Roast chicken with dressing	
Mashed potatoes	Brussels sprouts
Combination salad on lettuce	
Parker House rolls	
Ice cream	Assorted cake
Coffee	

All present at the banquet were invited to contribute a story or a few remarks and some of the boys waxed eloquent. Among the speakers were M. H. Youngman, a competitor of Meach & White. There were also several local orators and the best of feeling prevailed.

The following are the names of the U. C. T.'s who were present:

J. A. Burr, International Harvester Company.
 E. C. Milburn, Bateman Manufacturing Co.
 C. H. Dunakin, Flint Walling Manufacturing Co.
 L. H. Eggleston, Osborn Division International Harvester Company.
 C. G. Sellers, Oliver Chilled Plow Company.
 H. Plath, John Deere Plow Co.
 O. A. Myers, Winchet Fertilizer Co.
 L. J. Hurd, Donaldson Bros.
 W. T. Brown, Osborn Division International Harvester Company.
 I. T. Hurd, Hunt Helm Ferris & Co.
 Martin Straight, Ideal Gas Engine Co.
 J. H. Ewing, Thomas Manufacturing Co.
 H. C. Timmerman, DeLaval Cream Separator Co.
 A. H. Moul, International Harvester Company.

G. M. McEachern, Alabastine Co.
 W. F. Ryder, Standart Simmons Hardware Co.

Harry D. Hydorn, Standard Oil Co.
 C. G. Troop, Bradley Vrooman Paint Co.

C. F. Howe, International Harvester Company.

A. E. Hurd, John Deere Plow Co.

C. J. Boyd, Planet, Jr., Cultivator Co.

E. A. Phelps, Pierson Hough Co.

The Traveling Man and Sanitation.

Written for the Tradesman.
 The train moved out of Grand Rapids on a certain Monday last May. The day was just warm enough to be delightfully enjoyable. Through the opened window came the songs of birds, the perfume of apple and meadow flowers. The earth was bathed in glorious sunshine.

The boys were on their way to meet their customers in different towns large and small. Like the birds and the flowers they were charmed by the kiss of the sun, and they were happy and, like the birds, were voicing their gladness in song, chat and story. They were together in one end of the coach.

Several seats removed from the sociable group sat a gentleman, a traveling man, judged by appearances. Several times he bent a look of displeasure upon the merriment makers. A small knight of the road, wearing on his face a map of Israel, approached the solitary individual and said: "Vel, vat you sell?" The recluse trans-fixed the son of Abraham with a cold, piercing eye and thundered: "Brains!" Like a flash the representative of the chosen people of God rejoined: "Vel, vy don't you carry some zam-ples?"

The traveling men insist that the hotels and railways shall carry a full line of sanitary samples and that these shall be manifest in their surroundings. The dirty lobby, closets, roller towel, bed-bug colonized bed, fly-populated dining room and congregation of "spittoon philosophers" are samples of insanitary surroundings, likewise the insanitary conditions frequently obtaining in railway depots and coaches.

The traveling public are like the Irishman on the street car: He and a Dago entered the street car together, the Italian ahead. The conductor held up the Dago, who placed 25 cents in his outstretched hand and received 5 cents back. He remonstrated with the conductor, who bade him "shut up and be seated." "You gave me 10 cents and I returned you 5," he said. The Irishman handed the conductor a quarter and was treated the same as the Italian, but the conductor did not get away with it. "Look here, me friend," said Pat, "ye's can play that game on a hand organ, but not on a harp."

D. E. McClure.

The Usual Way.

"Say, pop, what's a church?"

"A church, my son, is a place where women sit behind a \$50 hat and try to convince themselves that 'Thou shalt not covet' is not in the Ten Commandments."

News and Gossip of the Traveling Boys.

Grand Rapids, March 25—Ed. Collins (Burnham, Stoepel & Co., Detroit) captured first prize in a pie eating contest at the Herkimer Hotel last Saturday.

Allen Smith, Deputy Game Warden of Traverse City, while on a tour through the Northern wilds, recently came across a man fishing for trout in one of the streams that carelessly runs through Traverse county. "What have you in the basket?" asked Allen. Mr. Stranger exhibited a beautiful mess of trout and at the same time he said to the alert Game Warden, "If you think this is a nice mess, you should see the fine mess my partner caught." "Where is your partner?" asked Mr. Smith. "Just up the stream a ways," answered the stranger. "And if you hold my pole for a few moments I'll go and get him and show you the finest mess of trout ever caught around these parts." Well, the last we heard Deputy Game Warden Allen Smith is still holding the pole for the accommodating stranger.

Only a few more weeks and old Sol will have completed the job of cleaning away all the snow.

M. A. Russell, of Battle Creek, always registers, M. A. Russell, B. C. We think it's M. A. Russell and very much A. D.

Harry McIntyre (G. J. Johnson Cigar Co.) has been laid up at his home for the past two weeks. His illness started with an attack of the grippe, which finally turned to jaundice. At the present writing he is doing very nicely and expects to resume his wild career over Western Michigan in a short time.

Fred McIntyre (G. J. Johnson Cigar Co.) says he does not feel very well himself. We would like to say more but Fred would accuse us of having swiped our stuff from Joe Miller's Joke Book.

Mighty good thing the Citizens Telephone Co. hasn't an absolute monopoly in Grand Rapids or they would possibly get out a new book once in ten years. There are people in Grand Rapids who have been subscribers to the Citizens' 'phone for seven or eight months and still have not had their names in a book. Others that are under a wrong number, published through mistake, have been pestered all these months without relief. Perhaps some day the Citizens Telephone Co. will wonder how it all happened.

The present writer will wind up his correspondence with the next issue of the Tradesman. He wants to make it a banner week for space. Everybody bring in an item. Everybody boost!

Glen Pope says the only time he can eat spaghetti is when he has a vest to match.

Many of Sam Evans friends, who are numbered by the score, wonder why his hair is so long. Sam says Malcolm Winnie advised him to rub a piece of steel on his head as that is what they use to make the hair spring.

Herbert Morrison (Libby, McNeil

& Libby, Chicago) has just returned from a two weeks' trip to Chicago. Herbert is looking much stronger—he spent most of the time in the stock yards.

The following words, written by Malcolm Winnie, will be placed on sale soon. The music has not been invented yet:

"Here we are on the Pere Marquette, Six hours late and not in yet. When you start down its track You're never sure that you'll get back.

"On the siding you will lie To let a local freight go by, Then you'll hear the weary salesman sigh, Wondering if he'll see his trade bye and bye.

"Suddenly the train starts with a roar, Going at least five miles or more; At last, when you reach your customer's store, You find that he has gone home long before."

Sign in the 'bus at Ionia surely ought to make a hit with the fickle traveling men: "Huggins in all parts of the city, 10c."

Neil De Young has been appointed District Passenger Agent of the Pere Marquette to succeed Hugh Gray, who has also received a substantial promotion. Both the Pere Marquette and Mr. De Young are to be congratulated as the change will be of mutual benefit to both. We would ask the boys to bury their hammers and from now on boost for the only real Michigan railroad. The present management have enough obstacles to overcome without the knocks of their best patrons—the traveling men. More success to Neil De Young and the road he represents.

Earl Warren, city representative for the National Biscuit Co., has been transferred to Albion to cover the territory formerly covered by W. W. Butcher, who has been transferred to Benton Harbor, succeeding W. H. Wanamaker. Mr. Wanamaker has resigned to engage in the retail drug business. The Wanamaker family have already made a great reputation as retail merchants.

Next meeting of the Grand Rapids Council, No. 131, April 6, at 7:30 p. m. At this meeting the proposed amendments to the constitution will undoubtedly be discussed. These amendments will be either accepted or rejected by the Supreme Council in June. It is up to the subordinate councils to decide whether or not they favor the adoption of the amendments and send their delegates to the Grand Council with the proper instructions.

Clinton C. Collins, of Sault Ste. Marie, and H. H. Herrick, of Elkhart, Ind., both representatives of the National Biscuit Co., were in the city Saturday holding an executive session with Manager Harold Sears.

The new Association of Commerce is making splendid progress. They entertained the Detroit Board of

Commerce members recently, giving a banquet in their honor.

And come to think it over, the workingmen need something else besides, "civic beauty," to subsist on.

Fred Richter neglected to put this valuable story in the "Wafted Down From Grand Traverse Bay" column: Fred was in McBain recently and while there had occasion to use a livery rig. During the ride Fred gave the livery man a drink and later on a high priced nickel cigar. When Fred was ready to settle his bill, he enquired the amount of Mr. Liveryman. The information that Fred received was that the total amount charged to him for said drive was \$1.50. "Thank you," said Fred, as he dug deep into his jeans. "Let's see, one drink, 10 cents, one cigar, 5 cents; here you are, \$1.35, to balance account in full."

Meech & White, hardware merchants of Lakeview, are twentieth century merchants and no mistake. Real friendship of the traveling men is invaluable to any merchant. Read on another page of the little coup they pulled off recently.

And to think that Charlie Meech was one of the pedagogues that made it possible for us to tell all we know in the Tradesman.

Referring to our baby gallery for the week of March 27, we have a



special offering. As we said in last week's issue, we will not attempt to say how beautiful and cunning we think the (smaller) subject of this week's sketch is. Too many traveling men's babies, and we have too many friends among the traveling men. Naturally we are very much interested in this week's baby as he is mascot to the Ludington ball team in the Michigan State League and Ludington is to be our future home. Hope the little rascal does his duty. And the proud daddy—he is the best city representative that Clark-Weaver Hardware Co. ever allowed to buy groceries from an expense account. Everybody knows Ed. Ryder, but it is different with his little 21 pound chunk of a son. Allow us to introduce the champion Clark-Weaver Hardware baby, Edward Irwin, age 6 months.

S. W. Johnson spent Sunday in Battle Creek. Possibly went to get that transfer he promised the local boys he would get—some day.

Ed. Bottje, the well known and

very likable hardware salesman, has resigned his position with the Frank-further Hardware Co., of Milwaukee, and accepted a similar position with the Lockwood-Leukenmeyer, McHenry Co., of Cleveland, Ohio. We would advise Ed. to immediately have a rubber stamp made of that name if he wishes to save time.

A few more names like that Cleveland concern and we wouldn't need to worry about filling up a page.

Orlando Morsman, who fell from a train at Salada, Colorado, has received a check for injuries received. Morsman's case was a very peculiar one and the United Commercial Travelers are certainly to be commended for their act as they were not legally liable for the indemnity.

We think Frank Myers (Edson-Moore & Co.) will compare very favorably with Lillian Russell, Maude Adams and others. Oh, you Elizabeth!

H. B. Wilcox was in New Era recently and, having considerable time on his hands, called at the public school to see an old friend and schoolmate, who was a professor in the school. The Professor asked Mr. Wilcox to talk to the children, and Mr. W. promptly blushed and stammered that he couldn't or wouldn't do it. The Professor asked that all the children in favor of having Mr. Wilcox speak to them raise their hands. Only one little youngster raised his hand. Further investigation disclosed the fact that the youngster that raised his hand was very deaf. And Hartwell Wilcox did not speak.

We stated in one of the recent issues of the Tradesman that Geo. Chappel, who was injured in a wreck recently, would be out within ten days. We find that we were mistaken and it will be at least sixty days before he will be out and around. However, everyone will be more than pleased to know that he is entirely out of danger and will be as well as ever.

We would again ask that any of the U. C. T. boys that make St. Louis call on Jim Phillips at the Sanitarium there. Jim is in a very serious condition and would be pleased and cheered if the boys would call on him.

In last week's issue we stated that Bill Lovelace had severely sprained his ankle, but after the doctor made an examination he discovered that Bill had broken a small bone in his foot, which will necessitate his staying at home for a short time longer.

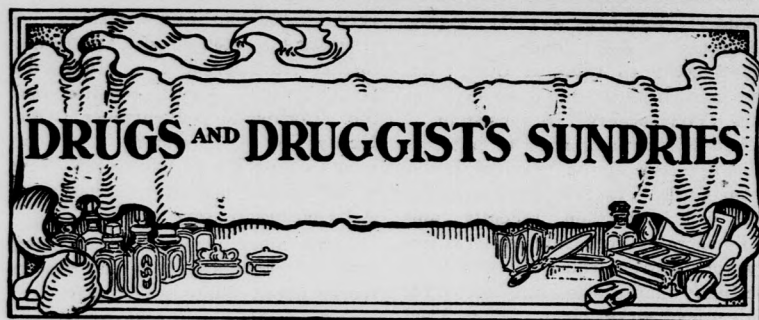
And the new baseball park is located so close and handy to all the depots, too.

We still have the same opinion regarding the roller towel.

Mrs. Ned Clark, who has been ill for some time and who suffered a relapse a short time ago, is improving very rapidly and will be out in time to pick the spring flowers.

Nobody ever got in wrong for boosting—the right thing.

One of the right things to boost is Grand Rapids Council, U. C. T., No. 131. And the U. C. T. of America next. J. M. Goldstein.



Michigan Board of Pharmacy.
 President—Ed. J. Rodgers, Port Huron.
 Secretary—John J. Campbell, Pigeon.
 Treasurer—W. E. Collins, Owosso.
 Other Members—Edwin T. Boden, Bay City; G. E. Faulkner, Delton.

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gillo, Pomell.
 Second Vice-President—G. C. Lyster, 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.

A Drug Store Wigwam.

"The soda fountain trade in the suburbs certainly typifies the survival of the fittest in the wintertime. I think, without undue egotism, that I am one of the fittest. Just look at these"—and the veteran druggist in the residential section displayed a pile of cash register checks from the instrument which guards the receipts and disbursements of his soda fountain.

"You might wonder how I ever accumulated such good results with my unchanging, residential clients during what is sometimes considered to be the off-season for the suburban fountain owner, and I'll tell you that the only way I did it was through making my fountain the talk of the neighborhood," continued the pioneer in the business, making himself comfortable at a seat behind the counter, after he had produced a cup of steaming cocoa for his guest. "I upset precedent and started out on my own hook when I determined a couple of years ago to keep the fountain going all winter. In previous years I had hoisted a couple of show cases for stationery and candies on top of the service counter when old Boreas put in an appearance—and my soft drink trade was dissolved for the season.

"But after a number of years of experience with this method I saw that it was as wrong as it possibly could be. There is always a market for fountain products, and the man who deliberately pushes himself out of the field during the off-season will

find it all the harder to come in again when demand is beginning to boom. It is bad business, that is what it is.

"There is not a retail or wholesale merchant in the world who absolutely shuts up shop when demand in his particular line is slack. He may cut down supplies, and go after business with only moderate energy when he is face to face with unfavorable conditions—but he does not back himself out of action entirely. If he did, each busy season would simply mean starting in business anew for him, for competitors in the field who had been wideawake enough to stay on the ground all the time would be better established than ever to take care of what used to be the trade of the illogical merchant.

"Some time ago I was talking to a sporting goods dealer. It was in the dead of winter and he was telling me about some improvements which he was making in his store.

"You see," said he, "we have moved the baseball stock, gloves, hats, etc., back in the store and—"

"What," said I, "you surely didn't get stuck on baseball supplies this winter? Smith, a block away from you, featured a special sale of supplies for the national sport last fall and I have good reason to believe that he has not got a bit of dead stock on his hands."

"Well," my friend grinned, "maybe Smith is right and maybe I am, but our store does a tremendous business with the fans and players and inasmuch as I am so prominently identified with the fraternity in summer I never throw out their consideration in winter. You can never tell when some one of your customers is going to Florida for a few weeks in January and wants to take a new glove along and limber up. If you haven't it he begins to doubt the prestige of the shop as headquarters for baseball supplies. And at any rate just the sight of a few hickories and an array of mitts in the sporting goods house in winter warms the heart of the chance customer who maybe comes for a deck of playing cards."

"I saw that he was right," continued the soda man. "His argument set me thinking. If a man keeps a small stock of baseball goods on hand in winter just to please his customers and to handle an occasional sale, why shouldn't I show that much interest in my fountain clientele, which numbers legion in the summer?"

"So I kept the fountain going last winter for the first time, inaugurating a menu of hot drinks which, while it was not as elaborate and compre-

hensive as those in some of the downtown establishments, compared excellently with the list of summertime attractions I had offered. I made money during the warm weather and I was determined to make a proportionate amount in cold, so I equipped the fountain with an urn for hot chocolate and bouillon and started a successful winter career just as any other suburbanite might do.

"The corner drug store in the residential section is such a gathering place for the neighborhood, however, that I decided to further popularize the establishment. My ambitions pointed toward the institution of a sort of little refreshment parlor right here in the store. I foresaw that anything cosy would bring all the young folks in for squares around. When the north wind doth blow, as the poet says, it is mighty easy to attract business through a show of solid comfort, especially when combined with good hot beverages.

"The solution of my puzzling ideas in this connection came one evening when two or three girls from across the street came over with their callers to get a cup of chocolate. 'Oh, Mr. Coca Cola,' said that little dark-haired damsel who just went out a minute ago (she always calls me that, for I've known her since she was a baby), 'why don't you fix up a cosy corner for us in here like those private table arrangements down in the Rathskeller? I should think it would be adorable.'

"That settled it. She gave me a corking good selling idea—so the next morning I moved that square case of toilets from behind the radiator there in the center of the store and left vacant an area about 10 feet square directly before the prescription department. Then I had a carpenter make a circular divan, with a wide opening for entrance and exit, measuring about 8 feet across its interior diameter. Slanting a few light strips to an apex from the upper edge of the divan, I had the framework of a commodious wigwam.

"I half-covered the frame with an Oriental drape which I purchased for a song during a timely sale in one of the big downtown house furnishing shops. Then I covered the divan with figured burlap, decorated with a sort of Navajo design, padding the seat comfortably with excelsior. From the apex of the tepee inside I swung a big Japanese lantern and illuminated it with a Tungsten bulb every night. A few college pillows, a pennant or two and a small mission table completed the 'den,' and you may believe me that it is one of the attractions of this locality. I had the table, and my wife dug up the pillows for me, so that the entire permanent advertisement only cost a little less than \$10.

"Service from the fountain in the cozy corner doesn't cost a cent more than if the customer drinks at the counter. Juvenile patronage at the fountain is what counts for the suburban druggist—and it is to this class of trade that the tepee appeals. We have them coming here for chocolates and bouillon all the way from

the youngsters in caps and leggings to the high school girls and their youthful admirers who talk Harvard, Yale and Princeton to beat the band.

"The Wigwam" is an institution in this territory. I wish you could see my patrons coming for four or five squares in each direction, and in this neighborhood there is a drug store on every other corner. Any original selling stunt of this sort will build business and hold it—for the same reason that hotels are fitting up Italian gardens, English tap rooms and German rathskellers for patrons of the kitchen and bar."—Pharmaceutical Era.

The Physician's Friend.

The druggist? Now, here's the man who really deserves free service. He gets up at all hours to serve you, or lies awake cogitating how to secure still better drugs for your patients, fills your prescription better than you could yourself, and with a fidelity that makes his work better than your own careless ways. He seconds your efforts and upholds your reputation; keeps your secrets from competitors and public; deftly covers up your mistakes, restrains your mad desires to kill somebody, corrects you and puts in what you should have prescribed—so that even when you are called out to relieve his little son of a stomachache while his father is sitting in a small game, you have no kick coming.

What's that? Uses your best formulas to compete with you in practice? Gives you away to the doctor who is in with him?

Put that man out; he's disturbing the meeting.

Not Property Thunder.

Even the greatest actor-managers do not know all there is to be known about stagecraft, to judge from a curious story concerning Sir Herbert Beerbohm Tree.

It appears that at the rehearsal of a certain play at His Majesty's Theatre a wonderful climax had been reached, which was to be heightened by the effective use of the usual thunder and lightning. The stage carpenter was given the order. The words were spoken, and instantly a noise which resembled a succession of pistol shots was heard off the wings.

"What on earth are you doing, man?" shouted Sir Herbert, rushing behind the scenes. "Do you call that thunder? It's not a bit like it."

"Awfully sorry, sir," responded the carpenter, "but the fact is, sir, I could not hear you because of the storm. That was real thunder, sir."

War Boosts Price of Drugs.

The disturbances in the far East have occasioned an advance in the cost of drugs in the European markets. Menthol in 1900 sold for \$2.50 Mexican a pound. It has now risen to \$7 owing to the decrease in the supply of oil of peppermint, from which menthol is produced. Opium preparations such as morphine and codeine are also more expensive. Codeine in 1900 was to be bought at \$26 a pound. It now stands at \$85. Camphor has advanced enormously.

WHOLESALE DRUG PRICE CURRENT

Aceticum 60@ 8	Copaiba 1 50@1 75	Scilla 50@ 50
Benzocum, Ger. 45@ 60	Cubebae 4 00@4 50	Scilla Co. 50@ 50
Boracie 10@ 15	Erigeron 2 35@2 50	Tolutan 50@ 50
Carbolicum 25@ 35	Evecthithos 1 00@1 10	Prunus virg. 50@ 50
Citricum 45@ 50	Gaultheria 4 80@5 00	Zingiber 50@ 50
Hydrochlor 1 1/2@ 5	Geranium 50@ 75	
Nitrosum 5 1/2@ 10	Gossypil Sem gal 60@ 75	
Oxallum 14@ 15	Hedeoma 2 50@2 75	
Phosphorium, dil. 40@ 42	Junipera 40@1 20	
Sulphuricum 1 1/2@ 5	Lavendula 90@4 00	
Tannicum 1 00@1 10	Limons 2 00@2 10	
Tartaricum 38@ 40	Mentha Piper 3 75@ 400	
	Mentha Verid 5 00@5 25	
Ammonia	Morruhae, gal. 1 50@1 60	
Aqua, 18 deg. 3 1/2@ 6	Myrica 3 75@4 35	
Aqua, 20 deg. 4 1/2@ 8	Olive 2 50@3 25	
Carbonas 13@ 15	Picis Liquida 10@ 12	
Chloridum 12@ 14	Picis Liquida gal. 40@ 40	
	Ricina 98@1 25	
Aniline	Rosae oz. 11 50@12 00	
Black 1 00@2 00	Rosmarini 1 00@ 10	
Brown 80@1 00	Sabina 1 75@2 00	
Red 45@ 50	Santal 50@ 50	
Yellow 1 00@1 50	Sassafras 90@1 00	
	Sinapis, ess. oz. 50@ 50	
Bacca	Succini 40@ 45	
Cubebae 70@ 75	Thyme 50@ 60	
Junipers 6@ 8	Thyme, opt. 1 00@ 10	
Xanthoxylum 1 00@1 25	Theobromas 17@ 25	
	Tigill 60@1 70	
Balsamum		
Copaiba 70@ 75	Potassium	
Peru 2 00@2 25	Bi-Carb 15@ 18	
Terabin, Canad. 65@ 75	Bichromate 13@ 15	
Tolutan 60@ 75	Bromide 40@ 50	
	Carb 12@ 15	
Cortex	Chlorate 12@ 16	
Abies, Canadian 25	Cyanide 30@ 40	
Cassiae 25	Iodide 2 35@2 50	
Cinchona Flava 20	Potassa, Bitart pr 30@ 35	
Buonymus atro. 32	Potass Nitras opt 7@ 12	
Myrica Cerifera 40	Potass Nitras 7@ 12	
Prunus Virgin 15	Prussiate 23@ 26	
Quillaja, gr'd. 26	Sulphate po 15@ 18	
Sassafras, po 30 25		
Ulmus 25	Radix	
Extractum	Aconitum 37@ 37	
Glycyrrhiza, Gla. 24@ 30	Althae 50@ 60	
Glycyrrhiza, po. 25@ 30	Anchusa 10@ 12	
Haematox 11@ 12	Arum po 25@ 25	
Haematox, 1s 13@ 14	Calamus 20@ 40	
Haematox, 1/2s 14@ 15	Gentiana po 15. 12@ 15	
Haematox, 1/4s 16@ 17	Glycyrrhiza pv 15 15@ 20	
	Hydrastis, Alba 7@ 10	
Ferru	Hydrastis, Cana, po 25@ 30	
Carbonate Precip. 15	Inula, po 25@ 30	
Citrate & Quina 1 80@2 00	Ipecac, po 2 25@3 00	
Citrate Soluble 63@ 75	Iris Flora 20@ 30	
Ferrocyanidum S 25	Jalapa, pr. 40@ 50	
Solut. Chloride 15	Maranta, 1/4s 30@ 35	
Sulphate, com'l. 2	Podophyllum po 15@ 25	
Sulphate, com'l. by 75	Rhei 75@1 00	
bb'l., per cwt. 7	Rhei, cut 1 00@1 25	
Sulphate, pure 7	Rhei, pv 75@1 00	
	Sanguinari, po 18 20@ 25	
Flora	Scilla 20@ 25	
Arnica 18@ 25	Senega 90@ 90	
Anthemris 40@ 50	Serpentaria 90@ 90	
Matricaria 30@ 35	Smilax, M. gr'd. 30@ 30	
	Smilax, off's H gr'd. 45@ 45	
Folia	Spigella 90@ 90	
Barosma 1 75@1 85	Symplocarpus 30@ 30	
Cassia Acutifol. 15@ 20	Valeriana 25@ 25	
Cassia Acutifol 25@ 30	Zingiber a 16@ 20	
Salvia officinalis, 20@ 25	Zingiber j 25@ 28	
1/4s 20@ 25		
Uva ursi 8@ 10	Semen	
Gummi	Anisum po 22 13@ 13	
Acacia, 1st pkd. 40@ 40	Apium (gravel's) 30@ 30	
Acacia, 2nd pkd. 35@ 35	Bird, 1s 7@ 8	
Acacia, 3rd pkd. 30@ 30	Cannabis Sativa 7@ 8	
Acacia, sifted sts. 45@ 45	Cardamon 1 00@1 10	
Aloe, Barb. 35@ 45	Carui po 20 12@ 15	
Aloe, Cape 22@ 25	Chenopodium 20@ 30	
Aloe, Socotri 45@ 45	Coriandrum 10@ 14	
Ammoniac 35@ 40	Cydonium 1 00@ 10	
Asafoetida 1 00@1 25	Dipterix Odorate 6@ 75	
Benzoinum 50@ 55	Foeniculum 30@ 30	
Camphorae 55@ 60	Foenugreek, po. 6@ 9	
Euphorbium 60@ 60	Lini 5@ 8	
Galbanum 1 00@ 10	Lini, gr'd. bbl. 5 8@ 8	
Gamborge po. 1 00@1 25	Lobelia 45@ 50	
Gauliacum po 45 35@ 35	Pharlaris Cana'n 9@ 10	
Kino 40@ 40	Rapa 6@ 8	
Mastic 75@ 75	Sinapis Alba 8@ 10	
Myrrh 50@ 50	Sinapis Nigra 9@ 10	
Opium 9 00@9 25		
Shellac 30@ 40	Spiritus	
Shellac, bleached 35@ 45	Frumenti W. D. 2 00@2 50	
Tragacanth 1 00@1 20	Frumenti 1 25@1 50	
	Junipers Co. 1 75@3 50	
Herba	Junipers Co O T 1 65@2 00	
Absinthium 25@ 30	Saccharum N E 1 90@2 10	
Eupatorium oz pk 30	Spt, Vini Galli 1 75@6 50	
Lobelia oz pk 35	Vini Alba 1 25@2 00	
Majorium oz pk 36	Vini Oporto 1 25@2 00	
Mentra Pip. oz pk 35		
Mentra Ver oz pk 35	Sponges	
Rue oz pk 30	Extra yellow sheeps' 4 00@ 4 00	
Tenacetum V. 30	wool carriage 4 00@ 4 00	
Thymus V oz pk 30	Florida sheeps' wool 4 00@ 4 00	
	carriage 4 00@ 4 00	
Magnesia	Grass sheeps' wool 1 25@ 1 25	
Calcined, Pat. 55@ 65	carriage 1 00@ 1 00	
Carbonate, K-M. 18@ 20	Hard, slate use 1 00@ 1 00	
Carbonate po 10@ 15	Nassau sheeps' wool 4 00@ 4 00	
	carriage 4 00@ 4 00	
Oleum	Velvet extra sheeps' 2 75@ 2 75	
Absinthium 8 00@8 25	wool carriage 2 75@ 2 75	
Amygdalae Dulc. 75@ 85	Yellow Reef, for 1 40@ 1 40	
Amygdalae Ama 8 00@8 25	slate use 1 40@ 1 40	
Anisi 2 15@2 20		
Aurant Cortex 3 15@3 25	Syrups	
Bergamill 8 00@8 50	Acacia 50@ 50	
Caljputi 85@ 90	Aurant Cortex 50@ 50	
Caryophilli 1 25@1 30	Ferri lod 40@ 40	
Cedar 85@ 90	Ipecac 75@ 75	
Chenopadi 6 50@7 00	Rhei Arom 50@ 50	
Cinnamoni 1 50@1 60	Smilax Off's 50@ 60	
Conium Mae 80@ 90	Senega 50@ 50	
Citronella 40@ 50		

Lupulin 2 50@ 2 50	Saccharum La's 20@ 30	Oils
Lycopodium 60@ 70	Salacin 4 50@4 75	Lard, extra 85@1 00
Macis 70@ 80	Sanguis Drac's 40@ 50	Lard, No. 1 75@ 90
Magnesia, Sulph. 3@ 5	Sapo, G 15@ 15	Linseed pure raw 70@ 80
Magnesia, bbl. 1 1/2@ 85	Sapo, M 10@ 12	69 70@ 80
Mannia S. F. 85@ 85	Sapo, W 15@ 18	Linseed, boiled 70@ 81
Menthol 7 65@8 00	Seidlitz Mixture 20@ 25	Neat's-foot w str 80@ 85
Morphia, SP&W 5 30@5 55	Sinapis 20@ 25	Turpentine, bbl. 57 1/2@ 57 1/2
Morphia, SNYQ 5 30@5 55	Sinapis, opt. 30@ 30	Turpentine, less 60@ 65
Morphia Mal 5 30@5 55	Snuff, Maccaboy, 40@ 40	Whale, winter 70@ 76
Moschus Canton. 40@ 40	De Voes 54@ 54	
Myristica, No. 1 25@ 40	Snuff, S'h DeVos 54@ 54	
Nux Vomiva po 15 10@ 10	Soda, Boras 5 1/2@ 10	
Os Sepia 25@ 30	Soda, Boras, po 5 1/2@ 10	
Pepsin Saac, H & 1 00@ 1 00	Soda, et Pot's Tart 25@ 30	
P D Co 1 00@ 1 00	Soda, Carb 1 1/2@ 3	
Picis Liq N N 1/2 2 00@ 2 00	Soda, Bi-Carb 1 1/2@ 5	
gal. doz. 2 00@ 2 00	Soda, Ash 1 1/2@ 4	
Picis Liq qts 1 20@ 1 20	Soda, Sulphas 1 1/4@ 4	
Picis Liq pints. 65@ 65	Spts, Cologne 30@ 30	
Pil Hydrarg po 80 30@ 30	Spts, Ether Co. 50@ 50	
Piper Alba po 35 18@ 18	Spts, Myrcia 2 00@2 25	
Piper Nigra po 22 10@ 12	Spts, Vini Rect bl 22@ 22	
Pix Burgum 10@ 12	Spts, Vi'l Rect 1/2 bbl 10@ 10	
Plumbi Acet 15@ 18	Spts, Vi'l R't 10 gl 10@ 10	
Pulvis Ip'cut Opil 2 25@2 50	Spts, Vi'l Rect 5 gl 10@ 10	
Pyranthrum, bxs. H 75@ 75	Strychnia Crys'l 1 00@1 30	
& P. D. Co. doz. 75@ 75	Sulphur, Roll 2 1/2@ 5	
Pyranthrum, pv. 20@ 30	Sulphur, Subl. 2 1/2@ 6	
Quassiae 10@ 15	Tamarinds 8@ 10	
Quina, N. Y. 17@ 27	Terebenth Venice 40@ 50	
Quina, S. Ger. 17@ 27	Thebromae 55@ 60	
Quina, S P & W 17@ 27	Vanilla Ext. 8 00@12 00	
Rubia Tincturum 12@ 14	Zinci Sulph 7 10@ 7 10	



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Sulphur—Light and Heavy Lime and Sulphur Solution
 Bordeaux Mixture—All Sizes
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 Stock complete Prompt shipments

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Putnam's
Menthol Cough DropsPacked 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
FREEwhen returned to us or your jobber
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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.

ADVANCED

Carbon Oil
Feed
Wheat
Oats
Provisions
Rice
Syrups-Corn
Corn
Hay

DECLINED

Nuts—Whole, Shelled
Flour

Index to Markets

By Columns

1

2

AMMONIA		Clam Bouillon	
Ammonia	1	Burnham's 1/2 pt.	2 25
Axle Grease	1	Burnham's pts.	3 75
AXLE GREASE		Burnham's qts.	7 50
Frazer's		Corn	
1lb. wood boxes, 4 doz.	3 00	Fair	75 90
1lb. tin boxes, 3 doz.	2 35	Good	1 00 1 10
3 1/2 lb. tin boxes, 2 doz.	4 25	Fancy	1 30
10lb. pails, per doz.	6 00	French Peas	
15lb. pails, per doz.	7 20	Monbadon (Natural)	
25lb. pails, per doz.	12 00	per doz.	2 45
BAKED BEANS		Gorseberries	
No. 1, per doz.	45 90	No. 2, Fair	1 50
No. 2, per doz.	75 140	No. 2, Fancy	2 35
No. 3, per doz.	85 175	Hominy	
BATH BRICK		Standard	85
English	95	Lobster	
BREAKFAST FOODS		1/2 lb.	2 50
Apelito, Biscuits	3 00	1 lb.	4 20
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	2 75	Soused, 1 1/2 lb.	1 60
Flakes	2 75	Soused, 2lb.	2 75
Posts Toasties, T.	2 80	Tomato, 1lb.	1 50
No. 2	2 80	Tomato, 2lb.	2 80
Posts Toasties, T.	2 80	Mushrooms	
No. 3	2 80	Hotels	@ 16
Farinose, 24-2	2 70	Buttons, 1/2s	@ 16
Grape Nuts	2 70	Buttons, 1s	@ 30
Grape Sugar Flakes	2 50	Oysters	
Sugar Corn Flakes	2 50	Cove, 1lb.	85 90
Hardy Wheat Food	2 25	Cove, 2lb.	1 50 1 60
Postma's Dutch Cook.	2 75	Plums	
Holland Rusk	3 20	Plums	90 1 35
Saxon Wheat Food	3 00	Pears in Syrup	
Krinkle Corn Flake	2 00	No. 3 cans, per doz.	1 40
Malt Breakfast Food	4 50	Peas	
Maple Flakes	2 70	Marrowfat	@ 1 25
Maple Corn Flakes	2 80	Early June	@ 1 25
Minn. Wheat Cereal	3 75	Early June sifted	1 45 1 55
Algrain Food	4 25	Peanut	
Ralston Wheat Food	4 50	Peanut	90 1 25
Saxon Wheat Food	3 00	No. 10 size can pie	@ 3 25
Shred Wheat Biscuit	3 60	Pineapple	
Triscuit, 30	2 50	Grated	1 75 2 10
Pillsbury's Best Cer'l	4 25	Sliced	90 2 60
Post Tavern Special	2 80	Pumpkin	
Voigt's Cream Flakes	4 50	Fair	80
Quaker Puffed Rice	4 25	Good	90
Quaker Puffed Wheat	2 85	Fancy	1 00
Quaker Brkfst Biscuit	1 90	Gallon	2 15
Quaker Corn Flakes	1 90	Raspberries	
Victor Corn Flakes	2 20	Standard	@
Washington Crisps	2 80	Warrens, 1 lb. Tall	2 30
Wheat Hearts	1 90	Warrens, 1 lb. Flat	2 40
Wheatena	4 50	Red Alaska	1 85 1 95
Zest	4 00	Pink Alaska	1 40 1 50
Evapor'd Sugar Corn	90	Sardines	
BROOMS		Domestic, 1/2s	3 00
Parlor	3 00	Domestic, 1/2 Mus.	3 00
Jewel	3 70	Domestic, 1/2 Mus.	@ 7
Winner	4 25	French, 1/2s	7 14
Whittier Special	4 55	French, 1/2s	18 23
Parlor Gem	3 75	Shrimps	
Common Whisk	1 10	Dunbar, 1st. doz.	1 20
Fancy Whisk	1 50	Dunbar, 1 1/2s. doz.	2 25
Warehouse	4 50	Succotash	
BRUSHES		Fair	90
Scrub		Good	1 20
Solid Back, 8 in.	75	Fancy	1 25 1 40
Solid Back, 11 in.	95	Strawberries	
Pointed Ends	85	Standard	95
Stove		Fancy	2 25
No. 3	90	Tomatoes	
No. 2	1 25	Good	1 35
No. 1	1 75	Fancy	1 50
Shoe		No. 10	4 00
No. 8	1 00	CARBON OILS	
No. 7	1 30	Barrels	
No. 4	1 70	Perfection	@ 10 1/2
No. 3	1 90	D. S. Gasoline	@ 15
BUTTER COLOR		Gas Machine	@ 23
Dandelion, 25c size	2 00	Deord'd Nap'a	@ 13 1/2
CANDLES		Cylinder	29 @ 34 1/2
Paraffine, 6s	10	Engine	16 @ 22
Paraffine, 12s	10	Black, winter	8 1/2 10
Wicking	20	CATSUP	
CANNED GOODS		Snider's pints	2 35
Apples		Snider's 1/2 pints	1 35
3lb. Standards	2 75 3 00	CHEESE	
Gallon	1 50 1 90	Acme	@ 19
Standards gallons	5 00	Bloomington	@ 19 1/2
Beans		Carson City	@ 19 1/2
Baked	85 1 30	Hopkins	@ 19
Red Kidney	85 95	Riverside	@ 20
String	70 1 15	Warner	@ 20
Wax	75 1 25	Brick	@ 21
Blueberries		Lelden	@ 15
Standard	1 30	Limburger	@ 19
Gallon	7 00	Pineapple	@ 40
Clams		Sap Sago	@ 22
Little Neck, 1lb.	@ 1 00	Swiss, domestic	@ 13
Little Neck, 2lb.	@ 1 50		

CHEWING GUM

Adams Pepsin	55
American Flag Spruce	55
Beaman's Pepsin	55
Best Pepsin	55
Black Jack	55
Largest Gum (white)	55
O. K. Pepsin	65
Red Robin	55
Sen Sen	55
Sen Sen Breath Perf.	1 00
Spearment	55
Spearment, jars 5 bxs	2 75
Yucatan	55
Zeno	55

CHICORY

Bulk	5
Red	7
Eagle	5
Frank's	5
Schener's	6
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.	22
Germans Sweet	30
Premium	28
Caracas	28
Walter M. Lowney Co.	29
Premium, 1/4s	29
Premium, 1/2s	29

LIDER, SWEET

Regular barrel 50 gal	10 00
Trade barrel, 28 gals	5 50
Trade barrel, 14 gal	3 50
Bolled, per gal.	60
Hard, per gal.	25

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 60
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 60
No. 60 Sash Cord	1 90
No. 60 Jute	80
No. 72 Jute	1 00
No. 60 Sisal	85
Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	36
Cleveland	41
Colonial, 1/4s	33
Colonial, 1/2s	33
Epps	42
Huyler	32
Lowney, 1/4s	32
Lowney, 1/2s	32
Lowney, 5 lb. cans	30
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	72
Webb	33
Wilber, 1/4s	32
Wilber, 1/2s	32

COCOANUT

Dunham's per lb.	
1/4s, 5lb. case	30
1/4s, 5lb. case	29
1/4s, 15lb. case	29
1/4s, 15lb. case	28
1s, 15lb. case	27
1/4s & 1/2s, 15lb. case	28
Scalloped Gems	15
1/4s & 1/2s pails	15
Bulk, pails	14
Bulk, barrels	12

COFFEES, ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23
Fair	24
Choice	25
Fancy	26
Guatemala	25
Fair	25
Fancy	28
Java	26 30
Private Growth	31 35
Mandling	31 35
Aukola	30 32
Mocha	25 27
Short Bean	24 25
Long Bean	24 25
H. L. O. G.	26 28
Sogota	24
Fair	24
Fancy	25
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	23 50
Lion	22 50
McLaughlin's XXXX	
McLaughlin's XXXX sold	
to retailers only. Mail all	
orders direct to W. F.	
McLaughlin & Co., Chicag.	
Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONS

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

Mixed Candy

Grocers	7
X L O	7 1/2
Special	10
Conserve	8 1/2
Royal	14
Ribbon	14
Broken	14
Cut Leaf	8 1/2
Leader	9 1/2
Kindergarten	8 1/2
French Cream	12
Hand Made Cream	10
Premio Cream mixed	14
Paris Cream Bon Bons	11

Fancy-In Pails

Gypsy Hearts	15
Coco Bon Bons	14
Fudge Squares	14
Peanut Squares	17
Sugared Peanuts	13
Salted Peanuts	12
Starlight Kisses	13
Lozenges, plain	11
Champion Chocolate	13
Eclipse Chocolates	15
Quintette Chocolates	15
Champion Gum Drops	10
Moss Drops	11
Lemon Sours	11
Imperial	12
Ital. Cream Bon Bons	12
Golden Waffles	14
Red Rose Gum Drops	10
Auto Kisses	14
Coffy Toffy	14
Molasses Mint Kisses	12

Fancy-In 5lb. Boxes

Old Fashioned Molasses	30
Kisses 10lb. bx. 1	30
Orange Jellies	60
Lemon Sours	65
Old Fashioned Hore-	
hound drops	65
Peppermint Drops	70
Champion Choc Drops	70
H. M. Choc. Drops	1 10
H. M. Choc. Lt. and	
Dark, No. 12	1 10
Bitter Sweets, as'd	1 25
Brilliant Gums, Crys.	60
A. A. Licorice Drops	1 00
Lozenges, printed	65
Lozenges, plain	60
Imperial	65
Mottoes	65
Cream Bar	60
G. M. Peanut Bar	60
Hand Made Crms	80 90
Cream Wafers	75
String Rock	70
Wintergreen Berries	60

Pop Corn

Cracker Jack	3 25
Giggles, 5c pkg. cs.	3 50
Fan Corn, 50's	1 65
Azulikit 100s	3 25
Oh My, 100s	3 50

Cough Drops

Putnam Mental	1 00
Smith Bros.	1 25

NUTS—Whole

Almonds, Tarragona	18
Almonds, Drake	15
Almonds, California	
soft shell	
Brazils	@ 14
Filberts	@ 13
Cal. No. 1	@ 12 1/2
Walnuts, sft shell	@ 17
Walnuts, Marbot	@ 17
Table nuts, fancy	@ 13
Pecans, medium	13
Pecans, ex. large	14
Pecans, jumbos	16
Hickory Nuts, per bu.	
Ohio, new	2 00
Cocoanuts	
Chestnuts, New York	
State, per bu.	
Shelled	
Spanish Peanuts 6 1/2 @ 7	
Peanut Halves	@ 62
Walnut Halves	@ 33
Filbert Meats	@ 30
Alicante Almonds	@ 40
Jordan Almonds	@ 47

Peanuts

Fancy H P Suns	6 @ 6 1/2
Roasted	7 @ 7 1/2
Choice, raw, H. P. Jum-	
bo.	@ 7

CRACKED WHEAT

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

CRACKERS

National Biscuit Company	
Brands	
Butter	
N. B. C. Sq. bbl. 7 bx.	6 1/2
Seymour, Rd. bbl. 7 bx.	6 1/2
Soda	
N. B. C. boxes	6 1/2
Premium	7 1/2
Select	8 1/2
Saratoga Flakes	13
Zephyrette	13
Oyster	
N. B. C. Picnic boxes	6 1/2
Gem, boxes	6 1/2
Shell	8

5

Sweet Goods

Animals	10
Atlantics	12
Atlantic, Assorted	12
Avena Fruit Cakes	12
Bonnie Doon Cookies	10
Bonnie Lassies	10
Bonnie Shortbread	20
Brittle	11
Brittle Fingers	10
Bumble	10
Cartwheels Assorted	8½
Chocolate Drops	17
Chocolate Dry Centers	16
Choc. Honey Fingers	16
Circle Honey Cookies	12
Cracknels	16
Cocoanut Taffy Bar	12
Cocoanut Drops	12
Cocoanut Macaroons	18
Cocoanut Hon. Fingers	12
Cocoanut Hon. Jumb's	12
Coffee Cakes	11
Coffee Cakes, Iced	12
Crumpets	10
Diana Marshmallow	
Cakes	16
Dixie Biscuit	25
Dixie Sugar Cookies	9
Domestic Cakes	8½
Eventide Fingers	16
Family Cookies	8½
Fig Cake Assorted	12
Fig Newtons	12½
Floral Cakes	12½
Fluted Cocoanut Bar	10
Frosted Creams	8½
Frosted Ginger Cookie	8½
Fruit Lunch, Iced	10
Gala Sugar Cakes	8½
Ginger Gems	8½
Ginger Gems, Iced	9½
Graham Crackers	8
Ginger Snaps Family	8½
Ginger Snaps N. B. C.	
Round	8
Ginger Snaps N. B. C.	
Square	8½
Hippie Home Bar	10
Honey Cake, N. B. C.	12
Honey Fingers As. Ice	12
Honey Jumbles, Iced	12
Honey Jumbles, Plain	12
Honey Flake	12½
Household Cookies	12½
Household Cookies, Iced	9
Imperial	8½
Jonnie	8½
Jubilee Mixed	10
Kream Klips	25
Leap Year Jumbles	18
Lemon Biscuit Square	8½
Lemon Thins	16
Lemon Wafer	16
Lemona	8½
Mace Cakes	8
Mandalay	10
Mar. Ann	8½
Marshmallow Coffee	
Cake	12½
Marshmallow Walnuts	16½
Medley Pretzels	16
Molasses Cakes	8½
Molasses Cakes, Iced	9½
Molasses Fruit Cookies	
Iced	11
Molasses Sandwich	12
Mottled Sugar	10
Oatmeal Crackers	8
Orange Gems	8½
Orange Sponge Layer	
Cakes	18
Penny Assorted	8½
Peanut Gems	9
Picnic Mixed	11½
Pineapple Wafers	16
Pretzels, Hand Made	9
Pretzettes, Hand Md.	9
Pretzels, Mac. Md.	8
Raisin Cookies	10
Raisin Gems	11
Raspberry Cakes	12
Revere, Assorted	14
Rittenhouse Fruit	
Biscuit	12
Rosy Dawn Mixed	10
Royal Lunch	8
Royal Toast	8
Rube	8½
Shortbread Squares	20
Spiced Currant Cakes	10
Spiced Ginger Cakes	9
Spiced Ginger Cks Icd	10
Sugar Fingers	12
Sugar Cakes	8½
Sugar Crimp	8½
Sugar Squares, large	
small	9
Sultana Fruit Biscuit	16
Sunnyside Jumbles	10
Superba	8½
Sponge Lady Fingers	25
Triumph Cakes	16
Vanilla Wafers	16
Wafer Jumbles cans	18
Waverly	10
In-er Seal Goods	per doz.
Albert Biscuit	1.00
Animals	1.00
Arrowroot Biscuit	1.00
Baronet Biscuit	1.00
Bremmer's Butter	
Wafers	1.00
Cameo Biscuit	1.50
Cheese Sandwich	1.00
Chocolate Wafers	1.00
Cocoanut Dainties	1.00
Dinner Biscuits	1.50
Faust Oyster	1.00
Fig Newton	1.00
Five O'clock Tea	1.00
Frotana	1.00
Fruit Cake	3.00
Ginger Snaps, N. B. C.	1.00

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Graham Crackers, Red Label	1 00
Lemon Snaps	50
Oatmeal Crackers	1 00
Old Time Sugar Cook	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Premium Sodas	1 00
Pretzettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Sultana Fruit Biscuit	1 00
Soda Crackers N. B. C.	1 00
Soda Crackers Select	1 00
S. S. Butter Crackers	1 50
Unedda Biscuit	50
Unedda Jinjer Wayfer	1 00
Unedda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

Other Package Goods	
Barnum's Animals	50
Chocolate Tokens	2 50
American Beauty	
Ginger Snaps	2 50
Butter Crackers, NBC	
family package	2 50
Soda Crackers, NBC	
family package	2 50

In Special Tin Packages.	
Per doz	
Feetino	2 50
Minaret Wafers	1 00
Nabisco, 25c	2 50
Nabisco, 10c	1 00
Champagne wafer	2 50
Per tin in bulk	
Sorbetto	1 00
Nabisco	1 75
Feetino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR	
Barrels or drums	33
Boxes	34
Square cans	36
Fancy caddies	41

DRIED FRUITS	
Apples	
Evaporated, Choice, bulk	10
Evaporated, Fancy, pkg	11
California	16@18

Apricots	
Citron	
Corsican	16
Currents	
Imp'd 1 lb. pkg.	9 3/4
Imported bulk	9 1/2

Peaches	
Muir's—Choice, 25 lb. b	12 1/2
Muir's—Fancy, 25 lb. b	13 1/2
Fancy, Peeled, 25 lb. b	18

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

Raisins	
Connorslar Cluster 1 lb.	17
Dessert Cluster, 1 lb.	21
Loose Muscatels, 3 Cr	7 1/2
Loose Muscatels 4 Cr	8
L. M. Seeded 1 lb. 8@	8 1/2

California Prunes	
L. M. Seeded 1 lb. 9@	9 1/2
Sultanas Bleached	11
100-125 25lb. boxes.	8
100-100 25lb. boxes.	8 1/2
80-90 25lb. boxes.	8 1/2
70-80 25lb. boxes.	8 1/2
60-70 25lb. boxes.	10 1/2
50-60 25lb. boxes.	10 1/2
40-50 25lb. boxes.	11 1/2

FARINACEOUS GOODS

Beans	
Dried Lima	8
Med. Hand Picked	2 75
Brown Holland	3 25

Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
5 containers (36) rolls 2 85	
5 containers (60) rolls 4 75	

Hominy	
Pearl, 100 lb. sack	2 00
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50

Pearl Barley	
Chester	4 75
Empire	5 00

Peas	
Green, Wisconsin, bu.	
Green, Scotch, bu.	3 90
Split, lb.	5

Sago	
East India	6
German, sacks	6
German, broken pkg.	

Tapoca	
Flake, 100 lb. sacks	6
Pearl, 130 lb. sacks	6
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

FISHING TACKLE	
1/4 to 1 in.	6
1 1/2 to 2 in.	7
2 to 3 in.	9
3 to 4 in.	11
4 to 5 in.	15
5 in.	20

7

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

Linen Lines	
Small	20
Medium	26
Large	34

Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	88

FLOUR AND FEED

Winter Wheat.	
Grand Rapids Grain & Milling Co.	
Purity, Patent	5 20
Seal of Minnesota	5 80
Sunburst	5 80
Wizard Flour	4 60
Wizard Graham	5 80
Wizard Gran. Meal	4 20
Wizard Buckwheat	6 80
Rye	5 40

Valley City Milling Co.	
Lily White	5 20
Light Loaf	4 60
Graham	2 20
Granama Health	2 30
Buckwheat	3 00
Golden Meal	1 90
Boiled Meal	1 80

Voigt Milling Co.	
Graham	4 50
Voigt's Crescent	5 20
Voigt's Flourright	5 20
Voigt's Hygienic	4 50
Voigt's Royal	5 70
Watson-Higgins Milling Co.	
Perfection Flour	5 20
Tip Top Flour	4 60
Golden Best Flour	4 20
Marshall's Best Flour	5 50
Perfection Buckwheat	6 20
Tip Top Buckwheat	6 00

Worden Grocer Co.	
Quaker, paper	4 60
Quaker, cloth	4 70

Spring Wheat.	
Roy Baker	
Golden Horn, family	5 60
Golden Horn, bakers	5 50
Wisconsin Rye	5 00

Judson Grocer Co.	
Ceresota, 1/4s	6 30
Ceresota, 1/2s	6 40
Ceresota, 3/4s	6 20

Lemon & Wheeler	
Wingold, 1/4s	6 40
Wingold, 1/2s	6 30
Wingold, 3/4s	6 20

Worden Grocer Co.	
Laurel, 1/4s cloth	6 30
Laurel, 1/2s cloth	6 20
Laurel, 3/4s & 1/2s paper	6 10
Laurel, 1/2s cloth	6 10

Wykes & Co.	
Sleepy Eye, 1/4s cloth	6 00
Sleepy Eye, 1/2s cloth	5 90
Sleepy Eye, 3/4s cloth	5 80
Sleepy Eye, 1/2s paper	5 80
Sleepy Eye, 1/4s paper	5 80

Meal	
Bolted	4 00
Golden Granulated	4 20

Feed	
Alfalfa Horse Feed	32 00
Kafir Corn	1 60
Hoyle Scratch Feed	1 70
St. Car Feed screened	29 50
No. 1 Corn and Oats	29 50
Corn, cracked	28 50
Corn Meal, coarse	28 50
Winter Wheat Bran	30 00
Middlings	30 00
O P Linsed Meal	42 00
O P Laxo-Cake-Meal	38 00
Cottonseed Meal	32 50
Gluten Feed	32 00
Brewers Grains	29 00
Hammond Dairy Feed	27 00

Wheat	
Red	95
White	93

Oats	
Michigan carlots	57
Less than carlots	60

Corn	
Carlots	73
Less than carlots	75

Hay	
Carlots	22 00
Less than carlots	24 00

FRUIT JARS.	
Mason, pts. per gro.	4 05
Mason, qts. per gro.	4 40
Mason, 1/2 gal. per gro.	6 75
Mason, can tops, gro.	1 40

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

8

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19

HERBS	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

HIDES AND PELTS	
Hides	
Green, No. 1	10 1/2
Green, No. 2	9 1/2
Cured, No. 1	12
Cured, No. 2	11
Calfskin, green, No. 1	18
Calfskin, green, No. 2	11 1/2
Calfskin, cured No. 1	14
Calfskin, cured No. 2	12 1/2

Pelts	
Old Wool	@ 30
Lambs	50@1 00
Shearlings	50@1 00

Tallow	
No. 1	@ 5
No. 2	@ 4

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

HORSE RADISH	
Per doz.	90

JELLY	
5lb. pails, per doz.	2 50
15lb. pails, per pail	60
30lb. pails, per pail	1 00

JELLY GLASSES	
1/4 pt. in bbls, per doz	15
3/4 oz. capped in bbls,	
per doz.	18

MAPLEINE	
2 oz. bottles, per doz.	3 00

MINCE MEAT	
Per case	2 85

MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20

Half barrels 2c extra	
MUSTARD	
1/4 lb. 6 lb. box	16

OLIVES	
Bulk, 1 gal. kegs 1 05@	15
Bulk, 2 gal. kegs 90@	15
Bulk, 5 gal. kegs 90@	10
Stuffed, 5 oz.	1 35
Stuffed, 8 oz.	1 35
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25
Queen, Mammoth, 19	
oz.	3 75
Queen, Mammoth, 28	
oz.	5 25
Olive Chow, 2 doz. cs,	
per doz.	2 25

PICKLES	
Medium	
Barrels, 1,200 count	7 00
Half bbls., 600 count	4 25
5 gallon kegs	1 90

Small	
Barrels	8 25
Half barrels	4 65
5 gallon kegs	2 25

Gherkins	
Barrels	
Half barrels	8 00
5 gallon kegs	3 25

Sweet Small	
Barrels	14 50
Half barrels	8 00
5 gallon kegs	3 25

PIPES	
Clay, No. 216, per box	1 75
Clay, T. D., full count	60
Cob	90

PLAYING CARDS	
No. 90 Steamboat	75
No. 15, Rival, assorted	1 25
No. 20, Rover, enam'd	1 50
No. 50, Special	1 75
No. 98 Golf, satin fn.	2 00
No. 808 Bicycle	2 00
No. 632 Tour'n't whist	2 25

POTASH	
Babbitt's	4 00

PROVISIONS	
Barreled Pork	
Clear Back	17 50@18 00
Short Cut	17 50
Short Cut Clear	17 00
Bean	15 00
Brisket, Clear	23 00
Pig	23 00
Clear Family	26 00

Dry Salt Meats	
S P Bellies	13

Lard	
Pure in tierces	@ 10 1/2
Compound lard	7 1/4@ 7 1/2
80 lb. tubs	advance 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1/2
8 lb. pails	advance 1

9

Smoked Meats	
Hams, 12 lb. av. 15	@ 15 1/2
Hams, 14 lb. av. 13 1/2	@ 14
Hams, 16 lb. av. 13	@ 13 1/2
Hams, 18 lb. av. 13 1/2	@ 14
Skinned Hams	14@14 1/2
Ham, dried beef	
sets	20 @20 1/2
California Hams	9 1/2@ 9 3/4
Picnic Boiled Hams	15
Boiled Hams	21 @21 1/2
Minced Ham	11
Bacon	13

Sausages	
Bologna	8
Liver	7 1/2@ 8
Frankfort	9 @9 1/2
Pork	11
Veal	11
Tongue	11
Headcheese	9

Beef	
Boneless	14 00
Rump, new	15 00

Pig's Feet	
1/4 bbls.	95
1/2 bbls., 40 lbs.	1 90
1 bbl.	3 75
1 1/2 bbls.	8 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	35
Beef, rounds, set	16
Beef, middles, set	60
Sheep, per bundle	80

Uncolored Butterline	
Solid Dairy	12 @16
Country Rolls	12 1/2@18

Canned Meats	
Corned beef, 2 lb.	3 50
Corned beef, 1 lb.	1 85
Roast beef, 2 lb.	3 50
Roast beef, 1 lb.	1 85
Potted Ham, 1/2s	45
Potted Ham, 1/4s	45
Deviled Ham, 1/2s	90
Deviled Ham, 1/4s	45
Potted Tongue, 1/2s	45
Potted Tongue, 1/4s	90

RICE

Special Price Current

12	13	14
Banner, 5c 5 96	Rob Roy, 50c, doz. 4 12	Mop Sticks
Banner, 8 oz. 1 60	S. & M., 5c, gross 5 76	Trojan spring 90
Banner, 16 oz. 3 20	S. & M., 14 oz. doz. 3 20	Eclipse patent spring 85
Belwood Mixture, 10c 94	Soldier Boy, 5c gross 5 95	No. 1 common 80
Big Chief, 2 1/2 oz. 6 00	Soldier Boy, 1 lb. 4 80	No. 2 pat. brush holder 85
Big Chief 16 oz. 30	Sweet Caporal, 1 oz. 6 00	Ideal No. 7 85
Bull Durham, 5c 5 90	Sweet Lotus, 5c 6 00	12lb. cotton mop heads 1 45
Bull Durham, 10c 10 80	Sweet Lotus, 10c 12 00	
Bull Durham, 15c 18 48	Sweet Rose, 2 1/2 oz. 30	
Bull Durham, 8 oz. 6 72	Sweet Tip Top, 5c 2 00	
Buck Horn, 5c 5 76	Sweet Tip Top, 3 1/2 oz. 38	
Buck Horn, 10c 11 50	Sweet Tips, 1/2 gro 10 08	
Briar Pipe, 5c 6 00	Sun Cured, 10c 11 75	
Briar Pipe, 10c 12 00	Summer Time, 5c 5 76	
Black Swan, 14 oz. 3 50	Summer Time, 7 oz. 1 65	
Bob White, 5c 5 65	Summer Time 14 oz. 3 50	
Brotherhood, 5c 5 95	Standard, 2 oz. 5 90	
Brotherhood, 10c 11 00	Standard, 3 1/2 oz. 28	
Brotherhood, 16 oz. 39	Seal N. C., 1 1/2 out plug 70	
Carnival, 5c 5 70	Seal N. C., 1 1/2 Gran 63	
Carnival, 3 1/2 oz. 39	Three Feathers, 1 oz. 63	
Carnival, 16 oz. 40	Three Feathers, 10c 10 20	
Cigar Clip Johnson 30	Three Feathers and	
Cigar Clip, Seymour 30	Pipe combination . 2 25	
Identity, 8 & 16 oz. 30	Tom & Jerry, 14 oz. 3 60	
Darby Cigar Cuttings 4 50	Tom & Jerry, 7 oz. 1 80	
Continental Cubes, 10c 99	Tom & Jerry, 3 oz. 8 75	
Corn Cake, 14 oz. 2 55	Trout Line, 5c 5 95	
Corn Cake, 7 oz. 1 45	Trout Line, 10c 10 00	
Corn Cake, 5c 5 76	Turkish, Patrol, 2-9 5 76	
Cream, 50c pails 4 60	Tuxedo, 1 oz. bags 48	
Cuban Star, 5c foil 5 76	Tuxedo, 2 oz. tins 96	
Cuban Star, 16 oz pails 7 72	Tuxedo, 4 oz. cart 64	
Chips, 10c 10 20	Tuxedo, 16 oz tins 64	
Dills Best, 1 1/2 oz. 79	Twin Oaks, 10c 94	
Dills Best, 3 1/2 oz. 77	Union Leader, 50c 5 06	
Dills Best, 16 oz. 73	Union Leader, 10c 11 60	
Dixie Kid, 1 1/2 foil 39	Union Leader, 5c 5 95	
Duke's Mix, 5c 5 76	Union Workman, 1 1/2 5 76	
Duke's Mix, 10c 11 52	Uncle Sam, 10c 10 80	
Duke's Cameo, 1 1/2 oz. 41	Uncle Sam, 8 oz 2 20	
Drummond, 5c 5 75	U. S. Marine, 5c 6 00	
F F A 3 oz. 4 95	Van Bibber, 2 oz. tin 88	
F F A, 7 oz. 11 50	Velvet, 5c pouch 1 44	
Fashion, 5c 6 00	Velvet, 10c tin 1 92	
Fashion, 16 oz. 43	Velvet, 8 oz tin 3 84	
Five Bros., 5c 5 69	Velvet, 16 oz. can. 7 68	
Five Bros., 10c 10 70	Velvet, combination cs 5 75	
Five cent cut Plug 29	War Path, 5c 5 95	
F O B 10c 11 50	War Path, 8 oz. 1 60	
Four Roses, 9c 96	Wave Line, 3 oz. 40	
Glad Hand, 5c 1 44	Wave Line, 16 oz. 40	
Gold Block, 1 1/2 oz. 39	Way up, 2 1/2 oz. 5 75	
Gold Block, 10c 11 88	Wild Fruit, 5c 5 76	
Gold Star, 16 oz. 38	Wild Fruit, 10c 11 52	
Gail & Ax Navy, 5c 5 95	Yum Yum, 5c 6 00	
Growler, 5c 4 56	Yum Yum, 10c 11 52	
Growler, 10c 2 70	Yum Yum, 1lb., doz. 4 80	
Growler, 20c 2 63		
Growler, 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, 25c 2 45		
King Bird, 7 oz. 25 20		
King Bird, 3 oz. 11 00		
King Bird, 1 1/2 oz. 5 70		
La Turka, 5c 5 76		
Little Giant, 1 lb. 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 5 96		
Mayflower, 5c 5 76		
Mayflower, 10c 96		
Mayflower, 20c 1 92		
Nigger Hair, 5c 5 94		
Nigger Hair, 10c 10 56		
Nigger Head, 5c 4 96		
Nigger Head, 10c 9 84		
Noon Hour, 5c 1 44		
Old Colony, 1-12 gro. 11 52		
Old Mill, 5c 5 76		
Old English Curve 1 1/2 oz 96		
Old Crop, 5c 5 76		
Old Crop, 25c 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 16		

15	16	17
Worden Grocer Co. Brand	Tip Top, Blend, 1lb.	Big Master, 100 blocks 4 00
Ben Hur	Royal Blend	German Mottled 3 50
Perfection 35	Royal High Grade	German Mottled, 5 bxs 3 50
Perfection Extras 35	Superior Blend	German Mottled, 10 bx 3 45
Londres 35	Boston Combination	German Mottled, 25 bx 3 40
Londres Grand 35	Distributed by Judson	Marselles, 100 cakes 6 00
Standard 35	Grocer Co., Grand Rapids;	Marselles, 150 cks 5c 4 00
Puritans 35	Lee & Cady, Detroit; Sy-	Marselles, 100 ck toll 4 00
Panatellas, Finas 35	mons Bros. & Co., Sag-	Marselles, 1/2 bx toilet 2 10
Panatellas, Bock 35	naw; Brown, Davis &	
Jockey Club 35	Warner, Jackson; Gods-	
	mark, Durand & Co., Bat-	
	tle Creek; Fleibach Co.,	
	Toledo.	

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case 2 60
 50 10c pkgs., per case 2 60
 16 10c and 38 5c pkgs.,
 per case 2 60

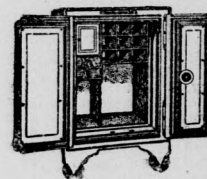
COFFEE

Roasted
 Dwinell-Wright Co's B'ds



White House, 1lb.
 White House, 2lb.
 Excelsior, Blend, 1lb.
 Excelsior, Blend, 2lb.

SAFES



Full line of fire and bur-
 glar 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.



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. Wrisley

Good Cheer 4 00
 Old Country 3 40

Soap Powders

Snow Boy, 24s family
 size 3 75
 Snow Boy, 60 5c 2 40
 Snow Boy, 30 10c 2 40
 Gold Dust, 24 large 4 50
 Gold Dust, 100-5c 4 00
 Kirkoline, 24 4lb. 3 80
 Pearlina 3 75
 Soapine 4 10
 Babbitt's 1776 3 75
 Roseine 3 59
 Armour's 3 70
 Wisdom 3 80

Soap Compounds

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

Scouring

Enoch Morgan's Sons
 Sapallo, gross lots 9 50
 Sapallo, half gro. lots 4 85
 Sapallo, single boxes 2 40
 Sapallo, hand 2 40
 Scourine Manufacturing Co
 Scourine, 50 cakes 1 80
 Scourine, 100 cakes 3 50

How About Your PRINTING for 1912?

THIS question is a very pertinent one for business men, because every day Business Printing takes on added significance as **A FACTOR IN TRADE.**

Time was when any sort of Printing would do, because not much was expected of it. But nowadays Printing is **EXPECTED** to create and transact business. For this reason, good Printing is exceedingly necessary in every line of business.

We have been producing **GOOD** Business Printing for years. We have kept pace with the demand for the **BEST** in printing. As a consequence, our Printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest Printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of **GOOD** Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be **PROMPTLY EXECUTED**, but the Printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver **GOOD PRINTING.**

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

Tradesman Company, Grand Rapids



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

BAKING POWDER



10c size .. 90
 1/4 lb. cans 1 35
 5 oz. cans 1 90
 1/2 lb. cans 2 50
 3/4 lb. cans 3 75
 1 lb. cans 4 80
 1 1/2 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

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. 67

Brick store to rent. Strictly modern. Best location in city. Good opening for gent's furnishing goods, confectionery or other business. Address Box 202, East Jordan, Michigan. 64

For Sale—Grocery and bakery stock and fixtures. Best location in one of the leading towns of 3,500 population in Central Michigan. Four good factories and most prosperous farming section of the state. If you are looking for a live wire, investigate. Address No. 66, care Tradesman. 66

For Sale—A nobby little market in a neat university town of 10,000. Cheap rent; long lease; nice business; right price. Address C. H. Newcomb, Boulder, Colorado. 65

Merchants—If you desire to clean your stock of all undesirable and odds and ends merchandise, write W. D. Hamilton & Co., 1037 Main St., Galesburg, Ill. 63

Special Music Deal—100 new titles, vocal and instrumental, in lots of twenty-five or more. 5c the copy. Send 25c for five samples and list of titles. Photo Pillow Supply Co., Drawer D, Dept. C., Charlotte, Michigan. 61

For Sale—Income business property located on main street in Cadillac, Michigan. 75 foot front, paved, with furniture and storage business if desired. Reason for selling, old age. Terms, cash. For particulars write owner. L. B. 104, Cadillac, Michigan. 60

Pure pleasant flavored maple syrup, \$1.25 per gallon. Address Lamb & Son, Vermontville, Michigan. 59

For Sale—Nearly new dry goods and shoe business, about \$3,000, 65c on the dollar if sold before April 1. A good business opening. Best location in town of 900. Robert Adamson, Colon, Mich. 57

For Sale—Drug stock, located in fine farming section, Central Michigan. Owner desires to retire from business on account of health. Address No. 56, care Tradesman. 56

Shoes, clothing and men's furnishings, \$21,000 stock, original cost, to exchange for a good Wisconsin farm or Chicago or Milwaukee improved; must have some cash. Do not reply unless property is unincumbered. Wm. Jones, 295 Lake St., Milwaukee, Wis. 69

Wanted—A nice clean, general stock. State full particulars in first letter. Address Lock Box 15, Lowell, Mich. 70

For Sale—Hardware and implements located in best fruit and farm section Western Michigan. Invoice about \$10,000. Reason selling, wish to retire from business. Reduce stock if wished. Good thing for right man. Address 54, care Tradesman. 54

For Sale—Best fancy grocery stock, centrally located in town of 25,000. Thumb of Michigan. This store has always been a moneymaker. Last year's business showed profit of \$1,800. A good opening for cash store. Will take about \$2,000 to swing. Owner wishes to go West on account of sickness in family. Address No. 55, care Tradesman. 55

For Sale—A good general stock in a good location in Northern Michigan. Will inventory about \$4,500. 90 per cent. new seasonable stock, consisting of groceries, hardware, shoes, dry goods, men's furnishings and notions. Also good facilities for handling fresh meats. First-class up-to-date fixtures consisting of floor show cases, counter cases, cash register, McCaskey register, automatic computing scales, acetylene lighting, plant, safe, automatic oil tank, etc. Sales for 1911 over \$31,000. A bargain for a quick purchaser with a small capital. Address No. 47, care Tradesman. 47

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

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

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

If you want to trade your business for a farm or city income property, write us. Interstate Land Agency, Decatur, Illinois. 53

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 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 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

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—In Central Michigan, clean grocery stock and fixtures, corner location, town of 12,000. A bargain if sold at once. Health, cause of selling. Address No. 882, care Tradesman. 882

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

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

I have a canvass glove outfit, consisting of work table and rack, full set of dies, mallets, block, turner, etc. Cost when new, \$100. Will sell for \$50 cash. I find myself unable to give it my attention on account of other business. R. L. Myers, Jr., Alanson, Mich. 984

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

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

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

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

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

For Sale—\$9,000 general merchandise. Great chance for right man. Big discount for cash. Address M. W., care Tradesman. 772

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

HELP WANTED.

Salesman Wanted—To carry a side line, a legitimate and good selling article. Good commission. See advertisement on page 19 of this issue. The Oscar Onken Co., Cincinnati, Ohio. 62

Wanted—Immediately, first-class hustlers to sell Wyoming irrigated lands on commission. Apply to The Commercial Investment Co., Dean Bldg., South Bend, Indiana. Phones: Bell 1365 Home 6296. 58

Local Representative Wanted. Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L. 371, Marden Building, Washington, D. C. 883

Wanted—Experienced clothing and dry goods salesman. Must come well recommended. Address No. 48, care Tradesman. 48

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

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—A position in a general or grocery store by a man 40 years of age, 18 years in a general store. Can furnish reference. Address Box 325, Plainwell, Mich. 68

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.

Here is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman

PIGEONS EXTERMINATED.

Frank Chickering, retired lumberman and well known about town, is one of the few remaining pigeon hunters of forty years ago. In the old days he would now be getting his nets in order and making other preparations for taking the field as soon as the wild pigeons came this way on their semi-annual migrations. As it is one of his old nets is used as drapery for a door at the Chickering home and the other is stored away in the attic probably never to be used again. The drapery net is of English twine, finely woven, about 50 feet in length and 20 feet wide, and the other is of cotton, approximately the same size. Both are interesting as relics of a once prosperous although ruthless industry; neither is of value now for the purposes for which they were made.

Forty years ago the wild pigeons moved in flocks so large that they darkened the sun while passing. There were millions of them and that they could possibly be wiped out was thought as improbable as it was thought the pine resources of Michigan could be exhausted or the buffalo of the Western plains exterminated. The wild pigeon to-day, however, is an almost unknown species. It has become so rare that fabulous prizes are offered for specimens for the museums and natural history collections. They have become practically extinct. The war of extermination conducted by the pigeon hunters undoubtedly had much to do with their disappearance. The conversion of forest lands into cultivated farms, thereby changing the food conditions no doubt helped. But scientists question if even the most cruel war or the most radical change in food supply conditions could have made the extermination so complete without some great disaster, and they have a theory that the migrating flocks must have been caught in some great storm and swept out to sea to perish.

Frank Chickering began his pigeon hunting career as a boy in Pennsylvania. In the spring and fall he would quit his work in the lumber camps and mills to go after the pigeon, and the ready market he found encouraged him to keep at it. He followed the pigeon up into New Hampshire for a couple of seasons, and then, in 1870, turned his attention to Michigan, where he heard the pigeons had favorite nesting places. In two months that spring he cleared about \$800 on the pigeons he shipped to market. He returned to Michigan the following year with results as satisfactory, and then he became interested in Michigan lumbering and pigeon hunting became a semi-annual diversion with him instead of an occupation. The favorite nesting places for the wild pigeon in those days was near Hartford. Another famous roost was near Big Rapids. There were smaller nesting places in other parts of the State. The pigeon came North the latter part of April and the hunters laid for them, coming in the spring and going South in the fall, and followed them to their

nesting places. The favorite method was to catch them in nets, and this method applied especially to the hunting around the nesting places. The hunters, having located the roost, would scout around until they found the favorite feeding place of the birds, which might be several miles from where the nests were located. The nets would then be placed, corn and other grain would be strewn on the ground as bait and the hunters would then wait for the birds to come. First a few old birds would drop down to feed and then the others would come in flocks, and when enough had come within the zone the trap would be sprung, the net would fly out over the birds and they would be entangled in its meshes by the hundred. Mr. Chickering recalls one cast of his nets that brought him 506 birds, and he remembers that another hunter had his net broken because he had let too many birds light before springing his trap. The method of killing the catch was to pinch the bird quick and hard at the base of the skull, and then it was dressed for shipment to New York, Boston and other markets. The first pigeons in the market brought \$3 to \$5 a dozen, but as the season advanced and the markets became glutted the returns faded to \$1 to \$2 a dozen. Mr. Chickering for several seasons had the first birds in market and received the top price.

The hunting did not come to a stop during the breeding season, but was pursued relentlessly as long as there was any money in it. Usually there were two catches, one in the morning and the other in the afternoon. The morning catch was usually of male birds, as they were the first to go to the feeding ground, leaving the females on the nests. In the afternoon the males took their trick at housekeeping and the females were caught. What became of the nestlings and eggs of the birds that were caught did not particularly concern the hunters. When the nestlings were nearly ready to fly the hunters would invade the nesting places themselves, carrying the war of extermination to the very homes of their game. They would climb the trees in which the nests were located and shake out the young birds, and men and boys below would catch them as they fell and slaughter them for the market. The young birds were known as squabs and were esteemed as a great delicacy. The hunting season closed when the young birds, or such of them as might survive, were old enough to fly. The birds would then scatter and the hunting became unprofitable. In September there would be an assembling of the flocks for the flight southward for the winter, and then the hunt would be on again until the birds had disappeared. It was in this way the war against the pigeon was conducted, and it is not surprising that a very few years brought a finish to the species, and made it extinct. The hunters had the sympathy and encouragement of the farmers in their pursuit however relentless it might have been. The farmer who had a wild pigeon nest-

ing place in his vicinity did not consider himself in luck. The birds were nuisances and damaging to crops. A field of young wheat or sprouting corn would not last long with the pigeons near by and often the farmers employed the hunters to protect their crops and did all they could to get rid of what they regarded as a pest. Sometimes they did not wait for the hunters to help them, but used poison as an exterminator of what they looked upon as the enemy of their industry.

PUBLICITY THE REMEDY.

No close observer of industrial and economic conditions in the United States to-day can doubt that they are increasing in seriousness. Occurrences like the McNamara case, the Lawrence strike and countless others, with their incidents of violence and their atmosphere of lawlessness, unrest and revolutionary thinking, are merely signs. It is clear that, in the McNamara case, for example, only a fraction has been told. Were the truth known in all its details, the sober classes in the community would be infinitely shocked—not merely at the deeds of violence already revealed, but at the methods on both sides of the struggle. It is the conviction of those who have been most actively engaged in mediation between labor and capital during the last ten years that a stage fairly described as "critical" is approaching in many industries. This is true of steel and the allied enterprises. Serious disorders threaten in the coal regions for next spring. Almost every industry in which immigrants are largely employed is seething with discontent, and some are threatening an outbreak. The first remedy to be applied in this, as in all other cases, is publicity.

Potato Market the Strongest in Its History.

Toledo, March 26—The potato situation looks the strongest in its history. I think 10 per cent. of this season's crop on the average for the Northern potato growing states, Maine, New York, Minnesota and Wisconsin, is a fair estimate of what is left.

Trade was never known to be so brisk at high prices. While a considerable quantity of foreign potatoes are now afloat, going via Holland to coal, Eastern receivers do not think the quantity large enough to have any depressing effect on the market and are asking for Michigans.

The demand has been constantly broadening the past few days and the tendency of the price is upward. Today I have landed sales on two cars for to-day's diversion from Toledo, basis \$1.25 Grand Rapids rate points, and turned down a score of counter offers ranging from \$1.20@1.23, believing that trade will take the goods by the first of next week, if not sooner, at asking price. I would not be surprised if potatoes sold at a fabulous price before the end of the season and the key to the rise is how "sandy" the shippers are about holding. The price would be even higher now but for the fact that shippers

are very skittish about holding a car of these high priced potatoes a minute. They are afraid of dollar potatoes. Most of them want to sell before they buy. They have been burned before. Also to a sober minded man it looks like a reckless poker game to put so much money in the perishable. I predict, however, the highest prices in history on account of the greatest shortage. The whole South being late, we have practically three months to market 10 per cent. of the crop. Now, it stands to reason, that at least 50 per cent. of the people will have to go without and the price will have to go beyond the reach of half of the people.

George Wager.

Additional News and Gossip Traveling Boys.

The leap year party given by Grand Rapids Council, U. C. T., 131, last Saturday night was one of the most successful parties given this winter.

Tom Powell, Vice-President of the Payette-Walsh Co., of Detroit, veteran traveler and all around good fellow, is spending the week in Grand Rapids. Tom is here in the interests of his concern and is introducing the R. B. cigars to the local consumers. The R. B. is very well known throughout the East and with Powell's push behind them they are bound to be a success through this section.

L. J. Firzlaff, Manistee representative for Hoff Sons' Co., of Milwaukee, has been suddenly stricken with a severe attack of appendicitis, which had gained such headway that for a time his life was despaired of. He underwent an operation at the Mercy Hospital in this city and at the present writing is doing nicely. Louie has many warm friends who rejoice in his passing the danger point and all hope for a speedy recovery.

J. M. Goldstein.

Held Annual Election.

Marquette, March 25—Two candidates were initiated at the annual meeting of the Upper Peninsula Council, Commercial Travelers, held Saturday evening. The following officers were elected:

Past Counselor—C. C. Carlisle.
Senior Counselor—J. E. Kraft.
Junior Counselor—Thomas Follis.
Secretary - Treasurer — Charles Wheeler.

Conductor—Robert Richards.

Page—J. L. Boyd.

Sentinel—Wallace Stephenson.

Delegates to Grand Council at Bay City—C. C. Carlisle, J. E. Kraft and Robert Richards.

Alternates — Thomas Follis and Barney Goodmap.

Great is he who enjoys his earthenware as if it were plate; and not less great is the man to whom his plate is no more than earthenware.—Seneca.

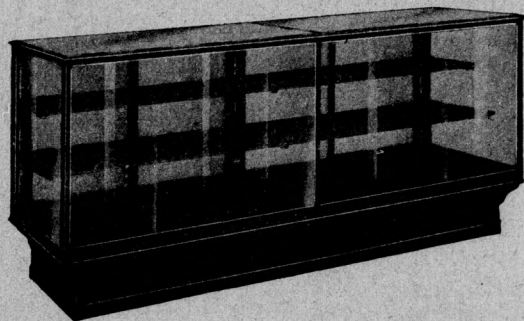
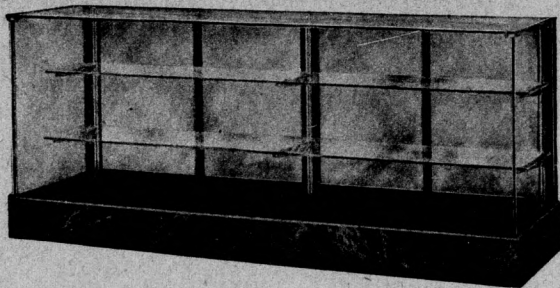
BUSINESS CHANCES.

For Sale—The Osceola News, at Hersey; paper owned by the business men; county seat. Address News, Hersey, Michigan. 71

For Sale or Exchange—A general store Southern Wisconsin, doing large business; will sell half interest to reliable party; would entertain clear farm land instead of cash. Address for particulars, P. O. Box 136, Boscobel, Wis. 72

PROGRESIVE MERCHANTS

Buy Wilmarth Show Cases



The new catalog we recently issued for dry goods, department and clothing store trade should be in the hands of every merchant interested in that class of store equipment.

It shows the most complete line of all plate glass show cases and special cabinets that has ever been put on the market. We are prepared to make prompt deliveries from an unusually large stock of these cases as well as from an exceptionally complete and high grade line of wood frame show cases.

Write and tell us your wants. Our prices will interest you. Ask for Catalog G-10.

Wilmarth
Show Case Co.
New York Salesrooms
732 Broadway

Wilmarth
THE CASE WITH A CONSCIENCE
Chicago Salesrooms
233 W. Jackson Blvd.

936 Jefferson Ave.
Grand Rapids, Mich.
Detroit Salesrooms
84 Jefferson Ave.



One Hundred Thousand Visitors Every Year

One hundred thousand visitors from all parts of the world go through the

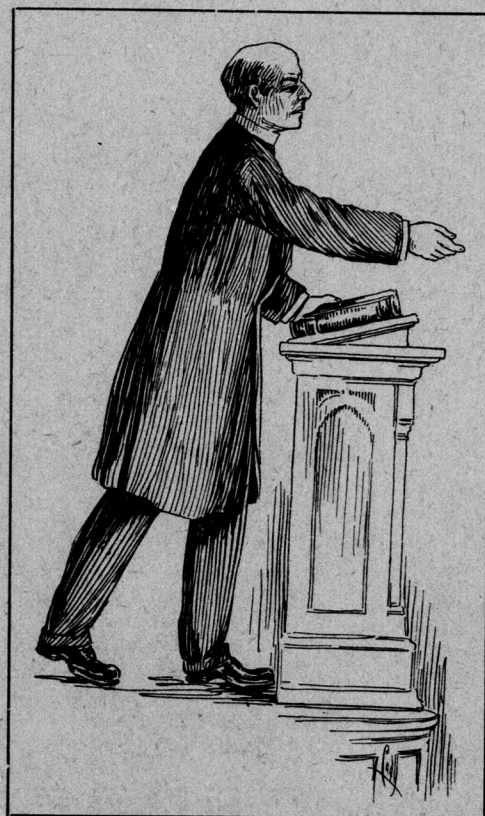
Shredded Wheat Biscuit

factory every year. Every detail of manufacture is open to public inspection. They are impressed with the cleanliness of the plant and the perfection of the process. Here's a vast army of Advertisers working for YOU. Are you taking full advantage of it?



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.



It Hit You or You Wouldn't Have Dodged

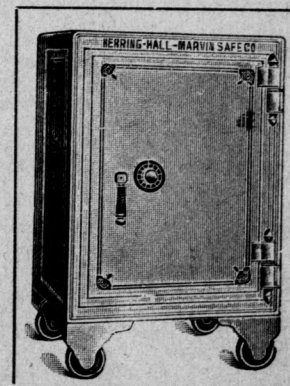
"Just remember when the preacher landed a particularly hot one on you, that if it had not hit a tender spot it would have glanced off and never been noticed."—W. L. Brownell.

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.



Detail Adder.



Drawer Operated
Total Adder
Prints Sales-Strip



Total Adder
Prints Sales Strip



Total Adder
Prints Sales-Strip



Drawer Operated
Total Adder
Prints Sales-Strip



Total Adder



Total Adder



Total Adder
Autographic Attachment
Drawer Operated



Total Adder
Prints Sales-Strip



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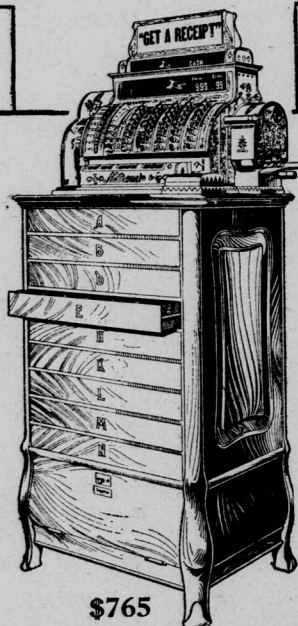
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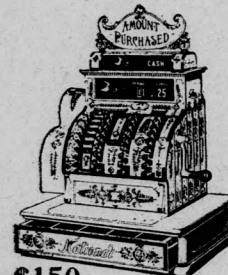
Shows Four Separate Totals
Prints Sales-Strip
Prints Receipts, etc.



Total Adder
Prints Sales-Strip
Prints Receipt



Nine Complete Cash Registers in One



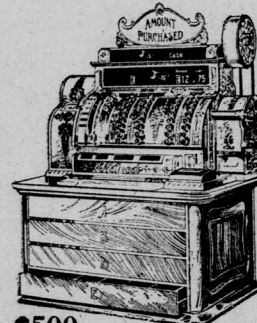
Total Adder
Prints Sales-Strip or
Prints Receipt



Department Store Register



Total Adder
Autographic Attachment



Four Complete Cash Registers in One

We Make Them for All Kinds of Business. Prices \$20 to \$765

All sorts of stores, factories, garages, dining cars, county and city offices, commissaries, public service offices, hotels, theatres and newspaper offices are included in the list. They are used in the largest stores and on the smallest corner stands.

They are used in the store farthest North and the store farthest South.

Certain kinds are made especially for department stores, railroads and banks. They give quick service and protection and do things no other machine sold can do.

Our office registers certify and classify accounts and records. They give the most positive checks for bookkeepers, auditors and managers. No other machines sold give so much information and protection with as little work and in so short a time.

We have spent 30 years in studying the needs of all businesses where money is handled and records kept. We make cash registers to fit every need and that is why we make over 300 styles and sizes.

Our registers safeguard all transactions occurring between employes and customers. They save time, work and worry and insure to proprietors all their profits.

They cost so little and do so much.

Write or call and have the kind of register suitable for your business explained to you. Investigation will cost you nothing.

We have a representative
in your vicinity

The National Cash Register Co.
Dayton, Ohio