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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.

Near Wayne
County Bldg.



**A. T. Knowlson
Company**

WHOLESALE

**Gas and Electric
Supplies**

Michigan Distributors for

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For Mail Carriers, Policemen, Truckmen, Railroad Men



The Gold Seal

IS PURE GUM, GIVES DOUBLE WEAR

Manufactured only by

Goodyear Rubber Company W. W. WALLIS, Manager
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Foster, Stevens & Co.
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10 and 12 Monroe St. :: 31-33-35-37 Louis St.

Grand Rapids, Mich.

YALE INDEPENDENT GAS PLANT
CHEAPEST AND BEST LIGHT ON EARTH

MAKES AND BURNS ITS OWN GAS

**Make Your Own
Gas Light**
FREE FREE FREE

Mr. Merchant—You can try one of our hydro-carbon systems in your store for 30 days. Guaranteed for five years. If it is not as represented and the best and cheapest light producer you ever saw you may return it; no further obligations. Why

hesitate and delay? Do you know of any one thing that will attract more attention than good light? Send diagram of your store today for free estimate.

T. YALE MFG. CO. 20-30 S. Clinton St., Chicago



**Putnam's
Menthol Cough Drops**

Packed 40 five cent packages in carton
Price \$1.00

Each carton contains a certificate, ten of which entitle the dealer to

**ONE FULL SIZE CARTON
FREE**

when returned to us or your jobber properly endorsed

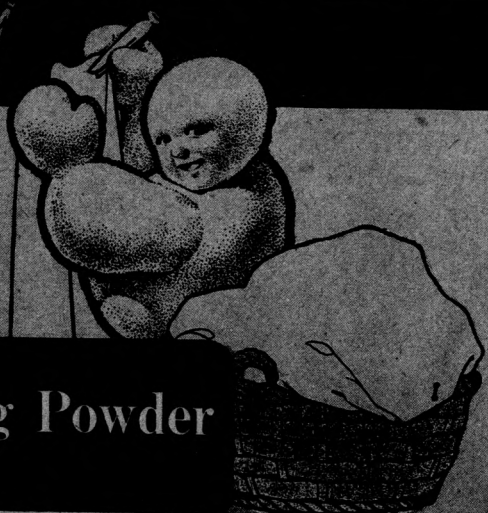
PUTNAM FACTORY, National Candy Co.
Makers
GRAND RAPIDS, MICH.

next time

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

Lautz Snow Boy Washing Powder

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



MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, APRIL 10, 1912

Number 1490

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NO LONGER A MENACE.

The information transmitted by the Washington correspondent of the Tradesman and which appears on page 9 of this week's issue will meet with a joyful reception at the hands of the retail merchants of this country. The agreement to report a bill for the reduction of express rates and the announcement that a new company is being formed in New York for the purpose of delivering express packages in rural districts have relieved the situation by making any parcels post legislation at this session of Congress practically impossible. One paragraph in the contribution of the Tradesman's Washington correspondent is peculiarly significant and that is the one that refers to the lack of effective effort on the part of retail merchants in combatting this great evil. Resolutions adopted by retail merchants' associations and spasmodic efforts in other directions failed to accomplish anything on account of inefficient leadership until the American League of Associations was organized and financed by the wholesalers and manufacturers of the country. Through the medium of this organization effective opposition was created and maintained and the retailers now have this organization and its backers, and not themselves, to thank for the defeat of the legislation they have so long feared and decried. It is a matter of much satisfaction to the Tradesman to realize that it was one of the contributors to this fund and that in this way it assisted in defeating one of the most pernicious measures ever presented to Congress—a measure which would have worked unnecessary hardship to the retail merchants of this and other states. The Tradesman is informed that it is the only trade journal in

the United States to contribute to this fund and thus assist in placing an effectual embargo on legislation inimical to the best interests of the retail trade.

PLANNED PREVIOUSLY.

"I planned my trip a year ahead and enjoyed it all the more on that account," was the declaration of a successful business man after a vacation of a month. The words are suggestive not only of the increased pleasure because of the feeling that work was not suffering at home, but of the advantages which may accrue from planning in advance.

Nature adopts this method most fully. The swelling buds were all formed in embryo before the ripened leaves of last season fell to the ground. The spring blossoms which come up as if by magic were being arranged for many months ago in their underground workshop. The brown, dead looking bulb which is the source of food supply for the plant was very busy sending forth new rootlets when we were sweltering in the August sun, and had almost forgotten its existence; or if we thought of it at all, it was that the plant was dormant. The fruit and nuts of the autumn harvest are held in the embrace of the vernal flowers.

Webster, during an unexpected discussion in Congress, quite charmed his hearers by the eloquence of an impromptu speech. On being congratulated later, he replied that those words had been prepared years before, cut down, re-fashioned, elaborated, until the single paragraph which had all the freshness of being given on the spur of the moment represented much hard labor, and was laid away in one of his capacious mental compartments ready for the opportune time. Our best efforts, our best times, come not by chance, but through preparation in advance. And the vacation, like the work, which is planned months ahead brings enjoyment in anticipation, and a double portion in the reality. The duties left behind are carefully adjusted to run for the time; routes have been mapped out and studied; rates carefully arranged for; and the greatest advantages at the least expense assured. Even pure fun may be conducted upon business principles.

Keep track of how much stock you have as well as of how much you are selling. They were foolish virgins, you know, who did not realize that their lamps were empty.

We should so live and labor in our time that what came to us as blossom may go to the next generation as fruit. This is what we mean by progress.—Connolly.

WORKING FOR THE FUTURE.

Every transaction which we make has a future significance. Were it not so, how much simplified would be some of our daily problems. There are those who come to us, uncertain what they do want for a purpose readily outlined, and who are more than half inclined to leave the decision to us. There are goods in stock of which we would gladly free ourselves. They may have been tested and proved disappointing; the profit may be larger than in other brands for similar purposes; the feature termed seasonable may be fast vanishing. But when the selfish phase presents itself, we should also remember that there is a future. We now have the trust of the patron. Can we afford to betray it? No; most decidedly not. His interests should for the time be ours. He will remember us by our methods in the crucial test; and if we fail in this, ten dozen future "bargains" will scarcely restore us in his estimation.

Character is quite as essential a foundation stone of the tradesman as of the minister. His material, as well as his ethical success, demands it. Unscrupulous sales eventually fall back like heavy stones upon the one who made them. The question uppermost in the mind of the salesman should be, not "Can I make the sale?" but "Can I give satisfaction?" It is the latter which secures permanent trade. If the reverse is effected he is as surely repelled. More, there is no one, not even the humblest, who has not some influence with some one. And this is going to be extended against you unless your methods are worthy of recommendation. The misfit is about as bad a bit of advertising as you can get in any way. Avoid it. Be sure that your sale is one which you can stand by—defend if necessary; but one which is not liable to need any defense.

The Holland and Zeeland Merchants Touch Elbows.

Holland, April 8—The Holland merchants had the time of their lives on the evening of April 4, when they were the guests of the Zeeland merchants. Some sixty strong they went to Zeeland in a special interurban car and from the minute they stepped off the car in the sister city until the time they returned to Holland, about midnight, there was not a dull moment for the Holland business men. The Zeeland merchants showed themselves the most admirable hosts and provided amusements galore for the local people.

The first thing on the program was an indoor baseball game between the team of the local merchants and the

team of the Zeelanders, resulting in a victory for the visitors by the score of 3 to 1.

After the ball game the company went to the rooms of the Zeeland Civic Club, which were thrown open to the visitors. Attorney J. N. Clark, of Zeeland, presided and made a neat address of welcome to the Holland merchants, in which he made them all feel at home. The following merchants gave talks: Austin Harrington, Jacob Lokker, Bert Slagh, E. P. Davis, Wm. Orr, Al. Hidding, Dick Boter and Mayor-elect Nicodemus Bosch. Mr. Danhoff, of Grand Haven, Henry Bouwens and Bert Van Wyke, of Zeeland, also gave talks.

The rooms of the Zeeland Civic Club are equipped with pool tables and Wm. Leapple challenged the Hollanders to a game. A number of interesting contests were then pulled off. In the course of the evening the Holland merchants were freely supplied with cigars and toward the close of the meeting little clay pipes were passed around. On the bowls of these pipes the motto, "The Pipe of Peace," was written. Then a five pound package of tobacco was passed around and all smoked the pipe of peace.

The Zeelanders were highly complimented by the visitors for the jolly time they had provided for them and the local business men expressed a regret that the Zeelanders did not have a merchantile association. They urged the Zeelanders to organize and co-operate with the Holland Association. President Boter, of the Holland Merchants' Association, extended an invitation to the Zeelanders to come over to Holland and enjoy the hospitality of the Holland merchants.

During the evening music was furnished by the Civic Club orchestra and E. P. Davis gave two recitations that were loudly applauded. It is probable that the Zeelanders will be entertained in Holland in the near future.

W. R. Roach, who conducts five large canneries in this State, with headquarters at Hart, was brought to the U. B. A. Hospital in this city last Friday and underwent an operation the same evening for appendicitis. The operation was a very critical one and for several days Mr. Roach's life hung in the balance, but he is now picking up rapidly and every indication points to a speedy and complete recovery. This will be welcome news to the many friends of Mr. Roach in all parts of the country.

What kind of a store do the women like best to patronize? That's the question you should ask yourself. It is the store that is the most accommodating in its treatment of them.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

April 3—In the matter of Elmer E. Jenks, bankrupt, formerly at Grattan, a special meeting of creditors was held. The first report and account of David A. Warner, trustee, was considered and approved and a first dividend of 10 per cent. declared and ordered paid to ordinary creditors whose claims have been allowed up to this time.

April 4—In the matter of the J. W. Fleming Co., bankrupt, formerly in the produce commission business at Muskegon, the bankrupt having failed to make the deposit to cover the proposed composition of 20 per cent. and the matter re-referred to Referee Wicks, the trustee, Elmer J. Peterson, of Muskegon, filed his final report and account, showing total receipts of \$2,704.34, disbursements for preferred claim for taxes, \$62.23, other administration expenses, \$67.47, and a balance on hand for distribution of \$2,574.64. An order was made by the referee calling a final meeting of creditors at his office on April 25 to consider such final report and account and for the purpose of declaring and ordering paid a final dividend herein.

April 5—In the matter of Julius VandeKopple, bankrupt, of Grand Rapids, the first meeting of creditors was held, and by unanimous vote of creditors present and represented William B. Holden, of Grand Rapids, was elected trustee and his bond fixed at \$2,000. Freeland A. Stoner, Fred VanKuelen and Gerrit J. Brouwer, of Grand Rapids, were appointed appraisers.

April 8—A voluntary petition was filed by Harry Leach, a West Bridge street merchant in the clothing and shoe business, and an order was made by Judge Sessions adjudging him bankrupt and referring the matter to Referee Wicks. An order was made by the referee calling a first meeting of creditors to be held at his office on April 26 for the purpose of electing a trustee, proving claims, examining the bankrupt, etc. The bankrupt lists the following assets in his schedules:

Stock in trade	\$1,300.00
Household goods	162.00
Fixtures	200.00
Debts due on open account..	79.20

\$1,741.20

The household goods and \$250 of the stock is claimed as exempt.

The following is a list of the principal creditors:

D. Koblin, city	63.00
Kendrick H. Jenks, city.....	50.00
Safe Lock Co., Cincinnati	17.00
G. R. Gas Light Co., city.....	24.00
D. Jacobs & Sons, Cincinnati.	38.00
Berger & Allswany, Chicago...	26.50
B. Koblin, Chicago	50.00
Defiance Tick Mitten Co., Toledo	23.68
Adams & Ford Co., Cleveland.	52.80
Nat'l Umbrella Co., Cleveland.	31.25
Evening News, Battle Creek ..	23.80
I. S. Pants Co., New York....	52.00
Peoples' Outfitting Co., Battle	

Creek	213.50
Romadka Bros., Milwaukee...	67.25
David Maiman, Chicago	64.50
J. Witkowsky, Chicago	96.00
L. Lipon, Detroit	150.00
L. McCoy, Battle Creek	20.00
R. Leach, Detroit	98.00
Sarasohn & Shetzer, Detroit..	450.00
Chas. Goldsmith & Co., Detroit	200.00
Maddox & Co., Detroit	35.13
Jacob F. Meyer & Co., Detroit.	52.00
Guthamann, Carpenter & Fell-	
ing, Chicago	98.00
Keizer & Co., New York	32.00
Dubbli & Warner, Springfield.	42.00
J. Koblin, Detroit	249.00
Bogen & Berman, New York.	31.80

April 9—In the matter of Laverne F. Jones, bankrupt, of Grand Rapids, the trustee, William J. Gillet, of Grand Rapids, has filed his final report and account showing total receipts of \$3,271.52, disbursements for preferred tax claim and first dividend of 15 per cent. upon ordinary claims, \$1,032.90, for administration expenses, \$156.07, and a balance of cash on hand for distribution of \$2,082.55. An order has been made by the referee calling a final meeting of creditors to be held at his office on April 29 for the purpose of considering such final report and account and declaring and ordering paid a final dividend in this matter.

Spring Points the Way To Selling Possibilities.

Written for the Tradesman.

Spring—tripping, blithesome, exuberant spring—is at hand.

If you do not believe it, consult your calendar.

If you have hitherto been unmindful of its approach, consider the well-known tokens now observable in the out-of-door world.

While there is, at times, a nipping tang in the air, reminiscent of the winter out of which we have emerged, the fact above stated can be gained or denied. Spring is at hand.

And I think the people throughout the country, east and west, north and south, are at this time particularly glad to witness the advent of spring; for the long-continued, rigorous, genuinely old-fashioned winter out of which we have come has been sufficiently strenuous to satisfy the requirements of the most exacting.

Fortunate are the people who dwell in temperate zones; for theirs are the joys and benefits of changing seasons.

Too much of any sort of weather, no matter how beneficial it may be in itself considered, has a way of getting on our nerves.

The winter now happily past certainly did get on the nerves of a great many people.

It was a hard old winter.

There was wind and rain, snow and slush, frost and ice, and sudden and spectacular drops in the mercury. In many sections of the country snow laid on the ground for two or more months. In some localities traditional records, fondly cherished by "the oldest inhabitants," were ruthlessly broken by the records of the winter just passed.

Take it all in all, I dare say there

are few people who will deplore the passing of winter.

Thus the spring of 1912 will assuredly find a most cordial welcome.

Each new season means new and enlarged possibilities to the wide-awake merchant.

And spring is no exception to the rule.

The incoming season brings with it numerous calls for new and seasonable goods.

Spring is fairly replete with possibilities for business—more business, new business, better business.

The merchandiser who is deaf to the blandishments and the benefits of spring needs to be pitied.

Spring not only revives the earth—it also revives business.

Spring is synonymous with life and resurrection.

In the springtime dead things come to life. Old, grim trees, whose bare limbs have been silhouetted against wintry skies, begin to show evidences of the life stirring within them.

The sap rises.

Buds enlarge and burst into leaf-age.

Such trees and herbs as are given to florescence, fling out their gay colors to greet the passersby.

And the smell of growing things is in the air.

Also the familiar notes of our bird-friends, who have returned to us from their winter quarters.

And the old earth is renewed, re-invested, transformed!

This is an age-old, perennially-interesting lesson that Nature spreads out for us in the earth—that book that is read alike by the savage and by civilized man; by the children of Nature and by the masters of knowledge.

It is a profound and stirring lesson. But I am not primarily concerned with this phase of my subject.

I am thinking about what spring means to the busy merchant, who is interested chiefly in things that have a bearing on his daily sales.

What does spring mean to the merchant?

Several things:

In the first place, since the very idea of spring is the notion of a renewal, the busy merchant ought to get a valuable tip from Nature.

He, too, should renew his efforts—gird himself afresh to the tremendous task of getting new business in his locality.

During the next few weeks and months Mother Nature is going to be extremely businesslike.

And she is going to get things done.

Buds and leaves, flowers and fruit, blades and grains—all these will be produced, each in its order.

And the marvel of the transformation will increase as the days go by.

While the forces of Nature are thus intently bent on accomplishing things, the merchants who are working towards a definite goal—more business—should also be busy.

And this brings me to lesson number two:

A new season carries with all multitudinous new (potential) needs.

In food, raiment, furnishings for the home and tools for the farm, the coming of spring suggests new needs.

Winter equipment will not suffice for spring requirements.

And here is where the calendar proves its friendship to the merchant.

If, therefore, in closing, I may venture to make a suggestion of a rather general, but I trust none the less practical, nature, it will be this:

Go after this spring trade in the spirit of renewed life and aggressiveness. Do not assume that the business will come in automatically; for that is not the way with business.

Go after it—and go after it with a vim!

Let something of the spirit of spring permeate the store.

Let it manifest itself in your window trims.

Let it crop out in your advertising.

Let it appear in your salesmanship.

The spirit of spring is buoyant, optimistic, cheer-bringing.

Spring is at once strong and gentle; confident and blithe; simple and winsome.

And all these qualities may very well characterize your selling propaganda.

If they do, you will prove yourself alert to the significance of spring and its selling possibilities.

Chas. L. Garrison.

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

Buffalo, April 10—Creamery butter, 29@33c; dairy, 25@30c; rolls, 25@25c; poor to good, all kinds, 20@25c.

Cheese—Fancy, 18½@19c; choice, 18c; poor to good, 12@16c.

Eggs—Choice fresh, 21c.

Poultry (live) — Turkeys, 18@20c; chickens, 17@18c; fowls, 17@18c; ducks, 18@20c; geese, 12½@14c.

Poultry (dressed) — Turkeys, 18@22c; chickens, 17@18c; fowls, 17@18c.

Beans — Red kidney, \$2.50; 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—\$2.25@2.50.

Rea & Witzig.

SEEDS

WE CARRY A FULL LINE. Can fill all orders PROMPTLY and SATISFACTORILY.

Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 8—A broken week caused a good deal of irregularity in the coffee trade last week and the spot article was moving in a very moderate way indeed. Advices from the great producing points were absent owing to the closing of almost all business there on account of the Easter holidays, and quotations here show no noticeable variation. In an invoice way Rio 7's are quoted at 14¾@14¾c. Milds are flat and not an item of interest can be gathered. Good Cucuta is worth 16½@16¾c.

Refined sugar is gradually getting down to last year's level and is now only about 44 points higher. It is quoted at 5.25@5.35c less 2 per cent. It was thought that considerable activity would spring up in the sugar market with the decline, but as yet there has been little, if any, improvement. But it is bound to come with the oncoming spring. Fine weather in Cuba augurs well for a big sugar output.

Teas are steady, but orders are for small lots. However, buyers are insistent on having goods shipped at once and this would imply something of a reduction in stocks generally, and sellers are very confident as to the future. Quotations are firm and without material change.

Rice is firm. Full rates are asked, and it would seem to be a waste of

time to spend it looking for "bargains." Stocks are in strong hands and sellers are hopeful as to the future. Prime to choice domestic, 5¾@5¾c.

In spices, pepper seems to be the firmest article on the list. Jobbers are ordering goods only for current requirements, as might be expected, and quotations are without change. Singapore black pepper, 11¾@12c.

Molasses is quiet as the end of the season is in sight. Sales are of very small lots. Good to prime centrifugal, 25@32c. Nothing whatever doing in syrups.

Canned goods are quiet. Future tomatoes are apparently "held up." Packers are not willing to part with stock at 85c f. o. b. Baltimore, and positively declined lower offers. Spots, \$1.25, with moderate trading. There has been quite a call for standard peas at about \$1.25@1.27½. Stocks are not overabundant. Other goods show little change.

Butter is firm for the better sorts, and some advance has taken place, so that creamery specials are held at 34c; extras, 33½c; firsts, 32@33c; imitation creamery, 26½@27c; factory, 25½@26c.

Cheese maintains its strength for old stock. A small amount of new has reached the market, but quotations are hardly well established. Whole milk, 19¼@19¾c.

Eggs are firm. Best Western, whites, fresh gathered, 22@23c; extras, 22½c; storage, 21½@22c; seconds, 20@20½c.

Death of Joseph P. Visner.

Joseph P. Visner, one of the best known and most respected city salesman in this market, died last week as the result of a long illness from dropsical trouble. He was in the U. B. A. Hospital for twelve weeks during the winter, having been removed to his home about six weeks ago. It was hoped that the change of scene and surroundings would contribute to his recovery, but the disease was evidently too deep seated to permit recovery. The funeral was held at the family residence last Saturday afternoon, the interment being in Oak Hill cemetery.

Mr. Visner was born at Coaticooke, Quebec, May 25, 1854. He removed shortly thereafter with his parents to Chicago. When 7 years old he removed with his parents to East Saginaw, subsequently coming to this city, where his father enlisted as a volunteer in 1861. On the return of his father from the war, the family removed to Muskegon, where he remained ten years. Mr. Visner attended the common schools at that place and completed his education by a course at the Grand Rapids Business College. He then conducted a general store at Monterey, removing a few months later to Hopkins Station, where he conducted business three years. He then took in Peter Dendel as a partner, when the firm name became Visner & Dendel. One year later he sold out to his partner, removing to Allegan, where he embarked in the lumber and building material business. This he continued

three years, when he removed to Grand Rapids January 1, 1890, and engaged with Edwin J. Gillies & Co., of New York, as city salesman. This position he has held ever since. Mr. Visner was a patient and persistent worker, and to this fact was due the remarkable success which attended his career as a salesman in this market. That he enjoyed the confidence of his house to a marked extent was shown by the fact that he was permitted to make collections and enforce the payment of doubtful accounts, without consulting headquarters; in fact, his success in this respect was so remarkable that Gillies & Co. had long come to regard him as one of their most capable and trustworthy representatives. Letters from the partners in Gillies & Co. clearly disclose the keen loss they feel over his demise—the loss of a friend as well as a worthy and faithful representative.

An Opinion From Pumpkin Hollow.

Wouldn't be much frettin', riots would be few;
Only fools would let you see 'em lookin' blue;
Hope would be a lesson easier to learn
If we'd all be getting simply what we earn.

Wouldn't be much grumblin' 'at the millionaires;
People who are sighin' would forget their cares,
And the lights on Broadway soon would cease to burn
If men got to havin' only what they earn.

Wouldn't be much money spent for costly wine;
Men who curse would gladly work on rain or shine;
Reno'd not be givin' preachers much concern,
If men might be spendin' only what they earn.

S. E. Kiser.

Makes Money Going and Coming

Your profits come two ways on Dandelion Brand Butter Color; viz:

Way No. 1.—Sales to your buttermaking customers.

Way No. 2.—Sales of these customers' butter.

In addition to this, you get credit for handling the best article of its kind in the world.

Dandelion Brand Butter Color is positively without equal. It gives a rich, golden June shade. It never turns rancid or sour.

It doesn't affect the taste, odor or keeping qualities of butter. It is endorsed by every authority. And its action is always safe, its color always uniform.

You owe it to yourself and to your trade to send an order for Dandelion Brand Butter Color. Send it now—while you think of it.

Dandelion Brand

THE BRAND WITH



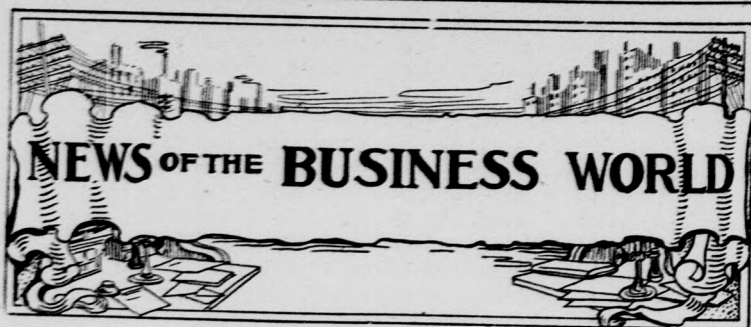
Butter Color

THE GOLDEN SHADE

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

Wells & Richardson Co., Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Mendon—Samson & Dailey have put in a line of shoes.

Stanton—J. M. Van Nocker has opened a millinery store.

Sparta—Ora Grant has opened a tea and coffee store here.

Smith's Crossing—George Cornell has opened a bakery here.

Petoskey—Frank Barr has opened a bakery on Mitchell street.

Montague—Milo Pranger has engaged in the meat business here.

Freeland—Thompson & Law succeed Bullock & Humes in the meat business.

St. Johns—W. S. Britton succeeds Bradley & Britton in the grocery business.

Saginaw—O. D. Gilbert has opened a confectionery store at 121 South Jefferson avenue.

Glengarry—The Glengarry Mercantile Co. has assigned its general stock to H. B. Sturtevant.

Deckerville—John Bros., recently of Crosswell, have opened a fruit, confectionery and cigar store here.

Mt. Pleasant—I. A. O'Dell has sold his grocery stock and bakery to J. F. Hilen who has taken possession.

St. Johns—A. W. Morrison succeeds A. L. Goodrich in the cigar, ice cream and confectionery business.

Sparta—Nirum Gillett has sold his grocery stock to Frank A. Taylor, who will consolidate it with his own.

Dowagiac—Arthur Springsteen has purchased the George Clark fruit and confectionery stock and taken possession.

East Jordan—Robert Spence has purchased the bakery and confectionery stock of Nelson Muma and taken possession.

St. Joseph—A first dividend of 10 per cent. has been declared on the claims against Frank Weber, the bankrupt grocer.

Owosso—Donovan & Collamer will engage in the wholesale confectionery business in connection with their restaurant May 1.

Edgetts—H. W. Sachs has sold his stock of general merchandise to Fred Lickert, recently of Luther, who will continue the business.

Grand Ledge—M. T. Streeter & Son, grocers, have dissolved partnership, Nelson J. Streeter taking over the interest of his father.

Caro—Lawrence A. Hooper has purchased the George H. Tre stain drug stock and will continue the business under his own name.

Edgerton—Ernest W. Bratt, whose store building and general stock were recently destroyed by fire, has resumed business in his residence.

Detroit—J. L. Marcero & Co., wholesale dealers in confectionery, cigars, etc., have increased their capital stock from \$50,000 to \$150,000.

Sherman—G. F. Evans lost his entire stock of general merchandise April 8, when the store building he occupied was destroyed by fire. Loss \$5,500.

Manton—E. K. Shirtun has purchased the furniture stock and undertaking business of G. J. Simeon and will continue the business at the same location.

Ludington—William G. Adams, meat dealer, has purchased the store building and meat stock of Winey & Chesebro and will consolidate it with his own.

Detroit—The Standard Lumber Co. has been organized with an authorized capital stock of \$25,000, of which \$18,000 has been subscribed and paid in in cash.

Ewen—The Jenson Mercantile Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Mattawan—Burdick, Smith & Co., dealers in general merchandise, have sold their stock to William Downing, who will continue the business at the same location.

Harrison—The Harrison Elevator Co. has been incorporated with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,000 paid in in cash.

Port Huron—Karl Eichhorn has sold his interest in the K. A. Eichhorn Candy Co. stock to Frank Mills and the business will be continued under the same style.

Greenville—Harry and Burr Whipple have formed a copartnership and purchased the Perks & Mercer meat stock and will continue the business at the same location.

Walloon Lake—Fred Shepard has sold his store building and stock of groceries to A. J. Crago, general dealer at Clarion, who will continue business at both places.

Dimondale—Crane & Crane have purchased the interest of Albert Halifax in the Dimondale Elevator Co. and will continue the business under the management of Edward Nelson.

Iron River—The Phoenix Lumber & Supply Co. has engaged in business with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$5,000 paid in in cash.

Mancelona—The Schroeder-Sessions Co. has engaged in the furniture and undertaking business, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Laingsburg—G. J. Simeon, recently engaged in the furniture business at Manton, has purchased the stock of the People's Home Furnishing Co. and will continue the business under his own name.

Manistee—W. T. Brain is closing out his stock of chinaware and novelties and will retire from business, having sold his store building at 385 River street to Piotrowski Bros., who will occupy it with their drug stock.

Coopersville—The Polkton Mercantile Co. has been organized to carry on a wholesale and retail general merchandise business, with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,500 paid in in cash.

Detroit—Regner & Graef, dealers in men's furnishings, have merged their business into a stock company under the style of the Regner Graef Co., with an authorized capital stock of \$12,000, which has been subscribed, \$2,000 being paid in in cash and \$10,000 in property.

Lansing—The Lansing Retail Clothiers' Association held a meeting at the Chamber of Commerce Monday evening, after which a luncheon was served in the banquet hall, eighteen members being present. J. Daniel Derby, President of the Association, presided as toastmaster, and each member responded with an impromptu talk.

Sparta—W. B. Stiles & Son have purchased the elevator material and warehouse of the Sparta Grain Co. and will erect the elevator on the site recently purchased from C. H. Jackson. This business change has also been responsible for deferring the building of the new fifty barrel flouring mill by Stiles & Son until some future date.

South Rockwood—The cold storage plant of John Strong & Son collapsed April 8 and it is a total wreck. The building was 60x70 feet and contained several tons of ice, which is believed to be the cause of the wreck. During the summer the building was used for the storage of butter and eggs and some one was in the building most of the time, but this time of the year it was vacant, consequently there was no loss of life.

Bay City—Three creditors of James S. Hall, who operated private banks at Kinde and Port Austin, have filed a petition in the United States Court here asking that he be declared a bankrupt. The creditors joining in the petition have claims aggregating \$5,800. They allege that Hill committed an act of bankruptcy when he made an assignment on March 2, ostensibly for the benefit of his creditors to A. C. Stephenson and Cecil Peck, of Port Huron, and that the assignment was not in conformity with the State law regarding assignments for creditors. They set up that the deposits in Hall's banks amounted to upwards of \$140,000 and ask that a trustee be appointed to take charge of the assets.

Payesville—Victor Nystti, who for several years has been in charge of the local office of the Finnish-American Mining Co., and John Benstrom, manager of the grocery and hard-

ware department of the Petermann store, at Allouez, have formed a business partnership, and have purchased the Vitali general store at this place. They will assume control at once and will conduct this business in connection with other projects. Payesville is located on the South Shore road in the heart of a rich farming district in Ontonagon county, a district which is rapidly being settled. The new firm has purchased some of the best of the farming lands and will take the agency of others who own large tracts of this land. They expect to colonize this land and also to conduct a commission business among the farmers of that region.

Manufacturing Matters.

Byron—Robert A. Murray has sold his cheese factory to Thomas Magee.

Mesick—The Mesick Manufacturing Co., Ltd., will remove its plant to Cadillac May 1.

Detroit—The National Silica Co. has increased its capital stock from \$75,000 to \$200,000.

Battle Creek—The Battle Creek Oven Back Co. has changed its name to the United Steel & Wire Co.

Iron River—The capital stock of the McDermott Iron Co. has been increased from \$25,000 to \$150,000.

St. Louis—Felix O'Melia, manager of the St. Louis Milling Co., has purchased the plant and will continue the business under the same style.

Crystal—The Crystal Cheese & Butter Co. has been incorporated with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and paid in in cash.

Pontiac—The Gem Wire Fence Co. which has done business for about thirty years as a corporation, has filed notice with the County Clerk of the dissolution of the corporation.

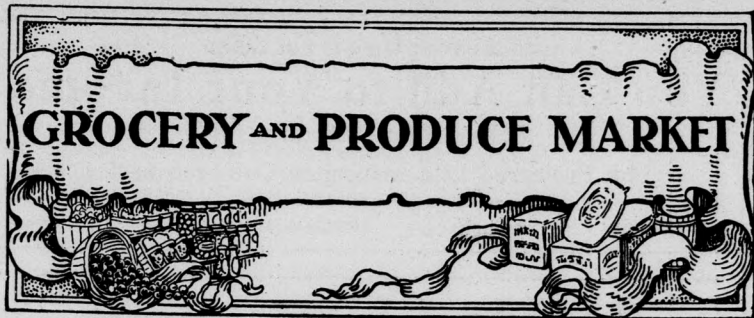
Wyandotte—The Detroit Starch Co. has been organized with an authorized capital stock of \$25,000, of which \$12,510 has been subscribed and \$5,500 paid in in cash.

Detroit—The Peninsular Plate & Window Glass Co. has been organized with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and \$7,500 paid in in cash.

Detroit—The Suburban Motor Car Co. has been organized with an authorized capitalization of \$500,000, of which \$250,000 has been subscribed, \$300 paid in in cash and \$60,000 in property.

Detroit—The Parisian Manufacturing Co., manufacturer of women's garments, has merged its business into a stock company under the style of the Parisian Cloak & Suit Co., with an authorized capital stock of \$2,500, which has been subscribed, \$1,500 being paid in in cash and \$1,000 in property.

Muskegon—A number of men formerly prominent in the affairs of the National Boat and Engine Co. and the Racine manufacturing plant here, a subsidiary company, have decided to build a somewhat similar plant at the western end of Muskegon Lake. Work on the new buildings probably will be begun in the near future.



The Produce Market.

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

Asparagus—\$1.25 per doz.

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

Beets—65c per bu.

Butter—Receipts are only of a fair size and about equal the demand, which is very good, especially for table use. Packing stock is not moving as freely as the rest of the line. Both Chicago and New York report a firm market on butter and state that supplies are limited in the fancy grades. Creamery extras command 32c in tubs and 33c in prints. Local dealers pay 24c for No. 1 dairy and 18c for packing stock.

Cabbage—5c per lb. for either new or old; California, per crate, \$4.

Celery—Florida, \$2 per crate; California, \$1.10 per doz.

Cranberries—Late Howes, \$6 per bbl.

Cucumbers—\$2 per doz. for hot-house.

Eggs—Receipts have been of about the usual size for the time of year and the demand during Lent has been only fair. The demand for storage purposes has been light as yet on account of the weather being so cold that it was feared eggs would be chilled, which makes them unfit for that purpose. Local dealers pay 17@18c, case count.

Grape Fruit—Choice Florida, \$7 per box of 54s or 64s; fancy, \$8.

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

Green Onions—15c per doz. for home grown.

Green Peppers—60c per small basket.

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

Lemons—California, \$4.50; Messina, \$4.25@4.50.

Lettuce — Hothouse, 12c 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 per crate for Spanish.

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

Pieplant—California, \$2.50 per 40 lb. box.

Pineapples—Cuban are in liberal supply at \$4 per crate for 24s, 30s or 36s.

Potatoes—\$1.40 per bu. for old stock.

Poultry—Local dealers pay 13c for fowls and 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.

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@8c, according to the quality.

The Grocery Market.

Sugar — The price has weakened again during the week, and all refiners have declined 10 points, granulated being now quoted at 5.30, New York basis. The cause is the continued weakness of raws, which, in turn, is due to better crop conditions in most of the producing sections and also the prospect that at least a reduction in the sugar tariff will be made by the present Congress. This is leading the sugar countries who would lose most by the reduction to pour their sugar into this country as largely as they can. The demand for sugar is only fair.

Tea—The market continues strong in all lines at unchanged prices. Japan nibs are held at almost prohibitive prices. Uncertainty exists as to prospects of the market for new crop Japans. Some think a higher market is bound to prevail, while others look for no more advances. It is yet too early to forecast and a wet season may send prices up again. Ceylons and Indias are in good demand and at steady prices. The United States now stands third in Ceylon importations, amounting last year to about eleven million pounds. Congous are easy, with moderate sales. The world's production of all teas for the year 1911 was about seven hundred million pounds.

Coffee—All grades of Rio and Santos are firm and high, prices being unchanged for the week. The demand is fair under the conditions. Milds are unchanged for the week, with the certainty, however, that buyers from first hands will have to pay more than a few weeks ago. Mocha is still forging upward and shows another advance for the week. Java is quiet and unchanged.

Canned Fruits—California canned goods are moving fairly well at unchanged prices. Small staple canned goods are quiet and steady. Berries of all kinds are scarce and practically all stocks are out of the packers' hands. Prices on canned fruits are still low in comparison with dried fruits and are meeting with a better demand from the consuming trade.

Canned Vegetables—Spot stocks of tomatoes are said to be well

cleaned up in packers' hands and from present appearances it seems that there will be nothing in No. 3 tomatoes to sell at less than 12½ or 15 cents per can for the coming year. Spot peas are very scarce and packers report a good business in futures. Corn, both spot and futures, is dull.

Dried Fruits—The demand for all kinds of dried fruits is of about usual size for April. Evaporated apples are weak and prices show a decline of ½c during the week. Apricots are just as firm as ever. The demand for currants has been light and prices are unchanged. Prunes are unchanged, being scarce and strong on the coast, weak and dull in secondary markets. Peaches are dull and unchanged. Raisins are unchanged on spot and in light demand. Prices on future raisins have been made on a comparatively low basis, 5¾c f. o. b. coast for fancy seeded, which is about 2c lower than a year ago. The trade, however, seem uninterested.

Cheese—Old cheese is about exhausted, and some new is coming forward, ruling at 1@2c below the price of the best old cheese. The make is likely to show an increase each week and a gradual improvement in quality. As the supply increases prices will decline.

Spices—Wholesalers report a fair business from the retail trade. The consuming demand on reasonable varieties is of fair size.

Syrups and Molasses—No change in either glucose or compound syrup. Sugar syrup is quiet and unchanged in price. Molasses is dull at ruling prices.

Rice—Most wholesalers are well supplied, but reports from the South are to the effect that conditions are such that prices may go higher. The high market prevailing at the present time is said to be caused by the increased demand in Europe, which is more than twice as large as a year ago.

Fish—Cod, hake and haddock have been interfered with by the warm weather, and from this time on will doubtless be quiet. Prices are steady. Salmon is unchanged. Fair request. Domestic sardines are weaker and the demand is inclined to be sluggish. There has been no change in mackerel during the week, but the situation continues strong and stocks are concentrated in few and strong hands.

Provisions—Smoked meats are firm at about ¼c advance over a week ago. Pure lard is also firm at ½c advance and compound ¼@½c, both being in active demand. Barrel pork, canned meats and dried beef are all steady and unchanged.

Bankrupt Hardware Stock For Sale.

Stock and fixtures of the Pike Hardware Co., at Newaygo, invoicing about \$1,900 (including \$500 partners' exemptions) is offered at a bargain for quick sale.

C. F. Rood, Trustee,
Grand Rapids, Mich.

William Judson reached home from California Saturday after a somewhat unpleasant experience at Grand Island, Neb., as the result of too much water—in the river.

Hopkins People Elated Over Legal Victory.

Hopkins, April 8—The suit of the Phoenix Cheese Co., of Zeeland, against the Hopkins Creamery Co., Lane VanPutten, Herman H. Stroud, Frank Miller, Albert L. Covill, and John Browsers, has aroused a great deal of interest. It has been on trial in the United States district court since the first of the year, and has just been decided by Judge Sessions. The suit arose out of the sale by the Zeeland Cheese and Butter Co., of which John Browsers was the manager and principal stockholder, of its creamery and cheese factory to the Phoenix Creamery Co. about two years ago.

At the time of the sale the good will of the business was also sold, and the stockholders agreed not to engage in the business of manufacturing cheese or butter anywhere in the United States for a period of years. It was now claimed that Mr. Browsers had violated that agreement and that the Hopkins Creamery Co. and its officers had obtained the formula for making Leyden cheese from Brower, knowing that he had signed the contract and that the Hopkins Creamery Co. was really Mr. Brower's and that Mr. VanPutten was in fact only a "dummy" acting for and holding stock in his name but that Mr. Browsers was the real party in interest.

The defendants one and all denied this and denied that Browsers had anything whatever to do with the Hopkins Creamery Co. or had any interest in it.

Prior to the time that the Hopkins Creamery Co. began the manufacture of Leyden cheese, the Phoenix people had a monopoly of that business in America, and they used every effort to maintain this and keep the Hopkins Creamery Co. from competing with them.

The United States judge handed down his decision a day or two ago and completely upheld the contention of the Hopkins Creamery Co. and its officers in every detail and dismissed the bill of complaint as to them, with the costs to be paid to them by the Phoenix Cheese Co.

The court held that Browsers had not divulged to the officers of the Hopkins Creamery Co. the formula or process of manufacturing Leyden cheese and was in no way personally or financially interested in the company.

Leyden cheese is a great favorite among the Hollanders, and the competition of the Hopkins Creamery Co. has already resulted in bringing down the price of this cheese from four to five cents per pound, although that company only commenced the manufacture in June, 1911.

Good Opening for House Furnishing Store.

Petoskey, April 8—This city needs a general house furnishing store, as that line of business has not been replaced since the great fire which destroyed the only store of that kind located here. There is a good opening for some enterprising business man.

O. L. Ramsdell.



Effect of the Pere Marquette Receivership.

Following the refusal of the State Railroad Commission to permit an additional issue of \$4,000,000 bonds last week, the Pere Marquette Railroad was placed in receivership upon the petition of the American Brake Shoe and Foundry Co., of New Jersey, whose claim against the road amounted to \$7,164.59, for materials supplied. The petition was filed in the Federal Court at Detroit and the receivers appointed are Dudley E. Waters, of this city, Frank W. Blair, Detroit, and Newman Erb, New York. The receivers qualified by giving \$50,000 bonds each without delay and are now in control. President William Cotter will continue in the active management of the road under the receivership and it is announced no changes will be made in his subordinates other than have already been made.

The Pere Marquette was permitted to issue bonds to the amount of \$8,000,000 last year, the money to be used in improving the terminals, buying additional locomotives and cars and otherwise putting itself into condition to do business. Of this money \$2,500,000 was actually used for the purposes intended, and what was done with the rest has not been satisfactorily explained. It is understood a considerable portion of the money went into the payrolls, to pay bond interest and for other purposes that should have been taken care of from earnings. The new bond issue asked for was to carry on the improvement work, but the improvements were incidental, the real purpose being to secure funds to meet current expenses until returns came in from what was done last year. Whether the State Commission was right in refusing the new bond issue and thereby precipitating the receivership need not be discussed at this time. The Commission had full and accurate information as to the situation and acted on its best judgment, while outside comment would be based on sympathy and surmise. Whether or not the Commission is justified in its course will be demonstrated by time, and comment may well be reserved.

A receivership may be unpleasant, but it is a question if this is not the best thing that could happen to the Pere Marquette in the position it has been, and as the only solution of its difficulties. The road needed money and lots of it. Securing money by a bond issue would mean ruinous interest rates and net returns of perhaps fifty cents on the dollar. It is

doubtful if the proposed \$4,000,000 bond issue would have brought more than \$2,000,000 into the treasury, and the interest rate would have been 6 per cent., but the full amount of the bond would have been a permanent obligation against the property. Under a receivership whatever money may be needed can be borrowed on receiver's certificates at current commercial interest rates for as long or short a time as may be desired, and these certificates, representing a lien that has precedence over all other obligations, will be put out at par instead of at a discount. Under the receivership, also, the payment of the interest on the bonds can be deferred indefinitely and this enforced loan, or what amounts to the same thing, can be used in building up the property. In various other ways the receivership will make it easier to pull the road out of the mire.

The appointment of Dudley E. Waters as one of the receivers is a high compliment to him, as the office is one of responsibility and honor. It will also be an advantage to Grand Rapids, as it will give this city a representation in the shaping of present policies and future destinies. With Mr. Waters having a voice in the proceedings, it can be depended upon that this city's interests will be safeguarded in every way possible. The receivers will have to borrow money to tide matters over and to have Mr. Waters in a position of responsibility will be a good thing for the Grand Rapids banks, as some of the loans no doubt will be placed here.

Willard Barnhart, President of the old National and Vice-President of the Michigan Trust, is seriously ill at his winter home in Altadena, Calif., and last week his children were summoned to his bedside. The children are Roy S. Barnhart, Mrs. James M. Crosby and Mrs. James Everett. Mr. Barnhart is 67 years old and for a year past has not been in the best of health. The latest reports from his bedside are of an encouraging nature.

The Grand Rapids Chapter of the American Institute of Banking, with a membership of about fifty, will hold a dinner meeting Friday evening at Grace church and many invited guests will attend as well as the members. Frank Welton will be toastmaster of the evening and Clay H. Hollister, Charles W. Garfield and other local bankers will be the speakers. The Chapter has been holding weekly meetings during the winter for the discussion of banking topics and has

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Descriptive circular on request.

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

Fourth National Bank

Savings
Deposits

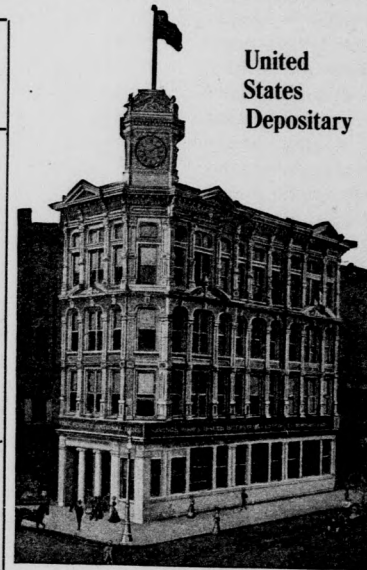
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Capital
Stock
\$300,000

United
States
Depository



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Surplus
and Undivided
Profits
\$250,000

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees,
Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

been doing excellent work along educational lines.

Kelsey, Brewer & Co. purchased the corner at Ottawa and Pearl streets, opposite the Michigan Trust, last winter and planned to tear down the old building and in its place erect a modern skyscraper of ten stories, with terra cotta front and fire proof construction. The Grand Rapids Gas Co. occupies two floors and basement of the present building under a lease which has five years yet to run. It is understood the Gas Co. will not consent to relinquish its lease rights and the improvement of the property will be indefinitely deferred.

President Wm. H. Anderson, of the Fourth National, has returned from spending ten days at Hot Springs, Ark., with S. M. Lemon. Mr. Lemon, greatly benefited by his winter at the Springs, reached home Monday. Mr. Anderson has returned just in time to see the success of his flood protection measures for the benefit of the Bank. Water in the basement used to be a regular spring event for the Bank, and some springs the water rose to a height of four to six feet. Two years ago Mr. Anderson built a big cistern in the middle of the cellar, then laid drain tile, radiating from it in all directions, and then put in a heavy cement floor with special reference to making it water proof. When the river rises now, instead of seeping through the floor and walls and making a pond of the cellar, the water flows into the cistern and from the cistern is pumped to the sewer in the street outside. This spring has been the first time the plan has been given a fair trial, and it works.

Stephen A. Sears, of the National Biscuit Co., has succumbed to the lure of gasoline. Mr. Sears has been just old-fashioned enough to be fond of a handsome span of bays and a carriage with springs that made riding a luxury. In his preference for horses Mr. Sears has had the warm sympathy of his wife. As his friends one by one took to the auto he laughed them to scorn, and grew fonder than ever of his horses. And now he has ordered an auto of his own and expects to receive it some time this month. One of the factors that brought his conversion is his fondness for the country. When driving he always heads for the rural scenery and with his wife has explored every nook and corner within driving distance of Grand Rapids. Sighing for new pretty spots to discover he has taken to the auto as a means of widening his range. Mr. Sears will not be his own driver, which perhaps will be a good thing for the speed limit.

Local management and control of the interurbans may convert into profitable properties enterprises which under foreign ownership have not been so successful, financially, as to encourage the building of other lines. The outside management may have intended well, but out of touch with local conditions, with no local pride

in the service and unwilling to spend money that did not promise immediate return, neither road prospered and neither has been particularly creditable to the city. Benj. S. Hanchett assumed control of the Holland interurban soon after the purchase of the property by the Commonwealth in January, and this week the new ownership of the Muskegon interurban will enter upon its actual management, with Richard Schadellee, Frank T. Hulswit, Howard A. Thornton, Thos. F. Carrol and Wm. K. Morley, of this city, and Grand Haven and Muskegon represented on the directorate. Both roads are announcing improvements in physical property and service and both will endeavor to make interurban travel popular. Both lines will put on two-car full vestibule trains of the latest type for the steamboat connections and both will repair and refinish the old cars to make them attractive and comfortable. Both will run faster and more frequent cars, and will run express for the through traffic and accommodation for the local. The Holland line always has had a suburban service to Jenison and, as a result, there has been a rapid settlement of the territory between the city and Grandville and under the new management the Muskegon line will put on a suburban service to Coopersville, which will mean the rapid development of the immediate territory as city people move out. With its double track there is no danger of head on collisions on the Holland, but the Muskegon, with its single track, has had several of them, and to avoid repetition of such accidents the new management will install the block signal system and various other safety precautions. The improved service will not be confined to the passenger department. Both lines are adding new freight cars to the equipment. The Holland will build an addition to its downtown freight station in this city and improve its facilities for handling business, and the Muskegon will build a new station on West Leonard street for the accommodation of the West Side shippers who have been compelled to truck their freight to the Market street station, a matter of two to four miles, if they desired to patronize the interurban. With both roads it is the theory of the new management that the people will appreciate good service and that the route to success is in giving the people what they want. If these two properties can be made to pay then there will be encouragement for the building of other lines, to Kalamazoo, Battle Creek, Ionia, Belding and to Lansing. It is not generally known, but nevertheless it is true, that the greatest obstacle in the promotion of other lines to Grand Rapids has been the poor showing made by the lines we already have. Capitalists who studied the reports from these two roads found nothing in them to make them want to venture their own money into other lines. If the new and strong local management can make a better showing the capitalists may take a different view of proposed new enterprises.

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.	81	82
Am. Gas & Elec. Co., Pfd.	47	48
Am. Light & Trac. Co., Com.	302	304
Am. Light & Trac. Co., Pfd.	107	108
Am. Puget Sound Lbr.	3	3 1/4
Cities Service Co., Com.	88 1/2	91 1/2
Cities Service Co., Pfd.	84	84 1/2
Comw'th Pr. Ry. & Lt. Com.	63 3/4	65
Comw'th Pr. Ry. & Lt. Pfd.	92	92 1/2
Dennis Salt & Lbr. Co.		100
Fourth National Bank	200	
Furniture City Brewing Co.		75
Globe Knitting Works, Com.	112 1/2	115
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		210
G. R. Nat'l City Bank	178	181
G. R. Savings Bank	185	
Holland-St. Louis Sugar, Com.	9 3/4	10 1/2
Kent State Bank	260	
Lincoln Gas & Elec. Co.	35 1/2	37 1/2
Macey Co., Com.	200	
Macey Company, Pfd.	99	100
Michigan Sugar Co., Com.	92	
Michigan State Tele. Co., Pfd.	100	101 1/2
National Grocer Co., Pfd.	87	88
Pacific Gas & Elec. Co., Com.	67	68
Pacific Gas & Elec. Co., Pfd.	91	92
Peoples Savings Bank	250	
United Light & Railway Com.	105	110
United Lt. & Railway 1st Pfd.	90	
United Lt. & Railway 2nd Pfd.	82	92
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 1/2 100 1/2
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Sag. City Gas Co.	1916	99

April 9, 1912.

Usually That Way.

Skinflint—I have no money, but I will give you a little advice.

Beggar—Well, if yer hain't got no money yer advice can't be very valuable.

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



Only bank on North side of Monroe street.

We recommend the purchase of the Preferred Stock of the Cities Service Company

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Kelsey, Brewer & Company

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Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

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

Deposits
6 Million Dollars

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

3 1/2 %

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

2 1/2 % Every Six Months

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

\$100.00 Bonds—5% a Year

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SOLICITS The accounts of merchants.
OPENS Saving 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
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LET US SERVE YOU

Place your Buy and Sell orders with

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INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

They will be handled promptly and properly and only a commission charged you.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Grand Rapids, Mich.

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

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

April 10, 1912

WHY NOT PLAY FAIR?

Would it not be money in the till for the railroads to play fair with the people when accidents occur on the rail to interfere with traffic? Accidents will occur on the best managed and conducted railroads. Freight trains will jump the track, floods will make washouts, switches will go wrong, snow drifts in their season will cause trouble. These vicissitudes of railroading are to be expected and, when they do happen, it is expected the traveling public will be more or less discommoded and inconvenienced. But with a little thoughtfulness on the part of the railroad officials, which include the station agents, could not the traveling public be saved some of the unpleasant consequences which these misfortunes on the rail entail? For instance, if a freight train is piled up at Dutton with the certainty that trains can not get through for a half a day or longer, would it not be an act of courtesy and kindness on the part of the Michigan Central to inform those who want to go to points beyond of the circumstances and the probable duration of the blockade, instead of selling them their tickets and letting them find out when they reach the spot that they can not get through? With a timely warning at the ticket window, if the traveler is bound for Detroit, he could take another route, or, if the delay is to be long, a later train might be taken as well, giving the traveler a chance to spend the time in Grand Rapids instead of at some small station down the road. The Michigan Central is cited merely for illustration, not as a particular example or any more of an offender than the other roads, for all roads offend alike. It seems to be the theory that the first and chief consideration is to sell the ticket and, whether the passenger gets through or not, is his lookout. This is an injustice to the traveling public and in many instances it works serious hardship. Women often travel alone or with small children, and for them to be hung up for hours at a small station without food or the means of procuring it seems pretty close to being a crime, when a few words before they started would have given them warning and a chance to prepare themselves for the delay.

Because railroad station agents

were so gruff in answering questions as to when trains would probably arrive the Legislature a few years ago enacted a law requiring the bulletining of all trains, whether on time or, if late, how far behind the schedule it might be. Unfortunately, this law is not lived up to as a general thing, largely through the indifference of the station agents themselves. A good companion piece to this legislation might be a law requiring the railroads to bulletin whether or not the track ahead is clear before trains start from a station. To be informed whether or not a train is on time is merely a convenience. To be told whether the train will go through or loiter for hours at some water tank would be a safeguard for the traveler against loss of time and comfort.

EARLY SPRING BLOOMS.

Those who planted bulbs last fall are now getting returns on the investment they made of money and work. The snow drops were in bloom before the snow was off the ground. The crocuses are flaunting their cheery colors before the grass takes on its spring green. Soon the hyacinths and tulips will be out and then the daffodils and jonquils and narcissus. The bulbs give us the first bloom of spring, and how pretty they are and how grateful we are to see them when the memory of the bleak season is still fresh. These flowers are the pledges that winter is gone and the promise that spring is here. And their cost? Less than the cost of the cigars that may be smoked in a day will buy quantities of these bulbs. A spare half hour will put them into the ground. It is not the money cost nor the time that counts in having the early spring bloom; it is the thinking of it in time and the desire. The time to think is in the early fall, in September or October or even in November, and the mental attitude should be not as an expense but as an investment, an investment that will yield handsome returns, not for a single year but year after year. Once planted the bulbs multiply and year after year they will come up to give us spring cheer and to make us glad. However small the yard there is room for a few bulbs and the veriest novice can plant with success.

With the bulbous flowers in bloom it behooves those who want summer bloom to begin their activities. It is time to clean up as the first essential. The wise gardener did much of this last fall, but even in the best kept garden there is left over stuff to dispose of, and old leaves and stalks to get rid of. The best cleaning up agency is the bonfire, to which should be consigned everything that may carry vermin or undesirable seeds or that may cumber the earth. The bonfire is a great renovator even although it may at times be a nuisance to the neighbors. With the cleaning up completed, then comes the plowing or the spading, and then the planting. And the sooner the planting is started the better, for some things. For instance, sweet peas should be put in as soon as the ground can be worked, whether it be March or May,

and the sooner the better. Early planting will insure good root growth, and good root growth means stronger plants and more flowers. Poppy seed can be planted as the ground can be prepared and so can batchelors' buttons, pansies and other hardy flowers. Nasturtiums and other tender flowers should not be planted until danger from frost is passed. The seed catalogues tell which are the hardy and which the tender plants, and the wise gardener will follow directions rather than take chances. But whether you plant now or later, now is the time to get ready for it and to dig around in the dirt. Even although it be still a bit sticky from the wet, it ought to be a joy to those whose chief activities for four months have been with the snow shovel.

THOSE EASTER CHICKS.

Humane societies are aroused by the announcement that in some of our cities real Easter chicks were kept in the show windows without water, and suffering from other privations. Every one familiar with poultry knows that the downy balls which delight old and young alike by their winsome ways are at this stage extremely sensitive; and a lowering of temperature from that of the mother wing is sure to result disastrously. The show window is in no sense a brooder. And it is absolute cruelty to animals to convert it into a temporary one at the expense of suffering and life.

The dealer in incubators is certainly lacking in enterprise if he can not show a whole trayful of the little things just emerging from the shell. A window with such a display is bound to attract a crowd; for where life is there is always human interest; and the display under such conditions is one of business, conducted on business principles. But does the man who shows such a bit of interest allow his wards to be subjected to the cool air of the ordinary store-room, with draughts from opened doors thrown in? Not a bit of it. The temperature in the little chick nursery is carefully noted by a thermometer, for a chill means sure death.

Good advertising never suggests destruction, much less suffering. Those who fancy they are gaining money and popularity through furnishing baby chicks as playthings soon to be transformed into a lifeless bunch of down may find temporary patronage; but they are driving away the substantial, thinking, sympathetic people, who in the end are the stayers. Violations of philanthropic principles react. Life is a sacred thing, not to be juggled with. Curious in the form of flesh and blood must be in an atmosphere of good care to create a really favorable impression.

Because a man does not agree with you as to the best way of running your store, is no sign that he is wrong. You may be mistaken yourself.

Economy may be wealth, but most of us prefer to get rich in some other way.

TUBERCULOSIS DAY.

Although the special days are growing so numerous that it is difficult to keep our calendar well in hand, no one familiar with the situation will begrudge Sunday, April 27, as set apart for Tuberculosis Day, and an appeal made from many pulpits for the sane treatment of a disease which an enlightened nation is making a desperate effort to stamp out.

It was well for our pioneers that their walls contained wide openings between the logs. Once we pitied them because of their open houses. Now we know that this was the real redeeming feature which permitted them to remain healthy; for the doctrine of sleeping outdoors or even with open windows would have seemed the act of a mad man.

More enlightenment is still needed, although many are familiar with the cause and treatment of the disease. This is the third year that a Sunday has been set apart for instructing the public in the sanitary rules in the fight. Last year the ministers in fifty thousand churches told of the progress made. States are working heroically, and it is positively necessary that every citizen understand the outline of treatment.

There is scarcely a community in which some victim may not be found who is shivering in the warmest chimney corner, afraid to breathe a breath of pure air lest it be cold air or the poisonous night air. Conservative friends look aghast at the suggestion of another treatment. And now the minister is appealed to in order that those who can not be reached through science may be converted through religion; for health is the foundation of church as well as of state. And those who question the sanity of the doctor may be induced to try the methods outlined by the minister. Statistics show that last year a levy of one-tenth was made among the members of the churches by tuberculosis, and it is certainly time that its communicative as well as its preventive nature be publicly and thoroughly emphasized.

MAIL ORDER TELEPHONE.

Having put all the small dealers out of business with a parcels post law, the British postoffice now is trying to induce all the farmers to put in telephones. According to the American Consul at Brandford, Eng., the postoffice has sent circulars to the farmers urging a lot of reasons for putting telephones in at the farm, among which it is urged that the farmer can arrange, by telephone, with the railway company for sending out his produce by parcels post, and also for the delivery of merchandise which is sent to him.

This is logical; it is the proper and natural sequel to Postmaster General Hitchcock's demand for general parcels post, and his advocacy of Government ownership of telephones and telegraphs. And another natural sequence will be the reduction of farm and town labor to the pauper pay basis of England.

REDUCED EXPRESS RATES

Relieve the Great Menace of Parcels Post.

Washington, D. C., April 8—The House Committee upon Interstate Commerce has reported favorably H. R. 12,810, of which the chairman, Judge William C. Adamson, of Georgia, is the author. This bill provides that rates upon all interstate express shipments, not over eleven pounds in weight nor \$80 in value, be as follows:

"Between any two points in the United States more than two thousand miles apart, 12 cents per pound. Between any two points not more than two thousand miles apart, 10 cents per pound. Between any two points not more than twelve hundred miles apart, 7 cents per pound. Between any two points not more than eight hundred miles apart, 5 cents per pound. Between any two points not more than six hundred miles apart, 4 cents per pound. Between any two points not more than two hundred and fifty miles apart, 2 cents per pound."

The bill stipulates also that for travel over rural routes, the rural postage may be prepaid to the express company and the express agent at the point of delivery must remain it. A forfeit of \$100 with reasonable attorney's fees to the complainant consignor or consignee is provided. Judge Adamson believes in regulation of the carriage of merchandise and not in Government operation of such transportation where avoidable. The Interstate Commerce Commission and the express companies have agreed to many important reforms to be instituted in the express business. The companies have agreed to use the simplified form of receipt which will prevent double charging to extend delivery limits in many towns and cities, and to readjust and reduce very materially their express rates.

At the same time it is said that a company is being formed in New York City for the special purpose of delivering express packages in rural districts, a field not now covered.

These two important events, coming practically at the same time, it is believed, have relieved the situation of the great menace of parcels post to the merchants of the country, at least at this session of Congress.

A vast educational work has been carried on by the American League of Associations, an organization composed of comparatively few of the prominent wholesalers of the country, and a few manufacturers and retailers. The membership, however, is almost entirely composed of wholesale dealers. To this organization and its work the merchants of the country should ascribe their relief from the menace which has hung over their business for some months. Of course, the danger has not passed entirely. So long as the appropriation bill of the House stands in the manner in which it now is, recommended by the House Postoffice Committee, a danger exists yet. But these two events just mentioned greatly lessen this danger. The

greatest argument adduced in favor of parcels post has been that the express companies were overcharging the people and that they were furnishing in many instances an inadequate service.

Most members of Congress did not want to plunge the Federal Government into a vast system of carriage of merchandise; but many of them could not see their way clear so long as some relief was not provided otherwise except to vote against parcels post. It is now believed that many members of Congress who would have felt a necessity of voting for this measure, although they regarded it as paternalistic and very dangerous in its socialistic tendencies, will now vote for the bill proposed by the House Committee on Interstate Commerce instead of the Parcel Post Appropriation "rough-rider."

Although representatives of the retail merchants associations have been putting up a spasmodic opposition to parcels post for some years, it was not until the American League of Associations carried into the campaign of defense the same systematic methods of business that large wholesale houses employ in their own business that the right kind of results were obtained. Although the larger newspapers of the country have stood upon the so-called agreement of the American Newspaper Publishers' Association and have refused to give any hearing, except in a few instances to the news of the controversy as furnished by the American League of Associations, the newspapers of the smaller cities and towns have in most instances cheerfully responded and have given two hearings to the people of the objections raised here by the defense.

When the people come to understand that the arguments adduced by the advocates of parcels post were being knocked out in the hearings before the Senate Committee by those who oppose this proposed paternalistic system and learned what was being said pro and con in this controversy, and what was being done, the campaign that has been engineered mostly by retail mail order houses and their emissaries, has crumbled. The merchants of the country who have opposed this system owe practically nothing to the press of the larger cities. The newspapers in such cities seemed to have been willing to print detailed accounts of every little situation which could be put into an article in favor of parcels post and to print nothing, no matter how important, in opposition thereto.

Possibly some of the manufacturers of these have had an idea that with the building up of a delivery system for the retail mail order houses, their advertising from such sources would be increased. In this, however, they were mistaken, for the magazines and journals of country-wide circulation will continue to be the chief avenues of publicity of such retail mail order houses doing a country-wide business.

Possibly some of the department store people have believed that they might rush in and capture trade from smaller cities and towns. They may not have been informed of the huge plans of such retail mail order houses to reach into their own cities and take trade which they are now getting, if they would get the delivery system for which they are so anxious in parcels post. The activity of the retail mail order houses here for this system and the offensive telegrams and letters which have been received by members of Congress indicate that, in their anxiety for this system, such concerns have rather overdone it and have disgusted members of Congress who were previously favorable to the proposition.

Again, it may be said to the credit of farmers in various communities that when they became wise to what was back of this agitation many of them lost the zeal for it which they maintained before.

There is hardly a doubt that plans have not been under way, if this parcels post legislation were enacted, for the formation of a trust of the largest retail mail order houses of America to control prices of raw materials, labor and finished products.

Another feature about this situation has been that a vast amount of publicity work has been done in behalf of one of the Democratic candidates for President. The candidacy of this gentleman has been flaunted as being that of a man eminently progressive. Some of these "progressive" politicians are those who are favorable to almost any proposition looking to a change in Government policy which may be suggested by anyone, especially if imported from some foreign nation.

The peculiar feature about this coincidence has been that the tracks leading from the source of supply of this campaign materially also lead into the neighborhood of the headquarters of an organization of large retail mail order houses, and to a source where trusts are usually made, namely, the house of J. Pierpont Morgan & Co. The prolonged conferences recently held also between President Taft and Julius Rosenwald, President of Sears-Roebuck & Co., and the report that Mr. Rosenwald would take charge of the Taft campaign finances has caused congressmen to look to the hidden springs which have operated this terribly aggressive campaign for parcels post.

Although the sky seems to have cleared very much within the last few days, there is no assurance that another storm may not break. As "eternal vigilance is the price of liberty," in this instance eternal vigilance must be maintained by the merchants of the country until the danger has entirely passed.

If the merchants of the smaller cities and towns of America are rescued from this situation, which a few weeks ago seemed to be their impending doom from a system of subsidy to distant concerns afforded by the Government at the expense of lo-

cal industries and dealers, they will have the American League of Associations to thank for the rescue.

This organization has been very fortunate in the selection of an Executive Secretary. E. B. Moon brought to the conduct of his work a knowledge of systematic business methods attained by years of service both in the retail mercantile business and as department manager of one of the largest of Chicago's wholesale houses. He has been alert to every movement made by the enemy, every waking minute. He has infused a courage into many in whose minds hope was well nigh gone. Never for a moment losing his head, he has directed the entire campaign of defense with a wisdom and ability which has probably never been excelled in any political contest involving the welfare and happiness of so many people.

Fred T. Loftin.

Press the Pleasing.

Unless there are special reasons for doing the reverse, it is always wise to press the pleasing to the front. There is enough of unpleasantness in the world at best, and the more we can eliminate it from the commercial world through the simple method of ignoring, the better it will be for every one. About the worst bit of advertising that we can recall is that of a knife penetrating the human eye. Surgery is at times necessary, although not nearly so often as this familiar cut would lead us to infer. Better a representation of the organ fully restored than of a feature from which a refined nature instinctively recoils.

It is the characteristic of pleasing which renders the baby such a favorite in all progressive publications. As surely as the human race "loves a lover," they also love the little bundle of humanity which is a seal of love, and at the same time a personification of it. The animated face, the pertinent point of observation, is sure to gain and hold attention; and we are instinctively interested in the thing which interests the little one.

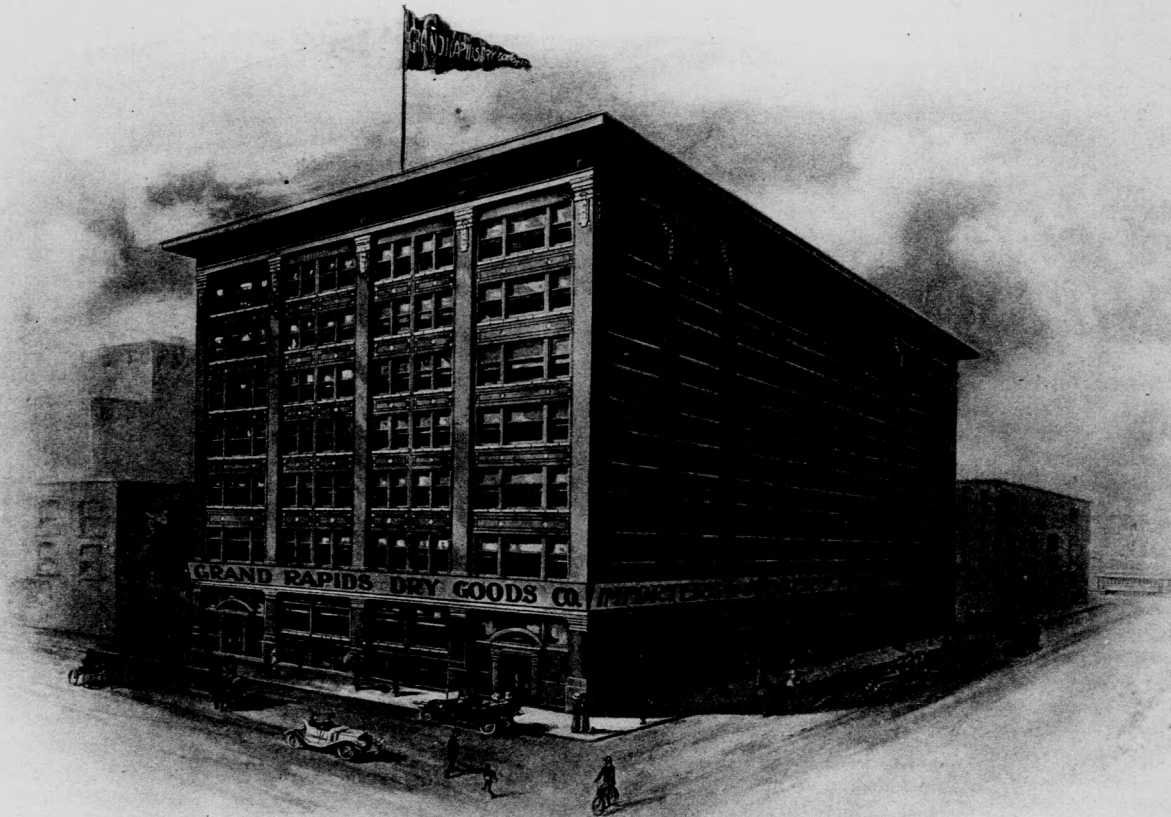
Local advertising may profitably be molded along similar lines. The pedestrian is almost certain to halt for a moment before the pleasing window. Although ever so much in a hurry, the time lost is more than compensated for by the enthusiasm gained in some way. The simplest design may prove most enticing. There are few more beautiful combinations possible than those effected through the semi-transparent bars of some of our fancy toilet soaps. Handkerchief elaborations are familiar to all. A most inviting Thanksgiving turkey can be made up of material found in any hardware store, the erected tail plumage being a row of shining knife blades. A symmetrical and harmonious blending of the unusual stands an excellent chance to win favor.

When a customer is hurried in looking at high priced goods she is apt to suggest going home to think it over and coming back to-morrow. To-morrow never comes. Give her all the time she needs to-day.

Grand Rapids Dry Goods Co.

***Incorporated with \$185,000 Capital
January 6, 1902***

***Capital Increased to \$400,000
March 28, 1912***



***Will remove to our
new building
Corner Commerce and Island Streets
May 1, 1912***

REMOVAL SALE!

**Special Prices for Fifteen Days Only
From April 15 to April 30, Inclusive**

Worsted and Mohair effect 32 inch dress goods, large variety of latest shades.
Removal sale price 16c.

Splendid line of Burmah Challie, light and dark styles.
Removal sale price 3 $\frac{3}{8}$ c.

Real Linen Torchon Lace
Packed 32 doz. assorted widths in carton. Regular price 25c pr doz.
Removal sale price 19c per doz.

One lot Ladies' White Ribbed vests. Sizes 4, 5 and 6. Regular \$1.25 value.
For this sale only 95c.

Plain colored Ascot striped suiting, all shades, also black.
Removal sale price 9 $\frac{1}{4}$ c.

Good grade of full bleached Pillow Tubing, 45 inches wide.
Removal sale price 12 $\frac{3}{4}$ c.

Five Yard Bolts Washable Ribbons
Packed 210 pieces 1, 1 $\frac{1}{2}$ and 2 assorted carton. Regular price \$15.
Removal sale price \$13.50.

One lot Men's Fancy Laundered Shirts, cuffs attached.
For this sale \$7.50 per dozen.

All shades of plain Chambray, soft finish, 6 $\frac{1}{2}$ c to 7 $\frac{1}{2}$ c value.
Removal sale price 5 $\frac{3}{4}$ c.

Extra heavy Unbleached Sheet-ing, full 45 inches wide.
Removal sale price 11 $\frac{1}{4}$ c.

Embroidery Flouncing
Bands to match—an exceptional bargain. Regular price 27 to 50 cents yard.
Removal sale price 20c per yard.

One lot Men's Soft Negligee Shirts, collar band and French cuffs. Regular price \$9.
Removal sale price \$7.75.

Our best 9c Dress Gingham in 10 to 20 yard lengths, put up in bundles nicely assorted.
Removal sale price 7 $\frac{1}{4}$ c.

Unbleached Honey Comb Towels, red and blue borders, size 15 x 34 inch.
Removal sale price 36c per doz.

Two Piece Embroidery Sets
Edges and Insertion to match. Regular price 17 $\frac{1}{2}$ c per yard.
Removal sale price 12 $\frac{1}{2}$ c per yd.

One lot Boys' and Men's Soft Shirts, attached collars and cuffs. Regular price \$4.50 per dozen.
Removal sale price \$3.75.

36 inch bleached Butcher cloth, similar to Indian Head.
Removal sale price 8 $\frac{3}{4}$ c.

Unbleached fringed Turkish Towels, size 20 x 38 inch, 95c value.
Removal sale price 79c per doz.

Overalls and Jumpers
Special bargains—Removal sale prices.

200 dozen Men's Laundered Shirts, fancy patterns with attached cuffs.
For this sale \$3.85 per dozen.

32 inch double fold Newport Cheviot, the best wearing and washing shirting made.
Removal sale price 10 $\frac{1}{4}$ c.

Unbleached fringed Turkish Towels, size 22 x 42 inch, \$1.25 value.
Removal sale price \$1.05 per doz.

Men's and Boys' Trousers
Special bargains—Removal sale prices.

300 doz. Men's Soft Shirts, neck band and soft cuffs. Regular price \$4.50 per dozen.
Removal sale price \$3.85 per dz.

Plain 28 inch Storm Serge, black and staple dark shades.
Removal sale price 13 $\frac{1}{2}$ c.

Gingham Aprons
Large all over style-assorted checks. Regular price \$2.25 pr doz.
Removal sale price \$1.95 pr doz.

300 dozen Men's Work Shirts, full sizes and assorted patterns. Regular \$4.25 and \$4.50 value.
Sale price \$3.95 per dozen.

50 dozen Men's White Laundered Shirts, short bosom. Regular price \$9 per dozen.
Removal sale price \$7.50.

Good assortment of Antrim Lawn, light and dark, all small neat patterns.
Removal sale price 3 $\frac{3}{4}$ c.

Ladies Black Hose
Packed one dozen boxes sizes 8 $\frac{1}{2}$ to 10. Regular price 85c per doz.
Removal sale price 75c per doz.

Men's balbriggan shirts and drawers, shirts have French cuffs and drawers double seat.
Sale price \$2.12 $\frac{1}{2}$ per dozen.

32 inch Printed Madras, good selection of designs, black, blue and red printing, 11 $\frac{1}{2}$ c value.
Removal sale 9 $\frac{1}{2}$ c yard.

This sale is on only so long as present stocks last.

Get in your order early to avoid disappointment. Usual terms for this sale.

During this sale all fall and winter goods on hand will be offered at very special prices for immediate delivery and fall dating will be given on purchases of this class of goods.

GRAND RAPIDS DRY GOODS CO., GRAND RAPIDS, MICH.

Detroit Department

Have Leased Valuable Downtown Properties.

Ernst C. and Otto Kern have leased to John D. Mabley the Loyal Guard building at the southeast corner of Grand River avenue and Griswold street for a long term of years. It is understood the annual rental is about \$20,000. The structure is five stories high and has a frontage of 40 feet on Grand River avenue and 60 feet on Griswold street. It will be remodeled, alterations being now in progress. All the offices in the upper floor will be removed for conversion into solid stories suitable for the conduct of the clothing business. Mr. Mabley will occupy the entire building after it is remodeled. Mr. Mabley has sold the remainder of his lease, for approximately ten years, on the four-story building he now occupies at 184 and 186 Woodward avenue, to Himelhoch Brothers. He is said to have received about \$90,000 in the transaction. The building, owned by the Alexander Lewis estate, has a frontage of 30 feet and a depth of 100 feet. The present location of Himelhoch Brothers & Co. is at 180-182 Woodward avenue, immediately adjoining the Mabley building on the south. It is a two-story building on the site of which the owner, John F. Prentiss, has announced his intention of erecting a modern eight-story structure, at a cost, it is said, of about \$100,000, which will be used exclusively by the various departments of Himelhoch Brothers, who will remove to the newly leased Mabley building while the improvements are being made.

The new building of the Board of Commerce will include club room features. This point was decided by the Board of Directors, who approved of the recommendations made jointly by the Board's new Building Committee and the Membership Committee. The club room features will be taken care of by the eliminating of the four stores that were planned for the ground floor of the new building on the Wayne street side. In the future the new Board of Directors decided that they would meet every Tuesday for transacting of regular board business.

Announcement has been received from Boston of the death on April 4 of Andrew Dutton, owner of the wholesale furniture and upholstery business at 284 Jefferson avenue. Mr. Dutton was 81 years old and death was due to the infirmities of old age. He was born in New Hampshire and always lived in the East, establishing

a branch of his business in Detroit five years ago.

Benjamin G. Vernor, formerly Assistant Cashier of the Old Detroit National Bank, has been promoted to assistant to the President, which position was occupied by the late Irvine B. Unger before he became Vice-President of that institution.

"Our plans for opening navigation are still as doubtful as three weeks ago," declares General Manager A. A. Schantz, of the Detroit & Cleveland Navigation Co. "The best prospects now are that we will get a boat to Cleveland between April 10 and 15. Reports from points along the Canadian shore of Lake Erie say that the ice between the mainland and Pelee Island is showing no sign of breaking up and teams are still being driven over the channel used by our Cleveland boats. If we get a warm southern wind and some rain, followed by a strong wind, it will take only a few days to clear a channel all the way to Cleveland. In the meantime the freight situation is becoming worse. We are receiving frequent enquiries about starting our boats and the assurance from several large manufacturers of enough freight to keep the Cleveland boats busy for several trips." "Ice conditions are all that hold us in port," said General Manager Edward A. Dustin, of the Put-in-Bay route. "The Kirby is ready to sail and we will make a trip to Sandusky and the islands as soon as the ice is out of the way." The Put-in-Bay route is also being depended on by some shippers for relief in the present freight congestion. The steamer Kirby will make trips to Sandusky, connecting with the railroads there and once a week will run to Toledo, offering an outlet through that port. In the offices of the White Star line the same restlessness is shown. The boats of the line are being put in order and the crews are already on duty on some of the vessels. Nearly every Detroit line is ready to open navigation at the earliest opportunity.

Detroit will be practically an ocean seaport this season by reason of the arrangement made by the Merchants' Montreal line. The line has decided to establish Detroit as the Western terminal. Three boats instead of two, as heretofore, will be placed in service. Detroit will have all water service to Hamilton, Toronto, Cornwall and Montreal and by transshipment at the latter port to all Atlantic ocean ports gives the city the advantages of water rates to the

seaboard. Additional advantages will come to import traffic, which can be billed through to Detroit and will not be forced to pay high transfer charges or custom house charges at Eastern ports. Through bills of lading will be issued from Detroit for any port in Europe at an all-water rate. All-water rates will also prevail to South Africa, Australia and New Zealand.

Work is in progress on the erection of a modern new building for the Ockford Printing Company on the northwest corner of Second avenue and Howard street. The new building will be three stories in height, the walls and foundations being built of a strength sufficient to carry two more stories should an addition be desirable later. The building is to be a fireproof structure of reinforced concrete, the outer walls being of brown paving brick. It will be completed in about three months.

Negotiations have been closed by which the Consumers' Wall Paper Co., selling agency for the Peerless Five & Ten Cent Wall Paper Co., of Hoboken, N. J., leases for a term of years the three-story and basement building at 93 Gratiot avenue. The property is owned by Henry M. But-


zel. The store will be the fourteenth opened by the Consumers Wall Paper Co. in various large cities.

Don't Be Careless.

Reprimand any of your employees who are not careful in the matter of wrapping up packages. Do not let them use old pieces of newspaper, circulars or wrapping paper that has already seen service on another bundle. Then show them how to tie up the parcel neatly. If you do not know how, get some one to show you. I went into a store once upon a time and purchased something which the salesman could not put in a decent looking package. I had to go behind the counter to wrap it up for him. I would not carry it down street the way he was putting it together. I know paper costs something, but the effect of neat parcels tells. Little details are the making or breaking of a store. They create impressions from which people form their opinions of the bigger details.

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
Retail 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 1/2c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

ONE HUNDRED THOUSAND.

How They Are Fed and Clothed at Panama.

One of the most remarkable features connected with the construction of the Panama Canal is the commissary department, through which some 35,000 workmen—probably not less than one hundred thousand mouths—are fed daily. The machinery required to handle so large and varied a supply of food and clothing was largely created by John Burke, formerly Purchasing Agent for the Southern Railway, who has developed managerial ability of a high order and clearly demonstrated that it is possible to feed an army of employes two thousand miles away from the base of supplies and do it in a manner to excite the admiration and commendation of the world. No more strenuous undertaking was ever presented to a merchant than this and no one ever entered upon a work of such magnitude with more courage and confidence or acquitted himself with more credit than Mr. Burke has done



John Burke, Manager Commissary Department, Canal Zone.

in this connection. It is worth a trip to Panama to see how an American citizen can direct large undertakings and keep his pace in the face of climatic conditions which would completely stagger a less resolute soul.

Mr. Burke first created a cold storage warehouse of large proportions, in which meats, milk, butter and cheese and fruits are handled. A bakery was then constructed which has an output of 22,000 loaves of bread per day. An ice cream factory and coffee roasting plant are also notable in importance. Supplies for the workmen on the Canal are distributed through twenty-one commissaries, headquarters being at Colon, where the goods are received from the United States and abroad and stored in bulk until needed. A trainload of supplies leaves Colon every morning over the Panama Railroad, stopping at each of the twenty-one commissaries en route. The goods are bought in such large quantities that they are laid down at Colon very much lower than they can be pur-

chased by small dealers in a small way in the United States. There is no duty levied on the importation of foreign goods. It has been found that it costs the commissary department on the Canal 17 per cent. to do business, so that a surcharge of 20 per cent. reimburses the Government for the cost of the articles handled, leaving a small margin to cover losses, wastage and deterioration. As a rule, it will be found that the prices at which goods are sold on the Zone are very much lower than the prices of similar goods in the United States. Each commissary has two compartments, one for gold employes, so-called, and one for silver employes. Gold employes are those who have a regular salary and are paid in American money. Silver employes are men who work by the day and receive their pay in Panaman money instead of American currency. This circulation is maintained by an agreement with the United States on the basis of two for one. It is not unusual for an ordinary workman to be in receipt of \$4 a day, Panaman, but, of course, the goods he buys cost him twice as much in Panaman as they would in United States money.

With some people it is a case of live and unlearn.

"Stick and You'll Win."

It is impossible for every one to be an employer. Some of us must work all our lives on a salary.

The trouble with most salaried men is that they are not willing to make sacrifices to save money. Instead, they try to keep pace with millionaires, and as a result get into debt.

Systematic saving is the only kind that pays. Save a certain amount every month and have a definite object for doing so.

If you are a married man save your money for the purpose of buying a home.

The only way for an employe to get ahead is to work harder and do more than he is being paid for.

The average working man can not expect to hold a "white shirt" job until he has proved himself worthy of it.

Work is the best thing ever invented to keep a man young. A man is never too old to work, provided he is able to work. Henry Peters.

Welcome Innovations.

Innovations are simply introductions of new things or new ways of doing old things.

If you have been in the habit of commencing to fill your shelves up at 9 in the morning and the new man-

ager says the filling must be completed at 9 in the morning—"Welcome the Innovation."

Anybody can see that the new way is right.

One of the silliest mistakes that clerks make is the common mistake of not "falling in line."

What good does it do you to be antagonistic?

You are scored as a sorehead and you are put on the old-fashioned list.

You are not willing to learn, you are not even willing to experiment.

Be good, cheerful, broad minded fellows, and whatever the firm sees fit to introduce "fall in line" and give it your enthusiastic support.

And now a learned professor, peeking over the top of his spectacles, announces that he is much alarmed because, after a thoroughly deep and scientific investigation, he has come to the inevitable conclusion that, if the use of incubators is persisted in, the time will soon come when the motherly instinct of the hen will cease to exist and no eggs will be laid. Too bad, if true. But is it?

The fellow who is always bragging about what he is going to do tomorrow, generally keeps quiet about what he did yesterday.

Progress

Somewhere there are people still writing with a goose quill. Somewhere there are grocers who don't sell N. B. C. products—but they are losing a great trade benefit. Progress has marked N. B. C. goods with her imprint and progress suggests that you buy them. Progress has led prosperity into the stores of the grocers who carry N. B. C. goods. Aren't there more kinds that your customers will buy? Try it. Carry a *full* line of the famous In-er-seal Trade Mark Package goods and those in the glass front cans.

NATIONAL BISCUIT COMPANY

VALUABLE AS FOOD.

Chocolate Said To Contain Various Nutritious Elements.

Not many years ago chocolate as a drink was considered a reckless dissipation for one who had any regard for his or her stomach. To indulge in chocolate candy was quite as pernicious as to eat tomatoes, and with as much reason! Chocolate was an exotic and bizarre drink, told about by travelers who had visited Spain or Mexico; but times have changed and to-day chocolate is even ordered in the sick room and, at least in the form of cacao from which the fats have been largely removed, it is considered both digestible and nourishing. What a difference the scientific study of dietetics has brought about. Sugar (that is carbohydrates) is in our time acknowledged to be a normal part of human food. Under certain circumstances it is a necessary part of it, and any way to get sugar into the system so that it will be agreeably assimilated is to help Nature to accomplish her proper ends. The carbohydrates are the accessory ingredients supplying energy to the body that may be obtained from the proteids. The harder the physical work a person performs the more proteids must he eat, and, up to a certain point, the less sugar does he require; but in ordinary life the individual requires a dietetic mixture of proteids, fats and sweets, while under conditions in which muscular tissue has been rapidly exhausted sugar has the faculty of restoring energy quickly, and therefore of making the heavier foods accomplish better results. The starchy foods, like potatoes, are useful in all dietaries, but when immediate results are sought, sugar must be used. Yet plain sugar in a dietary will not invariably be acceptable to the human being and nothing makes sugar so agreeable as a due proportion of chocolate added. Ask any child what kind of candy he likes best, and the almost invariable reply will be, "Chocolate candy;" ask an adult what kind of cake he prefers and with a somewhat ashamed remembrance of youthful days, when to indulge in cake was a seldom permitted but frequently clandestine luxury, the answer is "chocolate cake." The school girl makes fudge. The soda water fountain would go into bankruptcy if the chocolate sundae were withdrawn from the list of attractions, and a chocolate éclair would be a common cream puff if the brown layer were scraped off the top. As an inhabitant of the polar regions craves a fat of some kind and as another in the tropics enjoys his fruits and his hot peppers—both nature hints in regard to diet—so the inhabitant in the temperate zone consumes sugar and is unharmed thereby, provided there is no over indulgence. That explains why so much sugar is carried from the tropics to the North; it is a food necessity. It explains also why the manufacturers of cacao and the chief consumers are in the countries where no production is carried on. Proximity to the consumers is a recognized rule in manufacturing. The United

States heads the table of cacao users, for the people number the most, but in proportion to population this country takes no more than its proper share. Germany, France and England consume annually considerable quantities of cacao, but Holland and Switzerland use an amount far in excess of their inhabitants. They must therefore be exporters of a finished article, either cocoa or chocolate.

Activities in the Hoosier State.

Written for the Tradesman.

The Northern Indiana Fair Association met at South Bend and the following dates for this year's fairs were arranged for: Crown Point, third week in August; Cassopolis, first week in September; Laporte, last week in August; Goshen, second week in September; Kendallville, third week; Bremen, last week; Bourbon, first week in October.

The Ft. Wayne Retail Merchants' Association has secured the promises of the railroads that they will be good this year and will run excursions from Chicago to Ft. Wayne the same as they have been run from Ft. Wayne to Chicago. The Association also endorses the proposition to issue bonds for \$200,000 to purchase river bank property for improvement.

South Bend grocers have voted to close their stores Wednesday afternoons from May 1 to Oct. 1. They are also looking with favor on the plan of a co-operative delivery system.

The Ft. Wayne and Northern Traction Co. will build a large freight house at Ft. Wayne this spring.

South Bend will spend \$200,000 in water works improvements.

The annual outing of the South Bend grocers and butchers will be held this summer at Goguae Lake, near Battle Creek.

The Rub-No-More Soap Works, Ft. Wayne, has let the contract for a \$50,000 addition to its factory.

The Woman's League and affiliated clubs of Ft. Wayne have petitioned the Ft. Wayne & Northern Traction Company for lower street car steps. The steps in some instances are alleged to be 18 inches from the street level and the adoption of 10 inches as the standard height is asked for.

The Office Quanting Co., a new concern at South Bend, has opened for business in the Oliver Opera House block by L. B. Armstrong and D. S. Ellison.

The Ft. Wayne city market has 112 stalls which will be rented this year to farmers, gardeners and hucksters at \$15 each. The street stands are charged for at the rate of 15 cents per day.

The National Lumber Co., with \$120,000 capital, has been organized at South Bend, the new concern being a merger of the J. C. Paxton Lumber Co., of that city.

The Michigan Sash and Door Co., of Michigan City, will remove to South Bend, occupying the plant of the St. Joe Lumber Co.

Evansville, in common with Grand Rapids, Kalamazoo and many other cities that might be named, has drop-

ped its public comfort station plans for the time being at least. The sum of \$5,000 was appropriated for a comfort station at Evansville, but the money has been turned into street improvements, the excuse being that \$5,000 would not put up a suitable one, and no site could be found.

Railroad building in Indiana was almost at a standstill during the past fiscal year, according to reports filed with the State Board of Tax Commissioners for assessment purposes. The net gain in main tracks for steam roads was 10.15 miles and in second main tracks 64½ miles. The electric lines reported a net increase in main track construction of 7.42 miles and in second main tracks of less than a mile. Express company mileage increased 455.34 miles and telegraph mileage 2,333.18 miles.

Almond Griffen.

'Tis Always So.

"Maria, you're going to be late for the opera, as usual."

"Well, good night, Mrs. Jipes. Had a splendid time. Good night."

"Good night. Come again. Good night. Got everything? Well, good night."

"Good night. You must come and see us soon. Good night."

"We will. Isn't this your umbrella? Well, good night."

"No, we didn't bring any. Good night."

"Good night. We've enjoyed your call ever so much. Good night."

"Good night."
"Good night."

Wise and Otherwise.

Better a strong prejudice than a weak conviction.

Man's favorite brand of love is usually the latest.

It is difficult for a man who is broke to break into society.

Flattery is a key that has opened many a silly woman's heart.

Beginning a proper name with a small letter is a capital offense.

The more a man expects the more he will be surprised if he gets it.

Alimony is the cement that is sometimes used to mend a broken heart.

A woman may pray to get into Heaven, but she will fight to get into society.

Flirts draw men as sticky fly paper draws flies—and often with similar results.

It is easier for a man to make money if he is not on speaking terms with his conscience.

It would save people a lot of trouble if they could be born with their wisdom teeth already cut.

Some women are hard to please. They hardly get a wedding gown before they begin to look up material for a divorce suit.

What Everybody Is Wishing.

Wife—How nice it would be if all things in this world would work in harmony.

Hub—Wouldn't it, though! For instance, if coal would go up and down with the thermometer.

A minister can't win the poor by courting the rich.

PEACOCK BRAND



**Mild Cured
Hams and Bacon
100 per cent. Pure
Alleaf Lard**

Quality Our Motto

What about ordering Sausage?

The excellence of Cudahy Sausage is too well known to need advertising.

Mail your Sausage order to-day

Cudahy Brothers Co.
Cudahy, Wis.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Bay City's new industry, the Breed motorcycle plant, has started manufacturing operations.

The Kalamazoo Vegetable Paper Co., of Kalamazoo, will erect a large addition to its plant.

The Crosby boats to Milwaukee will begin making Muskegon harbor about April 15. This company is planning to again send the passenger boat, May Graham, up the Grand River and views of Grand River are included in the Western Michigan scenes appearing in the annual booklet.

Saginaw has passed an anti-noise ordinance affecting steam railroads which forbids unnecessary blowing of whistles, ringing of bells, blowing off steam or shunting of cars.

The Burrows site, on State street, Saginaw, has been selected by directors of the Eastern Michigan State Fair Association as the place for holding the annual shows.

The Dewitt Sisters, of Chicago, makers of "feather flowers," will remove their factory to Battle Creek, employing forty to fifty skilled hands.

Pt. Huron has voted to grant a franchise for the proposed Pt. Huron & Northern Railway.

Eau Claire has a new State bank.

The Allegan Board of Trade has re-elected officers as follows: President, John E. Nichols; Vice-President, John C. Stein; Secretary, Ira C. Montague; Treasurer, L. W. Stein. It is probable that the Board will hold monthly meetings hereafter.

The Lenawee Gas and Electric Co. has absorbed the Adrian Gas Co. and will make extensive improvements, including four miles of new mains of Adrian, enlarging of the plant and possible pipe extensions to Tecumseh, Blissfield and surrounding towns.

The Blackmer Pump Co., of Petoskey, is prosperous, having just declared three years' incurred dividends on preferred stock at the rate of 7 per cent. a year.

The Saginaw District Association of Egg, Poultry and Butter Buyers and Shippers has been organized at Saginaw, as a branch of the State Association and the members pledge themselves to buy on the "loss off" system. The officers are: President, D. A. Bentley, Saginaw Beef Co.; Vice-President, J. F. Huff, Pt. Huron Creamery Co.; Secretary-Treasurer, E. J. Lee, Midland. The Executive Committee includes the officers and M. Ramsayer, of Elkton, and J. Walker, of the Bay City Cold Storage and Produce Co.

The Truscott Boat Manufacturing Co. has resumed manufacturing operations at St. Joseph after a shut-down of nearly a year.

The sale of bonds for the proposed Battle Creek-Coldwater electric road has been completed and it is expected that the actual work of grading will begin by May 1. The line will run in an almost straight line southeast from Battle Creek to Coldwater, passing through Newton, Bur-

lington and Girard, following the roadbed of an abandoned steam road, so that little grading will be necessary. The two cities will be only thirty miles apart by the new road, a reduction of one-third in the distance at present by rail.

The plant of the Malta Vita Food Co. will be sold at auction April 18 in Battle Creek.

The E. H. Sheldon Co., manufacturing supplies for manual training schools, will start operations in the old Atlas Parlor Furniture plant at Muskegon within a month, employing seventy-five men.

Kalamazoo voted to issue bonds for a municipal lighting plant and ornamental lights, two stand pipes, a hospital for contagious diseases, a sanitarium for tuberculosis, a police station and new equipment and a bridge at Mill street. The only proposition that was defeated was the proposed appropriation of \$3,000 for a public comfort station.

Gaylord will vote April 22 on the proposition to issue bonds for \$8,000 for the erection of a municipal building.

Now that Lansing is among the wet cities the aldermen and police commissioners are visiting other wet towns to see how the saloons are handled. They were in Battle Creek recently and some of the provisions of the saloon ordinance there may be adopted.

Negaunee will have a new city hall and library. Almond Griffen.

Full Text of the Saccharine Decision.

The Secretary of Agriculture sends the full text of the new ruling regarding the use of saccharine in food to this paper. It went into effect April 1, 1912, and is final. The text is as follows:

After full consideration of the representations made in behalf of the manufacturers of saccharine at the hearing before us and of the briefs filed by their attorneys, at our request, by officers of the Department of Agriculture, we conclude that the use of saccharine in normal foods, within the jurisdiction of the food and drugs act, is a violation of law and will be prosecuted.

It is true that the Referee Board did not find that the use in foods of saccharine in small quantities (up to 0.3 gram daily) is injurious to health. However, the Referee Board did find that saccharine used in quantities over 0.3 gram per day for a considerable period is liable to disturb the digestion, and the food and drugs act provides that articles of food are adulterated which contain any added poisonous or other added deleterious ingredient which may render them injurious to health.

The Bureau of Chemistry of the Department of Agriculture reports that saccharine has been found in more than fifty kinds of foods in common use. It is argued, therefore, that if the use of saccharine in foods be allowed, the consumer may very easily ingest, day by day, over 0.3 gram, the quantity which, according to the findings of the Referee Board,

is liable to produce disturbances of digestion. On the other hand, it is claimed by the manufacturers that the sweetening power of saccharine is so great that, in a normal dietary, the amount of saccharine ingested daily would not exceed 0.3 gram, the amount found to be harmless by the Referee Board.

However this may be, it is plain, from the findings of the Referee Board, that the substitution of saccharine for sugar lowers the quality of the food. The only use of saccharine in foods is as a sweetener, and when it is so used, it inevitably displaces the sugar of an equivalent sweetening power. Sugar has a food value and saccharine has none. It appears, therefore, that normal foods sweetened with saccharine are adulterated under the law.

In making this decision we are not unmindful of the fact that persons suffering from certain diseases may be directed by their physicians to abstain from the use of sugar. In cases of this kind saccharine is often prescribed as a substitute sweetening agent. This decision will not in any manner interfere with such a use of saccharine. The food and drugs act provides that any substance which is intended to be used for the prevention, cure or mitigation of disease is a drug, and a product containing saccharine and plainly labeled to show that the mixture is intended for the use of those persons who, on account of disease, must abstain from the use of sugar, falls within the class of drugs and is not affected by this decision.

The Secretary of the Treasury dissent.

How He Got His Job.

Until some ten years ago it was an axiom in the big packing house circles of Chicago that a salesman should be guided by four rules as laid down by one of the famous heads of that industry. He was noted for his brusqueness, and also a democratic nature that scorned the usual hedge of clerks that stands between a big man and his callers.

A bright, manly looking chap entered the office one day when he was very busy.

"Good morning," he began politely.

"Well, what the blankety-blank-blank do you want?" he growled.

"I want civil treatment, and I want it blankety-blank-blank quick," came the sharp answer.

"Oh!" The packer looked up in surprise. Modulating his voice a trifle, he asked: "What can I do for you?"

"I want a job as a salesman. I have worked as a butcher. I have worked in the packing houses, and I have sold smaller lines to the meat trade. I have references to prove that I deliver the goods, and I have them with me. I want to get into a bigger field, and I am here to make good. Have you got a job open?"

"If we haven't, we'll make an opening for you. Report to the sales manager Monday morning."

As the young man started to leave the office the brusque old packer called him back.

"Do you know why you got that job?" he asked.

"No, sir."

"Well, you have the three essentials that make a good salesman. I will point them out to you, so you will remember them: First, you do not think any man is better than you are, and you have the nerve to stick to it. Second, you know the good points of what you had to sell. Third, you stated them in the fewest possible words. I will add a fourth—get out before I change my mind."

A True Sport.

"Why do you live with your husband if you quarrel all the time?"

"Well," my sister bet me a box of chocolates we would never celebrate our paper wedding anniversary, and I am going to win it just to spite her."

The history of the average man is largely foot notes.



Get Down to Date
Carry a Stock of
Mapleine
to meet the popular demand for a staple that's better than maple.
Order from your jobber, or
The Louis Hilfer Co.,
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

BEHIND THE COUNTER

Employer Respects Clerk Who Takes the Blame.

It is so near human nature to put the blame off on some one else that the fellow who owns up and takes the consequences even when there is no eye witnesses is so rare as to be distinguished. Perhaps it is not human nature, but only human training has made the inclination to dodge such a strong one as to become an involuntary habit. You remember when you used to go home about dark and find your mother waiting for you with one hand behind her back? She always opened up the fire-works by asking, "Did you do that?" even when she had the goods on you right. You knew what was coming and you could not help but accept her invitation to blame it on Willie. You knew you would get it anyhow, but there was always that chance that your bluff might work. And if it did it was certainly worth trying.

You have never gotten over it, have you? If some one were to ask you even now right suddenly, "Did you do that?" the chances are you would start to get behind the door and stutter something about Willie. Well, it is time to get over it. A real man is not supposed to dodge even when he knows what is in the hand behind the back. First because he is a man and next because he is supposed to have learned that a bluff in a case of that kind fails so often that it is not worth what it costs in suspense.

The fellow that makes the most out of his mistakes is the one that owns up to them the quickest. He disarms his accuser, thereby mitigating the punishment. George Washington played the right card when he "fessed up" to cutting off his father's high ball material. Everyone knows it and it is strange why more people do not follow George's example.

With your customers there is no better course to pursue. When they blame the store, or some department, when you are responsible take their breath away by telling them that you are to blame. It can be done and it works to perfection. The writer remembers an incident of this kind. A blustery old gentleman ordered a turkey from his regular and favorite clerk. He was a particular customer and the clerk took delight in trying to please him. This time he went to the meat department, selected a turkey of the right size and weight, and had it sent to his customer. A copy of the bill went with the bird. An hour later the old gentleman came in and even his gold headed cane was acting indignant. He was mad and he wanted to butcher the butcher. He

had weighed the turkey when it arrived and found that it weighed over a half pound less than the billed weight. He blamed it onto the store and particularly on the meat department. Before he got very far, however, the clerk, his favorite, took him in charge. Harry looked him in the right eye and very quietly and quickly told him that he was to blame if there was any shortage in weight—not the store and certainly not the mea man. It took all the mad out of the old fellow. He became as gentle as a lamb and went out feeling very near normal and the best part about it was that he took the store's weight.

Now, it would have been a very natural thing for that clerk to have steered his customer off to one side, conceded a shortage in weight and blamed it on the meat department. The old man would not have been satisfied and would never have quit talking about it. As it was the customer was satisfied—they talked it over and after each one had insisted that he was right they turned it into a joke and each insisted that he was wrong—and the regard for that clerk was increased in more minds than that of his customer.

Take the responsibility. Do not try to blame it on some one else either by word, act or intimation. It pays better to admit your errors—and start over again. There is something about the straightforward man that inspires respect.

It is quite frequently the case that a person is better adapted to one thing than another—natural ability we call it. Some are naturally great talkers and would not as a result find herding sheep very pleasant. Their disposition simply would not fit in with that kind of an occupation. Some are fortunate enough to discover and get into the thing they are best suited for early in life. Others, judging from outside appearances, never do get into the thing which would suit them best—the thing they have the most ability for. In fact, the majority of people are accidents in the particular positions they hold, and while they may be successful, they might probably have been greater successes and gotten more pleasure out of life had they hit a different niche to work in.

But accident usually determines the first job as a boy and after that things come with such a rush that many have no time to discover what they are suited for and lots of them could not change if they did discover it. So here is your tip. If you feel that retail merchandising is not what you are best suited to do, then get out

of it and do it quickly—the sooner the better. The grocery business can get along without you very, very easy, so do not hesitate on that account. Your boss can get along without you very easily, too. He may think that your place will be hard to fill and it may be, too, but it can be done.

Yes, if you are bound to change positions, do so as early in life as you can find the right thing—only do not get into the habit of changing; get what you want and then stick.

The Clerk Backs Up the Advertising.

You know when a man sits down to write an advertisement about the good features of your store, he throws the whole responsibility of that writing on your shoulders. He goes to work and actually makes statements in "public print" that you have to carry out.

You say, "Why don't you make the advertising man a party of the first part?"

Because he isn't.

He may be legally. He may be with your nice men who sift things down fine.

But in your case he is in the back-ground.

You fellows are the whole thing.

He writes about courtesy.

You have to put that writing of his into practice. You simply have to be courteous. Not exactly because he says so, but because his saying so appeals to you.

If you balk he'll have to stop his courtesy writing.

He says "our store is clean."

Well, that is putting it up to you. That's making you a party of the first part all right. You can not afford to contradict a statement in black and white. Out with the dust rag. Grab the department broom.

He writes, "Phone orders given just as careful attention as though you were on the spot yourself." Don't you see where you come in on that? He is telling what you do. He does not have to do it.

We are forever the "follow up" end of it. If we are weak, if we show indifference to stuff that is written up about our store, we are not fit for a minute to hold our job. We have no right to hold it.

Every good thing you say about your store is an advertisement. Every little act of kindness you do is an advertisement. Every time you appear to put yourself out to accommodate some customer is an advertisement. You can make yourself a tremendous advertising medium.

This is not written to disparage the man who can put the right words on the paper. Few of us can do that. Few indeed can write as well as they can talk. But any man who can write interesting advertisements will tell you that unless he has their co-operation, their good will and in fact unless both understand one another so as to follow up and act out his real ideas, he might as well drop his pencil and call it all off.

You can be an advertiser, sir, if you never put pen to paper.

How To Win a Million.

Never was the outlook so bright as it is to-day for young men of capacity.

Brains are not the only requisite—you must have energy, initiative, perseverance, ambition for and love of work.

Keep yourself neat but not showily dressed.

A few years ago a \$10,000 a year man was a big man; to-day there is a great demand for men who can earn from \$5,000 to \$50,000.

To succeed you must be economical. No matter how small it is, save a portion of your income.

Having a small bank account, you are lifted above the little meannesses and worries the spendthrift suffers.

Tupper says: "Economy is the poor man's mint."

Don't think because you are only one among 500 employes that you are lost. Your superiors have their eyes on all.

Salaries paid to capable men nowadays often exceed the profits of prosperous merchants.

If you start in business for yourself you must withstand the temptation to expand too rapidly. Enlarge only as you accumulate capital.

The hardest thing in the world is to retrench your scale of living when hard times come. Henry C. Lytton.

CUT OUT BIG ICE BILLS

If you knew, Mr. Marketman, what your saving in ice bills would amount to each year, you would install our system at once.

Brecht's
Twin
Compressor



Brecht's Enclosed Circulating Brine System

of one to twenty tons capacity, for artificial refrigeration is the most practical, economical and simple on the market. It is not an expense, but a good investment. A few hours' operation each day is sufficient to maintain a low temperature at a cost below your expectations.

What you save in ice bills will soon pay for it. Investigate this today and have it installed before hot weather.

Address Dept. "A"
THE BRECHT COMPANY
ESTABLISHED 1853

Main Offices and Factories:
1201-1215 CASS AVE., ST. LOUIS, U. S. A.
New York, Denver, San Francisco, Cal., Hamburg, Buenos Aires

A YOUNG CLERK KICKS.

Declares There Are Many Employers With Boneheads.

Written for the Tradesman.

A young clerk who says he gets five dollars a week asks the Tradesman to "take the side of the clerks" part of the time. He declares that employers are just as thick-headed and unfair as clerks are careless and discourteous. Some portions of his letter may be worth copying here:

"Why don't you guys who print papers for merchants give the clerks a show now and then?" he writes. "Some day the present seven-dollar clerks will be at the head of big shops, and then you'll wish you'd been fairer to them when they don't pay for the Tradesman. Besides, some clerk may become President of the United States some day and turn you out of the United States mails. You never can tell how far a bee can jump, and if this was not so, where would the big merchants come from in the future? I guess that will hold you some!

"You're always preaching at us clerks to make the boss' business our business, and to work for a raise every minute of the day. I guess you get that from the boss himself, so he can get more work out of us. It looks that way to a boy on the back end of a delivery wagon. Suppose you turn around and tell the boss what he is to do to the hungry little clerks that sleep in a hall and live off his cheese in the back room?"

"Huh! If you want to know how a clerk that makes the boss' business his business gets a raise, ask Galloway. He is 17 years old and got paid four cents an hour in the Peoples' Product Grocery. He worked fourteen hours a day on account of the boss having a cow and horse to look after morning and night. Some nights he didn't get to bed until 12 o'clock. Gee! I bet he was glad he didn't have anything to do until the next day! One day he got kicked in the leg by the cow, and the boss caught him lambasting the bovine with a milk-stool. It was the boss' business to chide the cow, but Galloway was thoughtfully doing it for him. He was making the boss' business his business, at the same time beating up the bossy. The boss saw what he was doing, and gave him the expected raise. He raised him on the toe of his boot and sent him sailing over into the onion patch. Galloway said his raise had come quite unexpectedly.

"That is the way us young clerks gets raised when we try to butt in on the boss' game. If this wasn't so, why would it be that Harry Cone got lifted off the sidewalk for pouring kerosene oil in a plugged watermelon Old Maid Bodd's had bought? The old maid didn't pay her bills, and it was the business of the boss to discourage her trading there, wasn't it? Well, Cone got lifted, any way. He told me that night at the barn that his raise wasn't accompanied with an increase of pay—it brought only more leisure time. Take it from me, this talk to the clerks about tak-

ing off their young heads and putting on old ones every morning is all chestnuts. I guess if they knewed as much as you guys think they ought to know, they would be getting more than five dollars a week. You know it!

"Come to think about it, what's the use of trying to get old and do things like married men, anyway? When a clerk is young they tell him that all he needs is years and whiskers, and when he gets old and his whiskers turn white, they tell him he is all right only he is too old. I suppose these fresh bosses think they never will grow old.

"Sidney Shaw was adding up an account the other day when the boss seen her making a wrong addition which would cost him nine cents. So he fired Sidney, and she went out crying. What did he want to hire a girl for four dollars a week for, and then expect her to have a college education to hang in a frame on the wall? She is just a kid, and that's what the boss hired her for. Why couldn't he be fair, then, and use her right when she did a kid's work?"

"You newspaper folks make me tired, anyway, with your kowtowing to the men that have advertising copy to give out. You say the boss will ever do the right thing if clerks will only be perfectly frank and rest their tired consciences on their employers' shoulders. If you didn't write that for guff to flatter the bosses, you've got another guess coming. Charley Snow tried that. And what did the boss go and send him up to the reform school for when he got up in the night to confess that he'd been taking money out of the till to go to the baseball games with? I don't think it makes any difference because the policeman who saw him dropping out of the back window of the store followed him home and made him get up and go to the boss.

"The other day when I asked my boss for more pay, he grinned and asked me if the price of candy and gum had gone up. He thinks I'm just a kid and spend my money for little things to keep me contented with life as I find it until I get big enough to play pedro in the saloons nights. He jaws me if I don't do everything just as quickly and as neatly as he could do it himself, and he's been in the business for forty or fifty years. When you come to put all the things together you can find out about the bosses, I'll bet you daren't print it in your paper.

"Last Friday when I was standing by the desk, taking mine for losing a package of cookies off the wagon, a man come in and said he'd like a place to work where he could earn money enough to keep him out of the poor house. The boss was in a hurry to go and talk to a man who was thinking of buying out the store and putting the boss in a big Provision Emporium as manager at five thousand plunks a year, and had only time to dress me down so I'd be thinking all day what a privilege it was to work for so just a man. He didn't have no time to speak gently to the man who wanted a job.

"Where did you work last?' he asked, like he was going to bite.

"At the Bargain Center,' said the man, who had long gray whiskers, and was wrinkled on his forehead.

"What can you do?" asked the boss, with a narsty curl of his lips.

"I've done most everything there is to be done in a store of this kind,' said the old man.

"And still you're out of a job!' howled the boss.

"I get fired because I'm too old,' said the man, and his cheeks was all redded up as he said it. 'I'm past 60.'

"This ain't no home for the aged,' says the boss, and the man goes out and stands by the door and looks down the street. So the boss tells me that I'll be fired if I don't quit acting so young, and goes down the aisle to meet the man who was going to give him five thousand iron men a year. Don't you think that was a dirty deal for him to give the old man, when he's almost 60 himself. Every time I find a manager insulting old men who ask for jobs, I mostly find some old man with white hair and a cane bossing the manager.

"You take these men who are looking for younger men, and you'll find out they want to pay the wages that's coming to legs and have the brains thrown in. You'll discover, if you leave it to me, that such men will be somewhere back of the distance pole when some of the old men are putting their necks under the wire. What's the use of a clerk trying to grow old when the old ones are always going into the discard?"

"I'm glad the boss found the man who was thinking of giving him five thousand plunks a year talking with the old man with the white murphies. Because the boss looked as green as a new lawn in June when he saw his five thousand man go out the door with the old man who said he could do anything in a store of that sort. If anybody should ask you, it does a boss good to find out that he's as big a fool as if he was working for another man. It makes him count himself. Then he finds out how many he is with a good hard bump. I don't think a man with his name over a store door has any more votes than the man who saws wood for him—and he's greedier, at that.

"So the boss goes to the door and watches his five thousand go down the street with the man who was getting fired because he was past 60, and the next day he was told in a letter which he swore over that the old man had been given the job he was after, on account of superior fitness and greater experience. I'll bet the boss will be eating corn out of that old man's hand yet, like a bill-goat.

"What did the boss go and lay it on me for? He said if I hadn't an-

gered him he'd have got to the five thousand man first. He's one of the considerate bosses you read about in the Tradesman! The day before yesterday I snuggled up to a girl in the store that's got a dad that is up to his knees in yellowbacks and got a big order from her and a smile that made me think of the pure food maple sugar on the shelf in the back room. This brand of maple sugar is always kept up on the shelf in the back room, and the blend is sold in place of it. If there is a holler on the blend, why the clerk made a mistake in wrapping up the sugar! This course is pursued to cause the clerk to be strictly honest when handling his employer's goods and money.

"When this girl goes out the boss jumps on me for butting in and says he is the only one fit to wait on quality trade like that. Gee! If Mary Deering had to stand in front of that face of his to give an order it would not take her long to give it. He's got the nerve to think he can make a mash on Mary. When a man can go to the bank every afternoon with a book in his hand and green and yellow ones sticking out from between the leaves, he thinks he's the whole big noise.

"This is one of the bosses who gives his clerks a square show, and teaches them to be honest and truthful. If you look around, you will find many a poor clerk afflicted with such. If mine don't die soon I'm going to run away and enlist in the navy. If you print this, send me a copy of the paper."

The letter stops there, and it may be that the boy clerk is now out on the ocean defending his country by acting as servant for some petty officer.
Alfred B. Tozer.

Once we thought work a curse; then it came to us that it was a necessary evil; and yesterday the truth dawned upon us that it is a precious privilege. There is more joy in useful effort than in the painstaking avoidance of it.



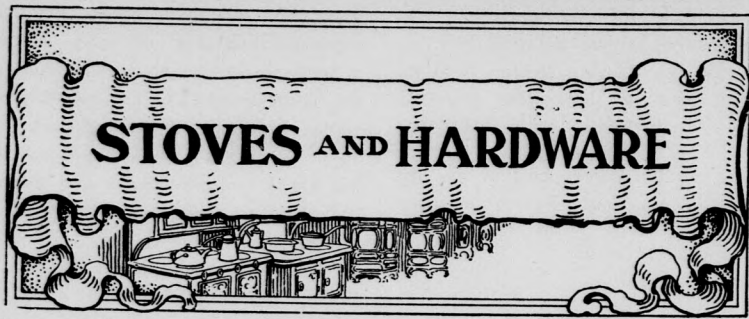
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Has one-third more sticky compound than any other; hence is best and cheapest.

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Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
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Michigan Retail Hardware Association.
President—Charles H. Miller, Flint.
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Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Selling Washing Machines To the Farmer.

Much has been written and printed in implement and hardware trade papers with respect to the amelioration of working conditions on the farm. Devices, machines and appliances of many diverse kinds have been exploited, all with a view to showing how to lighten farm labor and render the life of the agriculturist one of ease as compared with that of his progenitors who lived and labored before the era of machinery. It is significant, however, that practically all of the modern inventions which have been installed on the farms with a view to labor-saving have been connected with man's work, not woman's, and if there is any one who works harder on the farm than the farmer's wife we do not know it. The farmer himself does not; the "hired man" certainly does not, and the grown daughters of the house, if there be any, are saddled with an amount of work only a trifle less arduous and onerous than the mother, and that by reason of the fact that they do not bear the mother's responsibility.

But woman is progressing in like ratio to man. In these days of "votes for women" there is much more heard of woman's rights—her real rights—than in former years. Woman is asserting herself as she never did before, and quite properly so. The awakening among women, and the casting off of shackles meekly submitted to for countless generations has not been confined to the cities. It has penetrated to the remote parts of the country districts, and the farmer's wife of the present day has become enlightened. She knows what her sisters throughout the civilized world are accomplishing in the way of emancipating the sex from much of the unnecessary drudgery she has been accustomed to consider as a necessary portion of existence. And, be it observed, when a woman once begins to realize that she is suffering under impositions, she never rests until she changes conditions. Hence it is that life on the farm is now made much easier for womankind than it has ever been. The engine, or other power, that grinds the feed, pumps the water, saws the wood or turns the grindstone is also made to operate the washing machine, and in this last operation there has been taken from the woman's burden of labor on the

farm a crushing portion of the load she has been patiently bearing for so many years.

The washing machine is to-day considered almost as much a necessity on the farm as any of the implements used in tilling the soil. It is a very poor farmhouse indeed that does not boast of a washer of modern make, and wherever power, other than hand power, is available at all, it is employed in operating the washer and the wringer.

It is to the credit of "the men folks" that, at last coming to a realization of the slavery their wives and daughters have for so long been subjected to, and the injury to health ensuing from the grind of the old-fashioned wash tub and rubbing board, the washing machine is now regarded as an essential of farmhouse equipment, as much so as any other labor-saving device; and it is for this reason that during recent years a line of washing machines is regarded as a necessary part of the stock of every up-to-date implement or hardware man. The dealer who does not handle washing machines of one type or another is losing profitable business that goes to his competitor who keeps up with the procession.—Implement Age.

Kind of Advertising That Is Most Profitable.

There is a story told of a man who made a store pay in a rural community. This man had a general store but his observations will apply as well to a hardware store in most respects. The storekeeper says: "I consider advertising necessary, and I like to write advertisements. Some of my advertisements sell goods, some do not seem to, but I keep at it."

"Windows are the best and most economical form of advertising for any merchant. I change the display of goods in my windows every week and sometimes oftener. I use plenty of signs—printed or written. People will stop to read a written sign when something more elaborate will not arrest their attention.

"In my newspaper advertisements I try to be simple and direct—it is no place for oratory or dictionary effect. An article for sale has about three points of interest—how good it is, the price, and the place to get it; that is all. Have something to say—say it—then stop. Do not repeat ideas.

"I write new advertisements every week in the year—no two alike. I usually have a quantity of cardboard cut about postal size for reproducing the best of my local advertisements, 500 at a printing, for counter distribution and mailing.

"Nearly every package that goes from the store carries a piece of advertising, carries it free, and carries it right into the home.

"I sell magazines, mainly that I may place in each a card, booklet, or something that will go to the buyer. In this way I have a large space in all the magazines and it does not cost me a cent. This is also continuous—I keep at it.

"I aim to tell the truth in all my advertising. It may take more religion to hold a man level when writing copy than it does to make him shout at camp meeting; but never mind—tell the truth.

"I give away school-book covers with my advertisements of children's clothing on the outside. Blotters are constantly used in the schools, so I give them to teachers and pupils, also bearing my advertisements. (Not a bad idea for the hardware dealer.)

"Coin envelopes are used for small parcels; each one has copy calling attention to something I wish the other fellow to have. If advertising matter accumulates, I do up three or four pieces in a rubber band and distribute them from house to house, or place them in farmers' wagons, or put them in envelopes and send them to my mailing list.

"I hold my trade by keeping good articles, and repeatedly telling about them. If you will read some of my claims for these goods you will see no extravagant statements. If your goods are a little better than you say they are, if you do a little more than you promise, you will not be asked for retractions, or charged with making unfounded statements.

"Customers must have confidence in a store if they are to be held. Confidence is based upon character, and that is of slow growth and easily destroyed."

Demand For Dairy Equipment.

The large number of hardware and implement dealers who are putting in dairy equipment lines this spring is a strong indication of the increasing interest in dairying in all sections of the United States. In territory where dairy equipment farther than a one-legged milking stool and a dehorning rack was unknown two years ago, dealers are now stocking stalls, stanchions, litter and feed carriers and the whole line, and they are selling them, too.

The last year or two the dairy short courses conducted by the agricultural colleges in many states have had a strong influence. Special educational articles in the farm papers, the dairy trains, lectures, etc., have combined in creating a great growth in dairy sentiment.

The constantly increasing price of dairy products has also been a strong

factor. Milk in the cities is selling at 10 cents a quart, and butter at 35 to 40 cents per pound, and the supply is short even at that. Shipping facilities have so wonderfully improved the last few years that every man has a city market almost at his own door.

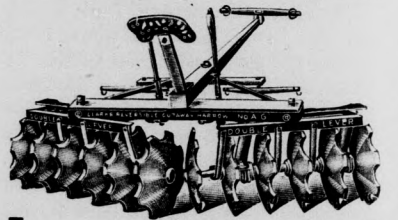
The need of the soil and the constantly increasing price of land are other influences. The soil must have added fertility, and the dairy cow can furnish it. The dairy cow puts back what she takes from the soil, and marketed crops take it away permanently. The high price of land makes it necessary to get more out of the farms per acre.

Dairy farming is an "intensive" method of land cultivation. The cow furnishes fertility to keep the land to the highest state of productivity, and the yield in money per acre is much greater than with ordinary farm crops.

A Small Patriot.

History Teacher—What was the Sherman act?

Bright Pupil — Marching through Georgia.



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IMPLEMENTS

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Grand Rapids, Mich.

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.

Nachteggall Manufacturing Co.

Store and Office Equippers
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CLARK-WEAVER CO.

WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

We ALWAYS Ship Goods Same Day Order is Received

ELECTRIC SIDE LINE.

Some Reasons Why It Did Not Pay.

Written for the Tradesman.

During the recent blizzard that blocked the enthusiasm out of the commercial travelers, as well as all other traffic, a dozen or so of the thick traveling men were sitting around in the office of Bertran & Watson's tavern, at Sheridan, discussing the problems of salesmanship and other troubles of the ordinary drummer, when the talk drifted to side lines and the advantages that might be gained by handling a line of goods on the side in order to increase the stipendary emoluments of the average traveling man. When the honest grocery salesman from Owosso, who was writing up a few "phone" orders, woke up to the discussion, he turned around in his chair, filled his cheek with Hagley's Mayflower fine cut, expectorated in the direction of the cuspidor, regardless of the distance, and said:

"Say, boys, let me tell you something: Thar ain't nothing in it. A few days ago I conceived the idea that if I had a side line I'd soon become a Vanderbilt or a Rockefeller. Fact is, I wasn't very particular which. Boys, I pondered on this until it sort of assumed an intermittent form—kept thinking about it at odd spells, you know. What I wanted was a line that would be an easy seller and different from anything that I had ever heard of and nobody else had. See? Well, finally, one day, I got into conversation with a lightning rod man from Durand who had a good thing on deck, but could not get it worked out ready for market. What he seemed to be the most destitute of was ideas and right there was where I thought I most particularly resembled Sampson, 'so we shook.' He was busy putting up rods on farm buildings and was decorating them with those fancy balls you, no doubt, have noticed between the top of a good many farmers' barns and Heaven as you drive through almost any part of Michigan to-day, particularly in Fordney's beet belt. I immediately conceived the idea that if those balls were properly constructed they could be made into storage batteries; that during an ordinary electrical or thunder storm they would collect and retain a proper amount of electricity so we might light up the entire premises anywhere from three to six months. This seemed to work out pretty well for a starter. We soon had some buildings wired and a switch board on

the side of the barn when, by pushing a button, the whole premises would be lighted up. We then ran a wire from this switchboard into the cistern and the occupant of the farm would have hot water the whole year round. We also improved on this by heating the water in the watering trough in the stable. This was handy for making bran mash. It also made it particularly convenient for hired men, who on Sunday morning could push the button, close the barn door and take a hot bath, run around inside the barn until he got dried off and would, by this method, be ready to attend church with the other members of the family. Then I got my head working to beat the band. We got the farmers to lay a wire down in the center of the road and each one connect up from this to the switch board on his barn. In this way we kept the road dried out in muddy weather and thereby made an improvement on Earle's Good Roads System, and right along about here is where we fell down. The grasping farmers took advantage of this improvement. They would fasten their telephones to a sharp iron, go out in the road and stick it down so it would connect with this wire and call each other up at their own convenience. Naturally, they soon had the telephones taken out, as they discerned they did not need them. The telephone company sued us for damages. With more trouble in sight, one day a nice old widow came across the road to do her washing with hot water at a neighboring cistern. Not realizing that the water was heated by electricity, she brought along a bar of Naptha soap. This naturally caused spontaneous combustion and burned up her tub. We settled with her by buying her a new wash tub and another bar of soap. It cost us \$1.85 and nothing coming in yet. One day, long about four weeks later, I had occasion to drive across the country from one town to another. The liveryman told me I would reach the next town about dark. Well, do you know, I kept driving along until I began to get awfully hungry. The team began to get tired and I began to think that something had gone wrong with the universe. I looked at my watch and, dum my blooming gizzard, if it wasn't a quarter after 11 p. m. You see I had got off the road and in a neighborhood where they were using our lights and I didn't know when it got dark. It cost me four plunks extra for livery, besides sleeping all night in the wagon under a tree.

Had started for Belding and woke up near Ashley.

"About this time we began to have trouble with the farmers where we had installed these lighting plants. Their pastures began to get short. You see, the cattle ate right along all night whenever a farmer would get careless and not turn off his switch. So they put up a kick about settling for their plants and began working out a few improvements of their own. One of these scientific, up-to-date farmers laid a wire down the edge of his best field and set out a row of beet plants directly over it. When it was time to lift his beets, he attached the end of this wire to the switchboard on his barn, pushed the button and the shock lifted the whole row instantly. Another one of those expert beet growers who wanted to outdo his neighbor, in the vernacular of up-to-date U. S. talk, bored with a big auger, put in forty acres with a wire under each row. When beet pulling-time rolled around he got all the help together he could find in the neighborhood one morning, hooked all his wires into the switchboard and pushed the button. The scheme worked, too. Never lifted a single beet, but tipped his barn over. Then he turned around and sued us. We finally settled with him by contracting to put in forty acres on the other side of his barn next season, so as to tip it back. You see, boys, there is nothing to a side line but trouble. Another improvement of my own that would have been a winner if it could have been let alone was a chicken picker intended for poultry buyers. You see we would put a hen in a wire basket, run a wire to the switchboard, push the button which would electrocute the hen and take the feathers all off clean with one push. My wife and I went to a farmers' club to sort of demonstrate this invention. We picked eight hundred before breakfast and I guess we could have beat that but her thumb got sore pushing the button. Another one of those up-to-date farmers who had watched us wanted to beat our game, so he went home, rolled up his whole flock in a coil of wire fence and picked 'em all at once. Boys, it worked all right. Picked every hen in the bunch, but the hired girl, who stood close by looking on, was picked up dead. She was smothered with feathers. That man sued us for depriving him of his hired help with an infernal machine. We fought that suit on the ground that we did not know the girl. In fact, did not know that he had a hired girl.

"I remember more trouble that hit us that day: A nice old chap who had a glass eye helped us to catch chickens that morning. While handling a large Plymouth Rock rooster he let him flop around until it knocked his glass eye out in the snow and he lost it. Never heard a man kick about anything as he did about that eye. Said he would not have taken five hundred dollars for it and started right off to town to see a lawyer. This so discouraged my partner that he went inside the barn and hung himself with a piece of wire. After all the excitement was over I went out to look for that eye, found it and laid it upon the edge of the metallic switchboard. When the old man came back that afternoon he saw the lost optic and when he replaced it he nearly dropped dead with surprise. Fact was, he could see with it a good deal better than he could with the other. You see it was charged with electricity. I sent him a statement for \$500 for the return of the eye, together with the improvement, and he refused to settle. You see I am obliged to drop this side line business or find a partner who is a good collector. Any-one present looking for more business, call at my office."

Nobody said a word for several minutes, when an elderly gentleman, who was selling Bibles, ventured to enquire of the honest old groceryman if he had ever read the story of Ananias? Geo. W. Haskell.

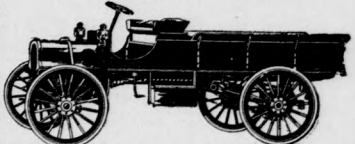
An Apt Pupil.

Old Lawyer—Why do you feel that your client will lose his case. Have you exhausted every means at your disposal to—

Young Lawyer—No; but I've exhausted all the means at his disposal.

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 MANY STYLES.
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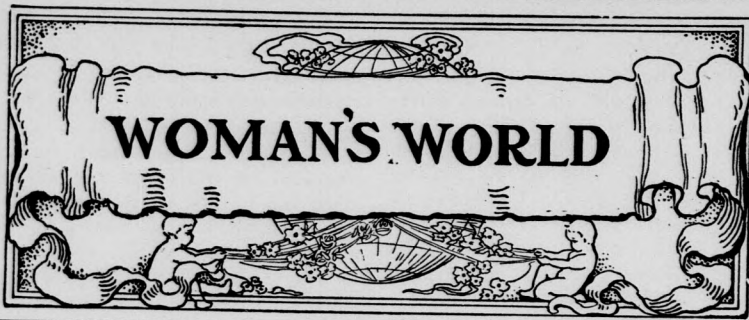


Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,00 Chase Motor Wagons in use. Write for catalog.
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Some Hints To Bachelor Maids and Maiden Aunts.

Writer for the Tradesman.

While these remarks are intended especially for the persons indicated in the title, all unmarried people of mature years who take a friendly interest in the education and bringing up of the children of their acquaintances may profit by them.

The great trouble with all of your class is that you are not meek enough. Why attempt to be masters when you are wanted only as servants? Let me impress upon you that blandness of temper and lowliness of spirit are the prime essential qualities, the virtues par excellence that are required of you.

Why try to instruct or counsel fathers and mothers, when those who have been called to the high office of parenthood do not want and won't take from their unmarried relatives and friends any instruction or guidance or counsel, no matter how kindly meant nor how delicately and tactfully conveyed?

If it ever does creep through the skulls of young parents that there is anything, absolutely anything, about the care or the discipline of a child that they do not know, they prefer to attend a series of lectures or call a doctor or read a lot of books written by high authority—they won't allow you, Uncle John, or you, Aunt Mary, to hand them the tiniest little bit of a suggestion.

So don't try it. Let them live and learn—live anyway. If ever through sheer goodness of heart you are betrayed into making a slight intimation that something would better be done a little differently, be prepared to receive the tirade you provoke with proper humility. Don't talk back. There is plenty you could say, but it would be considered unseemly to say it. It is far better to act completely withered by a scornful, "What does a bachelor know about a baby?"—while by an ironical, "Of course an old maid always can tell just how to bring up children," you should be utterly crushed.

To do otherwise is to offend parental dignity, and this is something that always must be treated with the utmost deference and consideration. It really is very sensitive—even touchy. Unlike any other kind of dignity, it does not depend in the least upon wisdom or experience or worthiness. Sometimes it may seem much like arrogance or obstinacy or pig-headedness. Whatever may be your private opinion of parental dignity, handle it as you would a charge of dynamite.

Ever so gently suggest to a young father that feeding the baby pickles may not be well for the sensitive little digestion, and how soon you get a cutting retort! Take it submissively—you ought to have kept your mouth shut in the first place. Tell a mother that denying the requests of her young son until he begins to kick and scream and then yielding will destroy all her control over him, and see how quickly she will flare up!

Learn once for all to make neither criticism nor unfavorable comment no matter what foolish thing they do. Fathers and mothers stand on a lofty pedestal of parental prerogative and it is not for the like of you to try to tell them anything. However appalling their ignorance, however bat-blind their lack of vision, however dull their stupidity, keep your lips hermetically sealed.

You may fear that they will kill the child. Very likely they will, unless it happens that they have endowed it with a physical hardihood that can withstand even the rigors of their own mismanagement. But be calm. It will avail nothing for you to get excited and go to talking.

Never try to establish by argument that your advice might be something worth listening to. Any number of facts, hard, incontrovertible facts, are at your command, but remember it is the truth that hurts.

You know perfectly well that being the parent of a child does not necessarily give any real insight into the child nature. The childless person may have greater sympathy with the young life and better understanding of its needs than the parent; but such things are not to be mentioned.

You know that a spinster, a famous nurse in a New York City hospital, has written a book on "The Baby," which has made even the most intelligent and advanced of mothers sit up and take notice.

You might cite the fact that countless numbers of teachers of both sexes have conscientiously devoted the best years of their lives to the training of youth, and by much thought and study have rendered their work effective, and that the ranks of educators have been filled largely by the unmarried.

You might speak of the thousands of orphaned or half-orphaned boys and girls that have been mothered by maiden aunts and supported by bachelor uncles.

The great Froebel was a teacher and a disciple of Pestalozzi long before his marriage, and at the age of 33 we find him without wife or child

of his own devoting himself to the education of his niece and nephews.

You might bring up all these things but it would do no possible good. Parental pride never yields to argument—never directly acknowledges itself in the wrong.

Sometimes it makes a tacit admission that its methods have not worked out just as expected, when a wayward boy is consigned to a military academy for training and discipline, or a wild and headstrong girl is sent away to a Sisters' school where it is hoped she may be brought under reasonable subjection.

All too often, alas! such measures are not resorted to in season or for some other reason fail of their mission, and the whitened hair and sorrow-seamed faces of parents betray the fact that their ways with their children have not been wise, and that their sons and daughters are bringing them not joy and comfort but disappointment and sorrow.

So, dear uncle or aunt or any bachelor or spinster related or otherwise, remember that you must not assume the least authority. You must not suggest. You must on no account offend parental dignity, and it will be worse than a waste of breath for you to attempt to argue. But do not forget there are plenty of things you can do and your services will be cheerfully, perhaps even gratefully received.

You can tell stories and the larger and more entertaining your repertoire the more you will be in demand. You can buy toys and playthings and candy. You can take care of the little dears when they are ill or ailing. A nice auntie should be able to devise the sweetest dresses from baby slips up to graduating or wedding gowns. She makes the best kind of a companion and chaperon. A jolly uncle is the choicest playfellow in the world, and as the boys grow older, who can so well take them on hunting and fishing and camping trips? It is considered a fine thing for a well-fixed bachelor uncle or friend to start a bank account for a boy against the time when the young man will be sent to college.

A thousand other activities will suggest themselves to uncles and aunts who desire to make for themselves a warm place in the hearts of the youngsters. Almost anything in

the shape of a luxury or that will provide pleasure and enjoyment will prove acceptable to the boys and girls and to their parents. But out of consideration for the feelings of the latter—don't—don't try to break in to the management. Quillo.

The husband may reign, but the wife does most of the storming.

There is a big difference between a butterfly and a fly in the butter.

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

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

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

IMPORTANT

Retail Grocers



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

Baker's Cocoa and Chocolate

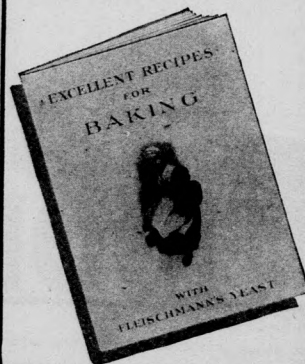
Registered U. S. Pat. off

with the trade-mark on the packages.

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

MADE ONLY BY

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



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

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

MERCHANDISING METHODS.

Business Building Suggestions For Merchants.

Written for the Tradesman.

Some one has made the remark that many a poor man can give advice on how to grow rich, and just so many merchants seem able to give advice, and advertising experts, so-called, add their quota, while the trade journals and business magazines join in the chorus. Advice is plentiful, advice is cheap—oft times there is too much and the dealer becomes "case hardened," and the shafts of business light fail to lighten his pathway at all.

If some merchants would only get out of themselves, as it were; if they would come into their own store and see it with the eyes of the outsider, it would do a world of good.

Some stores impress the customer at once as a fine place to trade; they become popular and the stand is called a good one. Take a grocery, for instance, or grocery department in a general store, look at the crackers and cookies, just as an illustration. In some stores you find the cookies still in the wooden boxes as they come from the bakery, and on top are piled paper bags, dust pans, fruit, odds and ends of all kinds; the cakes are broken and open to the dust and dirt, the crackers are down behind the counter in a barrel, next to whatever may be there to impart an odor.

In another store we find a glass case for the cakes. A few at a time are placed in neat rows and invite the customer at once. The crackers are in a case, kept in sight and also clean and fresh.

"Out of sight out of mind" is a truism worth remembering in merchandising. The more attractively you can display your wares the better, and the more goods displayed the more sales you will make. People are prone to overlook things they need. If they are in sight they will often buy; otherwise the sale is lost.

In both men's and women's furnishings a tasty display is worth all the time and trouble it takes. Men and women are interested in nice things to wear, and to have the ties, handkerchiefs and hosiery displayed, instead of back on the shelves in boxes, is the part of wisdom.

Cleanliness is another thing overlooked by many dealers. True, they "sweep out" every morning, but they overlook the accumulations of odds and ends, the dirt on the shelves, the dirty windows, the faded old boxes and the mussed looking stock—tidiness and general order in a store is a puller every time. You would not care to eat in a dirty, mussed up dining room; you would not care to have your food prepared in a filthy kitchen, and the same thing applies to trade. They want a clean store, a clean stock. In keeping food stuffs bear this in mind: Open boxes and barrels are not conducive to good trade.

Manufacturers have long recognized this fact, hence the great number of package goods now on the mar-

ket, package sugar, starch, coffees, teas, raisins, fruits, etc., etc., articles that once were scooped out of bins and boxes; now sanitary and in perfect condition.

Health is another important item. You can not be sunny and pleasant to the trade when your liver needs a bracer or when you have a bad headache. By obeying a few simple health rules you can do much to keep in "trim."

Drink plenty of water at all times, sleep with lots of fresh air in your room at night, and if confined closely at the store take a walk each evening, or at noon; get outdoors. Watch your eating and keep your bowels in good condition.

Ill health makes a pessimist. Health is a booster, and you need all the vitality, strength and happiness possible in conducting a retail business. How the customers will vex one; it is hard to make pleasant replies in all cases, but it is the pleasant chap who numbers the greatest number of friends, and friends mean customers and customers mean dollars.

Advertising is a vital point in merchandising these days. The man who sits in a corner, behind a desk with his nose buried in the account books all the time and who does not get a move on him, is liable to have his store sold out by the sheriff.

Let people know you are on earth. No town nor store is too small for some sort of publicity. Advertising does not mean necessarily a use of bill boards, circulars and newspapers. It means your treatment of trade, your store system and plan; the sort of help you have about you, your windows, whether they are attractive or not. All is summed up in the final analysis of successful advertising.

It is a good plan to give customers a little better deal than they look for. Endeavor always to do a little more than the personal word; a stick of candy to the baby, a little gift of a cigar, or a promise of special delivery—any little thing that will look like personal attention; this wins.

In a certain harness store in a small town in the southern part of the State a harness dealer was forever pegging away in a back room on odd jobs and making harness by hand. It is a fact that prospective customers who came into his shop saw him sewing away and went elsewhere for lack of proper attention. He seemed always too busy to attend to them.

This is decidedly wrong. If you want business you must take care of it—flowers and crops do not grow without cultivation, no more will trade. The thing to do is to make your store a pleasant, attractive place in which to buy.

It seems necessary to say something about mail order concerns when talking over these business methods, for the catalogue houses are certainly fierce—millions going into the Chicago concerns alone every year. But why not follow their example? If they can do business with catalogues, so can you.

Suppose you do not care to stock

a lot of extra merchandise, your jobber is handy and he will be glad to supply you with all the catalogues you want. A sample of a few articles you do not have in stock regularly will do to show the customer just what to expect. You can add your personal guarantee to the sale and by selling from samples and catalogues you can have as large a line for the customer to choose from as desired. In this way many sales for articles will come to you at no extra investment, and they are orders which would ordinarily go to the catalogue houses.

Do not make excuses. Have a definite system, have that system understood, have your terms definite, operate on a one price basis and treat everyone alike—then you won't have to make excuses.

Have efficient help. By this I mean help that know the goods, help that is neat, intelligent and polite. Watch the clerks as they make a sale and see if there are not some suggestions you can make which will help—many a little word of advice will place a salesman on the track to making sales where before they were slipping away.

Forget your competitors; knocks are only boosts after all. You have enough to do to attend to your own business. It is well to know what your competitors are doing. If they are having improvements which tend to draw trade get a hustle on and make some improvements yourself; but, for goodness sake, don't knock.

Eliminate "dead stock." It is only a waste of space and good money to have wornout stuff about. Get out the slow-sellers and shop-worns; display these nicely and make special prices on these that will be worth while. This satisfies the "bargain fiends" and regular stock is not sacrificed. When things are sticking go after them hard and you will soon find the stock clean and all alive.

Get advertising helps and sales helps from your jobber. He will be glad to give it and it will help in many ways.

You will find it a real help in many ways to run into the larger cities occasionally and go into stores handling lines similar to yours. You will find many hints, and while you may not be able to go into the display and store arrangement on such an elaborate scale as the larger stores, there will be many ideas gleaned which will prove worth the trip.

One merchant in a little town of only a few hundred told a salesman that he had only been to the "city" once in three years. He was plugging

away in a small way. He had a regular trade that kept him going, but in the same village a new concern was making a fine thing of it simply because they were keeping up to the times.

Naturally neighborhood and locality conditions are different. What would prove highly remunerative in one place would not work in another. Your customers and the needs of the location must be taken into consideration and catered to.

Another point, it pays pretty well to stick to the jobber rather than to try "direct buying" from factories. The jobber is close at hand and selling expenses are smaller for him than the factory handling one line. He selects the goods he knows are sellers in your territory and acts as a protection against dead stock and shelf warmers.

Smaller lots can be secured and money is not tied up in quantity purchases in order to secure what seems to be a low price.

Do not fall into a rut and do the same thing day in and day out—read your trade journals, study the catalogues and advertising that you receive. You are never too old to learn. This is an age of progress; yesterday is gone, to-morrow is before you and the more you study and improve your opportunities the greater the reward will surely be.

Hugh King Harris.

A good night's sleep is one of the few things people like that is good for them.

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

G. J. Johnson Cigar Co.
S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE TELEPHONE CO.

Carbon Coated Sales Books
EVERY SIZE AND STYLE
Prices ranging from .02 to .05 per book
Send us your sample and get our prices on your book
CONNARD-HOCKING CO.
136 West Lake St. Chicago, Ill.

Less in Price
Superior
in Quality
Write for Catalog
Fisher Show Case Co.
886-888 Wealthy Ave.
Grand Rapids, Michigan



Time Well Spent in Study of Trade Papers.

Written for the Tradesman.

I know a man who attributes whatever of a business success he has achieved to the Michigan Tradesman. He started in as a clerk without a dollar. He began reading it then. After several years' working and saving he opened up for himself. Now, after fifteen years of general storekeeping, he owns his stock and store building and a fine home.

"I have paid a dollar a year for my subscription," he said; "for a few years it was two dollars. But it has been worth to me a hundred dollars a year at least."

There is one thing he omitted to say and that is that he himself made it worth one hundred dollars a year by reading it.

I have rarely seen any man read any paper as he reads the Tradesman. He had few educational advantages in his youth—in fact, never got to where plain common reading is altogether easy for him. Slowly, almost painfully you might say, he goes through the various articles. Sometimes in the evening after the store is closed his wife, who enjoyed better opportunities at school than he, reads aloud to him. Often he asks the young man who is principal of the village school to favor him in the same way. He never lets go of an article until he has all its points clearly in his mind, and he loves to discuss the ideas advanced by the various writers. His business methods, his manner with his customers, his very jokes and stories have been largely culled from Tradesman pages. His case is an example of getting the real good of a trade paper.

It would be next to impossible to have any first-class trade periodical coming into a store and not gain enough from it to pay for the price of subscription. What is spent in this way never need be regarded as lost money. But whether the benefit derived from a trade paper is great or little depends upon the way it is read.

One merchant reads a trade paper for the entertainment it gives him. He opens it, skims over the news items, reads the humorous anecdotes, perhaps glances hastily at a market report, and reads very swiftly one or two short articles written in a bright, spicy style. He enjoys it much as he would enjoy reading a novel on the porch of a resort hotel when taking his summer vacation. He knows nothing about reading for anything but pleasure, and has never ac-

customed himself to holding his mind on any printed page that does not have all the fascination of an interesting story.

Another merchant or employe regards the more excellent trade papers as the text-books of his profession. This kind of reader reaps the rich harvests of benefit.

The Christmas number of a leading dry goods monthly contained these words: "We earnestly desire that every subscriber may obtain the fullest results from this issue. Every retailer should take steps to insure its being minutely studied by his buyers, by his advertising manager, and by every member of his selling force."

Mark that expression, "minutely studied." That does not sound like a hasty skimming over of the most entertaining portions and the entire omission of the solid, instructive articles.

Every one in the dry goods business should be not only on to his job but ahead of his job. He needs the earliest information that it is possible to obtain regarding coming styles and fabrics. There is nowhere he can get this so well as in some of the leading dry goods periodicals.

The dry goods business is a continuous panorama of changes. To be successful one must just everlastingly keep posted. The buyer must know the outlook in all the various lines in order that his judgment may be correct as to what to buy and what to let alone and whether to buy heavily or sparingly of any given article. The advertiser must be up on all the freaks and fads and fancies of fashion, for it is important that everything in the shape of a novelty should be gotten to moving before the tide of its popularity begins to ebb. The good dry goods advertisement writer must know all that is in the air regarding staples as well as novelties. The heads of departments, the window trimmers, the salespeople—all should be notably well-informed.

It would be an excellent idea for everyone connected with dry goods to set aside a certain time in each week for the study of the best trade papers he can get, and consider gaining information from them not as a play-spell but as a regular part of his work. Fabrix.

As Pa Sees It.

"Say, pa, what is vulgar ostentation?"

"Vulgar ostentation, my son, is the display made by people who have more money to make it with than we have."

Seasonable Hints in the Dry Goods Line.

Written for the Tradesman.

Push things NOW. The dry goods business is necessarily one of times and seasons. Make the most of April and May. Put out bright, forceful, result-producing advertising. Get up displays that will attract attention and admiration and at the same time sell goods. Remember that the same expenditure of energy in July or August will not produce the same results. Now is the appointed time.

To show spring goods to advantage the first requisite is a clean store. Scrub the floor. Clean the windows often. Put on fresh paint and kalsomine. Smoked ceiling, dirty floor and grimy windows make a bad setting for fresh, dainty spring fabrics.

Strictly winter goods, if not packed away, should be placed on bargain counters separate from the rest of the stock. In the northern sections of the State there may be some sale on heavy goods all through this month. But do not mix the warm woolly things in with the spring and summer goods. Seasonable items should be put to the front.

Do not neglect to display laces. Nothing shows up more beautifully in a store than lengths of lace gracefully festooned. Over-laces and all dress trimmings should be brought out where they will be seen, not packed away in drawers and boxes. Very delicate laces may be shown under glass. Make it a point to display suitable trimmings along with dress goods. A display that suggests a combination of fabric and garniture is sure to result in sales. K.

Finger Marks.

White silk, fair pages, delicate flowers and human lives are spoiled by being fingermarked. Here is a young girl reading the details of a divorce suit in a newspaper, her soul is being fingermarked. The unclean story leaves a smear across the fair page of her life. If she is not accustomed to that sort of thing she feels a sense of physical stain from the reading. The same is true of some novels and of some plays at the theater. They take hold of one with dirty fingers. Presently the souls of those who expose themselves to such defiling influences are like the coats and gowns which are

smudged and spattered and which bear the records of careless dinners. These effects are inevitable. No woman—and no man either—can read or see that which makes light of the dignity or the purity of life without suffering a degradation. They are fingermarked, says the editor of a leading magazine. The same result is true of some of the petty familiarities of social life. Girls sometimes permit themselves to be addressed in terms which take out of conversation all the sweet and wholesome influences of courtesy. They permit themselves to be touched. But every familiar touch takes off a bit of bloom. It leaves a fingermark. The consequence is that some very well-meaning but unthinking young women, whose only serious offense is that of a careless spirit, become like a smeared book. They are offered at "second hand," here a corner is turned down and there a soiled thumb has left its mark. They have become fingermarked.

The Selfish Brute.

The usual large crowd was gathered at the New York end of the Brooklyn bridge waiting for trolley cars. An elderly lady, red in the face, flustered and fussy, dug her elbows into convenient ribs, irrespective of owners.

A fat man on the left was the recipient of a particularly vicious jab. She yelled at him, "Say!"

He winced slightly and moved to one side.

She, too, sidestepped and thumped him vigorously on the back.

"Say!" she persisted, "does it make any difference which of these cars I take to Greenwood cemetery?"

"Not to me, madam," he answered, slipping through an opening in the crowd.

Cheaper.

"Dearest, I've dropped my diamond ring down the bath pipe. You must send for a plumber immediately."

"No, I'll buy you another ring; it will be cheaper."

Sparrring For Time.

Wifey—You promised me a handsome spring dress.

Hubby—I know I did, but first let us see if we are going to have a spring.

HOUSE CLEANING

House cleaning time is here, the time when there is a good demand for Lace Curtains, Curtain Nets, Swisses, Shades, Curtain Rods, Rugs, Carpets, Oil Cloth, Linoleums, Mattings, etc.

We have good assortments at right prices. If your stocks need replenishing mail your orders to us and same will be promptly and carefully filled.

Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

As Viewed By the Customer.

The doorbell rang just as we were sitting down to supper the other evening, and Mrs. Jones answered the ring. When she came back from the door, she said:

"It was the man from the M. & W. store. He came for the waists I brought out on approval. I kept the gray one that you liked. I rather like the way the M. & W. store keeps track of their approval goods. Some stores will send things out on approval and wait for you to bring back what you do not want. The M. & W. store always send for the return package the next day, unless specially requested not to do so. This probably won't suit some women, but I think it is fair enough. For my part, I prefer to have them come and get the package. It takes the responsibility of protecting their goods, and getting them back safely to the store, off of my shoulders.

"What a difference there is with merchants about such things, though! The other day I got a bill from a Globe shoe store for three or four items which they said I had taken out on approval way last September, and had not returned. I knew there must be some mistake, for I had never taken anything on approval from the Globe shoe store. I hunted up my bills, and found that they had sent in statements in November and January, which had been paid, but there was no mention of any September items on either of them. I went to the store to find out about it, and they said their books showed I had taken the goods out on approval. 'Well, here it is March, and you have never billed me for them,' I said. 'How does that happen?' 'Oh,' they said, 'we knew the goods were out on approval, and just let it run.' We looked up the items which they said I had taken out on approval, and found that they were shoes which neither I nor any member of the family could possibly wear. Then the Globe people, of course, admitted that there must have been some mistake, and that I did not take out any shoes on approval last September, but it strikes me it is a very bad system of handling goods which will let items run 'on approval' from September until March without making an effort to collect—even if the claim had been good.

"It caused me to do one thing: I am not going to buy stuff at the Globe any more. If they can not keep track of their goods any better than that, it is not a safe place to trade. I prefer the store which sends for its approval goods the next day."

"Provided," I said reflectively, "you have to take goods out on approval at all. For my part, I do not like the system."

"It is a great convenience sometimes," said Mrs. Jones. "And women like it. As long as it pleases the women, the stores are pretty sure to keep it up. And since they seem glad to do it, why shouldn't we all take advantage of it?"

It must be admitted there was something to that argument, from the

woman's standpoint. — Merchants Journal.

Spring Fabrics.

Among the new woolen dress goods for spring, many Scotch fancies are shown, as also are chevots and other similar rough weaves of various kinds. However, merchants can wisely pass up most of these and make their selections from the closer woven, harder finished fabrics like serges, whipcords and diagonals which will be just as fashionable, give much better service and sell quicker. White, cream and black and white serges and whipcords are being taken more freely by both retailers and wholesalers than for many years. If the present demand keeps up, and it probably will, plain white woolen dress fabrics of every kind will be hard to get later on, for the number of mills equipped to turn out white cloths in perfect condition is very limited.

With the approach of spring the buyers take more interest in cotton wash fabrics. Business is improving in all classes of the standard weaves of cotton yard goods. Crepes and voiles, both plain and satin striped and printed, are well represented, and are freely taken. The heavier cottons, like piques, cordaline and ottoman, especially in white, are more popular than for many seasons.

The market shows growing confidence in linen fabrics, both of light and heavy weight for the coming season. This applies principally, of course, to whites, but it is expected that both natural and colored linens will be in good demand, also, especially for the early business.

Some think that borders will be equally good this spring as last, but this belief is not generally shared, although there will undoubtedly be some call for them. Manufacturers are buying changeable silk taffeta to make up into dresses and petticoats; however, retail demand for goods of this character will be somewhat light.

For some reason the plain, solid colors in taffeta silks always sell ten to one better than the glaces, changeables, chameleons, or any similar style of shading.

Messalines will be strong, especially with the popular trade, and both messalines and taffetas in pin stripes and narrow, graduated stripes will be among the very best sellers. White and black, and also black and white, especially the former, will be a great favorite whether the fabric be a cheap lawn, or an expensive silk.

Navy, both plain and striped, is also evidently going to be the leading favorite in wool and silk fabrics. In fact, at this writing, it looks as though this spring was going to be one of the best for many years for navy, white, and white and black.

While a big vogue in white is indicated, buying for spring trade has been conservative on plain white goods, due largely, no doubt, to the popularity of white novelty weaves, embroidered effects, openwork styles, also voiles, crepes, etc.

The uncertainty regarding tariff changes undoubtedly has a tendency to discourage much plunging on staple whites.—Merchants Journal.

Helpful Proverbs.

The coldest bodies warm with opposition, the hardest sparkle in collision.—Burke.

He that wrestles with us strengthens our nerves and sharpens our skill. Our antagonist is our helper.—Burke.

Nature is upheld by antagonism. Passions, resistance, danger, are educators. We acquire the strength we have overcome.—Emerson.

The greater the obstacle the more glory in overcoming it; and difficulties are but the maids of honor to set off the virtue.—Mollere.

It is not the victory that makes the joy of noble hearts, but the combat.—Montalembert.

The effects of opposition are wonderful. There are men who rise refreshed on hearing of a threat—men to whom a crisis which intimidates and paralyzes the majority comes graceful and beloved as a bride.—Emerson.

A strenuous soul hates cheap success; it is the assailant that makes the vigor of the defendant.—Emerson.

It is not ease but effort, not facility but difficulty that makes man. There is, perhaps, no station in life in which difficulties have not to be encountered and overcome before any decided measure of success can be achieved.—S. Smiles.

Opposition inflames the enthusiast, never converts him.—Schiller.

Difficulties strengthen the mind as labor the body.—Seneca.

It can not be too often repeated that it is not helps but obstacles, not facilities but difficulties that make men.—W. Mathews.

Difficulties show men what they are. In case of any difficulty God has pitted you against a rough antagonist that you may be a conqueror, and this can not be without toil.—Epictetus.

What is difficulty? Only a word indicating the degree of strength requisite for accomplishing particular objects, a mere notice of the necessity of exertion; a bugbear to chil-

dren and fools; only a stimulus to men.—Samuel Warren.

Difficulties are God's errands, and when we are sent upon them we should esteem it a proof of God's confidence—as a compliment from him.—H. W. Beecher.

Dreams pass; work remains. They tell us that not a sound has ever ceased to vibrate through space; that not a ripple has ever been lost upon the ocean. Much more is it true that not a true thought nor a pure resolve nor a loving act has ever gone forth in vain.—F. W. Robertson.

The true worth of a man is to be measured by the objects he pursues.—Marcus Aurelius.

Mothers as Sweethearts.

There is nothing that so pleases the fond mother as the gentle ways of a sweetheart in her son. If he greets her with a smile, throws his arms about her and pats her cheek and caresses her in the fond ways of an affectionate nature she may chide him as a simple boy and laughingly question the sincerity of his demonstrations, but they bring a glow of pleasure to her heart that sweeps away the shadows of care and makes her the happiest among God's creatures. Sons may make friends here and there as they go through life as the creatures of destiny, but one who never deserts them, never loses faith or abandons hope is the mother, whose yearning for love he so often repels or neglects.

Nothing is really sacred until all things are.

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.

To Fathers and Mothers

The season is again here when boys and girls begin playing in the streets. To avoid possible accident to your children we respectfully urge you to

KEEP IN THEIR MINDS THE DANGER OF SO DOING

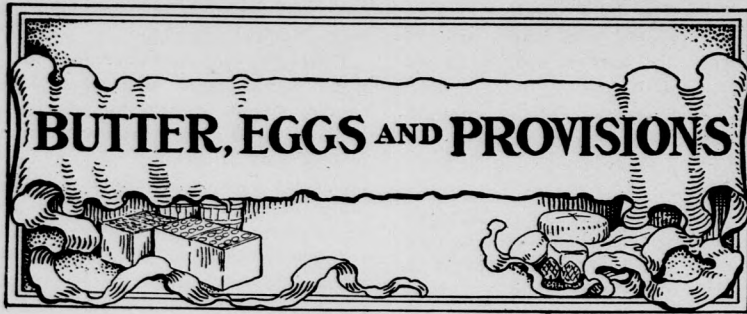
and give them strict instructions to particularly

Watch Out for Street Cars

The motormen are on the alert, but the children cannot be too careful and must be frequently reminded.

GRAND RAPIDS RAILWAY CO.

BENJ. S. HANCHETT,
President and General Manager.



Important Factors in Handling Eggs Successfully.

There are four important factors that must be followed to insure the best results in the handling of eggs from the producer through the cold storage channel to the consumer—buying right, packing right, storing good quality, and selling at the right time.

Buying right does not mean entirely the price we pay. None of us want to buy eggs for less than they are worth, and if we did attempt to do so, we would soon find our neighbor either had more brains, more money or more nerve than we had, and was taking the eggs at a little more than we considered them worth. So there is never any doubt about the producer getting full value for his eggs.

Next in importance is the quality. The opinion is too prevalent that an egg is an egg, and that one case of eggs is just as good as another; so the demoralizing practice of buying "case count" is the strongest barrier we encounter in trying to improve the quality of eggs in Michigan. It is true most buyers make an attempt to buy eggs "loss off" during the very hot weather, but, even then, few of us have the courage to hew to the line. When we get a bad lot from one of our oldest and best customers, instead of taking off the full loss, we sweeten up the sale a little, hoping the next shipment will show up better, or the market will suddenly advance and help us out—always living in hope. But why, pray tell me, should we not buy on the "loss-off" or graded basis all the year around? That is the way we sell them, and that is the only way to buy. The plan of buying case count offers no incentive to the producer, merchant, or huckster to improve the quality of eggs they offer us, and, until some radical steps are taken, we can not hope to see much improvement in the quality of our average receipts. However, improvement will come—if not from choice, it will come by force.

The consumer is getting more and more exacting in his demands, and, if you will notice, all legislatures, from the Federal Government down to the city council, are enacting laws favorable to the consumer. Newspaper and magazine articles are constantly being written (mostly by those who know nothing about eggs or the cold storage business) telling the readers how to keep a dozen hens on a back city lot and get enough eggs to feed a large family and perhaps sell enough to their neighbors

to buy the other provisions for the table and clothe the children. These articles have had their effect, and, even if the eggs they get do actually cost them three or four times what they could go to their grocer and buy the finest eggs for, the practice is growing, for the reason that the consumer knows the quality he is getting.

But our greatest improvement has come, and I believe will continue to come, through the enforcement of the pure food laws. It is strange we have to wait to be forced to do that which is best for us, instead of doing it with our own free wills. "The good that I would, I do not; but the evil that I would not, that I do." So, with the "case-count" buyer, fear has him so firmly bound that he will sacrifice his own best interest rather than do what he knows to be right.

The State Dairy Commissioner, through his inspectors, is doing good work by numerous prosecutions for the sale of bad eggs and misbranded or misrepresented eggs, and it is my belief that it will be but a short time until all egg dealers will be compelled to buy and sell eggs on their true merits. The Government is working more along educational lines, and, through the efforts of its efficient agent, Dr. Pennington, marked improvement can already be noted in many localities.

The packing of eggs for storage is a very simple matter; all that it requires is a little care and judgment on the part of the packer, and it is purely a matter of opinion how close it pays to grade. The egg dealer has just one object in mind—that is, to get the most profit out of his business, and it is for him to determine whether it pays best to put up one grade of good storage-packed eggs, free from very small, dirty, duck, stained, washed, damp and checked eggs, or make several grades, such as: All large browns, for the New England trade; all whites, for the Pacific coast or New Jersey trade; a medium grade of storage-packed eggs to sell to some over-anxious speculator; a trade egg, for anybody that will buy it, a D and a DD.

But there are two kinds of eggs that experience has taught us that it does not pay anyone to pack with their storage-packed eggs: that is, checked and damp or washed eggs. They will not keep any length of time, and too much care can not be exercised to see that none of these get in. Michigan eggs are generally good size, and, when the weather is reasonably dry, we do not have much trouble to put up a good storage-

packed egg that will weigh forty-three to forty-four pounds net, and not contain any extra large eggs that are almost sure to break in shipping or placing in storage.

Only good eggs should ever be placed in storage, and eggs should be stored only when there is a surplus above consumptive requirements, and this, I am glad to say, is almost universally true. The mission of the storage house is to do good; its work is philanthropic. It benefits the producer and the consumer alike, taking care of the surplus at a time of greatest production, when, if not for the storage house, only a small per cent. of the crop could be marketed at all, and that at such ruinous prices the business would be very unprofitable; and giving to the consumer an article at a time of greatest scarcity at a small advance over the original cost, and at a price that the ordinary citizen can afford to pay. Think for a moment what the result would be if the cold storage house was eliminated. This year a surplus over home consumption of fully 3,000,000 cases of eggs will be produced. That, under present conditions, will net the producer close to \$15,000,000. The surplus poultry that goes out of the State amounts to half as much more. Take away the storage house and this business would dwindle in three years or less to almost nothing, and the price of eggs would be so low during the producing season that the raising of poultry would be reduced to about the demand during the greatest production, and when the laying season was over, eggs would go skyhigh, and the consumer would either have to pay fabulous prices for the few eggs Bidy was induced to lay, or go without, which most of us would do. There are plenty of good housewives to-day who can well remember when we had no eggs, and did not expect them, from some time in December until late the next February or early in March, and some of us, at least, can remember only too well the schemes and methods tried by dealers and producers to hold eggs—packing them away in salt, oats, ashes, dipping them in tallow, and anything to try to keep them. And what was the result? Not one-fourth of them were ever fit to eat, and could not comply with the pure food laws of to-day.

In those days, the largest per cent. of our population was rural; now it is urban. We have more consumers and less producers to care for; so now the producer is keeping larger flocks than formerly. Our State is almost wholly agricultural, and, directly or indirectly, we get our living from the efforts of the producer, so we should encourage the largest production possible by co-operating with them, by way of improving the quality, most advantageous handling and economical production. In this way we can get a better article to the consumer at a less cost without hurting the producer.

The storage egg does not ask any favors; all it wants is to be given a square deal. Eggs that are laid in cool weather such as we usually have during March, April and the first half of May, if gathered daily, handled carefully and placed in a good cold storage, are better at the end of seven months than the average fresh receipts that are placed on the market at that time, and the best-posted users of eggs will take them in preference to the fresh receipts at as much or more money; but the largest consumers are the family trade, and they do not have the opportunity of experimenting with the different grades of eggs, and the city press has, by its misrepresentations, cast such an odium on the name, "cold storage," that they are frightened at the sight of it, and if they do get a lot of eggs that are weak, watery, tasty and bad-smelling, although they have never been near the cold storage house, they commence to cry, "Wolf, wolf," and the storage house has to answer for the sins that should be laid at some other door.

WANTED

Butter, Eggs, Veal and Poultry
STROUP & WIERSUM

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

Hammond Dairy Feed

"The World's Most Famous
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LIVE DEALERS WRITE

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Michigan Sales Agents

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JOBBER AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Geo. Wager, Toledo, Ohio

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

Write for information.

Double Price System Always a Poor Policy.

A well known business man recently said: "The sliding scale is one of the curses of modern business. One price for all should be the slogan of every up to date salesman."

When you "tip" the officious waiter in the cafe he will, as a rule, accept almost any amount from 5 to 50 cents with a deferential bow and help you on with your overcoat, but there are some retail merchants who have a flexible price list which is based on the "looks" of the patron. This does not always pay, as in the case where the size up proves a failure and you are brought face to face with some embarrassing situations.

Jackson was the proprietor of a semi-fashionable cafe near the Union depot. He prided himself on his ability to "size up" men and women who entered his establishment. Therefore, he had evolved a scheme that was profitable, but rather hard on the traveling public. In the center of Jackson's cafe was a railing, which, to the casual and unthinking observer, denoted nothing more than a common decoration. But that railing meant a lot to the patrons of Jackson's place. Of course, Jackson told his friends all about the frame-up. They were to go behind the railing and eat and say nothing. But when a stranger came in whom Jackson sized up as belonging to that genus, traveler, he stopped him before the rail and forced him into a seat whether he would or no. Here the pork chops cost 50 cents, where, if the stranger could have taken a seat behind the rail, they would have only cost him 20 cents. Fried potatoes were 15 cents, where, behind the rail they were 5 cents, and so on to the end of Jackson's bill of fare.

In this manner Jackson waxed fat. He became wealthy on the profits made from his plan of procedure. The "boys" all knew about the little plan and kept it secret. But "the best laid plans of mice and men sometimes gang alee." Jackson found this out in double measure. Although he had never been questioned as to the sliding scale of prices, he had often pictured in his mind what explanation he could give in the event of getting the same tourist twice.

The fallacy of this plan was tested one day when a traveler entered the restaurant, and after sizing him up, Jackson concluded that he was a customer who belonged before the rail. So he led him to a pleasant seat and spread the bill of fare out before him. The traveler ordered a sumptuous meal, but, before it was served he concluded that the draft near the door was too strong for him and decided to move to the back of the house. Despite Jackson's protestations, he did move back, suitcase and all.

But when the time came to settle the bill there was some doubt about the amount. By consulting the bill of fare for the "regulars" the traveler saw through Jackson's little game. He paid his bill, but the next day Jackson saw a sign in front of his competitor's place, "All restaur-

rants near here but this one have sliding prices. Our slogan is: "One price to all."

There are many large business firms which do more or less of this same kind of work. More often, however, it is disguised under the handy term of discount. If the manager of a large firm wants to favor a certain customer without going out of the conventional lines he gives him a discount. And although the goods are billed at the regular list price, the discount comes off before the bill is sent.

There are large firms, however, who have adopted the one price to all slogan and who stick to it faithfully. It generally pays in the end, and when Jackson changed his program and took out the little brass railing he actually enjoyed his returns more.

A man is allowed to sell his goods for whatever price he may want, but there is a moral obligation to sell to everybody at the same rate. The ethics of business demand this. When a customer hears that a large firm has sold a bill of goods at better prices to another customer he has a right to kick and will, nine times out of ten, withdraw his patronage.

A large clothing house of St. Louis has not yet gotten over the results of a house policy which permitted sliding prices. A salesman was sent into what was practically a new territory. He made good and it was necessary for him to make some concessions to beat his competitors to certain sales.

To one dealer he quoted a price for standard goods that was flexible and which the house allowed to fluctuate, governed only by condition. A big bill of goods was ordered with the understanding that this was the best price possible.

A week later the same salesman, exultant over his success, desired to swell his sales for the initial week, and sold the same style goods much lower to another house in a distant town. The sliding scale of prices made this possible, and in high glee he went back to the house, where his salary was raised on the spot.

But what followed taught the house a costly lesson:

Two days later a letter came from customer No. 1. It read: "You sold me suit No. 55676 at this price and you turn right around and sell this house at A—the same bill for 10 per cent. less. You may cancel my order."

The young salesman jumped on a train and made a flying trip to smooth the ruffled spirits of the first customer. It was decidedly embarrassing, but when he walked into the shop of No. 1 he felt sheepish. He knew he was in the wrong.

"I think you are in error about that other price," began the salesman.

"No, I am not," said Customer No. 1.

"How do you know it?" ventured the salesman.

"Because," came the reply, "I own the other house, too."

There was no answer to make here.

The salesman simply got on the train again and returned with his ardor dampened. And the house set a fixed and definite price on its goods in the future. The experience had been an effective cure for the sliding scale.

The sliding scale does not pay.

It should have no place in modern business. Good business men will not permit it because it is against the ethics of business.

Topsy-Turvy Honesty.

Two piles of apples lay upon the ground. One contained a large-sized and rosy selection; the fruit of the other was green and small.

"Large on the top, sir, and small at the bottom?" enquired the new assistant to his master as he prepared to fill a barrel.

"Certainly not!" replied the former virtuously. "Honesty is the best policy, my boy, and one I've always held to. Put the little apples at the top and the large ones at the bottom."

The assistant complied. His master was evidently as green as his greenest fruit.

"Is the barrel full, my lad?" asked the farmer.

"Yes," answered the assistant.

"Good!" said the farmer. "Now turn it upside down and label it!"

In Use.

Mrs. Burton Harrison, the novelist, was discussing, at a dinner in New York, American French.

"Our French is very remarkable," she said. "Some of us will go to a French play and laugh boisterously at the subtlest and most idiomatic jokes, yet when it comes to ordering dishes from a simple French menu we are all at sea."

Mrs. Burton Harrison smiled.

"A multimillionaire in a fashionable restaurant," she said, "pointed to a line on the menu and said to the waiter:

"I'll have some of that, please."

"I am sorry, sir," the waiter answered, "but the band is playing that."

Did the Dog Know It?

Two tramps approached the house when suddenly a dog ran out barking furiously.

"Never mind, Bill, come on," said one. "You know the auld sayin'—'the more the bark the less the bite.'"

"Ah, that's all right, Jim," said the other, drawing back. "Oi know the sayin' and you know the sayin', but the question is—does the dog know it?"

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

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Michigan People Want Michigan Products

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HIDES, FURS, TALLOW AND WOOL

22-124 Louis St. Grand Rapids, Mich.

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

Grand Rapids, Mich.

W. C. Rea

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PRODUCE COMMISSION

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

"BUFFALO MEANS BUSINESS"

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

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

Established 1873

Established 1876

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

Moseley Bros.

Wholesale Dealers and Shippers of Beans, Seeds and Potatoes

Office and Warehouse, Second Ave. and Railroad

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Grand Rapids, Mich.

POTATO BAGS

New and Second Hand

Stock carried in Grand Rapids

Can ship same day order is received

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

MOWING THE MOUNTAINS.

Uncle Sam's Stupendous Undertaking at Panama.

Written for the Tradesman.

Complying with your request for an account of our visit to the Isthmian Canal Zone, for the Tradesman, I submit the following:

Our party left New Orleans March 6 on the good ship, Heredia, of the United Fruit Company's line, sailed across the Gulf of Mexico and the Caribbean Sea, touching at Port Barrios, in Guatemala, and Port Limon, in Costa Rica, arriving in Colon, in the Republic of Panama, on March 14. Our stag party consisted of five, three from Grand Rapids, one from New York and one from Kalamazoo, and became known to each other during the trip by the following titles: Captain, Philosopher, Deacon, Senator and Bon Camarade.

The change from several feet of snow and below zero temperature in Michigan to the balmy summer breezes of the great Southern seas was most remarkable and enjoyable. The clear bright warm days upon the ship were rare but uneventful. They were devoted to rest, dreamy enjoyment and occasional meditation upon the daring and eventful voyages of the early navigators of these great Southern seas. We recalled the fact that we were passing over eighteen hundred miles of historic ground, or, rather, historic water. There passed in diminutive, but stately procession, before our mind's eye, as we sailed in an unswerving line, surrounded with all the conveniences and luxuries of modern ocean travel, the first great navigator, who, with his crude craft and cruder appliances, sailed into the "great sea of darkness" to find the passage to the Indies and immortal renown, followed by equally fearless successive navigators, who for centuries nosed around these strange waters, gradually tracing the crude outlines of these seas and of two continents upon the map of the world. What a long, wierd, strange story of heroic suffering and daring adventure? Columbus, in his five historic voyages, sought in these placid waters an oceanway to the Indies. He died ignorant of the fact that he had found the passageway and discovered a new hemisphere. The passageway to the wealth of the Indies, however, had been blocked by the Almighty, with a great gateway of rock, and someone has said that in the granite gateway had been set a time lock that should silently resist the nations until America's hour should strike and into her hands should be forever committed the combination and the key. Our great Republic had to be slowly and laboriously developed until it should be a worthy instrument, under Providence, and equal to the almost omniscient task of opening and protecting the gateway for the argosies and commerce of the world, and for the advancement of the prosperity and civilization of all mankind. So we ruminated during the indolent care free days on shipboard as we were ceaselessly proceeding over the yield-

ing waters to the great scene of the Nation's activity, upon which is being focused the thought and attention of the whole civilized world.

The passengers enjoyed to the full the glory of each warm summer day and the grandeur of the setting sun in the dawning sea and, when the mantle of night had dropped in this twilightless zone, watched with keen delight the changing reflection of the moon in shimmering silvery pathways across the waves of green and old Canopus and the following starry cross (invisible in our latitude) passing over the disc of the Southern skies.

During the outward passage an occasional incident on shipboard rippled the quietude of the fleeting restful days. The ship was equipped with the wireless telegraph, and one day there was duly delivered to the Cap-

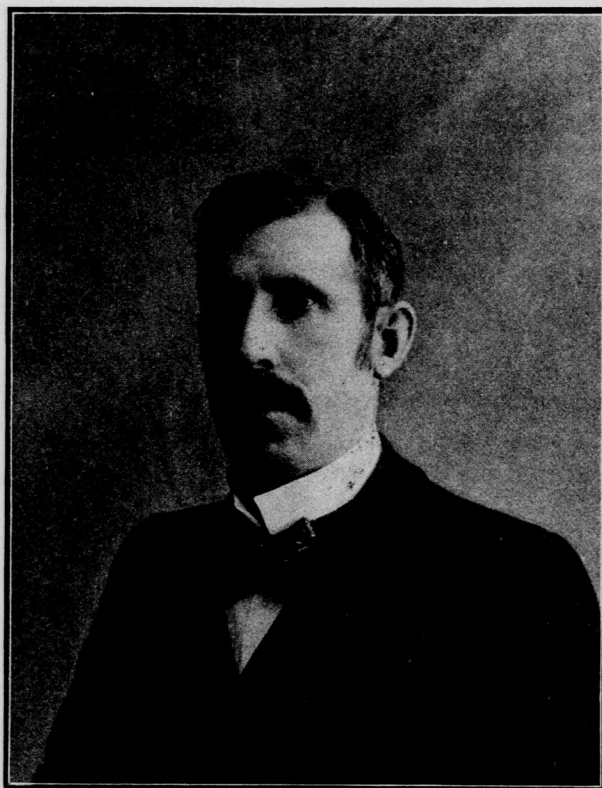
formed by the operator that the message to which he was seeking to reply was spurious. The psychological change that followed in the expression of the Captain can not be described in cold type. The stopperless vials of vitriolic wrath were inverted and the expletives of the entire Tradesman vocabulary exhausted upon the devoted heads of each member of the party, except the Senator, who had disappeared to remain until the storm had passed and the Captain's expansive smile had been restored. The incident was duly appreciated by the passengers on the ship. One was reminded of the Chicago tourist to Panama, who received on shipboard a message from a friend at home, who was something of a wag, which read as follows: "Don't forget that you have a wife at home;" to which he made reply,

of our distinguished bunch, was incumbered with a wife, and that opportunity was not for him. For our party the time of peace immediately vanished, to be succeeded by days of strife and conquest, with the sole exception of the Captain, who appeared to be immune and continued to smile at large, apparently oblivious of the presence of the attraction. The strife was confined to our party, Senorita having a monopoly of conquest. The reflection of those blue gray, green, lamps and ceaseless smile across the deck would fetch every freeman on board the whole length of the ship in thirty seconds.

Avoiding detail, in the interests of brevity, and other things we need not mention, we will simply say that what might have been the result of the ceaseless strife and conquest upon our previously happy band, is a matter of serious conjecture, for the reason that on the second morning, when the contest for beauty's favor was at its height, we came together to see the conquering Senorita tripping down the gangway of the ship at Limon, having reached her journey's end, gayly directing the fatal lamps and smile toward the dock, seeking new fields of conquest. When she landed we thought for a few minutes that another South American revolution was in progress, but she finally got through and marched away under an adequate body guard, reflecting and smiling just the same. With the departure of the Senorita, the sinners were left in peace, to the restoration of their wonted equilibrium.

After leaving Port Barrios we sailed eastward along the coast of Honduras, thence southerly along Nicaragua and Costa Rica, landing at Limon. There the ship remained for nearly two days, during which we made an inland trip across the shore land and up the mountains to San Jose, in the interior of Costa Rica. This was one of the most delightful and interesting incidents of our entire trip. The panoramic scenes along the mountain ride by rail are, perhaps, unexcelled in unique beauty and grandeur in the world. They are unique because of the beauty and variety of tropical foliage covering valley, hill and mountain, to the utmost peak, hiding with Nature's gorgeous mantle everything repulsive or uninviting.

San Jose is an old foreign looking city near the crest of the continental divide, 4,000 feet above the level of the sea, and has a temperature that varies from 65 to 78 degrees above during the entire year. The first part of this journey by rail was over low, level country covered with banana plantations, coconut groves and various tropical products, strangely interesting and attractive to us accustomed to the temperate zone. Here the native grass grows about 30 feet high, and when the natives cut it they take one spear at a time. When a spear dries out they use it for a fish pole. In this region the descendant of Ham, the unspoiled son of the tropics, is seen in all his wealth of unadulterated, undiluted, unalloyed splendor of ebony and ivory. The



Hon. Geo. Clapperton (the Senator)

tain of our party an aerogram from home, which read as follows:

"The Tradesman has been excluded from the United States mails. What in hell shall we do? Stuart."

The unsuspecting Captain, knowing full well the uncompromising tendencies of the Tradesman's columns, swallowed the bait, line, hook and sinker, and stoically endured the torture of the collapse of his idol, the chief monument of his industry and genius, which the telegram conveyed to his imagination. The Philosopher and others tried to console him by the suggestion that it might not be as bad as the wireless message indicated. The Captain, however, concluded to embark at Port Barrios and take a tramp boat back to the States, and going to the wireless office wrote out a message of enquiry and instruction and offered payment of the price for transmission, whereupon he was in-

"Your message received fifteen minutes too late."

Another incident that relieved the monotony of the voyage and our cogitations was the stop at Port Barrios. Now, this Port is in itself most unattractive to the sightseer and interesting only as the gateway to the rich interior of Guatemala. It was, however, exceptionally interesting by revealing to our distinguished stag party a realizing sense that we had reached the zone of the Senorita. There came upon our ship from Guatemala a little black haired, olive colored Senorita, with the blood of all the Aztecs and the Incas and a goodly trace of Spanish coursing through her veins. And, shades of Cleopatra and her galley deck, what a commotion followed her unexpected advent to the passage list! The fact was soon made apparent that nearly every man on board, outside

customs of the native black men are as unique and interesting as his personal appearance. For instance, he builds his crude thatched hut under a cocoanut tree, leaving a convenient hole in the roof. At breakfasttime he pulls a string and a bunch of cocoanuts falls, each one skillfully landing on a darky's head, whereupon it is ready to serve. Continuous daily practice for a period of fifteen or twenty years produces the proverbial cranial power of resistance, the cause of which we never knew before. A few cocoanuts, a bunch of bananas and a basket of oranges—all of which just grow naturally—constitute a pretty fair breakfast for a hungry native. Work is unnecessary, its only purpose being for exercise. When a "nigger" dies, they inter him in an upright position, leaving the head exposed above the mud, and if he has been a faithful "nigger" it grows into a cocoanut tree.

The soil is amazingly productive. Tickle it with a hoe and it laughs with an abundant harvest, and if it is not tickled at all it ha-ha's with bananas just the same. Bananas seem to grow in all kinds of soil and upon all kinds of objects. If a locomotive happens to stand still for an hour and a half a banana plant will sprout and grow upon it. In fact, we saw one of our party pick a bunch off a "dead" engine on our journey.

If your readers should have any doubt about the truth of these stories, the editor will verify every one.

The ascent of the mountains over a narrow single track railway, following the winding course of a torrential stream, is a most exciting and dangerous one. The railroad is a crude triumph of engineering skill, with its triple horse shoe curves, compound letter S's, and every other letter of engineering alphabet. It traverses insecure ledges of earth or disintegrated rock overlooking the mountain streams and gorges, constantly subject to caving and sliding, especially after rains. Along the bottom of the mountain stream and in every gorge we saw twisted iron and bridge work wreckage of many a railway disaster. We were informed that if a tourist encountered a break of ledge and sudden descent into a fifteen hundred foot gorge in one of the small wooden coaches of that road, the experience would materially interfere with the progress of his trip. The soulless corporation, the Fruit Company, which controls the shipping and rail transportation, and nearly everything else in that country, would not hold a boat for his remains. However, we made the grand and gruesome journey in safety. The mountain region is occupied largely by the native Indians, and coffee plantations mingle with the growth of other tropical products. They boast of producing the best coffee in the world on these Costa Rican plantations, but we learned when they prepare it for consumption they make it so strong that it stands alone. It requires no receptacle unless one calls for cream, whereupon they pour over it a lot of hot milk that is sour. As a beverage,

we found it an aggravation and a delusion and a snare.

The natives of both the lowlands and the mountains appear to be about as prolific as the natural products of the rich and varied soil. The pickaninnies and the papooses seem to come in litters like kittens. The estimated population of Costa Rica this year is 350,000. It will doubtless be a million next year. The principal mountain towns along the route are noted for coffee, volcanoes and handsome young women.

San Jose is an extensive city, some three centuries old. The principal objects of interest are an antiquated cathedral and a modern national opera house, erected at a cost of \$2,500,000 and said to be one of the finest on the American continent. A tourist, however, must take the stories told him with a sensible degree of allowance.

We had the privilege of seeing the whole Costa Rican army in motion. It consists of some eighteen men, mostly officers, gayly caparisoned and armed with machetes. In case of revolution the numbers would be somewhat increased. Fortunately, however, Costa Rica has a fairly stable representative Republican government, patterned after our own, with the rights of the individual citizen duly secured by appropriate constitutional guaranties and limitations. It is a country of marvelous and varied resources largely undeveloped.

We spent seven days on the Canal Zone and in the renovated cities of Colon and Panama. Through ordinary sources and the courtesy of Government officials, and the fine courtesy of Henry Seymour, formerly of Grand Rapids, now a resident of Panama, we were able to view the canal construction and existing conditions quite advantageously. While

the building of gigantic locks, the blasting of rock, and the throwing of dirt, by means of great and varied modern machinery, are the spectacular features of Government work, they are by no means the most important or impressive. A vast amount of preliminary scientific work had to be done, and tremendous responsibility assumed by great engineers and executive officials, before the greedy steam shovel could commence its tireless work. The United States Government has done and is doing a most stupendous work in Panama permanently and well. The Canal will be completed and put in successful practical operation in a sanitized and healthful region within the allotted time. One of the most impressive features of this marvelous accomplishment is the sanitation of the Canal Zone and the cities of Colon and Panama and the providing of suitable housing and fresh clean wholesome food for and conservation of the health of the army of men engaged in the work. An unsanitary, unhealthful region, reeking with pestilence and disease, which was a constant menace to human life has been transformed into a remarkably healthful zone, where men of all races and countries may live and work in health and comfort. This result is the supreme triumph of modern sanitary science, and was essential to the work of canal construction and operation and the conservation of human life. But for these changed conditions the Canal Zone would have continued to be a vast slaughterhouse.

Again, the vast preliminary scientific work of exploration, both above and beneath the earth's surface, to determine the existing conditions through a large unknown and dangerous territory, the character of the

work necessary for the construction of an inter-oceanic canal, and the absolute feasibility of the colossal project, is amazingly impressive. This preliminary work involved tremendous new scientific problems that had to be solved with unerring certainty before the men in charge dared to assume the responsibility of construction of the Isthmian Canal. Conditions, geologic, hydrographic, topographic, climatic and all other scientific had to be known with absolute certainty. For instance, the Chagres River, and the vast territory of its basin or drainage area is the basis of the interior canal. The permanent water supply had to be definitely measured, its flood waters preserved and controlled to sail ships upon, and supply great locks, the courses of the mountain rivers changed and harnessed, great lakes made, loss of water by evaporation, absorption and percolation determined, means adopted for disposing safely of excess waters, and, above all, the canal bed itself supplied with and protected from damage by these torrential waters. This original acquisition of knowledge, the solution of great scientific problems, and the formation of vast plans covering thousands of square miles of land and sea, were made before the Government could commence to "throw dirt." This has all been successfully accomplished and the actual work of the construction of the canal is proceeding rapidly and certainly under the direction of men who know what to do and what the final result will be. The skill, knowledge, courage, originality, initiative, force and responsibility displayed and assumed by men who have worked out the project, and conditions for the making of this great highway, are magnificent. The work of construction is secondary and within the

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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.

domain of positive certainty. To these men the leveling of mountains and filling of valleys; the making of great permanent lakes where there were none before; changing the courses of torrential rivers and the currents of the seas; carrying the land into the sea, and the sea into the land; the making of safe harbors and the building of cities; the elimination of the causes of sickness and disease; and the transformation of an almost uninhabitable region into a healthful country; in short, making over the work of the Almighty during the ages and changing the conditions of mankind, all these are commonplace, the mere piling up of one day's work upon another. The pride and glory of it all is the indomitable spirit, the irresistible force and energy, the positive assurance, the superb organization and discipline, the cooperative power displayed throughout the vast army of men engaged in the great job. Such works as the construction of two miles of breakwater through the open seas, the relocation of the Panama Railroad and raising it above the canal waters, carrying it over bottomless swamps, across gorges and through mountains, are mere incidents in the great common project.

The entire length of the canal from the Atlantic to the Pacific is about forty-six miles. The channel entered from the Atlantic through Limon Bay will have a bottom width of 500 feet, and extend to Gatun, a distance of about seven miles. This portion of the canal is nearly complete, and we had the privilege of riding over it with Major Harding upon one of the old French boats, a distance of five or six miles, nearly to Gatun. At Gatun ships will be raised through a series of three locks in flight, a distance of eighty-five feet to the level of the Artificial Gatun Lake. Boats will then proceed through this lake in a channel varying from 1,000 to 500 feet in width, for a distance of twenty-four miles, where they will enter the Culebra Cut, passing through it a distance of about nine miles in a channel, with a bottom width of 300 feet, to Pedro Miguel. There they will be lowered a distance of thirty feet by a single lock to another small artificial lake at an elevation of fifty-five feet above sea level on the Pacific side, and will pass through this lake for one and a half miles to Milaflores. There they will be lowered through two locks to sea level, passing out into the Pacific through a channel eight and one-half miles in length, with a bottom width of 500 feet. This part of the canal is practically complete, and we rode over it with Capt. Comber, in a Government boat, substantially the entire distance.

Great and unusual difficulties have been encountered in various features of the work, but while they have caused serious apprehension to the public, they have not disturbed the complacency or assurance of the men in charge of the work. In fact, they have been anticipated and discounted. It was feared at one time that the Gatun Dam, one and a half miles in

length, which completed the circle of hills and mountains that are to form the shores of the great inland lake and impound and control the Chagres waters, would be inadequate and that it was impossible. This dam is about one-half mile wide at its base, 400 feet wide at the water's surface, which is eighty-five feet above sea level, and 100 feet wide at the crest. The walls of this dam consist of large masses of rock and miscellaneous material obtained from steam shovel excavation of various points along the canal, and the interior is formed of a natural mixture of sand and clay, dredged by hydraulic process from the pits above and below the dam. The up-stream slope is thoroughly riprapped. The entire dam contains about 21,000,000 cubic yards of material. The great spillway is a concrete lined opening 1,200 feet long and 300 feet wide, cut through a pile of rock near the center of the dam, containing about 225,000 cubic yards of concrete. This will regulate the excess waters of the lake supplied by the Chagres River. To-day no sane man viewing the practically completed Gatun Dam can doubt its adequacy in every respect. It is a splendid triumph of engineering skill, and common days' work with the most powerful modern machinery and appliances. The great locks at Gatun, Pedro Miguel and Milaflores are unabridged editions of the ordinary pocket edition locks of the Michigan Soo. Some conception of their magnitude may be given by the statement that the gates of these locks piled flat one on top of the other would make a pile nearly 700 feet high, and the conduits in the outer and center walls of the locks which supply water for raising and lowering vessels are large enough for an ordinary locomotive to pass through. The machinery for operation of the locks and transportation of boats will be operated by electricity.

The principal feature of the construction work of the canal is the Culebra Cut, so-called, through the hills and mountains, constituting the continental divide. This cut is nearly nine miles long and is to the level of the canal from Gatun to Pedro Miguel.

The problem of the Culebra Cut is simply one of the removal of dirt and rock to distant dumping grounds on land or in the sea. A considerable portion of the upper cut was made by the French, but the difficult parts remained for our Government to do. The Cut to-day is a magnificent industrial sight. It is literally filled with railroad tracks, scores of swiftly moving engines, steam dredges and cranes, steam drills, and every conceivable species of modern machinery and appliances suitable for the work. The removal of 330 trains of twenty cars each of dirt and rock to dumping grounds miles distant is the daily stunt in Culebra Cut. Men on the job talk of moving millions of cubic yards as though it were a few wheelbarrow loads. It simply has to be done; they can not have a canal without it. The great slides in Culebra Cut, about which everybody talks,

have been the cause of serious apprehension and misgivings. My own first impression was that on account of the peculiar and varied geologic formations in the great cut, the slides were a serious menace to the successful completion and operation of the canal, but after viewing them, and talking with many engineers about them I concluded that they do not constitute reasonable cause for apprehension or alarm. The slides in the Culebra Cut are tremendous. The slides in the Culebra Cut are incidental to the building of the Isthmian Canal. To the layman, who can hardly grasp the immensity of the conception and execution of the canal work, the slides naturally appear serious. To the men who are doing the great things we have referred to they are surmountable difficulties. They mean merely more days' work, the removal of another mountain or two; that is all. The slides consist of perceptible or imperceptible moving bodies of earth and rock in size from one to fifty acres. In some cases they consist of earth breaking away from earth, attracted by the excavation below; in other cases, moving upon inclined base of rock lubricated by the seeping water. They are the attempt of Nature to heal and overcome the great ragged gashes made by men engaged in cutting and rending the everlasting hills. The remedy lies in what the engineers call "restoring the equilibrium." That is, to relieve the pressure upon the great excavation until a new stable equilibrium is established. That is done by the simple process of removing more spoil, an allowance of 18,000,000 additional cubic yards having been made by the engineers as ample to cover the extra work. They may remove the top from a dangerous hill and thus relieve the pressure of weight. In case a slope of one to two will not prevent or arrest the moving earth, a slope of one to four will. Again, forty feet of water in the bottom of the canal is considered equivalent in relieving force to twenty feet of solid earth.

It is the opinion of the undaunted men on the job—and big, forceful, efficient, practical and courageous men they are, supported by intelligent, convincing reasons for the faith that is in them—that the famous slides simply increase the great work they are bound to complete. For instance, the largest slide, called the Cucaracha, which started in 1884 and was broken back 1,820 feet from the center line of the canal, has not moved for more than a year, having apparently been arrested by the removal therefrom of 2,000,000 of cubic yards. These slides necessitated a change of route for the re-location of the Panama Railroad, which was intended to be carried along a berme on one side of the cut, but was worked through the hills some distance back. This job was also incidental. While the slides may require considerable more time and work than originally anticipated, the desired result will be attained. Uncle Sam has the time, the men, the machinery, and he has the money, too!

The cars of soil from Culebra Cut, if made into a single train, would reach four times around the globe.

As we have said, the marine dredging on the Atlantic side of the zone is in charge of Major Harding, formerly of Grand Rapids, and that on the Pacific side is in charge of Capt. Comber, a civil engineer from Missouri, who can show results. This is a particularly interesting feature of the great work. The work under these able men is largely what they call "blind" work; that is, blasting and dredging under water. They use charges of from one to twelve tons of 60 per cent. dynamite to loosen sea covered rock with as little concern as a layman would feel in firing a shotgun at a black squirrel. When a charge explodes they notify the seismographic office that it was not an earthquake.

Major Harding also has charge of the construction of the great breakwater two miles long on the Atlantic side, and Col. Comber of the breakwater, which, with the islands, con-



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stitute a part of it, will be about three miles long on the Pacific side.

The commissary department, providing the necessities and luxuries of modern life to 35,000 men and families in the Canal Zone, in charge of John Burke, formerly of Indianapolis, is a marvel of efficiency and organization, and a distinctive feature of the building of the great canal.

Another thing that forcibly impresses one is the vast amount of actual work done by the French company, notwithstanding the inefficiency and graft with which it was charged. The entire course of the canal is lined with French wreckage, yet a great deal of their machinery and equipment has been utilized by our Government. Uncle Sam made a good Yankee bargain with the French company, and received adequate consideration for his good \$40,000,000.

Again, it is interesting and amusing to see Uncle Sam complacently avail himself of the benefit of the amazing efficiency of independent practical corporate management and methods through the Panama Railroad (a New York corporation) in the prosecution of this gigantic work. Even the commissary department, as well as other things requiring special efficiency and results, are conducted, not by the Government directly, but through this private corporation. Uncle Sam certainly seems to be exercising a degree of arbitrary concentrated autocratic corporate power and to be using methods of private combination and co-operation of men and means that would make the ordinary trust or combination, like Standard Oil or steel, look like pocket editions. He is modestly but effectively reaping the advantages of private corporate management, without the disadvantages, such as liability for adequate compensation, for brains and experience, responsibility for profits, etc. In all this he is, perhaps, displaying greater wisdom than consistency, but Uncle Sam is "doing things" in the Canal Zone and is entirely excusable for utilizing the efficiency of private corporate management and "trust" methods. He is building the canal and the Panama Railroad, is a direct agency, is a fortunate expedient, as practical results show.

While due credit must be given to the men who conceived and planned the stupendous project of the Isthmian Canal, and the host of officials, engineers and skilled artisans who are so ably and boldly doing the work of construction, the great army of common toilers who have bravely faced adverse conditions and have faithfully and patiently performed the hard manual labor necessary for the work of construction are entitled to special consideration. The directing forces are composed almost entirely of Americans, and it is astonishing what a host of brainy, energetic, educated, scientific men has been gathered from all parts of the United States for this unprecedented task. Other countries, however, constitute the source of supply of equally essential common labor. Of these labor-

ers about 5,000 are European, many Spaniards, with some Italians and East Indians. The remainder, about 25,000, are West Indian negroes, about 3,700 of whom are employed as artisans, and the remainder in common labor. They are bright and intelligent, many of them speaking both English and Spanish fluently, faithful and industrious. In every accurate picture of the canal work, whether of the dredging, blasting and removal of rock and dirt, the piling up of mountainous dams or the inconceivable piles of reinforced concrete, the myriads of black smiling, sweating faces are conspicuously always on the job. It is difficult to conceive how the task could be accomplished without him. When history shall record a full narrative of this wondrous project, the negro worker, whose name is legion, will be entitled to the full meed of praise.

There are many interesting sights in Panama, aside from the construction work of the canal. The cities of Colon and Panama, with the wonderful improvements made by the Americans and their polyglot population, are intensely interesting. Ancon, built by the Americans within the Canal Zone, with the most efficient tropical hospitals in the world, located amid beautiful tropical foliage along the side of Ancon Hill, is a most interesting feature of the Zone. The ruins of old Panama, about seven miles from Panama city, consist of the remains of old forts, churches and other structures, the remainder of the debris of the city being covered by luxuriant tropical foliage. Old Panama, which was some centuries ago one of the richest cities of the world before it was destroyed by Morgan's raid, is interesting to tourists. There were many interesting features in Panama city, formerly a pestilential, unsanitary town; now a clean, well-paved city, supplied with pure water and other sanitary features, as an incident of the Canal Zone. It contains many interesting things which we can not here describe.

We can not refrain from recording the details of another amusing incident in the visit of our party, in which the Captain was the central figure. The climate, although the temperature was not more than 65, because of the humid atmosphere, was exceedingly trying on account of the exercise essential to seeing the sights. Relief was sought, so far as possible, through appropriate apparel. The Captain, however, persisted in wearing his heavy American derby through it all. This made him unnecessarily uncomfortable and unduly conspicuous, and the remainder of the party entered into a combine to provide him with a suitable substitute in the shape of a Panama hat. Knowing his natural aversion to such dainty, feathery, aristocratic protection from the caloric rays of the tropical sun, they were at a loss to know how to make the change without his knowledge. Finally, the Senator slipped into a hat store and selected a Panama of suitable size, and with a degree of finesse that would be most offensive to the Captain's plebeian

taste, while the Philosopher, the Deacon and Bon Camarade inveigled the Captain into the store for the purpose of getting some of his precious kodak films developed. While transacting his business with the merchant he removed the derby from his steaming brow and placed it upon the counter, whereupon the Senator put on his head in its stead the selected Panama and duly secreted the derby. When the business was over the energetic Captain with a "Come on, boys," rushed out of the store and down the street, unconscious of the change. The merchant took alarm at the supposed brazen theft of his treasure and proceeded to yell and gesticulate and call for the police and fire department, but was finally pacified by the Senator, who had remained, by the payment of the price. This was a narrow escape for the Captain, as the consequence would have been his arrest and incarceration, hatless and in stripes, in the old fort prison of Panama, to be shot at, in the morning. This target practice would have been no joke, for the reason that the Captain, with dimensions three feet by four feet six, and two hundred and thirty-six pounds of avoirdupois, would have afforded a target that even a Panamanian soldier might hit. In the course of time the Captain discovered the change and made another vigorous draft upon the Tradesman vocabulary. He was finally, however, not only reconciled to the change, but insisted upon wearing the hat during meals and sleeping with it until he became known as the dude of the party.

In conclusion, I will say that the wonders of the Canal Zone, the immensity of the stupendous achievement—the end of which is in sight—are utterly indescribable. Every American citizen who possibly can should see this constructive work. We returned from our visit to Panama, our chests protruding with pride in our

American citizenship and the imperishable glory of the accomplishment of our Government for the eternal benefit of mankind.

George Clapperton.

How To Acquire a Million.

Intense industry, not special ability, made most of our successful men what they are.

Play is second in importance only to work. A man's recreations make or break him as surely as do his business habits.

Dissipation is a handicap to business success.

Application is what counts. Every man has it in him to work if he wants to.

Indifference is the principal cause of failure. A lack of real interest in the business keeps most men from financial success.

Successful work is that in which a man takes a pleasure.

Success does not end with the making of money. Success includes spiritual success, intellectual success, physical success.

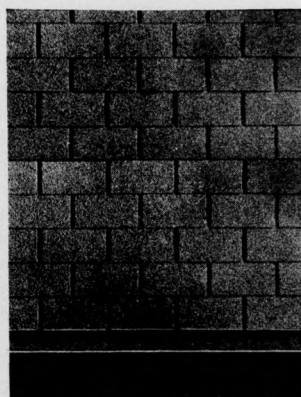
In nine cases out of ten a man stumbles into what he is fitted for.

The small business gives the best chance to learn, and the big business gives the best opportunity to acquire millions.

The railroad presidents of to-day, with few exceptions, began at the bottom. Charles L. Hutchinson.

The wife of a minister in West Virginia has been married three times. Her maiden name was Partidge; her first husband was named Robin, her second Sparrow and the present one's name is Quayle. There are only two young Robins, one Sparrow and three little Quayles. One grandfather is a Swan, and another a Jay and he is dead and now a bird of Paradise. They live on Hawk avenue, Eagleville, Canary Island, and the fellow who wrote the above is a bird, and a lyre at that.

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H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

A DRUGGIST'S GARDEN.

What Burbank Got Off an Acre Last Year.

Written for the Tradesman.

"Eggs!" yelled the shoe man, sitting at the rear of the drug store. "There ain't going to be any eggs! Forty cents a dozen? Not for mine!"

"Butter!" shouted the dry goods man from a keg of paint. "I'll never pay forty cents a pound for the stuff they call butter."

"Potatoes!" howled the hardware man, swinging his legs from the counter. "Who's going to pay one-fifty a bushel for half frozen potatoes?"

"Gee," observed the grocer, who had come in after a stamp, "you're a happy bunch. What about shoes, and dry goods, and hardware? Same old low prices, I reckon?"

"I should say not," he continued. "If I make a cent extra on a pound of butter or a dozen eggs, the shoe man, or the dry goods man, or the hardware man gets it. And it takes a whole lot of sales to make up for the extra dollar I have to pay for a pair of shoes."

"Go to 'em!" laughed the druggist. "All the kicking is directed toward the down-trodden provision man. Hand it to 'em!"

"Talk about rank, open-faced highway robbery," the shoe man said. "Look here. The other day the fellows who peddle spring water about the city found that it cost them almost an extra cent a bottle to handle the slug—that is, a cent a bottle more than the operating cost of a year ago. So they raised rates. How much? Not a cent—not two cents, or three—but five. It is the snatching for larger profits that makes the cost of living greater."

"I don't see any of the merchants making any extra money out of what you call the larger profits," growled the hardware man.

The druggist is prejudiced," said the shoe man. "He has always made from 100 to 200 per cent. profit, and is hot under the collar because we are making a living. Why, there's been three failures in the hardware business here in two years. I haven't noticed any druggist failing."

"Besides," observed the shoe man, "the druggist is virtually independent of the provision stores. He has an acre of garden, a lot of hens, and an acre of orchard. Mighty little truck he has to buy in the eating line."

The druggist leaned back in his chair and laughed.

"Me for an acre of garden as soon as I get the price," observed the shoe man. "I'm tired of paying such prices for vegetables and eggs."

"Sorry I didn't know about this a year ago," smiled the druggist. "You see, my acre of garden was for sale then."

"You'd be a fool to sell that," said the dry goods man.

"Indeed you would," echoed the shoe man.

"How much did you make off that acre last summer?" asked the grocer, with a wink at the druggist.

"Yes, tell us all about it," insisted the others.

"Well," began the druggist, with a grin, "the garden season is about five months, isn't it?"

"What's that got to do with it?"

"Five months," suggested the shoe man. "That's about it."

"Well, then, we'll figure, as I did, on five months, from the middle of May to the middle of September, although I can't see anything from the garden coming along in the middle of May except about ten cents' worth of rhubarb," agreed the druggist. "We will call it five months, anyway, just for good count."

"The question," said the shoe man, "was, How much did you get off the acre last summer?"

"Counting five months as the garden season," was the reply, "I averaged just about six dollars and a half a week."

"Just look at that!" shouted the shoe man.

"I'll go right out and buy an acre!" declared the hardware man.

"Back to the soil for me!" cut in the dry goods man. "Six dollars and a half a week off an acre of ground!"

"How did you do it?" asked the grocer, who knew the story the druggist was getting ready to tell.

"By the process of elimination," replied the druggist.

"Eh?" asked the shoe man.

"First," said the druggist, "I eliminated the acre."

"What's that?"

"Sold it—for twelve hundred dollars and put the money into my business. Took up bank paper on which I was paying 7 per cent."

"Oh!" snarled the shoe man. "Then you didn't have any garden at all. How did you get six-fifty a week off something you didn't own?"

"It's this way," the druggist replied.

"I got eighty-four dollars a year for the money the acre brought. I put with it the \$10 I had been paying out in taxes on that acre. Then I added to that the \$30 I had been paying for fertilizing every year. To this I added the \$16 it always cost me for plowing, dragging, cultivating and for seeds. The total is what the acre produced—or saved, which amounts to the same thing."

"One hundred and thirty dollars," said the shoe man, putting away his pencil. "That is all right, but think of the fresh vegetables you did not have."

"I'll leave it to the grocer if I did not have the best there was in the market," replied the druggist. "In fact, I had better garden stuff last year than I ever raised on that confounded acre—and more of it."

"Well, go on and figure out how you got six-fifty a week for a year out of \$130," said the dry goods man.

"We all agreed that the garden stuff spread over only five months," interrupted the grocer.

"Well, for five months, then," said the hardware man. "You've got to show me."

"Divide \$130 by five," said the druggist, "and you'll see that you'd have \$26 a month out of the \$130."

"And four in twenty-six, six and a half," figured the shoe man. "Yes, I guess that would make about six-fifty a week for five months, although not quite."

"That's an easy way to garden!" laughed the shoe man, then. "But see the wholesome exercise you missed."

"When I had it all figured out," the druggist went on, "I took six-fifty a week and laid it away, that is, six-fifty every week for the summer. I told my wife to put the value of that in fresh vegetables and small fruits, just such things as we had been raising in the garden. We had a better table last summer than we ever had before, and everything we bought was fresh, at that."

"That's all right," said the hardware man, "but you've been telling me for years how you raised your own potatoes, and onions, and ruta bagas, and such truck. You were short when it came to stocking your cellar for the winter."

"Not so we ever noticed it," laughed the druggist. "We had money enough left out of the \$130 to stock the cellar as it was never stocked before."

"I've always heard," said the dry goods man, "that there was money in having a nice garden, as well as good health."

"Figure it out," said the druggist. "I've told you my experience—that is a part of it. The part remaining untold is the health part."

"You didn't spend \$130 for doctor's stuff did you?"

"No, sir, not a cent for medicine. But I'll tell you what I did do: In-

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.

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.

stead of worrying over weeds, and fretting because the men who promised to plow and cultivate for me always lied about it, and wearing out a \$30 suit of clothes and a calm temper running a hand cultivator, and seeing my wife going around looking like a hired man, instead of all this, we went fishing.

"When ever I had half a day, a year ago last summer, I sweat in the garden, and came to the store the next morning feeling sore and tired out. Last summer we went fishing. I know where there's a cool lake where the fish come up to the bank and ask to be taken in. We found it one afternoon when the acre of garden nightmare had faded from my mind. Why, we caught fish enough last year to pay for all the garden truck we might have raised, and I got healthy and happy."

"Then what's all this talk about going back to the soil for?" demanded the dry goods man. "What kind of graft is it?"

"The call back to the soil, my friend," said the druggist, "principally emanates from men who have soil to sell. Every old farmer who has a farm within ten miles of the city is trying to sell it off in five-acre lots at about three times what it is worth per acre.

"If a man has money to burn and leisure, and likes that sort of thing, there's a heap of comfort to be taken on such a place; but, mind this, it takes more money to get such a place going than it does to start any ordinary business in town. When you get your house and barn built, and buy your horses, cows, hens, and hogs, you've got quite a little invested. Then you've got to wait two years for small fruits, four for peaches and ten for apples. Then you've got to give up or neglect your business in the city to do the farm work, or pay a blundering man all your profits to do it for you. Take it from me, don't try to run a farm and a store at the same time. No back to the soil for mine."

Some who "went back" are thinking the same thing. Alfred B. Tozer.

No Cause For Alarm.

"Are you not afraid that some of your children will fall into that open cistern?" asked the nervous boarder, looking over the picket fence in the backyard.

"Oh, no, mum," came the complacent reply. "Anyhow, it ain't where we gets our drinkin' water."

As a rule a man is either very sober or very drunk when he loves his enemies.

Dealers Find Advertised Goods Are Best Sellers.

The manufacturer of to-day, who advertises in a large way, is a broad, aggressive man. He is not content to limit the sale of his product to his home city or state, but he wants the widest distribution possible. He may have been selling his goods in bulk all this time, but with this ambition of increased sale in mind, he puts up his product in package form and brands the goods. But before taking this step, he makes doubly sure that he can always supply a uniform quality, one that he can maintain under all conditions—so that purchasers of his goods will know what to expect at all times.

He then goes out after distribution. He uses advertising as a means of stocking the goods with the dealers, and he uses advertising as a means of moving the goods from the shelves of the dealers. He teaches the buying public, through the medium of advertising, what his trade mark stands for—high quality goods that are always uniform—and practically leads them to the door of the retailer's store, through advertising.

The aggressive manufacturer not only does this for the dealer but he keeps the people coming to the dealer's store for his brand, by continuous educational advertising, thus insuring the dealer the largest possible volume of business, and bigger aggregate profits, even although the dealer may possibly have made a slightly larger margin of profit on each individual sale of the bulk goods. However, the dealer in handling advertised goods benefits in more ways than one.

First, the manufacturer educates the public to an appreciation of his goods. He points out its particular attributes and keeps hammering these points home—with the result that when the people buy his goods they naturally look for the qualities pointed out in the advertising, find them and are satisfied. A satisfied customer is a steady customer. The manufacturer's standard of uniformity insures the continuous satisfaction of the dealer's customers. Without any effort on the part of the dealer, the sales on this particular article continue. Day after day there is a demand for it and the dealer need never fear of having dead stock on his shelves when the product is a well advertised one.

Then, advertised goods are put up in attractive packages, and attractive packages, neatly arranged, make an attractive store. People like to trade

in a fine-appearing store, and any dealer will readily agree that it would make a distinct difference in the appearance of his store—and not a creditable one, either—if he were to take out his advertised goods. The appearance of his store has much to do with the dealer's standing in his community. When it is well appointed, it reflects credit on him, inspires the utmost confidence in him on the part of his customers, and insures their continuous patronage. Advertised goods, more than anything else, are responsible and deserve the credit for such a condition. They are the means to an end.

To sum up, advertised goods insure the dealer the largest aggregate profits; simplify selling and delivery; improve the appearance of his store; build up an appreciation of quality goods in the minds of his customers, and an appreciation of the progressiveness and dependability of the dealer (thus increasing his sales on other goods); and give everlasting satisfaction. That, in short, is why the dealer should handle and push the sale of advertised goods.

Want Clean Bread.

The housewives of Chicago are going to force an ordinance through the city Council providing that every loaf of bread sold shall be wrapped in paper that will keep out the dust. They believe bread is handled too much and is not always clean when it reaches the homes of those who have ordered it from the baker. The Chicago Woman's Club and other organ-

izations are also going to join in memorializing Congress to repeal the tax of 10 cents a pound on colored oleomargarine, so that poor people can buy it that much cheaper. They claim the butter trust would not be able to keep up its price if this tax was taken off oleomargarine. The Elgin Butter Board has adopted resolutions asking that the tax be maintained, and the ladies are sure the oleo tax helps the trust more than it does the poor people.

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

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



Some Modern Methods of Displaying Shoes.

Written for the Tradesman.

When I use the expression, modern methods of displaying shoes, I am not thinking simply of show windows, but also of the merchandise within the store and its arrangement.

The windows are, of course, very important; for it is through your window that you make your first appeal to the passer-by. And, as has often been pointed out in the Tradesman, shoes that go into the dealer's display windows should be carefully selected and placed.

But it is not enough merely to have a good display of footwear in one's windows. The interior of the store—the salesroom—should be strongly suggestive of shoes. This is best accomplished by having some of your most attractive merchandise so placed that people can see it.

Shoe cartons are of value in protecting the shoes from dust, discoloration, and incidental injury; but the trouble with the traditional shoe car-

ton is that one can not see the shoes inside of it. Somebody ought to invent a shoe carton with a transparent end, so that the customer could see the shoes within.

If that can not be done, it might be a good plan to discard the carton and take to glass cases. Maybe some genius of the future will invent a kind of shelving, for use in shoe stores, to be built up on the sectional plan. It could be made with disappearing, ball-bearing glass doors like our sectional bookcases. And then the customer could see the shoes inside the dust and moisture-proof glass doors.

This may sound a little radical, but I am strongly inclined to think we will get around to it one of these days. But pending the arrival of this style of shoe shelving, we can install certain glass cases for the purpose of displaying certain leading lines and novelties, findings, etc. The people who make cases for use in shoe stores turn out a good many different kinds. But all of the better ones are made chiefly of glass and metal.

Even the shelves are of glass. And shoes look mighty good in these glass cases. As a matter of fact a good clear piece of glass not infrequently accentuates the good points in a pair of shoes—so that one may paraphrase the old saw by saying, Glass lends enchantment to the view.

Most shoe stores nowadays have one or more bargain counters where miscellaneous goods—mostly odds and ends of discontinued lines—are displayed for the beguilement of the bargain-hunting kind. But this method of displaying shoes is not by any means ideal. Shoes thus displayed deteriorate very rapidly by virtue of exposure and much handling. If the table top were a shallow glass case, and the odds and ends of the traditional bargain counter were arranged with a little more care and neatness, the average shoe store would look much more tidy.

In order to display any kind of merchandise to best advantage, some attention should be paid to light, perspective and environment. With commodities that are not in themselves strongly attractive, this becomes even more necessary. It is curious how different leathers show up under different kinds and degrees of light. A strong, garish light makes some leathers appear mottled. Illuminating engineers tell us that there are kinds as well as degrees of light. The retail shoe merchant ought to have artificial light (if he must have artificial light at all) that shows up his merchandise to best advantage. Some

shoe stores have beautifully illuminated ceilings. But down where the light is needed the illumination is not so good. Get your lights placed right.

Now on the score of perspective much might be said. It is surprising how a little tilt of the heel of a shoe adds to its looks. Good window trimmers have learned by long practice just how to place a shoe on a stand or shelf so as to make it appear to the best advantage from the street. Now the thing that is needed is to carry this practice into the store and use it in displaying shoes in the salesroom as well as shoes in the window. But, of course, this task only grows in importance as one installs metal cases in which shoes can be displayed.

Under the head of environment, insofar as shoes as merchandise are concerned, may be comprehended everything in the way of interior fittings and trims. And this is a great big subject in itself. Although it may sound absurd, it is a fact that shoes look better in a well appointed store than they do in a poorly appointed one. That is the reason it pays to spend money in making one's store attractive.

Before I leave the subject it may be worth while to say a word about preparing shoes for display purposes. Of course every practical shoeman knows that a small shoe shows up to better advantage than a large one. That is the reason manufacturers' samples run small. And a narrow



The Wise Merchant

Doesn't Jump at Every Slick Line
of Samples That is Shown Him

HE knows that any factory can make smooth samples. He doesn't buy until he investigates a line, and finds out if up-to-date merchants are having success with it. If so, he can then take hold of the proposition with courage. Now, we ask any merchant who sees this ad and has never

handled our line to investigate us and find out what success retail merchants are having with our goods. Write us for names of merchants in the towns near you that are handling our line. We should be glad to put you in correspondence with them.

We are makers of a full line of Ladies', Misses' and Children's up-to-date boots and oxfords, also little Gents, and we are right near you.

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

shoe somehow appears niftier than a wide one. Consequently manufacturers' samples are made up on narrow lasts.

But after suitable shoes are selected from leading lines that one desires to display, the shoe should have a form in it to even up the surface and bring into line all the graceful features of the shoe. Cotton batting is a poor substitute for foot-forms, for it is impossible to bring out the contours properly when the shoe is thus treated. The thinner the leather the more perceptible are the points where the batting presses unequally on the inside of the shoe. By all means have sufficient foot-forms to insert in the shoes you desire especially to display.

The final touch is to remove all dust and finger prints, so as to impart an air of freshness and cleanliness to the goods. And where the trim has continued undisturbed for a week or ten days, it is a good idea to take out the shoes and go over them with a soft rag. The trim may be quite elaborate and attractive, but if the passers-by observe a fine coating of dust on the gun metals and patent leathers and glossy fabrics, your trim will lose something in the estimation of the passer-by.

If it be asked, To what intent all this talk about display? I will answer by saying that the better the display the easier the sale. In the evolution of the fine art of want-building, the display of modern merchandise constitutes an interesting chapter. The more people see attractive footwear the more they are inclined to want to buy attractive footwear. Consequently, as I have before said, a shoe store ought to be strong on the display feature. Let them see plenty of shoes—and the very foxiest ones you have in stock. Put them out in such a way as to accentuate their fine qualities. That is the way to make your shoe store look modern and progressive—and the more modern and progressive it looks, the more customers you will have and the more profit you will get out of the business. Cid McKay.

Feathered Shoes Now.

Parisian milliners having decreed that feathers are to be debarred from the spring hat fashions, Parisiennes are to display bird plumage on their feet. The very latest note of elegance in footwear is declared to be shoes covered with birds' plumage of the most elegant hues gummed on the leather.

No color effect will be too gaudy for the coming season's shoe, and the iridescent plumage of the golden pheasant and the bird of paradise will decorate the low-cut high-heeled shoes which are to be worn. Ibis plumage will also be employed.

Buckles of paste will be worn with these plumaged shoes, but the very chic will replace the buckles by little pivots of aigrettes or feathers. Seal and crocodile skin shoes have been seen in Paris during the winter, as well as shoes covered with fur, but the new feather shoe will, it is said, surpass all other fantastic footwear both in elegance and price.

Women Spend More For Shoes Than Men.

Written for the Tradesman.

A few days ago the writer had occasion to go through one of the largest exclusive retail shoe stores in the Middle West.

This store carries between \$8,000 and \$9,000 worth of findings alone—and that circumstance gives you an idea of the size of it.

They have a salesforce of over fifty young men and women; and their lines are considered just about the last word in stylefulness.

It is worth anybody's while nosing about in that store for a couple of hours. If he does not get onto something new he is either very much up to date or—he is hopelessly dumb.

I will not attempt to tell you the tenth part of what I saw and heard in this extremely progressive and modern shoe store; but I must quote one statement that bears particularly upon the subject in hand. It fell from the lips of the manager of the women's department. It ran somewhat like this:

"Women—bless their hearts!—are the main prop to this business of ours. We make our big money off our women's lines. Of course, we sell lots of men's and children's shoes. And we make some money on them, too. But it is the women's trade that looks best to us. And the reason it looks best to us is just because we make more out of it than we do out of both other departments combined."

The last United States census report revealed the interesting fact that the production of women's shoes increased 25 per cent. from 1904 to 1909, whereas the manufacture of men's shoes increased only 15 per cent. during the same length of time.

This proves the truth of the statement that appears at the head of this article, namely, that women spend more money for shoes than men do. The per capita consumption of shoes is 10 per cent. greater among women than among men. Why?

Well, there are several reasons for this:

To begin with, this is more distinctively a woman's age than used to be the case a few years back.

Women are more prominent in the affairs of the day than they used to be. They are asserting their rights in various ways, and forging to the front in arts, trades, crafts, businesses and industries.

Whether wisely or not (I will not discuss this question), women seem more inclined to go beyond the bounds of what used to be considered her proper sphere. She belongs to clubs, cults, organizations, and what not. She goes to lectures, society meetings and matinees. She indulges in outdoor sports. She goes forth whenever she chooses—and she often chooses to go forth.

From a relatively simple and prosaic mode of living, woman has come into a larger and more complex manner of life. Her interests in life have multiplied; and her pursuits are vastly more numerous than they used to be.

All of which means that she must have more dresses, more hats and more shoes.

Shoes that serve very well for a sort of Dorothy Dainty, homelike existence, won't do for the club, the matinee, or the tennis court. Instead of two pairs of shoes, she must now have each year not less than from four to six or eight pairs—or more.

As new lines of activity open up to women, new shoe requirements come into vogue. If the complexities of her life continue to increase during the next ten or a dozen years, there is no telling how many shoes per annum the average woman will really require.

These are matters that the prospective Benedict must sit up and face. "Do you think, sir, you can afford to buy my daughter as many pairs of shoes per year as she has been accustomed to having?" is a question that every careful papa will probably put to his prospective son-in-law.

And for another thing women are more sensitive to style in footwear than men are.

If you do not believe it, consider the multiplicity of so called millinery shoes of the day.

Convince yourself by looking at the display of women's shoes that appear in the windows of the shops catering especially to the trade of stylish young women.

Men wear their winter shoes late

into spring. And they wear their summer shoes far into fall.

The well dressed woman demands a new pair of shoes for each new season—and she wants the seasonable shoes at the beginning of the season.

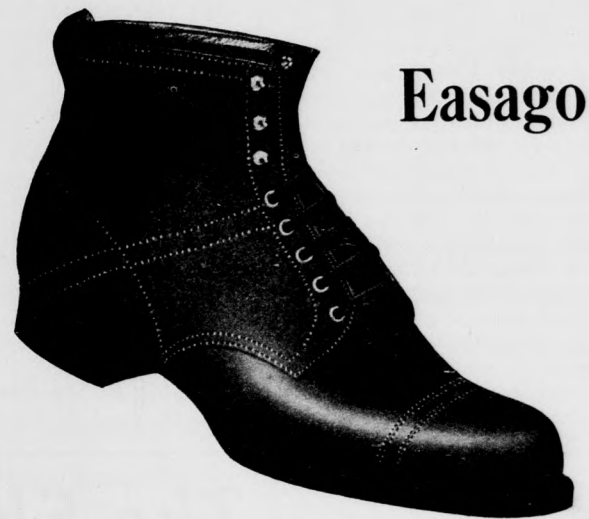
For street wear she demands street shoes; for dress purposes she requires dress shoes.

When she goes for an outing she wants to be properly shod for such purposes.

And so on down the line.

Men wear shoes longer than women do. That is, they get out of each pair of shoes a larger percentage of actual wear than women do. And this is due to the fact that women are more particular about appearances than mere man is. Man does not care—and I am thinking now of the average man—so very much if his shoes are a trifle worn—and it may be bordering on shabbiness. But a woman does care. And that is the difference.

And a woman will pay more for a beautiful shoe than a man will. A good many men who are supposed to be good dressers will draw the line at a \$4.50 or \$5 shoe. But a woman will pay from \$6 to \$9 for something



Easago

The best elk work shoe made.

Needs no breaking in.

Superior to all others in every shoe-making detail.

Give the people the most you can for their money. It pays.

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

extremely swell in a new style of shoe or pump.

A man can get the highest grade hat for \$5 or \$6; but what woman would be content with such an investment in her new spring hat? She could not buy a single plume for such a niggardly stipend. Her hat is apt to cost anywhere from \$15 up—and generally considerably up.

Now since the better values in footwear invariably carry the better profits, it is not to be wondered at that the shoe manager whom I quoted at the beginning of this article nurses along his women's trade. It pays him to nurse it along.

Now if there's a moral in this skit it emerges right here. If you sell women's footwear, go after the business as if you really liked it. Make it worth while. Buy the new and stylish things in women's shoes. Give them the emphasis to which they are justly entitled. And don't be afraid to fix the asking price at a point where you'll make a good profit by the transaction. The masculine mind will buck at the price long before the feminine mind will. If a woman likes a pair of shoes, she will find a way to dig up the price.

Chas. L. Garrison.

The High Cost of Shoes.

It is style, not shoe, that costs, says Walter C. Taylor, editor of the Boot and Shoe Recorder, in October Good Housekeeping Magazine. The too rapid changing styles entail expense. A facetious Chicago dealer displayed a card reading: "We change our styles every afternoon at 3 o'clock." A Brooklyn dealer advertised his satin boots as "The most fashionable and most extravagant footwear of the season." Both advertisements took with the public. The joke was on the woman who persists in buying shoes that are really "extravagant." Quick changes in style greatly increase the cost of making.

Women demand bronze kid one season; then corduroy; then dull calf skin; meanwhile the patterns must change from regulation six-inch tops to seven and eight-inch tops; lasts must be renewed outright.

The shoe situation in general might be helped if manufacturers endeavored to restrict the senseless multiplicity of style production.

It is wholly within the range of

probabilities that an era of "common sense" in shoes will follow the spread of real information regarding modern shoes, their qualities and their best uses. Common sense in footwear does not at all consist exclusively of flat-heeled, broad-toed ugliness; it rightly includes grace and beauty as well as utility; good taste as well as solid wearing quality.

Alma Citizen Condemns Parcels Post as Destructive.

Alma, April 8—Why all this agitation to adopt the parcels post in this country? It is nothing short of absurd that any sane and thinking man would advocate its adoption in the United States.

Parcels post at first glance, on the surface and minus the probing, appears to supply a long felt want. It is a menace to the retail trade of the country and the real backers recognize it as such. I refer to the big mail order houses.

The mail order houses are the propagators of the scheme and cloak their designs under illustrations of the workings of parcels post in other countries. How absurd it is, how devoid of common sense to state that because such a system has worked in foreign countries that it could be equally successful in the States. We are not subject to, built about, or in any way influenced by conditions that might make such a system workable abroad.

The mail order business, as everyone knows and will concede that has looked into the matter, is one of the worst leeches on communal prosperity that we have to-day. Mail order houses flaunt their apparent cut prices in the faces of the deluded and the ignorant. They have eaten enormous holes in business that rightly should go to the retail dealer and will continue to delude the short-sighted public, just as long as that class of people do not investigate their own duping and their own unpatriotic, in a local sense, actions.

Should parcels post go through the result would be:

1. The gradual elimination of retailers in small towns.
2. An eventual depopulation of small towns and cities.
3. A steady stream of wealth flowing from the small town to the larger

one or the home of a big mail order house.

4. Enriching a few at the expense of the many, namely, the retailer. It would mean that population would be more centralized, that the larger cities would in time soak up large chunks of the smaller ones.

Agitators yell that the farmers would be aided by the parcels post. Oh, Lord—we say. Can't somebody suggest something more to help the poor down-trodden farmer, the poor farmer with a bank roll the size of a pine stump and his poor little six-cylinder automobile. And the farmer wants the parcels post apparently as bad as the mail order houses want him to have it.

I would like to call your attention to the latest move of the mail order people if you do not already know what that move is. It is this: In an indirect way the women's clubs have been stirred up over parcels post by gross misrepresentation. They were asked to write their congressmen, seeking their aid in furthering the scheme. That, of course, is nerve personified, but the deplorable part of it is that the thoughtless women's clubs went forward and did their little stunt. Mail order business cracked the whip as it were and the clubs danced to their bidding. Naturally such an appeal would not be without effect on our representatives and another notch was cut in the success stick of a wholesale menace.

It makes the blood boil to think that the people of Michigan or of any state for that matter will allow themselves, simply by surface thinking, to accept such an extension of the mail order business, the only really illegitimate business we have, in the covered form of parcels post.

R. C. Burritt.

Sales Scheme That Interested Good Class of Buyers.

The constant problem of every retailer is to make a larger and larger number of desirable patrons feel that his store is "their store." Here is a scheme that produced that result effectively:

Eleven organizations in the city of Pittsburgh, Pa., were invited to participate in a Church and Society Sale. Each day for ten days was then given over to one local religious or social organization. Monday, for

example, to the Baptist church. Two clerks were furnished by the church for each department, a dozen or more in all. Briefly, they were instructed in the sales methods and the stock arrangement of the store. Making capital of the novelty, the advertising manager ran pictures of many of these participants in the store's newspaper space, causing universal curiosity and comment in the city. On the day of the Baptist sale, almost every member of the church found occasion to buy something of the temporary clerk, and the church treasury was enriched by 10 per cent. of all such sales.

The immediate results were exceptionally gratifying and throughout the period of the sale the store was the center of a social and commercial gathering, profitable to dealer and customer alike. But from the beginning the dealer had seen beyond this temporary benefit.

For the most important result of the sale was that during ten days a hundred of the best people of the city had been brought behind the counters of the store, coming into intimate touch with its stocks and methods, and working and talking for its benefit. Just how far their positive influence carried can never be definitely measured, but there could be but one result. That occasion marked the beginning of a firmer, more permanent trade with the most desirable class of customers the city afforded and they are coming to buy now with an actual interest born of intimate contact with the inside workings of the store itself.

Endeavoring to thus close up the gap that lies between them and their trade, many retailers have tried many plans. Through them all runs one central idea—personality. To create personal interest, to educate the customer to look upon the merchant and his salesman as personal helpers—not as necessary commercial evils; to educate employees to look upon buyers as personal friends—not as mere contributors to the support of the house, this has been the aim.—Albert E. Bogdon in Business Philosopher.

Practice Makes Perfect.

A man who has been sick a long time said: "There is a whole lot in the statement that doctors practice medicine."



The Shoe and the Trade Mark

A combination that spells success for the retail shoe merchant

Rouge Rex Shoes Satisfy

Send today for samples or write for our salesman to call

Hirth-Krause Company

Hide to Shoe Tanners and Shoe Manufacturers

GRAND RAPIDS, MICHIGAN



PRATICAL ADVERTISING.

Suggestions Applicable to Dealers in Large Towns.

When all is said and done, it is the newspaper, which stands pre-eminent the best method of all around advertising, but to be successful as a newspaper advertiser you must bear in mind several cardinal rules—the most important of these being:

First. Advertise regularly, not spasmodically.

Second. Change copy often.

Third. Be seasonable.

Fourth. Be honest.

In regard to advertising regularly, it will be found that the advertisement which continually confronts the public is the one which lands the business. To advertise heavily one day and then drop out entirely for several days causes a disruption of the public mind. Your efforts are lost. The regular advertiser, though not using the same amount of space each issue that you do occasionally, is before the reader when the reader is in the mood to respond. The advertisement is fresh, virile and, like the constant drop of water which finally wears away the stone, gets in its work efficiently and without loss. Be constant, even though you use less space. If possible, try to secure the same space in the paper each time. It will become familiar to the public and a part of the paper.

In regard to change of copy, this is essential. To have the same old "copy" stuck before one's face day in and out is like seeing the same old window display for days. It becomes stale, is passed by in time and the space is practically wasted, save for the general publicity afforded in having your firm name displayed before the people.

Fresh advertisements are like new clothes in that they dress up the affair and prove attractive. Mention different items and make your advertisements newsy.

By all means be seasonable, for no matter what you have to offer the people, they want up-to-date facts. You don't care to buy papers printed last month. You want the current issues. The same with the buying public. When you have new goods, tell about them. This makes it an easy matter to follow out the rule to change your advertisements often, as new, seasonable offerings mean new, fresh gingery copy.

As for "honesty"—this might, perhaps, be better called "exaggeration"—too many stores are prone to forget the value of consistency, conservatism and candor. Windy persiflage, distorted facts, wild imaginings, inflated comparative values are to be avoided. Stick to the facts. If you have a bona fide bargain say so and make the comparisons of price reasonable. See to it that when the customer comes in the store he finds exactly what your advertisement said he would find. Don't have your store get the reputation some stores have of being unreliable. I have heard women say of a certain dry goods store in this city (and one of the largest stores, at that): "Oh the advertisements are simply great, but I never believe them. They don't have what they say they do half the time. They substitute inferior articles for the real

thing, etc." That's a black eye mighty difficult to remedy.

Newspaper space costs money, but if properly used it is an investment pure and simple, paying dividends or interest of the richest sort. Modern stores have come to look upon the matter of newspaper advertising as one of inflexible worth as a sales aid. When certain lines are to be moved, it is the newspaper advertising which is called upon to turn the trick. So it seems unnecessary to say more along this line. I will briefly give a few advertising plans, part of which, at least depend upon the newspaper publicity, for their production and carrying out.

An idea that is not entirely new but worth while is that of offering rewards for essays concerning your store. Say that to the three who write the best 200 word essay stating why people should trade at your store will be awarded rewards, \$10 in gold to the best, \$5 to the second and \$3 to the third. You may have the essays from women, from children or from everyone. No one should be barred. The judges should be advertising managers of the papers or two well known local men. This can be varied in many ways. You might have the articles written on why any particular department was the right place to purchase certain articles. This serves as a booster for the department in question. The essays should be published on succeeding dates in the papers and make mighty good advertisements in themselves.

The misspelled advertising is another idea for getting people to read your advertisements carefully. Announce that you will each night, or in each advertisement, have three misspelled words. The persons who will mark these wrongly spelled words with a blue pencil will receive a reward (make it what you will) by presenting the marked advertisement at your store within twenty-four hours after the advertisement appears. This can be made quite interesting and the object is, of course, to get persons to read through your advertisements.

Another simple plan is to offer to the one who presents at your store, or sends in by mail, if desired, the largest number of your advertisements clipped from papers from one specified date to another will receive a gold ring or some good gift. Get the gift right and the announcements alive enough and the women and others will hustle and you will get a good lot of results. You might offer to give a big prize to some lodge, or local charity on the same plan. Make it a big one. Your advertisements will possess a real value and become the main topic in the town.

Another idea is that of offering a reward for the best advertisement submitted for your store. State the space to be occupied and have the advertisement submitted complete, ready for the printer. To be judged on layout, composition—grammar, spelling, display, etc.

Two or three rewards could be given. You will receive some "ideas" that will open your eyes or those of your advertisement writer, believe me.

Coupon advertisements are always effective. The idea is to have one or more coupons printed as part of the ad-

vertisement and when presented at the store redeemable as 1c to 10c up, as the case may be, as part cash. Some houses have run a full page of these special coupons. They are a pretty effective way of checking up on newspaper advertisements and testing their value. Make the values attractive, and I wish again to emphasize the importance of liberality in any reward or premium plan. The better the reward the more results. You are judged in a large measure by the liberality of the gift.

I know one wholesale concern who gave away to children a large number of fine Shetland ponies in its territory as rewards. Were they talked of? Well, I guess so and the results were profitable, too.

Take-off, three hour, one hour sales, blind auctions etc., are too well known to merit detailed description. But the specific point is here—ginger up your advertising. You can make up plenty of little things out of the ordinary, if you only half try. It is the merchant who does things in an advertising way who does things in a bank account building manner.

Hugh King Harris.

Musical Gem.

The story is told by a traveling man of a pretty young lady who stepped into a music store in Springfield, Mo., the other day. She tripped up to the counter where the new clerk was assorting music, and in the sweetest tones asked:

"Have you 'Kissed Me in the Moonlight?'"

The clerk turned halfway around and answered:

"It must have been a man at the other counter. I've been here only a week."

Juvenile Logic.

The Clergyman—Now, can anyone tell me what are the sins of omission?

Small Boy—Yes, sir. They are the sins we ought to have done and haven't.

Purely Speculative.

"I have always been interested," said little Binks, "in the utilization of waste. Now, where do you suppose all these burst tires go to in the end?"

"I don't know," said the Genial Philosopher, "but if they go where most people consign 'em there must be a terrible smell of rubber in the hereafter."

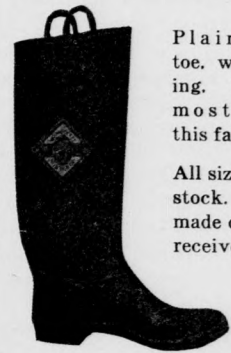
Had the Right Idea.

An Irishman had been describing his travels in the Far West and the "virgin forests" there.

"What is a 'virgin forest?'" asked an auditor.

"Shure, now," replied Pat, "a 'virgin forest' is a place where th' hand of man has niver set foot."

Elephant Head ATLAS Rubber Boot



Plain edge. cap toe. wool-net lining. One of the most popular of this famous brand.

All sizes always in stock. Shipment made day order is received.

The Maumee Rubber Co.
224 226 SUPERIOR ST.
TOLEDO, OHIO.

If you haven't our illustrated price list of rubber boots and shoes, ask for it.

It's the Name that Protects You

"H. B. HARD PAN" shoes have been made so well and so long that every FARMER, MECHANIC or RAILROAD MAN is satisfied with the goods shown him if they bear this name.

They know that the name H. B. HARD PAN is a sure protection against inferior leather and poor workmanship.

Think what an exclusive agency for this line means to you in protection and profit.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICHIGAN



Clothing



Must Be Backed Up To Be Effective.

Written for the Tradesman.

In a recent issue of the Saturday Evening Post there appeared an advertisement of the Kuh, Nathan & Fischer Company's ready-to-wear clothes, in which the writer got off a little humor of a perfectly harmless nature. It reads as follows:

Gladys Snodgrass had a mole on her nose and three layers of chin.

She answered a matrimonial advertisement and mailed a portrait from which all wrinkles were erased, the chin reduced and the mole printed out. She missed and is still a Miss.

She had submitted samples of goods which she could not deliver.

Those of us who have a gallant trait in our make-up really sympathize with Miss Gladys; and yet as advertising men we can readily see the tactical error which she made. Dealers not unfrequently make the same mistake.

I recall a certain clergyman who advertised a sermon on the Bible. His publicity was good—one might say, exceptionally good. He led the public to believe that something quite out of the ordinary was on the stocks. He got out quite an impressive window card, and it appeared everywhere in the prominent windows of the city. He also had printed quite a fetching little dodger which he caused to be scattered about the city. And the people took notice. On the Sunday night upon which the sermon on the Bible was to be delivered a large and interested audience turned out. It was a record-breaker for that community.

But when the reverend gentleman got up to deliver his sermon it was observed that he was a trifle pale. He read his text, announced his theme—The Bible—closed the book, stepped out to the side of the pulpit and said:

"Friends, as I have hitherto announced, I am to speak to you tonight on the Bible. The Bible, believe me, friends, the Bible is a great book. A wonderful book. I might say, a marvelous book. It is—" and here it could be seen the minister was sparring for time, and vainly grasping for the idea that would not come—"the Bible is a book that—you should all read." And having thus spoken, he announced the concluding hymn, pronounced the benediction; and the service was at an end.

His advertising was tip top, but he failed to deliver the goods. He didn't back up his advertising.

Fitness in the Wares.

Obviously the first prerequisite in backing up one's advertising is to have the right sort of goods; and

that means goods that are what they purport to be.

If we advertise good medium priced commodities we must be able to show commodities which properly belong in this class. There is no valid objection to the so-called "popular priced" wares in the various lines—provided they are advertised in such a way as to create the right sort of an impression. There may be a legitimate and constant demand for wares of this sort—and is. But in advertising the popular priced commodities, quality is not the thing to stress; for the goods will not stand for that sort of advertising.

If high grade goods are advertised, then high grade goods must be forthcoming. But inexpensiveness (as a motive) and quality (as an inducement) do not mix well in the same advertisement.

But the idea of fitness in one's wares has a wider application than mere quality and price; it involves also adaptability to one's trade. It is the province of the retailer, so a shrewd writer has said, to stand between the producer and the consumer, giving to the latter those wares which are best adapted to his needs, bringing them together from many sources, and buying them with reference to the best interests of his constituency. As occasion requires, he must direct and influence the producer (and this he can legitimately do, for he stands nearer the consumer than the manufacturer) in order to safeguard the best interests of both.

When the dealer looks upon this feature of his service, it gives him a new sense of his responsibility, and a higher conception of his dignity in the commercial realm. Essentially he is a leader; and if a grading-up process is called for, he is the logical one to help it on. He deals with individual customers. And his opportunities for instructing them in the attributes of the wares he sells is superior to that of the manufacturer who can get at the consumer only through the medium of the printed page. The page may be cleverly printed, and the talk convincing—but it is not like coming in contact with a flesh-and-blood salesman.

The ideal situation is found when the manufacturer and the retailer cooperate in supplying a given constituency with goods which are adapted to their real needs and capacities.

Perfection in Service.

It is of the greatest importance to back up one's advertising by service as nearly perfect as it is possible to make it.

And service includes everything that the customer experiences at the hands of your employes when he comes into your store to make a purchase.

It might be a good plan to try occasionally to view the service of your store through disinterested eyes. I

wonder if you would be surprised and pained by your discoveries.

One of the magazines, some while ago, sent a young lady reporter to a large number of the more important churches throughout the country, collecting data for an article on the modern church's treatment of strangers. It was interesting reading—and doubtless very profitable (although I will warrant, not very pleasant reading for the members of some of the churches she visited).

Let me report something that I saw in a large store in one of the big cities just about a week ago: A man came in to buy a pair of high top boots for his little girl. They were patent leather with red tops and black silk tassels, which appeal to the heart of the small girl—and the price was only three dollars and fifty cents. This man (whom I happened to know personally) had a snug bank account in one of the larger banks of his city. He had dealt often at the store in question, but hitherto had never asked for credit, and, of course, had no charge account with that store. But his name appeared in the city directory, and also in the telephone book. And he gave the names of two or three prominent firms in the city with whom he had a charge account. And so the young saleswoman went to the parcel girl with the shoes, and into the office of the credit man with her data. She was gone perhaps seven or eight full minutes, when the gentleman began to grow restive. He asked if he could get his parcel. He was told that the slip had not been returned from the credit man. Thereupon he asked to be shown into the credit man's office. He found the credit man a rather youngish looking boy, who was thumbing the telephone book madly at the time. The gentleman who bought the shoes asked if he was having any trouble. "I don't find your name in the directory," said the credit man. "Well, it's there," replied the customer. "How long have you lived in the city?" enquired the credit man. "Ten years," said the customer. "But you have no charge account with us," said the credit man. "Do you know anybody in the store?" "Yes," replied the customer, "I am

a friend and neighbor of Mr. L—, your advertising man." "Very well," said the credit man, "I'll call him." "Don't do it, please," said the customer. "I wouldn't have you go to that trouble. This thing of getting credit at your store seems to be a tedious process. I could earn three dollars and a half while I am trying to get credit. I'll just write you a check. The check is on the Central Savings Bank of this city. It is located at the corner of Main and Fifth streets. It is a solid and substantial banking institution. Their rating is good. They have been in business here for fifteen years. You can call them up and see if Mr. J— is good for three and one-half bones." The credit man heard all this as one in a dream. He tried to apologize, but the customer was very perceptibly hot under the collar. And I am of the opinion that he will fight shy of that store the next time his little girl happens to be in need of a pair of shoes. As a matter of fact he told me he didn't like it. And I don't blame him. The credit man of that store is a frost. And for that reason there is a bad hitch in its service. There ought not to be any hitch anywhere in your service. If there is, you are not backing up your advertising as you should.

Eli Elkins.

One Drawback.

Bodd—Don't you ever have a longing to go fishing?

Nodd—Yes; I've had a longin' to go fishin' a few times, but I never had a longin' to dig bait, yet.

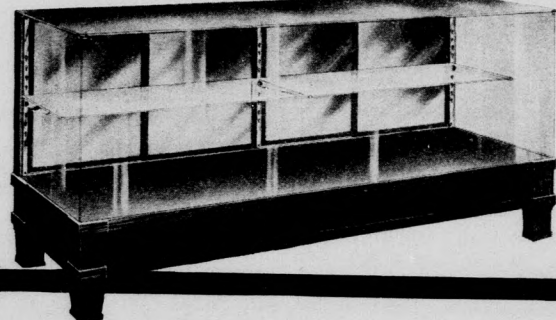
One Kind of Witness.

Knicker—What did he remember on the witness stand?

Bocker—Absolutely nothing; not even a winter just like this, only colder.

Patience and hustle should make a winning team.

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



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

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

EXCLUSIVE MILLINERY SHOPS

How Shall They Hold Their Own Against Competition?

Written for the Tradesman.

For generations the lady who keeps a shop devoted exclusively to millinery has been a familiar figure. In the small towns she is Mrs. or Miss So-and-So; in the cities she is Madame This-or-That. Our mothers and grandmothers patronized her predecessors more faithfully than their descendants patronize her of today. They knew of no one else from whom to obtain their rather remarkable headgear.

The hardware man, the dry goods dealer, the druggist, the grocer, each held to his own line; no one thought of trenching on the ground of the little milliner.

For any young lady who had some business ability, taste enough to learn to trim and a small amount of capital, it was a fairly safe thing to embark in the millinery business. A widow thrown upon her own resources would turn to bonnets and hats as a means of support. All in the way of competition that the milliner of those days had to fear was from others of her own kind.

But the milliner of to-day has to face competition far more formidable than that offered by the other little shops down the street. The department stores discovered some years ago that all they had to do was to put in the stock in order to gather to themselves at least a share of the millinery trade. Throngs of women constantly are passing through these stores; whatever they have to offer that is beautiful or chic or especially good value for the money, will not fail of ready appreciation and sale. Any dry goods or fancy goods store can buy a few dozen trimmed hats and ready-to-wears and sell them almost as easily as it sells calico or stationery. The mail order houses offer creations that look very tempting in the pictures at surprisingly low figures; even the 10 cent stores make gorgeous displays of cotton roses, violets and lilacs.

The exclusive milliner who takes a calm survey of the situation and resolutely determines to hold her own, must face the fact that what she now can regard as her own is a far smaller field than once it was—a field that has been narrowed by every one of the encroachments alluded to. She must also recognize the fact that because of handling millinery alone, in securing the attention of the buying public she is placed at a certain disadvantage in comparison with the stores that carry many lines and so are continually crowded with customers.

Then how shall the woman whose skill consists of a knack of sewing braid and knotting ribbon, who has acquired a knowledge of color combinations that is like second nature, who has a natural taste and liking for plumes and velvets and flowers, and whose experience has been in the line of conducting with some degree of success a millinery business of her own—how shall such a woman meet wisely the present situation?

There are some things she should not do. She should not whine and complain nor bewail the competition of the department stores and the mail order houses. She should not feel that even her personal friends ought to buy from her merely because she needs their patronage. Never try to get business by evoking pity. Be ready to supply the swiftest creations to be had for the money and your clientele will bless your name and sound your praises far and near; but try to persuade the women of your community that they ought to patronize you as a matter of duty, and they soon will shun you and your place of business.

Size up the opportunities presented by your particular locality. The most fashionable and exclusive trade of any town or city is conceded by all to belong to the milliner and not to the department store or the mail order house. Only Madame can give just the right touch. The hats from those other places may be all right in a way but they lack distinction. Be sure to get your full share of the high class trade.

If there is not enough of this that you can cater to it alone, then you must carry styles suited to the slender purses. The milliner in a small town must have something for everybody.

The good saleswoman of millinery must be suave, tactful and patient, even beyond the saleswoman of other lines of goods. In a very tiny shop the proprietor herself may be both saleswoman and trimmer. When help is employed she may devote her own energies to selling or to trimming, according as her particular talent lies in one direction or the other.

It goes without saying that a stylish trimmer is indispensable. And there should be harmony and co-operation between the selling force and the trimmers. The head trimmer should not be too much of an autocrat. She should be willing to subordinate her own tastes and preferences to the requirements of customers. The saleswomen in their desire to please patrons and make sales should not promise impossible things. These suggestions apply alike to the small shop where the proprietor and one assistant do all the work, and to the large establishment where a dozen or more helpers are employed.

Fixing the prices on millinery requires genuine business acumen. All else may be right and wrong prices wreck the business. The selling seasons are short and most of the goods will not carry over without heavy loss; so the margin of profit must be larger than on more staple lines. At the same time, the exorbitant prices that have in some places prevailed in former years are not now allowable. There is a knack in buying shapes and materials that will work up into pretty hats that are low-priced and still yield a fair margin of profit.

Strive to please your customers. Gratify their individual tastes; humor their peculiarities. It is well if a saleswoman can judge character so as to be able to know at a glance the young lady who will choose the very

latest thing in a many-tinted nacre braid and the matron who will select a quiet little turban; but at any rate try to give each what she wants. One lady may like a hat very light in weight; another may require one that can be worn with a certain rather unusual style of coiffure. Always be ready with suggestions, but never try to overrule expressed preferences, particularly if the person is one having strong likes and dislikes.

It was an old German woman who demanded of a milliner "a hoot to fit her kopf." This being rendered into English meant a hat to fit her head. The shrewd milliner finds that it is even more essential to fit the inside of the head than the outside.

Ella M. Rogers.

A Winner.

"Was the charity ball a success?"
"Oh, yes, indeed. They say the gowns must have cost a half-million at least."

"And how much was raised for charity?"

"Why, nearly \$700. Wasn't that fine?"

A Thoughtful Answer.

Kate—That Bragson girl claims to have made a thousand refusals of marriage.

Ethel—That's true. When Gus asked her to be his wife she replied: "No, a thousand times, no!"

Worth Trying.

Mrs. Bangs — The people in the next suite to ours are awfully annoying. They pound on the wall every time our Annie sings; wish we knew of some way to drive them out of the flat.

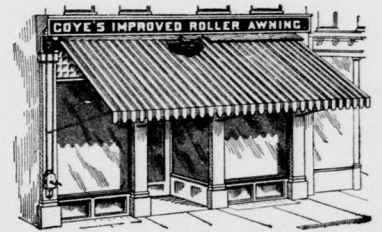
Mrs. Wangs—Why not have Annie keep on singing?

The Real Puzzle.

Father (impressively)—Suppose I should be taken away suddenly, what would become of you, my boy?

Irreverent Son—I'd stay here. The question is, what would become of you?

AWNINGS



Our specialty is **AWNINGS FOR STORES AND RESIDENCES**. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on application.

CHAS. A. COYE, INC.
11 Pearl St. 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.

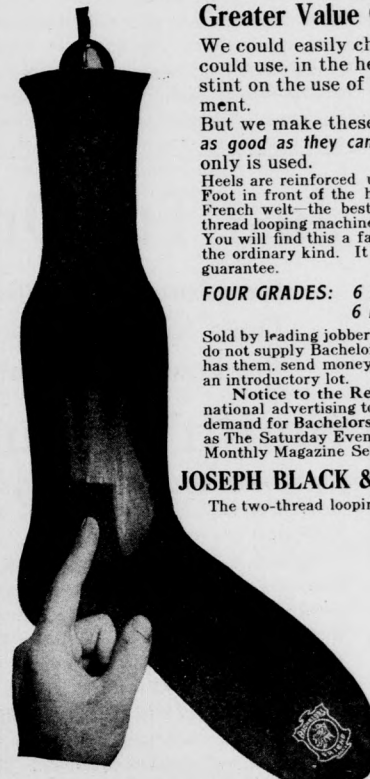
FOUR GRADES: 6 Pairs, \$1.50; 6 Pairs, \$2.00; 6 Pairs, \$2.50; 6 Pairs, Gauze Weight, \$2.00.

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

CHANCE CUSTOMERS.

How To Convert Them Into Permanent Patrons.

Written for the Tradesman.

"Les Miserables" is the tale of a loaf of bread. It was the theft of a loaf of bread that started Jean Valjean on his lifelong penance. And, incidentally, it was a loaf of bread—but let's not anticipate.

Mrs. Miggs, in the midst of her preparations for breakfast, sought the bread box only to find it empty save for two or three hard crusts of that quality particularly reserved for the chickens.

"I'll just run down to Park's and buy a fresh loaf," she reflected. "I hate to deal at these little corner stores, but, if one must, one must. Just mind the baby a minute, Mary," she added, aloud; and, snatching her purse, made a bee line for the corner store half a block distant.

J. Parks, general merchant, was engaged in arranging some baskets on the ledge outside his store when the breathless woman hurried up.

"I'd like a loaf of bread," she announced. She had been running; for Mary, aged seven, was not the safest sort of guardian to leave in charge of a baby and there were a host of breakfast preparations to complete.

J. Parks glanced quickly up from his task of exterior decoration.

"I'm sorry, ma'am," he remarked, "but the bread wagon hasn't come along yet."

"That's just the way with these corner stores," was the thought that snapped angrily through the woman's mind.

"But," added Mr. Parks, "he's likely to be along any minute now. The bread man usually arrives just when I'm opening up. I'm sorry, but he's a few minutes late this morning."

Thoughts of Mary turning the gas too high or hammering the helpless baby's head with the flat-iron shot through the mother's mind. Every minute's delay now meant also a delay in clearing away the breakfast dishes, a delay in her trip to market, a dinner later by just that much and a crowding into the late afternoon of all her sewing.

"Do you think he'll be long?" she asked, hurriedly.

"He should be here right away," returned the merchant.

"I guess I'll wait a minute or two," the woman murmured, indecisively. "He comes right up our street, doesn't he? I guess I'll watch out for him. I've left the baby alone with Mary and—"

"You don't need to worry about the bread," interjected the grocer, cheerily. "I'd send it up myself the minute it arrives, but the delivery boy doesn't start until 9. But I'll just tell the bread man to hustle up to your place himself. That will do, won't it?"

"Thank you," muttered the woman. She was half way home when the reflection came to her:

"I don't believe he heard me."

With a relieved sigh she burst into the kitchen to find baby still undamaged. When, a few minutes later, the bread man knocked at her door and she purchased her loaf, with all the hurry to complete breakfast she had time for this reflection:

"It was mighty good of Mr. Parks to take all that trouble—and not a cent in

it for him, either. His store looked nice and clean inside, too. I believe I'll try him with an order. After all, maybe he is as cheap as over town."

Which explains very largely why Mrs. Miggs, instead of buying all her goods at the big down town stores, now purchases 90 per cent. of her groceries and quite a few other odds and ends besides, from J. Parks, general merchant, who, she found—contrary to her previous profound belief—kept good goods and gave her prompt service, and all at the same prices as she had been theretofore paying (plus time and shoe leather) for her down town purchases.

It is the little sales which make the big businesses, and it is at their first meeting that the merchant must secure the tiny foothold which is ultimately to enable him to convert the chance buyer into a permanent customer.

In the little corner store—or in any store, for that matter—a small act of courtesy will often secure the needful foothold.

Don't protest that it doesn't pay. Don't say, "Nine women out of ten will take all our politeness as a matter of course and never give it a second thought or make a single additional purchase." Even if that were so, the tenth woman who becomes a permanent customer and buys from you all the year round, pays, not only for the little trouble you've taken with her, but for the trouble you've expended on the other nine as well.

The big advertiser, when he talks of his goods through the medium of a magazine with 500,000 circulation, doesn't look for 500,000 direct sales as a result or even for 500,000 direct replies. His calculation is that he will receive a certain percentage of responses, direct or indirect; and that of those whose curiosity is thus stimulated, a proportion will become permanent customers.

And he further calculates that, once gained, each of these permanent customers becomes an advertisement for the manufacturer and his goods.

It is precisely the same with the store. The first sale to each individual doesn't constitute the business, but only the

beginning of business. The task of the merchant is to convert the casual buyer into a permanent customer; and each of these permanent customers becomes in turn an advertisement to attract other customers.

In this work of business building every little courtesy extended the casual buyer, or even the casual enquirer, is an advertisement—and it helps to land customers who will bring their trade to the store, week in and week out. Every one of these customers is a walking advertisement that will help to add others to the clientele of a well managed, well stocked store with obliging and intelligent people at the helm and behind the counter.

Victor Lauriston.

Activities in the Buckeye State.

Written for the Tradesman.

The Ohio River & Western Railroad, a narrow gauge line extending from Zanesville to Bellaire, has been purchased by the Pennsylvania Railroad at a cost of \$3,000,000. The transfer is said to include valuable coal rights in Belmont county, which will be developed, and Zanesville will be made distributing point for this coal.

The season of social centers conducted by the Department of Public Recreation at Columbus has closed and records show a substantial increase in attendance and in interest over the previous year.

The work of installing the cluster light system in High street, Columbus, which is to replace the well known arches, has begun. There will be 860 iron posts, each bearing five Tungsten lights. Posts will be 80 feet apart.

The Ohio State serum farm will be located thirteen miles east of Columbus, on the National road. This plant, for the manufacture of hog cholera serum, will be the largest of its kind in the world.

Dayton manufacturers, wholesalers and jobbers are planning on a get-acquainted trip this spring to surrounding cities and towns.

Street car transportation in Columbus is now on practically a 3 cent

basis, eight tickets being sold for a quarter, with universal transfers. The company takes this action in conformity with its franchise, which requires the reduction when earnings reach a certain figure.

It is estimated that track elevation and the abolishing of grade crossings in Dayton would cost \$10,000,000. Engineers will make new plans, eliminating only the downtown crossings at first.

Akron is a thriving city. Figures for the first quarter of the present year show an increase of 65 per cent. in bank clearings, and 18 per cent. in postoffice receipts, as compared with the corresponding period for 1911, and there are 4,000 more people at work in the factories now than three months ago.

The Ohio State Republican convention will be held in Memorial hall, Columbus, June 3 and 4.

Youngstown has engaged John H. Chase as supervisor of the city playgrounds during the coming year at a salary of \$2,250. He will give his time to the playground and social center work throughout the year. It is expected there will be fourteen different playgrounds in operation.

The Secretary of Agriculture of Ohio is collecting data from the rural districts as to labor conditions, waste and uncultivated lands and undeveloped resources and each farmer must answer a long list of questions asked him by the township assessors.

Almond Griffen.

A Good Beginning.

Two street peddlers in Bradford, England, bought a horse for \$11.25. It was killed by a motor car one day and the owner of the car paid them \$115 for the loss. Thereupon a new industry sprang up on the roads of England.

Drowning the Storm.

Mrs. A.—What did your husband say when he saw the bill for your new gown?

Mrs. B.—I didn't hear. I started to play on the piano.

Just Try One in the Brown Sugar Bin

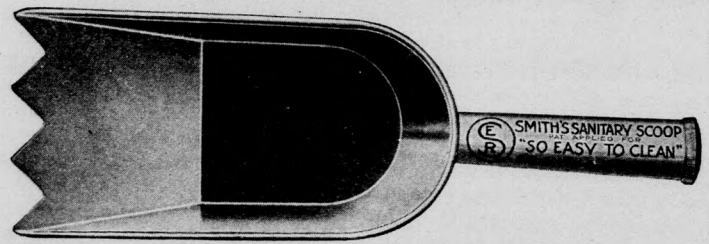
No More Sticky Fingers to Wash a Dozen Times Every Day. If it Does Not Save You More Than Fifty Cents Worth of "Cuss Words" the First Week, Send it Back to Your Jobber. 🍷 🍷 🍷 🍷 🍷

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.

VALUE OF MEN.

An Argument in Opposition to Labor Strikes.

The most remarkable argument that has recently been advanced in opposition to labor strikes has been presented by the management of the Rock Island Railroad, a transcontinental system, to its employes: Its main points are embodied in the following:

"Say you earn \$1,000 a year. At 4 per cent. that is the yearly interest on \$25,000. In other words, the company capitalizes you at \$25,000 and willingly pays interest on that sum for the use of your energy and faculties. You are thus capitalized for just about what a modern locomotive costs. You may not have as much to pull, but you ought to have as much push. Remember a locomotive can't add figures nor run a typewriter nor select and compile statistics. You can last a lot longer and run a great deal further than the best engine ever built. Most of all, you can make yourself constantly worth more, while the locomotive is never worth a cent more than it was the day it was built."

It is true that a man who earns \$1,000 a year would in twenty-five years of steady and constant labor earn \$25,000, but if he spent the whole of his wages, at the end of twenty-five years he would have nothing and would in all probability have passed his fiftieth year of age, when he could no longer get employment except at reduced wages.

The Americans are not an economical people. Men of moderate incomes spend about all they make, saving nothing, and living in the hope that something good will turn up some day, and they go on living in that hope until they are overtaken by death or some other stroke of fate.

The foreigners who come to this country recognize that its opportunities are better than those of the lands they have left, and as soon as they get employment they begin to save. It has often been said that it is more difficult to lay up the first thousand dollars than all the rest of a fair fortune, but it must be done in order to make a beginning. Money properly invested, even in a savings bank, earns money, and if the interest be added to the principal and the whole redeposited, it brings compound interest, which counts up enormously from small beginnings.

But the man who has saved nothing is often ready to strike in the hope that something will turn up. But after a strike, even if higher wages be gained, there is the loss while the strike was in progress, and it may mean debt in addition if a man had credit for his daily necessities.

However, this is no argument to the average American who is still not old. He lives in hope and is willing to take the risk that something better will turn up. But there are still others who are eager for any sort of outbreak from the daily routine. It may bring on such an agitation, even revolution, that will change conditions and make high places and great prizes for some. Such a state of unrest is being experienced in every country on the globe.

The tremendous strike of the British coal miners, whatever may be its results upon the industries and finance of Great

Britain and of the world, can but excite a certain degree of sympathy. Even if they earn \$1,000 a year, think of spending twenty-five years in the dark and dangerous depths of a mine in order to earn \$25,000. When a miner gets into daylight he wants to enjoy the fact, and if he has any money in his pocket he will spend it—maybe for liquor, maybe to give an outing to his wife and children—so the money goes, and he gets down again to his work in the mine gloomy and even sullen and indignant at his condition.

Only the men who have saved and possess a stake in this world's wealth are willing to let things stay as they are. The balance are filled with unrest and anxiety, and when the outbreak commences they will join it, generally to lose and to suffer, but regrets always come too late to give any aid.

A Robbery Which Could Be Easily Stopped.

Written for the Tradesman.

The price which people are now compelled to pay for brooms is nothing short of robbery. But if any one thinks that the retail merchant, be he grocer, general storekeeper, hardware dealer or something else, is in any way to blame for this extortion, this high price of brooms, he is greatly mistaken. The merchant is a greater loser under present conditions than any one else. He loses more in a year than several families combined.

The merchant must invest nearly twice as much money in brooms now in order to have a suitable variety in stock as he did when brooms cost much less. This increases his interest and insurance expenses, and he should have a larger margin of profit. But he does not. Out of sympathy for his customers he sells 45 and 50 cent brooms at as small a margin as he did when brooms were only 20 to 30 cents each.

And he does not sell as many brooms in a year as formerly. Either people are more careful of brooms and get more use out of them before discarding, or because they have less use for brooms than formerly, or for some other reason. It is plainly to be seen, then, that the retailer would be benefited if brooms were much lower in price, and would be as glad as any one to see prices go down and stay down.

The people are being robbed by some one. Either broom corn dealers have cornered the market, broom manufacturers have combined to maintain exorbitant prices, or the broom corn crop is curtailed by purposely destroying a part of the seed. A part or all of these methods may be used to accomplish the desired result—robbing the people.

This condition of affairs could be readily and permanently changed if efforts were put forth in the right way. The thing to do is for some association of farmers or others to secure broom corn seed and distribute it to planters who will contract to raise broom corn seed for the Association. When sufficient seed has accumulated, induce farmers to engage in broom corn raising, and then establish broom factories in the imme-

diately vicinity of the crops, the same as with cheese factories, creameries, sugar beet factories, vegetable canneries, etc.

No large amount of capital is required to start a broom factory, and the broommaking trade is not difficult to learn. Retailers can usually get better brooms and lower prices by buying from the small factories which send their wagons to the villages and towns so that merchants can see and select their goods instead of ordering from some distant city.

If these smaller factories were protected from the combination of broom manufacturers and from those who control the price of broom corn, prices of brooms would adapt themselves to the natural abundance or scarcity of the broom corn crop and to the price of labor. With this the people would be satisfied. E. E. Whitney.

How Prices Have Jumped in Ten Years.

The statistics for 1911 have not yet been fully compiled; but a comparison of 1910 with 1900 shows that in that interval the price of beef rose more than 25 per cent. In other words, one could have bought more than a pound and a quarter of beefsteak in 1900 for the same money one paid for a single pound in 1910. Something like this was true of most other foods in the same period. Bread rose one-third in price, milk one-third, potatoes about one-seventh, and corn meal and smoked ham one-half. The foodstuffs which took the biggest jump were bacon and lard, which just about doubled in price; and the only food in common use that didn't rise was sugar, which actually dropped a little.

What happened to foods happened also to clothing. Flannels went up in price about one-sixth, gingham from one-fifth to one-third, boots and shoes from one-ninth to one-third, and so on. Even the sheets on the beds rose about one-quarter, and the blankets one-ninth; while carpets, like the Brussels on the parlor floor rose one-fifth. The prices of land and of building materials went up with everything else—and rents proportionally, of course. The worst of it is that most people's incomes have not kept pace with the procession.

Now what brought this situation about? Some know-it-alls will answer that the high tariff has done the whole thing; others will lay it to the trusts; others will try to frighten you by declaring that our country has so nearly exhausted its principal natural resources that it is no longer able to support the

people who live in it. You can afford to smile at such arguments. The trouble can't all lie at the door of our tariff system, because in England, France, Germany and elsewhere abroad they are complaining of the same thing that we are. The trusts don't seem to be entirely to blame, because, whatever we may say of them in other respects, most of them have reduced prices.

"I have already mentioned sugar, and I might add kerosene, which went down about one-tenth in price between 1900 and 1910," says a writer in a magazine. "As for our natural resources, it is true, as I told you in my letter about 'conservation,' that we have been wasteful of them; but the result of digging out so much iron ore and developing so much water power has been to cheapen steel and electricity, and these reductions have offset by a good deal the diminution of our lumber and coal supplies and of the other exhaustible resources we have been cutting into so heavily.

"What does that mean? I'll show you. The farmer is the man who feeds all of us. His city cousin makes shoes and machinery, tinware and furniture; he prints books, builds railroads and does other things which he can use to fill his own stomach.

"In short, the cities are populated with food consumers who are not food producers. As a consequence, we see the farmer called upon to produce food in response to demands from the cities which increase as steadily as the cities themselves increase. Meanwhile, though he is doing all he can to make his land yield more, he can not keep ahead of these larger and larger calls. Naturally the prices he charges for his products go up—first, because he has to buy better farm machinery, fertilizers, live stock, etc., than he used to; second, because the more people want to buy of him the higher prices they are willing to pay.

"Right here, as I look at it, is the starting point of this whole matter of increased cost of living. As the prices of foods rise the wages of workingmen who have to buy these foods must be raised in their turn, and the manufacturer who employs them has to charge more for his goods in order to get his money back. The doctor, when he goes to buy clothes for his family, and crockery and hardware for his house, finds these things costing more, so he charges his patients a \$3 fee for services that formerly cost only \$2; and thus the inflation spreads by degrees through every walk in life."

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



Michigan Knights of the Grip.
 President—C. P. Caswell, Detroit.
 Secretary—Wm. J. Devereaux, Port Huron.
 Treasurer—John Hoffman, Kalamazoo.
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.
 Grand Council of Michigan, U. C. T.
 Grand Counselor—George B. Craw, Petoskey.
 Junior Counselor—John Q. Adams, Battle Creek.
 Past Grand Counselor—C. A. Wheeler, Detroit.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Witliff, Detroit.
 Grand Conductor—E. A. Welch, Kalamazoo.
 Grand Page—Mark S. Brown, Saginaw.
 Grand Sentinel—Walter S. Lawton, Grand Rapids.
 Grand Chaplain—Thos. M. Travis, Petoskey.
 Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Wafted Down From Grand Traverse Bay.

Traverse City, April 8—The Baker's Inn, at Charlevoix, is reported as still clinging to the roller towel and certainly a mention is all that is necessary to provide at least a few of the individuals, or a frequent change of the roller kind would be acceptable.

Look up your time tables. The Ann Arbor Railroad has changed time.

We are more than pleased to mention that Thos. J. Bailey has been re-elected Secretary of Petoskey Council. Tom is one of the best.

Homer Sly, a member of Petoskey U. C. T., has been elected Mayor of the city. Robt. Baker, a member of the same Council, was elected City Treasurer. While these good things are being handed out we are more than pleased to mention that Oluf Nordrum, of the same Council, has been elected Mayor of the city of Charlevoix. This gives you a good example of the class of members our order is made up of. It is a hard matter to tell now when Petoskey Council convenes, whether it is a U. C. T. Council meeting or city Council meeting. We wish all the above members a successful term. Can any other Council beat this?

Mr. McMorris (Cornwall Beef Co.) is confined to his home through illness. We hope for a speedy recovery. Cadillac is his home.

Wm. Scattergood, Jr., of Petoskey, the Sunshine biscuit man, spends every other Sunday at Ithaca, and we have rumors of wedding bells. Let a little sunshine in, Bill.

Miss Grace Hoffman, the youngest daughter of H. C. Hoffman, of our city, has been confined to her home with a threatening case of scarlet fever, but we are pleased to report a slight change for the better.

Bob. Case, of the Hotel Handy,

Mancelona, certainly has made a change for the better since his previous mention by furnishing the boys with a tooth brush and tooth paste. Bob. has also contributed his \$1 to the Tradesman.

Mr. and Mrs. Herb Griffeth are jubilant over the arrival of a nice little girl. Herb says Traverse City is the ideal spot.

Mrs. Hobbs, of the Hotel Hobbs, of Fife Lake, is too busy to entertain at tea parties now for she is making individual towels for the boys. We certainly appreciate this, Mrs. Hobbs. Let others follow.

We take pleasure in introducing one of our best members of our Council, Postmaster Frank Friedrich. Frank has always been one of the boys and as a postmaster he can not be beaten. He is always ready



to assist the boys in getting their mail for them and extends any other favors which at times are great inconveniences to himself, for he appreciates the importance of mail to the boys. It is a common remark to hear from transients that we have one of the best postmasters in the State.

Since we have mentioned members of our order who are favored with public offices we must not forget our friend, Frank Shuter, who has been our County Sheriff. Frank is on his second term and has given entire satisfaction.

Now since election is over we at least can expect a portion of our customers' time.

Mr. Ford, of the Hotel Carlton, of Levering, has made arrangements to furnish the boys with the individual towels. The Carlton is a first-class hotel and Mr. Ford always did run a good place. We thank you, Mr Ford.

We are informed that Fred Bennett, of East Jordan, bought \$5 worth of local option information of C. G.

Huiling, and at that it is only the beginning of this month's expense account. What will the total be?

Hotel Boyne River, Boyne Falls, reports that they, too, are installing the individual towel. If there ever was a hotel in the country which seems homelike and always ready to give the best of service, it is this place.

While we are mentioning the hotels at Boyne Falls we surely must not forget the Hotel Marsh, which, too, has favored the traveling public with the individual towel. Mr. and Mrs. Marsh are always ready to wait on the boys and service is of the best.

Last but not least we must not forget to scorch the Hotel Lake View—Daddy Sharpe, manager, of Elk Rapids. We, through an error, mentioned that Daddy was manager, but from all reports the hotel has no manager, for they claim that the filthy roller towel has not seen a change since they were hung up. If you can not furnish us with the individual towel, please at least change those roller towels once a month. We hope this case will not require another mention.

Boys, please do not forget that we are going to observe our Memorial Day next Sunday and attend divine service in a body at the Baptist church. All U. C. T.'s are requested to be present at the Council chambers at 9:30 a. m.

Hotel New Orient, Ellsworth, will be fully equipped with running water through the entire house and all new furniture will be added. Besides, the house will be renovated and redecorated this spring. Surely the Van Shivers are there to please the public.

The manager of the Hotel Wentworth, Mackinaw City, would confer a great favor if he could see his way clear to at least furnish individual towels at mealtime.

In a previous issue we intended to spring a daffy-dill, but the make-up man substituted the word Cole instead of Oole, and as we have been commented on it we submit the cor-

rection. If Buttars stood the pure food test, would Oole?

Otto Powers, Grinnell Bros.' salesman of this city, certainly had one slipped over on him this week while at Kalkaska. A. B. Cornell had received a box containing a clipping machine, and while Mr. Cornell steps out Mr. Powers opens the box and substitutes bricks and then steps outside and offers a farmer \$8 to go down and purchase the box containing the clipper, but somehow Cornell got wise to the deal and repacked the box, and in a short time the farmer steps in with Powers' \$8 and offers to purchase the box. Mr. Farmer immediately leaves for home with the box, which Mr. Powers thinks contained the bricks, and after a while Mr. Powers steps into the store, informs Mr. Cornell that the farmer took out only a box of bricks and demands the \$8, but Mr. Cornell then advised the piano salesman that he had replaced the clipper in the box and all that the joke cost Mr. Powers was the price of a livery rig to go ten miles out in the country to get the clipper. Jokes, as well as impersonations in dry territory, sometimes are not as they appear to be.

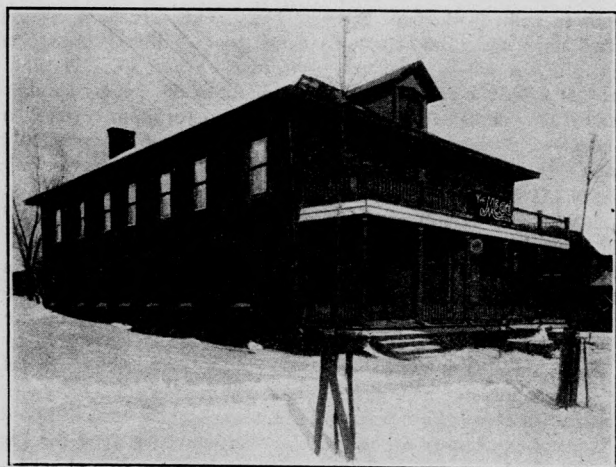
If Cadillac became ever so dry and hot, would it Berner?

Jay Smith, of the Hannah-Lay Milling Co., says he does not understand why Hotel Piper, Manton, does not supply individual towels. We always considered that Mr. Piper would do all he could for the traveling men and we inferred that it would only be a short time before he would favor us. Mr. Piper certainly has a hotel that the city can be proud of.

We understand that since Kent Buttars has severed his connection with the fish business in Traverse City he has been acting as assistant manager of the Hotel Yeasel, Frankfort. Impossible to keep Kent down.

Everybody boost for the Grand Council meeting in June at Bay City. If the entertainment they tendered the visit of the Grand officers last

THE MEAD HOTEL FOR SALE OR RENT



MRS. FRANK SMITH, PROPRIETOR, LE ROY, MICH.

November is a sample, the convention will certainly be a success in every sense of the word. Bay City members are right on the job all the time. Every member who attends will be more than pleased. Better secure your reservation at the hotel.

Some of the councils seem to carry the idea that when they entertain any of the Grand officers it is up to the ones entertained to write up the event, and while I am sure that we would be pleased to do this, if we were requested by them, it hardly seems as though it was doing justice to the Council, as nearly every Council has a press committee, who feels as though we were exceeding the speed limit if we took this upon ourselves to do. Get busy, press committees, Mr. Stowe is more than pleased to give you all the space you need and then some. The Tradesman columns are always open.

Fred C. Richter.

News and Gossip of the Traveling Boys.

Grand Rapids, April 9—Grand Rapids Council, No. 131, held its regular meeting Saturday, April 6, in Herald hall. About fifty members were in attendance and saw A. A. Peters, C. J. Nye, E. J. Rothermal and H. J. Harwood ride the goat, which they did without falling off, thereby showing that they were made of the stuff which makes good U. C. T. members.

F. E. Scott (better known as Gene) and C. J. Hawley were admitted by transfer cards.

John Quincy Adams, Grand Junior Counselor, was present and handed out a line of verbal bouquets which made every member present feel proud he was a member of the U. C. T., and especially of the Grand Rapids Council, No. 131.

Harvey Mann acted as Senior Counselor for the first time since his election and filled the chair like an old veteran, as did O. W. Stark, C. C. Herrick and A. N. Borden as Junior Counselor, Page and Chaplain, respectively. The other offices were filled by John Hondorf, as P. S. C., and Tommy Driggs, as Sentinel. "Nuf sed."

Senior Counselor Mann appointed Fred May, Fred Gray, Walter Lawton, C. W. Bosworth and R. J. Elwanger as the Grand Council Committee to have charge of the affairs of the Grand Rapids Council at the Bay City meeting, with instructions to try and land the 1913 convention for Grand Rapids. Boost, you peddlers, boooost!

The Council adjourned about 11 o'clock with 416 members in good standing.

It is with regret that we are called upon to record the death of John P. Visner, for many years local representative of the Edwin J. Gillies Co. Mr. Visner was not a member of No. 131, but was well and favorably known by a great many of the boys. He leaves two sons and three brothers, all of this city. One of the sons, Lynn Visner, was associated with his father in the coffee business and is a member of Grand Rapids Council, No. 131. We wish to assure the be-

reaved family of the heartfelt sympathy of the boys of 131.

The Grand Rapids Dry Goods Co. has increased its capital stock to \$400,000 and expects to move shortly from its present location, on North Ottawa street, to the new Corl & Knott building. W. B. Holden, Past Senior Counselor and booster of 131, is the manager.

Manager Ernest Evans, of the Lakeside Inn, at Lakeside, has promised individual towels in the near future. All right, Ernest, we realize that Rome was not built in a day.

Boost for 131!

Joe Major nearly missed his train at Alto on Thursday of last week. He was locked in the postoffice. We did not know the postmaster sold La Valla Rosas.

Ed. Bottje left last Friday night for Milwaukee to hand in his resignation to the Wm. Frankfurth Hardware Co. Brother Bottje is going to represent the Lockwood-Lulkemeyer-Henny Co., of Cleveland, Ohio, on the territory recently vacated by Mr. Rice.

E. H. Snow made his first trip for the Buhl Sons' Co. last week and reports good success.

Clark-Weaver Co. did not like to see Snow go, but realizes that everything must come and go in its season.

John Martin attended the Council meeting last Saturday in disguise. He did not wear a carnation.

On March 24 there arrived at the home of John Hondorf an 8 pound girl, which is the fifth arrival in that home. Brother Hondorf always was a staunch advocate of Teddy R. and his policies.

There will be a dance given by the members of the U. C. T. baseball team in the Herald hall Saturday evening, April 20, for the purpose of raising funds for the team to purchase uniforms, etc. Tickets will be sold for \$1 the couple. Tuller's orchestra will furnish the music. It is hoped that every member will buy a ticket and help the team along. Another chance to boost.

James Goldstein, better known as Jim, has left our city, much to the regret of the 416 members of No. 131 and the local lodge of Elks. As a token of the esteem in which he was held the U. C. T. degree team, of which he was Captain, presented him with a handsome signet ring; No. 131 decorated him with a gold emblem of the order; the local lodge of Elks showed their appreciation of Jim's good fellowship in the shape of a beautiful umbrella. He is located at Ludington. All U. C. T.s and Elks are invited to spend a week with him next summer. Only a few open dates left.

Don't forget the dance April 20.

Edward F. Goebel spent two weeks in Dutton last Tuesday.

We are waiting for that subscription to the Tradesman, our official booster.

Say, boys, if I keep on writing these items I will get cunning—or at least it will be funny if I hold the job.

E. W. Ryder.

News From Auto City Council.

Lansing, April 8—Word was received this morning from F. D. Engle, at Ann Arbor, that his wife is slowly improving, but is still in a critical condition. Mrs. Engle is at the Peterson Hospital, where she underwent a serious operation last Thursday. Their many friends in this city are anxiously hoping for her recovery.

It is reported that our genial Page, Stewart Harrison, is rapidly improving at Kalamazoo. Brother Harrison submitted to an operation for appendicitis March 7 at Bronson Hospital and a few days later was stricken with smallpox. R. S. Hopkins and others of Kalamazoo Council are doing everything possible for the comfort of Brother Harrison, for which the members of Auto City Council are truly grateful.

Another of those delightful "after Council" parties took place at the Council parlors Saturday night. Good music was in attendance and the event was thoroughly enjoyed by all who were not troubled with obesity.

Several of our members are severely criticising the management of a certain hotel in Pontiac because of its unsanitary condition. It is highly probable that an official complaint will soon be made to the State Board of Health.

John Himilberger has about closed his season's work for Ryan Bros., of Detroit, and will sell bridges during the summer months.

J. W. Odel is to be our Council Chaplain for the ensuing year. It is understood that he has already memorized the Ray of Hope lecture and there is a surprise in store for some of our officers who are backward in the ritualistic work. H. D. B.

The Drug Travelers Will Entertain.

Grand Rapids, April 8—At a special meeting held in Detroit Friday, April 5, the Michigan Pharmaceutical Travelers' Association voted to attend the joint meeting of the Michigan State Pharmaceutical Association and the Michigan Retail Druggists' Association, which will be held in Muskegon August 13 and 14, there to provide such entertainment as will be mutually agreeable to both State associations.

A movement has already been inaugurated by the officers of the two State associations to effect an amalgamation at that time. This fact and other matters which seriously affect the druggists' interests will serve to bring out a large attendance.

The Travelers' Auxiliary, known as the Michigan Pharmaceutical Travelers' Association, was organized six years ago at Bay City for the purpose of meeting with the State Association and providing entertainment forming closer personal relations with their trade and assisting in building up their membership.

All traveling men interested in furthering the movement are invited to join the Auxiliary, addressing all communications to the undersigned.

W. S. Lawton, Sec'y.

Some Sportsman.

Tustin, April 8—Norman Eggeman, of Milwaukee, spent a few days in Tustin last week. Wednesday night he accepted an invitation to go fishing. He put on his fishing clothes and boots just as the Game Warden came in and saw him. It is reported he lost ten pounds. Others say he lost his nerve. Anyway, he did not go fishing.

Detroit—J. C. Coleman, manufacturer of auto and boat steering wheels, has merged his business into a stock company under the style of the Coleman Manufacturing Co., of Detroit, with an authorized capital stock of \$25,000, which has been subscribed, \$24,000 being paid in in property and \$1,000 in cash.

Charley Roth (Macey Co.), who has been in the osteopathic hospital at Kirksville, Mo., for several months on account of bladder trouble, is gradually recovering. He will probably return to Grand Rapids in May or June, but will not be strong enough to resume his road duties before fall.

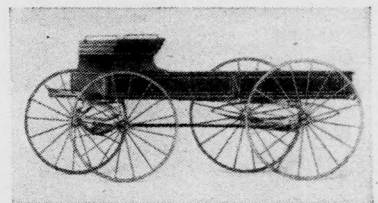
O. H. L. Wernicke, President of the Macey Co., has a new Everett automobile with a self starting attachment. The latter device is very regular in its operation. It starts at least once out of six times and frequently every fifth time.

Truth is the basis of the successful business all the way from the errand boy up to the manager. A lie harms the business whether it is told in the workroom or in the manager's office.

A Frenchman claims to have discovered the secret of making money out of the baser metals. The steel trust beat him to it by a big margin.

Wm. R. Van Auken, grocer, Big Rapids: I find the Michigan Tradesman very helpful and would not get along without it.

Appearances are deceptive. You can not tell from the shallowness of a man's mind how much he can drink.



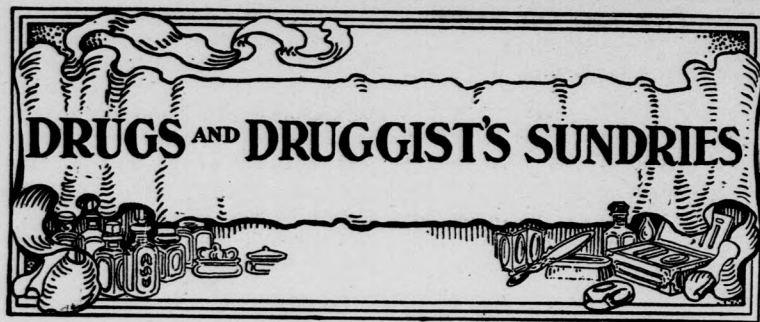
Typical Grocer or Market Wagon and Shafts

Body 7 ft. 6 in. x 3 ft. 4 in. 8 1/2 in. deep, ironed inside and out with drop end gate, bottom is ironed with 1 1/2 in. beveled iron, axles 1 1/2 in., straight taper spindle, wheels are Sarven patent, 1 1/2 in. riveted rims, 1 1/4 spokes all hickory, 1 1/2 x 3/8 steel tire bolted between each spoke, swan spring in front, two elliptic oil tempered springs in rear, double reaches strongly ironed short turn fifth wheel saving a distance of ten feet in turning around.

PRICE \$65.00

Sherwood Hall Co., Ltd.

Ionia and Louis Sts.
Grand Rapids, Michigan



Michigan Board of Pharmacy.
 President—Ed. J. Rodgers, Port Huron.
 Secretary—John J. Campbell, Pigeon.
 Treasurer—W. E. Collins, Owosso.
 Other Members—Edwin T. Boden, Bay City; G. E. Faulkner, Delton.

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gilleo, Pompell.
 Second Vice-President—G. C. Layerer, Bay City.
 Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davls, 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.

Some Business Methods in the Drug Store.

I have always believed that if you wish to make a success of any business it is necessary to: First, know as much as you can about it. Second, love it, and third, help it.

The professional knowledge is absolutely needed to make a big success in the drug business, but the commercial knowledge properly applied will help our business to give us the compensation we are worthy of.

Few men have started with less capital and under more difficult conditions than yours truly. When I bought my first store I had \$27 in my pocket and obligated myself to pay \$5,300. You can realize I was driven to some book-keeping and finance to steer the ship through the shoals which lie in wait for all business men.

"Necessity is the mother of invention," and as I was then obliged to do all my own work, to save clerk hire, I had to devise a system of book-keeping which would keep me posted with the least expenditure of time.

I hope it will be of some value if I explain how I, even to-day with seven clerks, do all my own book-keeping in less than one hour a day, with credit sales averaging \$600 each month. To the professional book-keeper mine is undoubtedly a very crude system, but for the druggist who wishes to know his own financial condition at any time it is simple, and I have found that in set-

ting a fire loss it works to a charm. I use the following:

1. A National cash register book No. 14. Cost one dollar a year. This gives on one page a daily statement of cash and credit sales, the amount received on account and cash paid out by each individual clerk. There is also a place for detailed paid-outs, divided into cash paid for merchandise and for expenses. In forwarding each day's transactions I have at the end of each month, in this book, total cash and credit business done, total cash paid for merchandise and expenses, and total amount received on account. It gives me a clear insight into the condition of my credit business, as total credit sales compared with the cash received on account will prove if I am looking after the collections as I should.

2. A check book, which any bank will furnish free.

All checks which have passed through the bank and are returned as vouchers paid I paste into this check book, each on the stub from which the check was originally detached. Once each month I add together the checks paid during the month, separating them into three classes, checks paid for expenses, cash purchases and for invoices.

The prompt payment of our obligations establishes our credit, and it is not the richest merchant but he who pays when he agrees to who receives the best credit rating. When you can not discount all your bills it is wise to have a book (pocket size), in which you write in the date you have promised to pay any bill or note. Have a page for each month, then you can see at a glance the date you must meet certain payments. Be sure you do not promise more than you can keep. Consulting this book will help you.

3. An invoice book. Cost about 50 cents. Ruled like a ledger. As the invoices come and after the goods have been checked up, I write in on the left hand page, using a line for each invoice, the date, name of creditor, amount of invoice, and note any errors, as overcharges, wrong additions or deductions for freight, etc. On the right hand page I write the date, the name, the amount and the discount taken, when each invoice is being paid, using one line for each transaction and a separate column for the discounts. I draw a line through the amount of invoices I pay on the left hand page indicating they have been paid.

This tells me if I have paid all my invoices, for instance, of last month, by looking over the one or two

pages of last month. It also gives me the total invoice purchases and tells me if I am buying more or less than I should to keep my stock where it belongs. At the top of the right hand page I write the first of each month the amount I owe for invoices. The total amount of invoice purchases during the month is added to this, and from this sum I deduct the discounts and the total paid for invoices during the month, which tells me how much I am owing and if I am gaining on or increasing my debt for merchandise.

In place of taking a trial balance I draw up the following sample statement, obtained from the data gained from my books mentioned above:

Cash received for sales and on account for month.	\$3,319.78
Invoice purchases.	\$1,805.30
Cash purchases....	135.36
Check purchases....	320.97
Check expenses....	497.46
Cash expenses....	196.50
Total	\$2,955.59

Actual gain for myself....	\$ 364.19
Percentage gain for myself..	412.63
Percentage expense	20.9

I figure one-third profit on my sales. The discounts, minus what I pay for interest, I naturally also can use in my private life without hurting my business. The per cent. gain as given in this sample statement shows that during the month in question I either bought more than I sold or charged more than I received on account. I find in looking it up that I collected \$11.28 more than I charged and that I bought goods enough to sell \$3,392.45, therefore the difference is found in the increase in stock.

For charging credit sales to regular customers running a monthly account, I use the ordinary ledger, and for the smaller accounts a National cash register loose charge-slip cabinet. Index and folders for this can be bought for less than \$2 and any man can provide a box to keep them in.

I take an inventory every two years, and my estimate on how much it should be before we begin has always been within 1 per cent. of the actual value.

Discounting bills is the best for everybody, and it is nearly always possible. One per cent ten days net sixty is 7 per cent. a year, 1 per cent. ten days net 30 is 18 per cent. The wholesale dealers are willing to give better discounts than these to the retail dealers for prompt payment, and the banks will help any business man who has his business well in hand. A certain amount of credit from your banks can nearly always be had for the asking if it is accompanied with a frank statement of the reason for the request. Bank officials will consider you a good business man, and it is the way they make their money. You who do not discount your bills are losing not far from 14 per cent. on the amount of your purchases for sixty days each year. Doing \$10,000 a year business

means purchases of \$6,666 a year or in sixty days \$1,111; 14 per cent. on this amount means \$156 a year added to your income. In seven years' time from the day you borrow this money you will have it saved, without any more effort on your part than the asking for it and watching your bills.

Quantity-buying for the sake of getting an extra 5 or 10 per cent. is often practiced at a loss to the retailer. A drug store should be able to turn the stock (not counting fixtures) about three times a year. The average net earning, counting 25 per cent. for expenses, is at least 8 per cent. on the business done, which means 24 per cent. on the value of the stock in trade according to inventory. Consequently goods bought at 5 per cent. discount should be sold in seventy-five days and at 10 per cent. discount in five months in order to give a druggist the average profit he is entitled to receive. If it takes longer to sell such goods quantity-buying is not as profitable as the ordinary purchases.

Many druggists have an idea that all the money they take in is their own, but as a matter of fact 90 per cent. of it must be paid out for goods and selling expenses, and all any of us can consider as our own without robbing our business or creditors is from 8 to 10 per cent. on our gross sale, plus what we can personally earn in our stores as clerks. An easy and very nearly correct estimate of our own earning capacity as clerks in our stores is to find out our daily average sales (this represents the amount of weekly clerk-hire the store can pay), from this deduct the combined weekly wages that you pay all your other clerks, and the remainder is what you deserve as your weekly wages.

Every druggist should feel that he is simply manager of a store and should therefore be as honest with himself as he would be did he have to give an accurate account to other owners. He should never draw any more money than he has rightfully earned, and always remember in making any investments that his own store, which gives him about 24 per cent. on the stock and about 16 per cent. on the total inventory of stock and fixtures should have first consideration.

If he does this he will grow in wealth and influence.

Ernest O. Engstrom.

The Drug Market.

Glycerin — Has advanced 1c per pound.

Morphine—Has declined 25c per ounce.

Cocaine — Has declined 30c per ounce.

The Safe Plan.

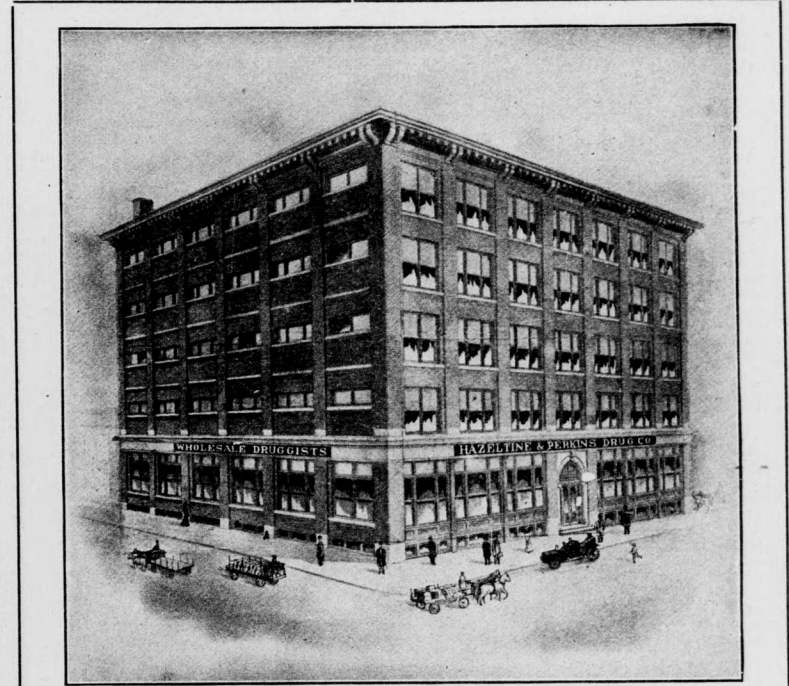
A Chinese proverb runs: "Think of your own faults the first part of the night (when you are awake), and the faults of others the latter part of the night (when you are asleep)."

A thing is worth what it can do for you, not what you choose to pay for it.

WHOLESALE DRUG PRICE CURRENT

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

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



Our New Home—Corner Oakes and Commerce

We solicit your orders for Sulphur—Light and Heavy Lime and Sulphur Solution Bordeaux Mixture—All Sizes Paris Green Arsenate of Lead—All Sizes Blue Vitriol Stock complete Prompt shipments Respectfully, HAZELTINE & PERKINS DRUG CO. Grand Rapids.

Four Kinds of Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

Table listing various chemicals and pharmaceuticals, including sections for Miscellaneous, Semen, Spiritus, Sponges, and Syrups.

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

- Provisions
- Pears in Syrup
- Arbuckle Coffee
- Corn Syrups
- Pearl Barley
- Corn
- Oats

DECLINED

- Mushrooms
- Canned Apples
- Canned Blueberries
- California Prunes

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W	Wicking	13
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AMMONIA	Doz	12 oz. ovals 2 doz. box	75
AXLE GREASE	Frazer's	1 lb. wood boxes, 4 doz.	3 00
		1 lb. tin boxes, 3 doz.	2 35
		3 1/2 lb. tin boxes, 2 doz.	4 25
		15 lb. pails, per doz.	6 00
		15 lb. pails, per doz.	7 20
		25 lb. pails, per doz.	12 00
BAKED BEANS	No. 1, per doz.	45@	90
	No. 2, per doz.	75@	140
	No. 3, per doz.	85@	175
BATH BRICK	English		95
BREAKFAST FOODS	Apetizo, Biscuits		3 00
	Bear Food, Pettijohns		1 95
	Cracked Wheat, 24-2		2 50
	Cream of Wheat, 36-2		4 50
	Egg-O-See Wheat		2 75
	Egg-O-See Corn		2 75
	Flakes		2 75
	Posts Toasties, T.		2 80
	No. 3		2 80
	Farinose, 24-2		2 70
	Grape Nuts		2 70
	Grape Sugar Flakes		2 50
	Sugar Corn Flakes		2 50
	Hardy Wheat Food		2 25
	Postma's Dutch Cook.		2 75
	Holland Rusk		3 20
	Saxon Wheat Food		3 00
	Krinkle Corn Flake		2 00
	Malt Breakfast Food		4 50
	Maple Flakes		2 70
	Maple Corn Flakes		2 80
	Minn. Wheat Cereal		3 75
	Algrain Food		4 25
	Ralston Wheat Food		4 50
	Saxon Wheat Food		3 00
	Shred Wheat Biscuit		3 60
	Triscuit, 30		2 50
	Post Tavern Special		4 25
	Pillsbury's Best Cer'l		4 25
	Voigt's Cream Flakes		4 50
	Quaker Puffed Rice		4 25
	Quaker Puffed Wheat		2 85
	Quaker Brkfst Biscuit		1 90
	Quaker Corn Flakes		1 90
	Victor Corn Flakes		2 20
	Washington Crisps		2 80
	Wheat Hearts		1 90
	Wheatena		4 50
	Zest		4 00
	Evapor'd Sugar Corn		90
BROOMS	Parlor		3 00
	Jewel		3 70
	Winner		4 25
	Whittier Special		4 55
	Parlor Gem		3 75
	Common Whisk		1 10
	Fancy Whisk		1 50
	Warehouse		4 50
BRUSHES	Scrub		75
	Solid Back, 8 in.		95
	Solid Back, 11 in.		95
	Pointed Ends		85
STOVE	No. 3		90
	No. 2		1 25
	No. 1		1 75
SHOE	No. 8		1 00
	No. 7		1 30
	No. 4		1 70
	No. 3		1 90
BUTTER COLOR	Dandelion, 25c size		2 00
CANDLES	Paraffine, 6s		10
	Paraffine, 12s		10
	Wicking		20
CANNED GOODS	Apples		
	3 lb. Standards		@ 90
	Gallon		2 60@2 85
	Blackberries		1 50@1 90
	Standards gallons		@ 5 00
	Beans		
	Baked		85@1 30
	Red Kidney		85@95
	String		70@1 15
	Wax		75@1 25
	Blueberries		1 30
	Standard		6 75
	Gallon		
	Clams		@ 1 00
	Little Neck, 1 lb.		@ 1 50
	Little Neck, 2 lb.		@ 1 50

Clam Bouillon	Burnham's 1/2 pt.	2 25
	Burnham's pts.	3 75
	Burnham's qts.	7 50
Corn	Fair	75@ 90
	Good	1 00@1 10
	Fancy	@ 1 30
French Peas	Monbadon (Natural)	per doz. 2 45
Gooseberries	No. 2, Fair	1 50
	No. 2, Fancy	2 35
Hominy	Standard	per doz. 85
Lobster	1/2 lb.	2 50
	1 lb.	4 25
	Picnic Tails	2 75
Mackerel	Mustard, 1 lb.	1 80
	Mustard, 2 lb.	2 80
	Soused, 1 1/2 lb.	1 60
	Soused, 2 lb.	2 75
	Tomato, 1 lb.	1 50
	Tomato, 2 lb.	2 80
Mushrooms	Hotels	@ 15
	Buttons, 1/2s	@ 14
	Buttons, 1s	@ 25
Oysters	Cove, 1 lb.	85@
	Cove, 2 lb.	1 50@
Plums	Saxon	90@1 35
	Pears in Syrup	No. 3 cans, per doz. 1 50
Peas	Marrowfat	@ 1 25
	Early June	@ 1 25
	Early June sifted	1 45@1 55
Peanes	Pie	90@1 25
	No. 10 size can pie	@ 3 25
Pineapple	Grated	1 75@2 10
	Sliced	90@2 60
Pumpkin	Fair	80
	Good	90
	Fancy	1 00
	Gallon	2 15
Raspberries	Standard	@
Salmon	Warrens, 1 lb. Tall	2 30
	Warrens, 1 lb. Flat	2 40
	Red Alaska	1 85@1 95
	Pink Alaska	1 40@1 50
Sardines	Domestic, 1/4s	3 00
	Domestic, 1/2 Mus.	3 00
	Domestic, 3/4 Mus.	@ 7
	French, 1/4s	7@14
	French, 1/2s	13@23
Shrimps	Dunbar, 1st. doz.	1 20
	Dunbar, 1 1/2s, doz.	2 25
	Fair	90
	Good	1 20
	Fancy	1 25@1 49
Strawberries	Standard	95
	Fancy	2 25
Tomatoes	Good	1 35
	Fancy	1 50
	No. 10	4 00
CARBON OILS	Perfection	@ 10 1/2
	D. S. Gasoline	@ 15
	Gas Machine	@ 23
	Deodor'd Nap'a	@ 13 1/2
	Cylinder	29 @ 34 1/2
	Engine	16 @ 22
	Black, winter	8 1/4@10
CATSUP	Snider's pints	2 35
	Snider's 1/2 pints	1 35
CHEESE	Acme	@ 22
	Bloomfield	@ 21
	Carson City	@ 22
	Hopkins	@ 19
	Riverside	@ 20
	Warner	@ 22
	Brick	@ 22
	Leiden	@ 15
	Limburger	@ 19
	Pineapple	40 @ 60
	Sap Sago	@ 22
	Swiss, domestic	@ 13

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
	Spearmint	55
	Spearmint, jars 5 bxs	2 75
	Yucatan	55
	Zeno	55
CHICORY	Bulk	5
	Red	7
	Eagle	5
	Franck's	7
	Schener's	6
	Red Standards	1 60
	White	1 60
CHOCOLATE	Walter Baker & Co.	
	German's Sweet	22
	Premium	30
	Caracas	28
	Walter M. Lowney Co.	
	Premium, 1/4s	29
	Premium, 1/2s	29
CIDER, SWEET	"Morgan's"	
	Regular barrel 50 gal	10 00
	Trade barrel, 28 gals	5 50
	1/2 Trade barrel, 14 gal	3 50
	Boiled, 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	35
	Colonial, 1/2s	33
	Epps	42
	Huyler	36
	Lowney, 1/4s	32
	Lowney, 1/2s	32
	Lowney, 3/4s	30
	Lowney, 5 lb. cans	30
	Van Houten, 1/4s	12
	Van Houten, 1/2s	20
	Van Houten, 3/4s	40
	Van Houten, 1s	72
	Webb	33
	Wilber, 1/4s	33
	Wilber, 1/2s	32
COCOANUT	Dunham's per lb.	
	1/4s, 5 lb. case	30
	1/4s, 5 lb. case	29
	1/4s, 15 lb. case	29
	1/4s, 15 lb. case	28
	1s, 15 lb. case	27
	1/4s & 1/2s, 15 lb. case	28
	Scalloped Gems	10
	1/4s & 1/2s pails	15
	Bulk, pails	14
	Bulk, barrels	12
COFFEES, ROASTED	Rio	
	Common	19
	Fair	19 1/2
	Choice	20
	Fancy	21
	Peaberry	23
	Santos	
	Common	20
	Choice	20 1/2
	Fair	21
	Fancy	23
	Peaberry	23
	Maracaibo	24
	Choice	25
	Mexican	25
	Choice	25
	Fancy	26
	Guatemala	25
	Fair	25
	Fancy	28
	Java	
	Private Growth	26@30
	Mandling	31@35
	Aukola	30@32
	Mocha	
	Short Bean	25@27
	Long Bean	24@25
	H. L. O. G.	26@28
	Bogota	
	Fair	24
	Fancy	26
	Exchange Market, Steady	
	Spot Market, Strong	
	Package	
	New York Basis	
	Arbuckle	24 00
	Lion	23 00
	McLaughlin's XXXX	
	to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
	Extract	
	Holland, 1/2 gro boxes	95
	Felix, 1/2 gross	1 15
	Hummel's foil, 1/2 gro.	85
	Hummel's tin, 1/2 gro.	1 43

CONFECTIONS	Stick Candy	Pafr
	Standard	8 1/2
	Standard H H	8 1/2
	Standard Twist	9
	Jumbo, 32 lb.	Cases
	Extra H H	9
	Boston Cream	11
	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 Loaf	9 1/2
	Leader	8 1/2
	Kindergarten	12
	French Cream	10
	Hand Made Cream	17
	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
	Eureka Chocolates	15
	Eureka Chocolates	15
	Quintette Chocolates	15
	Champion Gum Drops	10
	Moss Drops	11
	Lemon Sours	11
	Imperials	12
	Ital. Cream Bon Bons	13
	Golden Waffles	13
	Red Rose Gum Drops	10
	Auto Kisses	14
	Coffy Toffy	14
	Molasses Mint Kisses	12
Fancy-In 5lb. Boxes	Old Fashioned Molasses Kisses 10lb. bx.	1 30
	Orange Jellies	60
	Lemon Sours	30
	Old Fashioned Household 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, ast'd	1 25
	Brilliant Gums, Crys.	60
	A. A. Licorice Drops	1 00
	Lozenges, printed	

6

7

8

9

10

11

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
Pretzeltes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 50
Sultana Fruit Biscuit	1 50
Soda Crackers N. E. C.	1 00
Soda Crackers Select	1 00
S. B. Butter Crackers	50
Unecda Biscuit	50
Unecda Linjer Wayfer	1 00
Unecda Lunch Biscuit	50
Unecda 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.	
Festino	2 50
Mintret 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
Festino	1 50
Bent's Water Crackers	1 40

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

DRIED FRUITS	
Apples	
Evaporated, Choice, bulk	10
Evaporated, Fancy, pkg	11
Apricots	
California	16@18

Citron	
Corsican	16
Currents	
Imp'd 1 lb. pkg.	9 1/2
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.	18

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

Raisins	
Commosiar 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 1/2

California Prunes	
100-125 25lb. boxes.	@ 7
80-90 25lb. boxes.	@ 7 1/2
70-80 25lb. boxes.	@ 8
60-70 25lb. boxes.	@ 8 1/2
50-60 25lb. boxes.	@ 9
40-50 25lb. boxes.	@ 9 1/2
30-40 25lb. boxes.	@ 10 1/2

FARINACEOUS GOODS	
Beans	
Dried Lima	7 1/2
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	
8 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	6
Imported, 25 lb. box	2 50

Pearl Barley	
Chester	5 00
Empire	5 25

Peas	
Green, Wisconsin, bu.	
Split, Scotch, bu.	3 90
Split, Id.	5

Sago	
East India	6
German, sacks	6
German, broken pkg.	

Taploca	
Flake, 100 lb. sacks	6
Pearl, 130 lb. sacks	6
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

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

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	26

Linen Lines	
Small	2 1/2
Medium	2 5/8
Large	3 1/4

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

FLOUR AND FEED	
Winter Wheat.	
Grand Rapids Grain & Milling Co.	
Purity, Patent	5 20
Seal of Minnesota	5 60
Sunburst	5 60
Wizard Flour	4 60
Wizard Graham	5 00
Wizard Gran. Meal	4 20
Wizard Buckwheat	6 80
Rye	5 40

Valley City Milling Co.	
Lily White	5 70
Light Loaf	5 10
Graham	2 50
Granena Health	2 30
Golden Meal	2 10
Bolited Meal	2 00

Voigt Milling Co.	
Graham	4 50
Voigt's Crescent	5 20
Voigt's Flourloigt	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 Sheaf 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	
Bolited	4 00
Golden Granulated	4 20

Wheat	
Red	95
White	93

Oats	
Michigan carlots	60
Less than carlots	62

Corn	
Carlots	80
Less than carlots	83

Hay	
Carlots	22 00
Less than carlots	24 00

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	13
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
Shearings	50@1 00

Tallow	
No. 1	@ 5
No. 2	@ 4

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

HORSE RADISH	
Per doz.	90

JELLY	
5lb. pails, per doz.	2 50
15lb. pails, per pail	.60
30lb. pails, per pail	1.00

JELLY GLASSES	
1/2 pt. in bbis, per doz	15
1/4 pt. in bbis, per doz	16
3 oz. capped in bbis,	
per doz.	18

MAPLEINE	
2 oz. bottles, per doz.	3 00

MINCE MEAT	
Per case	2 85

MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20
Half barrels 2c extra	

MUSTARD	
1/4 lb. 6 lb. box	16

OLIVES	
Bulk, 1 gal. kegs 1 05@	1 50
Bulk, 2 gal. kegs 90@	1 00
Bulk, 5 gal. kegs 90@	1 00
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 35
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
10 oz.	2 50
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
Queen Chow, 2 doz. cs.	per doz. 2 25

PICKLES	
Medium	
Barrels, 1,200 count	7 00
Half bbis., 600 count	4 25
5 gallon kegs	1 90

Small	
Barrels	8 25
Half barrels	4 65
5 gallon kegs	2 25

Gherkins	
Barrels	14 50
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

Smoked Meats	
Hams, 12 lb. av. 15 @	15 1/2
Hams, 14 lb. av. 14 @	14 1/2
Hams, 16 lb. av. 13 1/2 @	14
Hams, 18 lb. av. 13 1/2 @	14
Skinned Hams	15 @ 15 1/2
Ham, dried beef sets	20 @ 20 1/2
California Hams 9 1/2 @	9 1/2
Picnic Boiled Hams	15
Boiled Hams	22 1/2 @ 23
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	
1/2 bbis.	95
1/4 bbis., 40 lbs.	1 90
1/2 bbis.	3 75
1 bbl.	8 00

Tripe	
Kits, 15 lbs.	90
1/4 bbis., 40 lbs.	1 60
1/2 bbis., 80 lbs.	3 00

Casings	
Hogs, per lb.	35
Beef, rounds, set	16
Beef, middles, set	60
Sheep, per bundle	80

Uncolored Butterine	
Solid Dairy	12 @ 16
Country Rolls	12 @ 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, 1/4s	45
Potted Ham, 1/2s	90
Deviled Ham, 1/4s	45
Deviled Ham, 1/2s	90
Potted Tongue, 1/4s	45
Potted tongue, 1/2s	90

RICE	
Fancy	6 @ 6 1/2
Japan Style	5 @ 5 1/2
Broken	3 1/2 @ 4 1/2

ROLLED OATS	
Rolled Avena, bbis.	6 00
Steel Cut, 100 lb. sks.	3 00
Monarch, bbis.	5 75
Monarch, 90 lb. sacks	2 75
Quaker, 18 Regular	1 45
Quaker, 20 Family	4 10

SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35

SALERATUS	
Packed 60 lbs. in box.	
Arm and Hammer	3 00
Wyandotte, 100 3/4s	3 00

SAL SODA	
Granulated, bbis.	80
Granulated, 100 lbs. cs.	90
Granulated, 36 pkgs.	1 25

SALT	
Common Grades	
100 3 lb. sacks	2 40
60 5 lb. sacks	2 25
28 10 1/2 lb. sacks	2 10
56 lb. sacks	4 00
28 lb. sacks	2 00

Warsaw	
56 lb. dairy in drill bags	20
28 lb. dairy in drill bags	20

Solar Rock	
56 lb. sacks	24

Common	
Granulated, fine	95
Medium, fine	1 00

SALT FISH	
Cod	
Large, whole	@ 8
Small, whole	@ 7 1/2
Strips or bricks	7 1/2 @ 10 1/2
Pollock	@ 4 1/2

Whitefish	
100 lbs.	9 75
50 lbs.	5 25
10 lbs.	1 12
8 lbs.	92
100 lbs.	4 65
40 lbs.	2 10
10 lbs.	75
8 lbs.	65


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, 10c	10 56	No. 2 pat. brush holder	85
Big Chief 16 oz.	30	Soldier Boy, 1 lb.	4 80	Ideal No. 7	85
Bull Durham, 5c	5 90	Sweet Caporal, 1 oz.	60	12lb. cotton mop heads	1 45
Bull Durham, 10c	10 80	Sweet Lotus, 5c	6 00		
Bull Durham, 15c	18 48	Sweet Lotus, 10c	12 00		
Bull Durham, 8 oz.	6 0	Sweet Lotus, per doz.	4 85		
Bull Durham, 16 oz.	6 72	Sweet Rose, 2 1/2 oz.	30		
Buck Horn, 5c	5 76	Sweet Tip Top, 5c	2 00		
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, 5c	5 76	Summer Time 7 oz.	1 65		
Black Swan, 14 oz.	3 50	Summer Time 14 oz.	3 50		
Bob White, 5c	5 65	Standard, 2 oz.	5 28		
Brotherhood, 5c	5 95	Standard, 3 1/2 oz.	5 28		
Brotherhood, 10c	11 09	Standard, 7 oz.	1 68		
Brotherhood, 16 oz.	39	Seal N. C., 1 1/2 cut 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's Johnson	30	Three Feathers and			
Cigar Clip's Seymour	30	Pipe combination	2 25		
Identity, 8 & 16 oz.	39	Tom & Jerry, 14 oz.	3 60		
Darby Cigar Cuttings	4 50	Tom & Jerry, 7 oz.	1 80		
Continental Cubes, 10c	90	Tom & Jerry, 3 oz.	8 75		
Corn Cake, 14 oz.	2 65	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	3 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, 25c	2 55		
Dixie Kid, 1 1/2 foil	39	Union Leader, 10c	11 60		
Duke's Mix, 5c	5 76	Union Leader, 5c	5 95		
Duke's Mix, 10c	11 52	Union Workman, 1 1/2	5 76		
Duke's Cameo, 1 1/2 oz.	41	Uncle Sam, 10c	10 80		
Drummond, 5c	5 75	Uncle Sam, 8 oz.	2 20		
F F A 3 oz.	4 95	U. S. Marine, 5c	6 00		
F F A, 7 oz.	11 50	Van Bibber, 2 oz. tin	88		
Fashion, 16 oz.	6 00	Velvet, 5c pouch	1 44		
Five Bros., 5c	5 43	Velvet, 10c tin	1 92		
Five Bros., 10c	10 70	Velvet, 8 oz tin	3 84		
Five cent cut Plug	29	Velvet, 16 oz. can.	7 68		
F O B 10c	11 50	Velvet, combination cs	5 75		
Four Roses, 10c	96	War Path, 5c	5 95		
Full Dress, 1 1/2 oz.	72	War Path, 8 oz.	1 60		
Glad Hand, 5c	1 44	Wave Line, 3 oz.	40		
Gold Block, 1 1/2 oz.	39	Wave Line, 16 oz.	40		
Gold Block, 10c	11 88	Way up, 2 1/2 oz.	5 75		
Gold Star, 16 oz.	38	Way up, 16 oz. pails	31		
Gail & Ax Navy, 5c	5 95	Wild Fruit, 5c	5 76		
Growler, 5c	4 56	Wild Fruit, 10c	11 52		
Growler, 10c	2 70	Yum Yum, 5c	6 00		
Growler, 20c	2 63	Yum Yum, 10c	11 52		
Giant, 5c	1 55	Yum Yum, 1lb., doz.	4 80		
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 38				
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, 1 1/2 oz.	96				
Le Redo, 3 oz.	10 80				
Le Redo, 8 & 16 oz.	38				
Myrtle Navy, 10c	11 80				
Myrtle Navy, 5c	5 94				
Maryland Club, 5c	50				
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.	3 40				
Queen Quality, 5c	48				
Rob Roy, 5c foil	5 90				
Rob Roy, 10c gross	10 20				
Rob Roy, 25c doz.	2 10				

15


Worden Grocer Co. Brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritinos 35
Panatellas, Flins 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT
Baker's Brazil Shredded



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

COFFEE
Roasted
Dwinell-Wright Co's B'ds



12 in. 1 65
14 in. 1 85
16 in. 2 30


Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30

Wood Bowls
12 in. Butter 1 60
15 in. Butter 2 25
17 in. Butter 4 15
19 in. Butter 6 10
Assorted, 13-15-17 3 00
Assorted, 15-17-19 4 25

WRAPPING PAPER
Common Straw 2
Fibre Manila, white 3
Fibre Manila, colored 4
No. 1 Manila 4
Cream Manila 3
Butchers' Manila 3 1/2
Wax Butter, short c't 13 20
Wax Butter, full count 20 19
Wax Butter, rolls 19

YEAST CAKE
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1 15
Yeast Cream, 3 doz. 1 00
Yeast Foam, 1 1/2 doz. 58


AXLE GREASE



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

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

CIGARS
Johnson Cigar Co.'s Brand

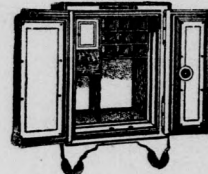


S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

16


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

SAFES



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

SOAP
Gowans & Sons Brand.



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

17

Big Master, 100 blocks 4 00
German Mottled 3 50
German Mottled, 5 bxs 3 50
German Mottled, 10 bx 3 45
German Mottled, 25 bx 3 40
Marselles, 100 cakes 6 00
Marselles, 150 cks 5c 4 00
Marselles, 100 ck toll 4 00
Marselles, 1/2 bx toll 2 10

Proctor & Gamble Co.
Lenox 3 00
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 85

Tradesman Co.'s Brand

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

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

Soap Powders
Snow Boy, 24s family size 3 75
Snow Boy, 60 5c 2 40
Snow Boy, 30 10c 2 40
Gold Dust, 24 large 4 50
Gold Dust, 100-5c 4 00
Kirkoline, 24 4lb. 3 80
Pearline 3 75
Scapine 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
Sapolio, gross lots 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 2 40
Sapolio, hand 2 40
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50

What Is the Good

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

Tradesman Company

Grand Rapids

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Barber shop, with three chairs, located in the Dehaas Hotel at Fremont. Nice equipment, with the best of patronage, in a good live town. Write H. McCarty, Fremont. 98

For Sale—Nice stock of clothing and gent's furnishing goods at Fremont, located only two doors from the principle corner of the city. Will sell cheap. Write H. McCarty, Fremont, Mich. 99

General Stocks For Sale—Following are a few very desirable general stocks, well located and doing a profitable business: No. 7, located in Van Buren county inventing about \$4,500. No. 8 located in Missaukee county, inventory about \$6,000. No. 9, located in Mecosta county, inventory about \$2,800. No. 10, located in Van Buren county, inventory about \$9,000. No. 11, located in Antrim county, inventory about \$10,000. Any of the above stores will bear the closest investigation. I will furnish full particulars on application. Harry Thomasma, 433-438 Houseman Bldg., Grand Rapids, Michigan. 97

For Sale—Grocery store in Grand Rapids, old stand, have done a large business for the past 15 years. Good location. Large order route and have a good transient trade. Getting good prices. No old stock. Reason for selling, have other business. Stock now inventories \$4,500. Willing to reduce stock to \$2,500. Must have cash and mean business. If not, don't write. Address No. 100, care Tradesman. 100

Wanted—Parties to open furniture and general house furnishing store in Petoskey, town of over 6,000. Splendid opening, fine store in best location, for rent. Enquire of anyone living in Petoskey, or Fred S. Linsell, Petoskey, Mich. 86

Merchants! Do you want to sell out? Have you an auction. Guarantee you no loss. Address L. H. Gallagher, Auctioneer, 384 Indiana Ave., Toledo, Ohio. 96

Fruit farms and lands for sale in all parts of the Grand Traverse region. Some to exchange for merchandise stocks. Traverse City Business Exchange, Traverse City, Mich. 95

For Sale—Grocery and crockery stock and fixtures, about one thousand dollars, established trade. E. W. Brown, Farwell, Mich. 94

For Sale—General store 30 miles north of Denver, Colo.; stock and building will invoice \$8,500; farming and coal mines; good trade; good reason for selling. Address Linn Merc. Co., Dacono, Colo. 91

For Sale—Stock meats and fixtures, in one of best cities in Northern Michigan, 5,000 population. Will give long lease on building. Reason for selling, other business. Cheap for cash. Hirschmann's Market, Petoskey, Mich. 90

For Sale—Grocery worth \$2,500; \$1,000 will handle; make balance out of the business. Get busy now if you want a paying proposition. Merchant, 617 6th St., So., Minneapolis, Minn. 89

Promoter of special sales. Closing out merchandise stocks. Personally conduct my sales. W. N. Harper, Port Huron, Mich. 88

For Sale—General stock with fixtures, store building and dwelling attached. A bargain if sold soon. Situated in good town in Northern Indiana. Address E. care Michigan Tradesman. 87

I desire to purchase ladies' or men's ready made clothing business, doing business fifty to seventy-five thousand dollars per year, in good town, with lease on corner location. Will pay cash for business of this kind with good record. E. Bishop, Millington, Mich. 80

For Sale—Up-to-date candy factory in city of 40,000 inhabitants, doing a nice business, good opportunity for someone. Reason for selling, have other business. Address No. 79, care Tradesman. 79

For Sale—Good clean \$20,000 stock dry goods, clothing, shoes, etc. Excellent location. Good town; 4,500 population. Best store and best location in town. Good established paying business. Colburn Goodrich Co., Swanton, Vt. 78

For Sale—Only drug store in town of 400. Mostly prescriptions. Stock and fixtures. Invoice about \$1,000. Reason, old age. H. E. Lucas, Bertha, Minn. 76

For Sale—Very promising manufacturing enterprise must be sold. Will take \$5,000, for patents, stock on hand and business. Live Commercial Club should investigate this. Address 73, Tradesman. 73

For Sale—The Osceola News, at Hersey; paper owned by the business men; county seat. Address News, Hersey, Michigan. 71

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

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

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

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

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—A good general stock in a good location in Northern Michigan. Will inventory about \$4,500. 90 per cent. new reasonable 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

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

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

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

If you want to trade your business for a farm or city income property, write us. Interstate Land Agency, Decatur, Illinois. 53

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

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

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

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

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

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

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

For Sale—\$9,000 general merchandise. Great chance for right man. Big discount for cash. Address M. W., care Tradesman. 772

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.

Wanted—Combination dry goods and shoe man, experienced in window trimming and card writing. Married man who wants permanent position preferred. State salary and when could come. Address A. B. C., care Tradesman. 92

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 any 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—A registered assistant drug clerk. Nelson Hower, Mendon, Mich. 75

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

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

SITUATIONS WANTED.

A salesman with 13 years' experience in general merchandise, wants a steady position. Management preferred. Can specialize on gent's furnishings, shoes or groceries. Married and best of references. Address Salesman, care Michigan Tradesman. 93

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

OLD GRINDER.

Most Parsimonious Man Who Ever Lived.

Written for the Tradesman.

"Talking about stingy men," said the grocer, after a desultory conversation with the old schoolmaster, "I regard that sort as even worse than the good spender—the spendthrift so called. And, besides, I never knew one of these tightwads to get on in the world."

"What do you mean by getting on?" queried grim old Tom Tanner, closing his knife, dropping it into his pocket and tossing the smoothly whittled bit of pine into the stove.

"Why, making money—a fortune, of course."

"Well," remarked the schoolmaster, "that depends."

"On what?"

"On what you call a fortune. If you mean simply a competence, I can point to several men I have known, real tight-fists, who are, some of them, even better than well to do."

"That has never been my experience. Now, right here in this town some of the old tight-wads trade with me. They cut corners, kick on prices and make nuisances of themselves generally. Give me the spendthrift in preference to the poor, shriveled soul who pinches his pennies and groans every time he has to part with one. Always groaning about taxes; never satisfied with what is."

"A very good picture," laughed Tom, "and yet some of the close-souled fellows are public benefits in a way."

"In what way, I should like to know?"

"Over yonder," and the schoolmaster pointed to a goodly block built upon a corner, "is a monument to one of the closest-fisted men that I ever knew. He gave work to a lot of men when the block was constructed, scattering some of his money in that way for the public good."

"I have heard something about old Grinder," said the grocer. "I'll bet he didn't employ sufficient workmen, that his work dragged because of his stinginess, and that when it was finally finished he had trouble in settling up with the contractor."

"Somebody has told you about it."

"Not a word. All I ever heard was that John W. Grinder built the block."

"You guessed pretty near the truth anyhow," laughed the schoolmaster. "Old Grinder did have trouble in settling; settled, in fact, at the end of a law suit and won it at that."

"He died rich, I understand. Couldn't have been so close. Not a real miser, you know," persisted the grocer.

"He was very near to one at any rate," declared Tanner. "I might relate some incidents in his life to prove it. For instance, while he was building that fine block he lived in an adjacent town ten miles away. Rather than pay fare on the railroad he walked back and forth every day, rain or shine; he was an old man at the time, and it must have been quite a

strain upon his vitality. Penny wise and dollar foolish, of course, but such was his makeup and he could not change."

"He would not, you mean. He could if he would, you know," voiced the grocer. "I take no stock in this idea that a man can't change his mode of life if he chooses, even to the quitting of the use of whisky or tobacco."

"I might argue the point, but I won't," said Tanner. "That a man, once under the thrall of the rum devil, can reform, may be true—some men. Others can not. However, we were speaking of tight-wads and of one extra tight one in particular. Grinder walked back and forth all summer from his home to the scene of his building operations. On one occasion he was picked up by a farmer soon after setting out on his return."

"This was Sunday morning, Grinder having passed the night with a friend in this town. The farmer's buggy plainly needed oiling; it rasped painfully and the old merchant remarked upon it. 'I shall have to get some oil when I get to town and grease the buggy,' declared the farmer. The ten miles ride was a great help to Grinder, as you must admit.

He owned a store in his home town. The farmer landed his passenger here and Grinder went into his store and got five cents' worth of buggy oil, which he brought to the farmer.

"What's it worth?" asked the ruralite. "It's worth a dime, but seein' it's you, Mr. Brown, we'll call it a nickel," said Grinder."

"And the farmer—"

"Paid it, of course. This illustrates one phase of old Grinder's character."

"I should think it did," gasped the grocer. "And you mean to tell me an old curmudgeon like that got rich! I can't believe it!"

"It is a fact, all the same. At another time a neighbor sent for a pair of glasses he had left at Grinder's store to be repaired. Among other attainments the old fellow was something of a jeweler; had been in his youth a traveling clock tinker. He always kept a branch of this in his general store as long as he lived.

"Well, this farm neighbor of the spectacles owner called to get his glasses. Yes, they were mended, the price for the repairs being 10 cents. As Mr. Doe did not send the money Grinder refused to let them go. The neighbor might have paid out of his own pocket, but he was so disgusted at the man's smallness that he refus-

ed to do it. Mr. Doe 'had it out' with old Grinder the next time he went to town.

"It is said that when his wife died Grinder made the coffin himself, got the free services of an itinerant preacher and, by using a lumber wagon to convey the remains to the cemetery, managed to conduct an inexpensive funeral. 'Tis said he loved his wife at that."

"The old sinner!"

"He stood well in the church, squeezed a few pennies out for the heathen, passing to his reward some years ago, no doubt a crowned saint among the blest."

"You don't believe that, Tom."

"Don't believe what, old chap?"

"That an old skeezix like that ever got to the good place."

"I am not his judge," returned the schoolmaster with a serious smile.

"Nor am I, but such a man was too mean to deserve any reward except for his ill doing."

"Perhaps that's right. He was a mighty mean man all right; yet he was strictly honest in a worldly sense; often bragged that he never cheated a man out of a cent in his life, although you and I would concede that he cheated his soul out of its dues. There was one other act of his which seems too shocking, and yet I am satisfied of its truth.

"As I told you, he made his wife's coffin, and being stingy with his lumber did not make it quite deep enough. Instead of making another or enlarging the one at hand, he pressed the body down, put on the lid, got upon it himself and jammed it down, using long screws to hold it securely. This seems gruesome, and yet it was like old Grinder, who was ever mindful of expenses."

"Rather an extreme case, I admit, yet the man, with all his tightness, had some good streaks. He left his property to endow a widows' and orphans' home."

"Had he no relatives?"

"Oh, yes, a good many, but they were free spenders and had always irritated the stingy soul of old Grinder. He died as he had lived, a tightwad to the last."

"Too blamed mean for anything. How he got rich passes me."

"He was consistent, that being his redeeming point, which is why he left all his property away from his relatives."

Tom got up and the seance was over. Old Timer.

A Difference in Prayers.

One day last week two little girls were hurrying to school, and were afraid they would be tardy. One little girl said: "Let's kneel right down and pray that we won't be tardy." "Oh, no," said the other, "let's hike on to school and pray while we're hikin'."

BUSINESS CHANCES.

Grocery stock for \$4,000 cash, stock and fixtures. Doing good business. Want to go West, reason for selling. Address 121 North Fancher, Mt. Pleasant, Mich. 102

For Sale—Soda fountain, 18 syrups, two steel tanks, etc. Cheap for cash. E. E. Calkins Ann Arbor. 101



Above cut shows cup donated by Muskegon Council, No. 404, U. C. T., to be played for by the baseball teams representing the various councils of the State. In order to obtain permanent possession of same it must be won three times by the same team. Grand Rapids Council, No. 131, now has possession of the cup by virtue

of having defeated the teams representing Bay City and Kalamazoo at the convention in Muskegon last year by the scores of 11 to 2 against Bay City and 9 to 0 against Kalamazoo. We hope to retain possession of it this year, although we are informed that several teams are after our scalp. Walter F. Ryder.

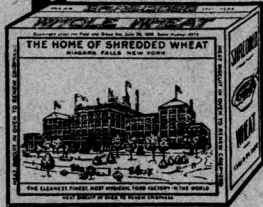


Only Cereal Food in Biscuit Form

How many of your customers know that

Shredded Wheat Biscuit

is the only cereal breakfast food made in Biscuit form? How many of them know that it is the only cereal food that combines naturally with fruits? Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, plums or other canned fruits. You sell both the Biscuit and the fruit at a profit.



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.

LISTEN

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

"WHITE HOUSE" COFFEE

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

JUDSON GROCER CO.
Wholesale Distributors
GRAND RAPIDS, MICH.

How About Your Printing?

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, MICH.

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and he won't. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you are successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster must pay, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. You know it but have probably been waiting for a more convenient time.

If you have no safe tell us about the size you need and do it right now. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.