

The Conqueror



When I was twenty-one I said, "The world is now before me,
And whether life be long or short, I'll have no master o'er me.
I'll drink the sparkling wine of life and eat the fruit of pleasure,
Indulge each passing whim without a thought of stint or measure.
I'll leave no pathway unexplored that offers new excitement,
No book unopened, tho' I there may read my own indictment.
No voice or plea or argument shall from my purpose swerve me,
But every circumstance of life shall bow to me and serve me."
Fate must have smiled derisively while in her ledger posting
The faithful record which she keeps of all such idle boasting.

At first it seemed as tho' each day was simply made to order,
No hint that shame and suffering were just across the border.
Whate'er I wanted that I had, the cost I never reckoned;
The only aim I had in life, to go where Pleasure beckoned.
Her sweetest smiles were ever mine, at least it seemed to me so,
And I, deluded mortal, thought that this would always be so.
'Tis thus she leads us blindly on until we're bound and bleeding,
Then coldly taunts us as we writhe, is deaf to all our pleading.

I pray you spare me as I tell the sequel of her wooing,
Nor make me bare before you all the shame of my undoing.
How I, the master, proud and free, became a slave in fetters,
The quip and jest of other slaves who never were my betters.

'Twas then mine eyes were opened and I saw with understanding;
I heard a strange yet kindly voice my inmost soul commanding.
I felt within a new-born strength that knew not fear nor danger,
And faced a path to which my feel had ever been a stranger.
On either hand I knew that there were pitfalls deep and yawning,
The pits that I myself had dug before this new day's dawning.
Both steep and rugged was the path, and far away the summit,
And yet I knew that I possessed the power to overcome it.


I rose unfettered, and went on, yet wondered at my daring,
That I, upon an unknown way, so fearlessly was faring.
As on I pressed my strength increased, and lo, a torch beside me
Its radiance cast athwart my path, to comfort and to guide me.
I marvelled much from whence its light, so clear and penetrating,
Until I saw that from myself the rays were emanating.

Experience my guide became, whose constance never altered;
She urged my footsteps when they lagged, upheld me when I faltered.
She taught me as none other could, life's deep and hidden meaning,
And almost cleft the veil 'twixt Earth and Heaven intervening.
I learned that he who conquers Self more richly is rewarded
Than all the men whose warlike deeds have ever been recorded.
That selfishness is suicide, the very soul destroying;
Self-sacrifice, self-saving, all our highest gifts employing.
The approbation Conscience gives, the only praise worth seeking,
And words of hope and help and cheer, the only words worth speaking.
That we shall never know defeat nor ever fear disaster,
When Self-indulgence hath been slain and Self-control is Master.

Frederick Bunnell King.

YALE
INDEP-
ENDENT
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

Candy for Summer

**COFFY TOFFY, KOKAYS, FUDGES, (10 kinds), LADY LIPS,
BONNIE BUTTER BITES.**

They won't get soft or sticky. Sell all the time. Ask us for samples or tell our salesman to show them to you. We make a specialty of this class of goods for Summer trade.

Putnam Factory, Nat. Candy Co., Inc.
Grand Rapids, Mich.

Distributors of J. Hungerford Smith's Soda Fountain Fruits and Syrups.
Hires Syrup. Coco Cola and Lowney's Fountain Cocoa.



Here It Is---The Real Whole Wheat Bread

Some of your customers like bread made of whole wheat flour. If they want all the nutriment of the whole wheat in a digestible form, tell them about

Triscuit

the Shredded Wheat Wafer—"the toast of the town"—a delicious, nourishing substitute for ordinary toast or crackers. A crisp, tasty snack for luncheons or for any meal, delicious with butter, soft cheese, peanut butter or marmalades.



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The Shredded Wheat Company
Niagara Falls, N. Y.

"QUAKER" BRAND COFFEE

is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand.

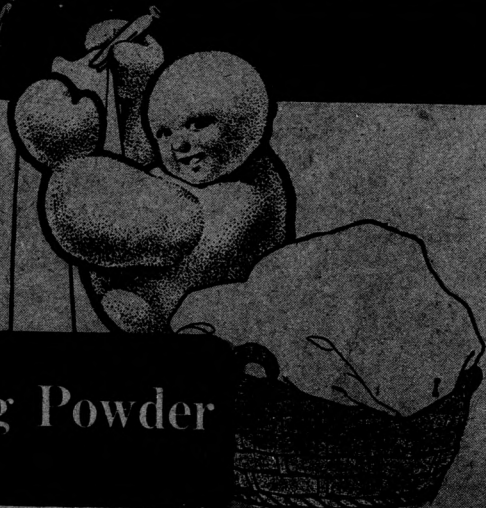
WORDEN GROCER COMPANY
GRAND RAPIDS, MICH.

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 24, 1912

Number 1492

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TO REMAIN WITH US.

The newspaper press of the State has been giving prominence to the fact that Professor Roth, of the State University, is to remain with us in Michigan. The Tradesman congratulates the State upon the continuance of a service in the interests of Michigan forestry which has attracted the attention of educators, lumbermen and intelligent people who are interested in forestry conservation throughout the country.

When it was announced that Professor Roth had yielded to the importunities of Cornell University and accepted the position of Dean in the Forestry Department of that great institution, the Tradesman did not feel like blaming him, but laid the blame at the door of the people of Michigan. Professor Roth is not mercenary. He does not think of salary, but, while he is at the full tide of life's activity, he does naturally seek the best opportunity for the expression of his service. The Tradesman does not know what has brought about this change by which we will have Professor Roth with us to continue in the good work he has initiated, but if the Regents of the University have seen the importance of this great department and have agreed upon the equipment and opportunities that have made this field attractive for the Professor, they are to be congratulated upon rising to the situation. There is no man in this country who is Professor Roth's superior in the class room and his interest and activity do not confine themselves within University walls. When he came to Michigan he immediately united with those who have been actively interested in solving our peculiar forestry problems and brought his mind and heart to bear upon their solution. While he has been disappointed, and many of his associates in the work have had disheartening periods, the campaign which received a strong impetus from the University and which has awakened our citizenship to the vast importance of maintaining a reasonable forest domain will be continued with more force and strength and intensity than ever, now that the great unselfish leader is to continue in this

movement which touches every interest in the State.

Professor Roth is a man who ranks himself with the common people. Titles and emoluments mean nothing to him if not connected with service to the State, and the Tradesman rejoices that he is to mingle with us freely, using the success of his department at the University as an anchorage, and that his frank method of attracting the attention of the people to the important problems which remain with us for solution will continue. The press of Michigan, the organized educational forces, and the warm support of the common every-day people who want to think rightly upon the questions of the day will be with the University in its plan of widening the influence of the Forestry Department of that institution so that it shall touch in its extension work every corner of our State and be passed on to other states for their encouragement and enlightenment.

CHIVALRY NOT DEAD.

The Titanic tragedy, with its loss of 1,600 souls, fills the world with sorrow and horror, and yet who can read the accounts of the disaster, as related by the survivors, without a thrill of admiration and of pride?

It was a time of deadly peril. That the ship would sink into the icy sea before help could arrive was known. That there were not life boats enough for all was realized. That many must perish must have been obvious. Yet there was no panic, no scramble for places in the life boats, no mad rushes for places of fancied safety. The officers and crew of the boat remained at their posts of duty. The men gave the women and children their first consideration. Husbands escorted their wives to seats in the life boats and then stepped back to their doom. It was an awful tragedy, but it has given the world one of its finest displays of real heroism, one of its greatest examples of chivalry, something to remember with admiration for all time to come. The conduct of the men fulfilled the highest ideals of American and English tradition and, after reading the sad story of that fateful night in the wintery sea, who does not feel prouder that he is of the same race and blood? There were many instances of devotion on the part of the women, too. Mrs. Straus furnished one of them and, no doubt, there were many others. She had her chance for safety in the life boat but she elected to remain by her husband's side and to share his fate, whatever it might be. When he was told to get in the life boat with his wife, he refused to do so until all the women and children

were saved, so he and his wife, went down together, showing that people of Jewish blood still retain the heroic strain which distinguished so many people of the Hebraic faith centuries ago. The women, from all accounts, were as brave as the men and as worthy of praise. They did not give way to panic nor terror. They, too, were worthy and will share in the world's admiration.

Only one unfortunate feature serves to darken the scene of heroism—the action of J. Bruce Ismay, who will go down to history as the fit companion of Judias Iscariot, Nero and Benedict Arnold. Captain Smith's inspiring injunction, "Be British, men," found no response in the heart of the President of the White Star line. He followed the example so often set by the Latin races and saved himself at the expense of others. He is welcome to his life, because the smirch of coward and craven will follow him as long as he lives. No decent person will respect him. Every right thinking person will detest him. His name will be a byword as long as time lasts.

THE POWER ABOVE US.

How puny are we proud lords of creation when in combat with the forces of Nature. We build great cities and say they are here to stay and a San Francisco earthquake or a Baltimore fire lays them in ruin. We build bulwarks against the sea and a Galveston tidal wave sweeps over them and they are gone. We build dikes and levees against the floods and the rising of the Mississippi goes over and through them and the land is engulfed. We build ships that are to withstand every peril of the deep and a mountain of ice comes down from the frozen north to destroy. Man has accomplished much. He has harnessed the flowing rivers, the lighting of the skies has been made his servant, the cataract does his bidding. He knows the currents of the ocean, he can read the winds, he can talk through space, many of the secrets of Nature are to him secrets no more. What he has accomplished fills him with pride and the consciousness of power, and often he forgets. And then comes some great disaster to bring back to him a realization of how small he is, how feeble, how insignificant in comparison with the power that guides the world and shapes our ends. The Titanic, which plunged to its doom in the Atlantic last week, was the latest triumph in naval architecture. She was the largest vessel afloat. She was built of steel and in her building every safety device that science or experience could suggest was applied. She had water tight compartments to keep her

afloat in the event of accident and she had various devices, both above and below the water line, to give warning of danger. Her owners and the world believed she was unsinkable. Yet she perished with 1,600 souls in her first passage across the sea. It was an awful tragedy—a tragedy that shocked all the world—and it is a tragedy that will take from us some of our pride and in its place should bring humility and respect for those forces and powers that are beyond mortal ken.

The awful tragedy of the Titanic will not be in vain. Man learns by the mistakes he makes and his disasters. Nearly every great advance in human progress is based on wreckage of some sort. From the ashes of our burned cities we have learned how to safeguard against fire by the use of materials that will not burn. From pests and pestilences we have learned how to preserve health and life. From the loss of the Titanic we will learn how to make ships that will be safer for those who take passage in them. An awful price in human lives has been paid for the lesson, but it will give security to the millions who cross the seas in the years to come. Profiting by the disasters that come to us makes us stronger and enables us to build better, but we should never lose sight of the solemn truth that, however strong we may become, there is still a power above us that makes us as little children and our greatest works as idle toys.

A railroad President in one of our inland cities, who controls thousands of men and millions of dollars, is more approachable than is his purchasing agent, who, perhaps, owes his job to the fact that he is a third cousin of the President. He may give you only thirty seconds, but see you he will if you ask for an audience. His purchasing agent may also give you thirty seconds, but first you will have to make an appointment and reach him through six or eight doors and be conducted by two or three supernumeraries. That is the difference between the big man and the one who thinks he is big.

Greatness is not synonymous with Success. It often walks hand in hand. But when Success seeks others, perhaps less truly great, the great man envies not, rather is he to be found in the front ranks of the acclaiming crowd.

Your really great man seldom is autocratic, puffed up by conceit or exalted in his own mind above lesser folk. The bigger the man the easier he is to approach and handle.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

April 16—In the matter of James W. Murtaugh, bankrupt, of Wyman, a hearing was had on the trustee's petition for an accounting by the bankrupt. By consent of counsel the petition for accounting was dismissed and an order entered determining the bankrupt's exemptions as reported. A first dividend of 5 per cent. was ordered paid on all claims allowed up to this date.

In the matter of Julius VandeKoppe, bankrupt, of Grand Rapids, the inventory and report of appraisers was filed, which appraisal shows the following assets:

Stock of men's clothing...\$ 598.88
Hats and boys' clothing.... 426.29
Men's furnishings..... 349.52

Appraised valuation\$1,374.69

An order was made by the referee for sale at public sale, ten days' notice of such sale to be given creditors by the trustee.

April 18—In the matter of Raymond Bentley, bankrupt, hardware merchant at Charlevoix, the trustee, Will E. Hampton, of Charlevoix, filed his supplemental final report and vouchers showing compliance with the final order or distribution, and an order was made closing the estate and discharging the trustee. No recommendation was made by the referee as to the bankrupt's discharge.

In the matter of the Traverse City Motor Boat Co., bankrupt, of Traverse City, the trustee, W. O. Foote, of Traverse City, filed his supplemental final report and vouchers showing compliance with the final order of distribution, and an order was made closing the estate and discharging the trustee.

In the matter of the North American Boiler Works, bankrupt, of Muskegon, a hearing was had to consider the trustee's report of offer of \$360 from Philip P. Schnorbach, of Muskegon, for the personal property assets. The trustee reported an additional offer for such assets, and the offer of Schnorbach's was rejected, and the property ordered sold to Sachsenmaier & Levene, of Philadelphia, for \$400.

April 19—In the matter of the Henry Motor Car Company, bankrupt, of Muskegon, the trustee filed his first report and account showing his acts and doings as such trustee and actual cash on hand available for dividend and payment of administration expenses, of \$18,943.52, and an order was made by the referee calling a special meeting of creditors to be held at his office on April 30 to consider such first report and account and for the purpose of declaring a first dividend to general creditors.

April 20—An order was made by Judge Sessions adjudging G. W. Stevens & Son, hardware dealers at Greenville, bankrupt, an involuntary petition having been filed by creditors, and the matter was referred to Referee Wicks. An order was made by the referee directing the bankrupts to file schedules of their assets

and liabilities on or before May 1. When these schedules are received the first meeting of creditors will be called. James Gracey, of Greenville, was appointer receiver of this estate by Judge Sessions.

In the matter of the Fargo Shoe Manufacturing Co., bankrupt, of Belding, a petition was filed by the receiver requesting authority to borrow money to continue the business as a going business, and an order was made authorizing such receiver to borrow the sum of \$1,000.

April 22—In the matter of Chas. A. Bramble, Jr., bankrupt, formerly merchant at Muskegon Heights, the trustee, P. O. Holthe, of Muskegon, filed his supplemental final report and vouchers showing compliance with the final order of distribution, and an order was made closing the estate and discharging the trustee. No cause to the contrary being shown by creditors a certificate was made by the referee recommending that the bankrupt's discharge be granted.

In the matter of the American Electric Fuse Co., bankrupt, of Muskegon, a special meeting of creditors was held and a first dividend of 5 per cent. was declared and ordered paid to all creditors whose claims had been allowed up to this date.

April 23—An order was made by Judge Sessions adjudging the Lithuanian Co-operative Store Co., of Grand Rapids, a bankrupt, on its own petition, and the matter was referred to Referee Wicks, who was also appointed receiver. An order was made by the referee calling the first meeting of creditors to be held at his office on May 6 for the purpose of electing a trustee, proving claims, examining the officers of the bankrupt, etc. The following assets are scheduled by the bankrupt:

Stock in trade on hand.....\$3,500.00
Debts due on open account. 47.44
Due on stock issued 340.00
Unliquidated claims 396.37

\$4,243.81

The following unsecured creditors are scheduled:

Coronet Corset Co.\$ 15.13
G. R. Notion Co. 35.35
G. R. Dry Goods Co. 917.68
G. R. Shoe & Rubber Co. .. 105.88
Ideal Clothing Co. 58.95
Rindge, Kalmbach, Logie & Co. 18.80
Otto Webber & Co. 142.44
Hamilton Overall Co., Chicago 26.25
W. L. Kirides Sons Co., Palmyra, Pa., 40.00
Ohio Suspender Co., Mansfield 43.05
Parrott, Beals & Co., Chicago 164.40
Roberts & Lydick, Chicago.. 15.32
Jos. H. Steele, Chicago.... 8.69
A. R. Swirters, Newark 48.00
J. M. Tanavewic, Chicago.. 36.50
C. J. Wolfson & Co., Chicago 12.85

\$1,689.29

G. R. National City Bank (note endorsed by W. V. Matulaitis)\$ 500.00

All of the stock, fixtures and book accounts at the store, 42 West Leonard street, were conveyed to William

B. Holden, of Grand Rapids, under trust mortgage dated Mar. 7. He has been disposing of the same for the benefit of all creditors.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 23—We have had a week of solid gloom and this has been reflected in almost all markets. While we do not suffer from floods, the weather has been stormy and cold and visitors from states like Maryland say that no plowing has been done there as yet, which means that this operation is from a month to six weeks behind, and this will almost surely have an effect on production later on.

Spot coffee has been quiet and simply moves in the everyday rut which has characterized it for a long time. Sales are simply of a quantity sufficient to keep assortments unbroken and there seems no reason for thinking that any other condition will soon prevail. At the close Rio No. 7 is worth, in an invoice way, 14½@14¾c. In store and afloat there are 2,298,296 bags, against 2,378,875 bags at the same time last year. Mild coffees are steady and practically without change in any respect.

Sugar has had a few ups and downs and the demand has been about as varying as the quotations. While the price was at its lowest a good many orders were taken and there is, of course, a lull just now when a higher level has been reached, and the weather is so wretched.

The tea trade is awaiting the decision of the Government as to certain Formosa teas which have hitherto been "rejected," and the question unsettled will keep matters in a state of uncertainty. The general condition is not especially satisfactory, and both buyer and seller are simply waiting for something to turn up.

Rice is firm and the market is in a fairly satisfactory condition. The floods in the rice-producing districts are bound to excite some anxiety as to the future, but no noticeable change in quotations may be felt for some time. Prime to choice domestic, 5¾@5¾c.

Spices are moving in the usual everyday manner, but there is nothing worthy of special comment going on. The demand is moderate and stocks are not especially large, but large enough to meet requirements. Quotations are without change in any respect.

The molasses market is motionless. Buyers take very small quantities and quotations are without change in any respect. Syrups are quiet, with prices firm.

In canned goods little effort is being made to sell future tomatoes. While 82½c seemed to be the usual "figger," packers are not anxious to shade this at all, even if by so doing they might find it worth while. They want 85c and this buyers think rather steep, so the game of see-saw is being played. Weather conditions are bad and no plants have been set out to amount to anything. Spot tomatoes, \$1.22½@1.25, with trading

moderate in volume. Corn is quiet and hardly anything has been done in futures. Cheap peas are selling freely or would sell if buyers and sellers could get together, but they seem unable to squelch the difference of opinion.

Butter is steady. Creamery specials, 31c; extras, 30½c; firsts, 29½@30c; process, 26½@27½c; factory, 24½@25½c

Cheese is lower, as new stock is becoming more plentiful. Top grades New York State, whole milk, 17½@17¾c for either white or colored.

Eggs are steady. The supply is not quite so large. Best Western, 21@22c, and from this down to 19@19½c.

A Swindle That Paid.

United States Senator Borah claims that his State of Idaho is so good that even the people who get cheated within its smiling domain make money by the transaction. On his way from Washington after the adjournment of the last session of Congress, he was introduced on the train to an Eastern woman, who immediately began to tell a long, sad story about the robber-like practices of Western people in general, and Idaho men in particular.

"My husband was a traveling man," she explained, in a lachrymose voice, "and one night in Boise City some of your people gave him too much to drink, so much, in fact, that he did not know what he was doing. The next morning he waked up and discovered that he had bought fourteen hundred dollars' worth of mining stock at four cents a share. Think of that, the greatest outrage I ever heard of! I have never even looked up the mine in which the stock was sold, but the experience has taught me that Western promoters are merely burglars. My poor, dear husband was robbed as surely as if those men had held him up at the point of a gun."

Mr. Borah asked the name of the mine, and she told him. Without saying a word, he picked up a newspaper and pointed to the stock quotations. Right there that Niobe-like woman got the shock of her life. The stock was shown to be worth one hundred and forty thousand dollars that day.

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

Buffalo, April 24—Creamery butter, 28@31c; dairy, 23@27c; rolls, 20c; poor to good, all kinds, 18@22c.

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

Eggs—Choice fresh, 20@20½c.

Poultry (live)—Turkeys, 18@20c; cox, 11@12c; fowls, 16@17c; ducks, 18@20c; geese, 12½@14c.

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

Beans—Red kidney, \$2.25@2.50; white kidney, \$2.75@2.95; medium, \$2.65; marrow, \$2.90; pea, \$2.65.

Potatoes—\$1.35@1.40.

Onions—\$2. Rea & Witzig.

If you never plan bigger than you do, you never will do as big as you may.

WORKING TOGETHER.

Co-operative Spirit at Traverse City Convention.*

Every man present at the convention knew he was there for a purpose, and perhaps it is safe for me to say that never before has there been a gathering of men, merchant princes, where the heart strings were played so harmoniously and so successfully for the great cause for betterment in the grocery business as we experienced at the convention at Traverse City. When men will congregate from all parts of our great State to blend their views and mingle their voices in the great cry for unity, results are bound to follow.

As an evidence thereof we are gathered around these tables. We feel that we can not stand alone. We need one another. We need co-operation. The day is past wherein a grocer thinks he does not need his neighbor, realizing that together they can be a power for good. The act of working together to one end was the spirit of the convention. The boys from the South willingly told of their victories and triumphs that would stimulate those from the North. Those from the East knew how to encourage the boys from the West. It was a grand sight. Each one grasped the opportunity to engender that feeling of co-operation which is so essential to the ultimate and real success of any business, whether it is that of the retail grocer, the jobber or the salesman.

Only as we come together upon such occasions as that of the Traverse City meeting can we realize to any great extent that we are brothers in the same business, all of whom have a desire to uplift each other and to commonly serve mankind. Should it not be the purpose of the retail grocer in the ultimate analysis to serve the best possible goods, at the lowest possible price, with the quickest possible delivery, guaranteeing to him a reasonable return upon his investment and for his time?

All of these things are ideals, of course, but something to which we can look forward. To accomplish them through competitive methods is practically impossible. Competition is not the life of trade. It is the death of trade and, incidentally, the cause of the death of many individuals engaged in it.

Co-operation saves waste. Combination makes more efficiency. Just as an instance, see what a terrible waste there is in every city by reason of the retail merchants crossing and recrossing each other's paths with their horses and wagons. How much fewer horses and vehicles would be necessary to accomplish deliveries even better than now, if there were a spirit of co-operation in the single matter of delivery of goods. We should consider in connection with this saving the time of the men engaged on the wagons, the wear and tear upon the streets of our city and upon the horses and vehicles used.

*Address by Garrett Lindemulder at annual banquet Grand Rapids Retail Grocers Protective Association.

Much has been said against the trusts and the big businesses, but the spirit of co-operation which lies back of these movements is correct in principle. Only when these large organizations use their strength for improper purposes to crush out others to improperly advance prices and to aggrandize unto the organizers great wealth are they following improper lines. By coming together as we did at the Traverse City meeting it is possible for us to exchange views, touch elbows and put ourselves in the position where we can at least turn our faces towards those ideas. In working out these plans we can not be impelled by any selfish motives. If we are, then when the organization becomes strong, those who are in control will use this more powerful agency for their own personal aggrandizement and to the detriment of their fellow merchants and the consuming public. For the purpose of restraining the possibility of this dire calamity there should be either municipal, state or national control of these co-operative associations that will permit of the greatest service with the utmost economy, thus avoiding the danger of creating a monopolistic combine. If we are impelled by the true spirit that lies back of co-operation—brotherhood and friendship—our efforts will be crowned with success and there will be no danger of creating an illegal monopoly, but there will be that great opportunity of advancing the welfare of our whole community.

That which is entitled to special consideration is the fact that every man present at the convention has promised to do all in his power to make his home association larger, stronger and better than ever before. This is, indeed, very encouraging and it is safe for me to say that Grand Rapids will not be found wanting. Your Association stands high in rank with others. As a recognition of this fact, your worthy toastmaster was elected as First Vice-President of the State Association. Your collection department was reported to be the best in the State. Your President pledged himself to do all in his power to make this Association a success. The strength of your Association lies in the ability to act as one man. You are united. Stick to your colors. Stand to the principles of your Association and you will prosper as a body.

A Curious Graveyard.

What is perhaps the most remarkable graveyard in the United States adjoins the old Spanish church in the ancient Indian pueblo of Acoma, New Mexico, and took over forty years to construct. The village is situated high in the air upon a huge, flat-topped rock many acres in extent and entirely bare of soil. In order to create the graveyard it was necessary to carry up the earth from the plain 300 feet below, a blanketful at a time, on the backs of Indians who had to climb with their heavy loads up a precipitous trail cut in the face of the cliff. The graveyard thus laboriously constructed is held in place on three sides by high retaining walls of stone.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Mt. Clemens Business Men's Association secured 537 members, each at \$12 a year, during the recent campaign and Wm. McComb, who directed operations, is now negotiating with the Flint Chamber of Commerce to put on a similar campaign there.

The Common Council of Battle Creek has taken from its dusty pigeon holes the proposition for separation of grades and the Michigan Central and Grand Trunk roads will be sounded to see what they are willing to do towards elevation of tracks.

Detroit will entertain three important conventions soon, as follows: National Association of Stove Manufacturers May 8-11, National Retail Hardware Association June 18-21 and National District Heating Association June 25-27.

President Delano, of the Wabash, suggests a four track belt line railroad for Detroit, owned by the city and leased to an operating company, with equal privileges to all railroads and shippers.

The Pontiac Commercial Association will hold its annual meeting April 23.

The United Wire and Steel Co., formerly the Battle Creek Oven Rack Co., has plans for building large additions to its plant at Battle Creek.

Bay City is urging the Pere Marquette to make that city the terminal point of trains on the Detroit run, putting the trains through without change at Saginaw.

Under the new law Ironwood, with her forty-six saloons, will have to worry along with twenty-five in the future. Hancock, with forty-four saloons, must reduce the number May 1 to twenty-five.

Cassopolis officials are visiting other cities to inspect the different kinds of street pavement.

The Farmers' and Merchants' Bank has opened for business at Galien.

Belding will erect a building to be used for a city hall, fire department and city jail at a cost of \$15,000.

The Portage Lake Business Men's Association of Houghton and Hancock has opened a campaign for new members and hopes to double the list by May 10.

The ornamental street lighting proposition at South Haven, which has been held up by a few property owners, who would not sign the agreement, is now settled, the Board of Trade having assumed the \$800 subscription that was lacking. A big electric sign will be placed opposite the boat docks, offering free factory sites in South Haven.

The Association of Coal Dealers at Lansing has voted to continue the black listing system for dead-beats. A concerted effort will be made to secure better freight service.

The Committee on a new lighting system for Lowell, after visiting Marshall, Battle Creek and Lansing, recommends installing the boulevard system on Main and Bridge streets in that village.

The Pere Marquette steamship line has bought the Gardner docks at

Pentwater and will rebuild the same, erecting also a warehouse costing about \$5,000. These improvements will assist materially in the handling of fruit shipments this season.

A new police signal system has been installed at Flint, with fifteen call boxes.

Alma now has an uptown Western Union telegraph office and the convenience will be greatly appreciated by business men. Heretofore the wire work has been done at the railway station by employes in addition to other regular duties and the service has not been good.

Deputy State Dairy and Food Inspector Rowe says that Marquette should maintain a slaughter house, with a paid inspector in charge, where all stock might be slaughtered under sanitary conditions.

Alma will vote May 6 on the proposition of bonding the city for \$27,000 for street paving, also \$5,000 for water mains.

Citizens of Thompsonville held a meeting and voted to offer the Piquette Handle Co. the surplus water power over that furnished by a 10 foot head, the expense of making the improvement to be borne by the company. The company has been considering removal to an outside city and the above offer is made to induce the handle concern to remain in Thompsonville.

President D. McCool, of the Newaygo Cement Co., states that the Newaygo plant will be put in operation as soon as a sufficient reserve of coal can be accumulated.

Detroit's budget includes an item of \$320,393 for street lighting purposes this year. A total of 650 new lamps will be distributed through the city.

President Bertrau, of the Big Rapids Board of Trade, advises that the city send a man to Chicago to spend several weeks in looking up and interesting manufacturing concerns looking for new locations, with a view to bringing them to Big Rapids.

The Muskegon Chamber of Commerce has arranged for a mass meeting of citizens, to be held April 26. An effort will be made to secure 500 members who will pay annual dues of \$10 each for the good of Muskegon.

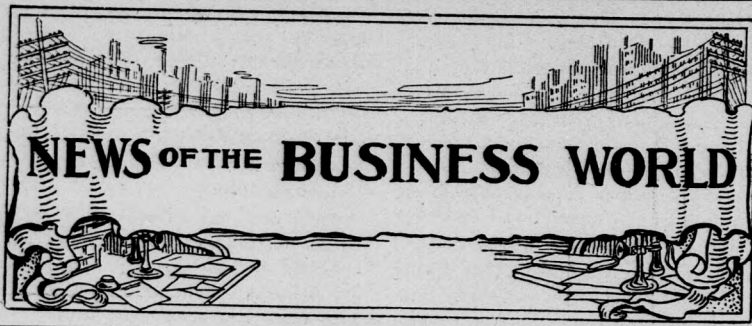
The Sparta Business Men's Association met last week and it was the consensus of opinion that Division street should be paved with brick. The importance of securing new industries was discussed and the managers of the newly completed opera house were given a vote of appreciation. The Association will hold its annual meeting April 30.

The Malta Vita plant at Battle Creek was sold at sheriff's sale last week to H. G. Johnson, of South Bend. Mr. Johnson is connected with the Studebaker Co.

The Cosmo Buttermilk Soap Co., of Goshen, Ind., will locate in Battle Creek, provided local capital can be interested in the enterprise.

Almond Griffen.

A merry, honest heart makes johnnycake taste like angel's food.



Movements of Merchants.

Manistee—Louis Nelson succeeds H. A. Spinnoble in the meat business.

Coldwater—C. H. Parham has opened a clothing and men's furnishing store here.

Battle Creek—S. F. McKay has engaged in the grocery business at 63½ West Main street.

Manistee—J. E. Mailhot has assigned his grocery stock and fixtures to William Nungesser.

Wheeler—The Wilson Hardware Co. lost its store building and stock by fire April 18. Loss \$6,000.

Ludington—E. Davis & Son succeed W. N. Sweet in the bazaar business at 121 South James street.

Saugatuck—John Kinzler has purchased the feed stock of D. A. Heath and will continue the business.

Evert—Charles Conn has sold his confectionery and tobacco stock to S. Youngs, who has taken possession.

Ionia—D. H. King has sold his stock of confectionery to W. A. Perrien, who will continue the business.

Orion—H. E. Goette has sold his drug stock to A. L. Griggs, recently of Peck, who will continue the business.

Charlotte—Henry Smith is erecting a store building on North Main street which he will occupy with a stock of groceries.

Detroit—S. E. Rothstein, recently of Delray, has engaged in the dry goods, women's and men's furnishing business at 314 Oakland street.

Shepherd—Jay Wetherbee and Jay Bigelow have formed a copartnership and purchased the Alden Faunce meat stock and will continue the business.

Detroit—The Hewitt Sales Co. has been incorporated with an authorized capitalization of \$1,000, which has been subscribed and \$520 paid in in cash.

St. Clair—The Whiting-Zink Co.'s stock of general merchandise has been purchased by Charles May, who will continue the business at the same location.

Charlotte—W. S. Proud, dealer in general merchandise, has purchased the D. B. Satovsky bankrupt stock of dry goods, which he will consolidate with his own.

Linwood—The Linwood Elevator Co. has engaged in business with an authorized capital stock of \$8,000, of which \$5,500 has been subscribed and \$1,000 paid in in cash.

Detroit—A. F. Jannuzzi & Co. have engaged in the grocery business at the corner of Oakland and Rosedale streets under the style of the Rosedale Cash Grocery.

Allegan—Alton H. Foster, of this city, has purchased the mail order and implement business formerly conducted by his brother, Benjamin F. Foster, who died about a year ago.

Traverse City—Howard Coles and Robert Lowrie have formed a copartnership and purchased the H. E. Turnbull grocery stock and will continue the business at the same location.

Bad Axe—Charles Seeborg & Sons, who conduct bazaars at Sandusky and Harbor Beach, have opened a similar store here, which will be under the management of F. Seeborg.

Owosso—G. W. Detwiler, who has conducted a grocery store here for the past thirty-eight years, has sold his stock to H. B. Collins, who will continue the business at the same location.

Detroit—Green Brothers' Butter, Egg & Poultry Market has been organized with an authorized capital stock of \$3,000, of which \$2,000 has been subscribed, \$500 paid in in cash and \$1,300 in property.

Detroit—Thomas F. Meek, dealer in lighting supplies at 81 Broadway, filed a voluntary petition in bankruptcy in the Federal Court Tuesday. The petition places the debts of the bankrupt at \$3,069.52, with assets of \$1,036.61.

Grand Ledge—The Michigan Produce Co., which was established in Grand Ledge last fall by E. W. Newton and R. L. Stout, has been changed to the Newton-Stout Co. The stock of Mr. Stout was purchased by the other stockholders and he will return to West Liberty, Ohio. The business will now be in charge of E. W. Newton.

Bay City—The directors of the Board of Commerce decided Tuesday to make a "Board of Commerce Campaign." Monthly smokers will be held in the Council chamber at which all members will be expected to take part and live civic problems will be discussed. Pure water will be the first subject discussed. It will be presented first by a speaker and then will be taken up by those present.

Detroit—Articles of association have been filed by the S. S. Kresge Co. with capital stock of \$50,000, all paid in. The stockholders are Earle S. Knox, 498 shares; C. B. Van Husan, 1 share; C. B. Tuttle, 1 share. S. S. Kresge started in the 5 and 10 cent store business about eight years ago with a capital of \$7,000, and when the new company was incorporated he had something like sixty-six stores.

Ionia—The estate of A. S. Wright has been settled and distribution to heirs made. The dry goods business, which has been conducted since Mr. Wright's death under the name of Estate of A. S. Wright, will hereafter be known as the Wright Dry Goods Co. Frank Ammon, who has been with the house for eighteen years, has a partnership interest with G. A. Wright and Mrs. A. S. Wright in the new house and will have personal charge in the absence of Mr. Wright, whose Detroit business demands much of his time.

Manufacturing Matters.

Sault Ste. Marie—The capital stock of the Edison Sault Electric Co. has been increased from \$150,000 to \$500,000.

Muskegon—The Peoples Milling Co. has increased its capital stock from \$25,000 to \$40,000.

Grand Ledge—The Grand Ledge Paint Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Five Food Kernels Food Co. has been incorporated with an authorized capital stock of \$20,000, of which \$11,000 has been subscribed and \$2,000 paid in in property.

Wyandotte—The Wyandotte Sheet Metal Works has engaged in business with an authorized capital stock of \$2,000, of which \$1,650 has been subscribed and \$750 paid in in cash.

Detroit—The Maxeff Electric Horn Co. has engaged in business with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed, \$500 being paid in in cash and \$7,500 in property.

Cassopolis—The Peck Milling & Coal Co. has merged its business into a stock company under the same style with an authorized capital stock of \$18,000, which has been subscribed, \$2,300 being paid in in cash and \$15,700 in property.

Kalamazoo—The different creditors of the Kalamazoo Sample Furniture Co. as a copartnership and a corporation have asked the referee in bankruptcy to permit them to merge the two existing companies, so that the different creditors may know exactly to whom their claims should be presented.

Saginaw—The H. B. Arnold Co. has engaged in the manufacture of all kinds of furniture, blank books, stationery, safes, filing devices, leather and brass goods and all kinds of office supplies, with an authorized capital stock of \$25,000, of which \$12,510 has been subscribed and \$10,010 paid in in cash.

Battle Creek—The Malta Vita Pure Food Co. factory has been sold at public auction for \$27,186.65. H. D. Johnson, of South Bend, Ind., connected with the Studebaker interests, purchased the same. The Studebakers were heavily interested in the plant previous to the auction. No information can be gotten as to what will be done with the plant under the new ownership.

Albion—The Hayes Wheel Co., of Jackson, has purchased the recently dismantled plant of the Prouty Manufacturing Co. and will in a few days

begin the installation of machinery for making automobile hubs. This plant will be a branch of the Jackson plant and it is expected that it will be running with a force of about thirty men by May 15 and others will be added as fast as they can be secured.

The Muskegon Grocers and Butchers Hold Banquet.

Muskegon, April 22—Covers for 150 were laid at the Occidental last evening to accommodate the participants in the banquet given by the Muskegon Grocers' and Butchers' Association. The tables were elaborately decorated for the occasion and music was furnished by Beerman's orchestra.

The banquet, which was attended by a number of out-of-town guests, commenced at 8 o'clock. Despite the inclement weather which prevailed, every chair was occupied, and a most enjoyable evening was spent by those present.

Rev. William Galpin delivered the invocation. F. W. Fuller, of Grand Rapids, addressed the guests on Associations, in which he made a strong argument in favor of organizations such as one existing in Muskegon. Mayor Hardy, of North Muskegon, spoke on What Muskegon Needs. Attorney Harris E. Galpin gave an address on Social Progress, and C. A. Palmer, of Manistee, spoke of Good Fellowship.

Special Entertainment at Each Meeting.

Grand Rapids, April 22—At every meeting of the Grand Rapids Retail Grocers' Protective Association the members give a little entertainment. Last Tuesday's entertainers were as follows:

Music by Master Otto Dale Wood and Miss Letha M. Wood.

Problems of the Grocer by J. Frank Gaskill.

Association Benefits by L. O. Barber.

Buying Advertised Good by W. A. Wood.

On May 7 the entertainment will be in charge of C. S. Perkins, R. Andre and F. Merrill, who promise a fine program. A. Lee Smith, Sec'y.

Suing For Life of Traveler.

Pontiac, April 23—The damage suit of H. H. Howe, administrator of the estate of Rollin Lee, has been begun in the Circuit Court. Lee was a traveling salesman running out of Detroit and was killed in a D. U. R. collision north of Rochester October 7, 1911.

Good Opening For Clothing Store.

Flushing, April 22—An old firm having retired from business leaves a grand opening for a clothing store at this place. E. B. Braman.

H. A. Gish, who represents Hess & Clark, of Ashland, Ohio, has purchased the residence at 1056 Bates street and has already taken possession.

Lynn Visner has gone to New York to close a contract with Edwin J. Gillies & Co. for the local representation of the house.



The Produce Market.

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

Asparagus—\$1 per doz.

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

Beets—65c per bu. for old; 90c per doz. bunches for new.

Butter—Prices on creamery extras still hold firm. The demand has been of sufficient size to keep supplies in the fancy grades well cleaned up. Prices during the week have been about 10c per pound above quotations of a year ago. Packing stock is not meeting with as good success as the rest of the line. Creamery extras command 32c in tubs and 33c in prints. Local dealers pay 23c 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—\$1.75 per doz. for hot-house.

Eggs—The market is barely steady at ½c per dozen decline, for which increase in the receipts is responsible. The quality of the eggs arriving is at its best for the season, and a considerable portion of the receipts is going into storage. The consumptive demand is normal for the season, the market is steady, and the future depends on production. Local dealers pay 17½c, case count.

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

Grapes—Imported Malagas, \$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, \$4.75; Messina, \$4.25@4.50.

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

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

Onions—\$2.50 per bu. for home grown; \$2 per crate for Spanish; \$2.75 per crate for Texas Bermudas.

Oranges—Navels, \$3.25@3.50.

Pieplant—California, \$2.75 per 40 lb. box.

Pineapples—Cuban are in liberal supply at \$4.25 per crate for 24s, \$4 for 30s and \$3.75 for 36s.

Potatoes—\$1.40 per bu. for old stock and \$2.50 per bu. for new.

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 liveweight. Dressed are 2c higher.

Radishes—35c per dozen for hot-house.

Spinach—\$1.25 per bu.

Squash—2c per lb. for Hubbard.

Strawberries—The price has advanced to \$2.75 per 24 pint crate. Receipts are liberal, but quality is poor, due to the heavy rains in the South.

Sweet Potatoes—\$6.25 for Jerseys.

Tomatoes—Six basket crates, \$3.75.

Turnips—50c per bu.

Veal — 5@10c, according to the quality.

The Grocery Market.

Sugar—After the Tradesman had gone to press last week, Arbuckle made three 5 point advances, thus increasing the basic New York price from 5.05 to 5.20. All of the refiners followed suit. The market was steady at 5.20 until Tuesday of this week, when Arbuckle reduced his price 15 points at one fell swoop to the old figure of 5.05. It is expected that the other refiners will fall into line before the close of to-day's market.

Tea—There is some demand every day, but for no more than actual wants. Small purchasers are not able to obtain any concessions, as desirable grades are not in large supply, but large orders could undoubtedly be obtained at a shade below the market.

Coffee—Prices are steady and the demand is fair from both the city and country retail trade. Reports as to the growing crop of both Santos and Rio are not at all favorable. The probable yield will be only 7,500,000 bags of Santos coffee. There is little question but that prices will be still higher.

Canned Fruits—Gallon apples have shown more activity since green apples have reached so high a point. New York gallon apples at the present time are quoted from \$2.50@3 per dozen, which allows the grocer to retail them at 35c per can. Prices on all lines of canned fruits are unchanged. California canned goods are moderately active for the season, at unchanged prices. No packer has definitely named future prices as yet, but some are taking orders at last year's prices and guaranteeing against declines.

Canned Vegetables—Prices of both spot and future tomatoes have declined a few points, but as most wholesalers have been selling at prices below those quoted by the packer for several months, this slight

reduction will not affect them. The demand for corn is not as large as expected with prices so much lower than on any other article in the line. Peas are still scarce and prices are firm with no hope of future prices being any lower on account of the scarcity of seed and the extremely high prices.

Dried Fruits—Peaches and apricots on spot are unchanged and dull. Future peaches are offered at a considerable reduction below spot prices, but nobody seems to have much confidence in the market, and purchases have therefore been quite small. Raisins are dull and unchanged, both spot and future. Currants are dull at ruling prices. Other dried fruits are unchanged. Future citron, on account of scarcity, is selling about 2c above normal.

Syrup and Molasses—No change in either glucose or compound syrup. The demand is light. Sugar syrup is dull at ruling prices and so is molasses.

Cheese—The supply of new is increasing each day as the season advances, and the demand is absorbing everything. The market is steady at a decline of ½c. From now on the make is likely to increase and prices to show further declines.

Rice—While prices have been advanced during the past two months, they are still reasonable, and it is one of the cheapest articles of food on the market. Prices of head rice are from 5½@7½c per pound, with prices on domestic grades from 4½@6¼c per pound.

Fish—Cod, hake and haddock are quiet and steady. Domestic and imported sardines show very light demand and unchanged prices. There has been a continuation of the very light demand for mackerel during the week, and with the exception of Norway 3s and 4s prices are inclined to be easy. The supply of the sizes named is light, and as stocks are concentrated in a few strong hands, the market is well maintained. Salmon shows no change and moderate demand.

Provisions—Smoked meats are firm at about ¼c advance, due to increasing demand as the season advances. Pure lard is also firm at an advance of ¼c, as is compound. Both are in good demand. Dried beef and barrel pork are unchanged and steady. Canned meats are steady with a slightly increased demand.

The probability is that Merchants' Week this year will be held on Tuesday, Wednesday and Thursday, June 11, 12 and 13, although the definite dates will not be decided upon until a little later in the week. It is planned to make the affair the most eventful one of the kind ever held at this market. Several novel features have been suggested and will probably be adopted, which will serve to increase the interest in the affair very materially.

The address delivered at the laying of the corner stone of the Rescue Home, published on page 11, was by Hon. Charles W. Garfield.

Slight Advance in Beans.

There is a fair demand for strictly choice hand picked pea beans and there has been a little advance the past week in this grade, but the lower grades in some markets are going begging and buyers seem to be skeptical about their keeping qualities. There seems to be a good demand for seed beans, and with the high price for the past few years, the bean crop has been a very profitable one for the farmers. Even though their beans were poor last year they sold them at a high price, which showed a fair net profit on their acreage. The consumption of beans is increasing every year and it looks like there would be a market for all the Michigan beans that can be grown for some time at least.

Red kidney beans and other fancy varieties are very quiet and the demand light. E. L. Wellman.

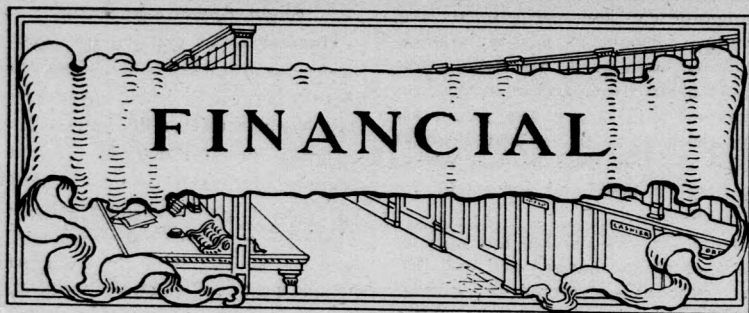
The gross earnings of the Eastman Kodak Co. for 1911 were \$11,649,264. In 1905 they were \$4,013,913. In 1911 the company paid 40 per cent. dividends on the common stock. In 1905 it paid 10 per cent. The great increase in earnings came from moving picture films. It is estimated that 125,000,000 feet of film are being shown daily in theaters in this country. That would make about 45,000,000,000 feet a year, and the business is still growing. The Eastman company turns out about 250,000,000 feet of film annually, at an average price of 4 cents per foot. This makes \$10,000,000 a year the company enjoys from that end of the business alone.

A traveling man writes as follows: "The Wright House, at Alma, is one of the best hotels going, but it is sadly behind the times on the towel question. Instead of giving the boys individual towels, as it should do, it gives them a little roller towel once a week. It so happens that I am a guest of the hotel on the last day of the weekly period, so when I wipe my hands I am reminded of the days when I worked in a printing office, when the towel was so stiff that it stood alone. It seems a pity that so good a hotel as the Wright House should not be a little more particular in this respect."

W. R. Roach, the Cannery King of Michigan, is recovering so rapidly from his recent operation for appendicitis at the U. B. A. Hospital that he expects to be able to resume his acquaintance with the world this week and return to his home at Hart by the end of next week. Mr. Roach's case was a serious one and he owes his recovery largely to his rugged constitution.

J. H. Bressett has engaged in the shoe business at Bay City, the Hirth-Krause Company furnishing the stock.

Chas. Watkins, of Whitehall, has opened the Cottage Grove Hotel, formerly managed by Mrs. C. Brooks.



Ownership of Automobile Not Ground For Suspicion.

At the meeting of the Grand Rapids Credit Men's Association last week Frank S. Coleman said his experience did not indicate that men were mortgaging their houses or incumbering their businesses to buy automobiles and he did not regard the ownership of an automobile as ground for suspicion. Some men undoubtedly are overestimating their capacity, or rather underestimating the cost of automobile ownership maintenance, but he believed most of them are keeping within their means through economizing in other directions. Mr. Coleman also observed that a mortgage on a manufacturing plant need not necessarily work as an impairment of the concern's credit. What the banker is interested in is the quick assets, and if the quick assets are what they should be, whether or not there is a mortgage on the plant makes little difference. An unincumbered factory, of course, is desirable and preferable, but a factory is about the last asset a bank wants to take over.

Vice-President Clay H. Hollister, of the Old National, is fond of flowers and it is rarely that he does not have a vase of them on his desk, regardless of the season. In winter he has flowers from the greenhouse; in summer from his home or some other garden, and they are always choice. Dudley E. Waters, of the Grand Rapids National City, is also fond of flowers and, while he does not have a continuous display, flowers are often in evidence on his desk, especially during the spring and summer months, when he can draw upon his own garden. Wm. H. Anderson, of the Fourth, often has a floral display, but his leaning is toward potted plants. Chas. W. Garfield, of the Grand Rapids Savings, is known as a devoted friend of flowers and trees and occasionally he has flowers on his desk, but more often his display is a bunch of pest ridden twigs brought in for him to diagnose and prescribe for. The other bankers have flowers occasionally, but it can not be called a habit with them.

The banks all over the country are taking an increased interest in agriculture, not as agriculturists but as bankers. The popular idea of the banker puts him above ordinary industry and not interested in anything that does not relate to stocks, bonds, mortgages and commercial loans. As a matter of fact, the tie between the banker and the industrials is very close and of all the industries the tie

is closest with the farmer. This may not be so apparent in the great centers of population, in New York, Chicago or even Grand Rapids, but the small town banker fully appreciates it. A banker in the cotton belt sees disaster when the cotton crop fails or cotton prices slump. The banker in the corn country knows the significance of drouth or early frost. Here in Western Michigan the bankers know what it means if the fruit crop goes wrong. The small town bankers may be the first to feel a crop failure, but the big town banker does not escape, even although he does not know the difference between a disk plow and a threshing machine. All over the country the bankers, more and more appreciating the close relations between banking and agriculture, are giving attention to agricultural questions and especially as to how to improve agricultural conditions and methods. The Michigan Bankers' Association has a special Committee on Agriculture and at the State convention in Kalamazoo it is expected this Committee will offer suggestions as to agricultural education. In Minnesota the State Association will meet this year at the Minnesota Agricultural College and will give special attention to the courses of study and to the work the college is doing. The National Association has a Committee on Agricultural Education and so have many of the State associations. The idea is for the bankers to learn what is needed and then to use their influence to raise the agricultural standards and to increase the productiveness of the farms. With increased prosperity on the farm the banker will find his business better. His interest is not altogether unselfish, but it will nevertheless be a good thing for the country.

The Grand Rapids Clearing House Association has authorized the appointment of a committee to investigate the bucket shops which are doing business in town and to see if something can not be done for their suppression. It is said there are four bucket shops in town and the interest of the bankers is in the protection of their employes and of the trusted employes of their patrons against the temptations which the bucket shop offers to dishonesty. The bucket shop operations represent one of the worst and most insidious forms of gambling and the action of the Clearing House is along right lines as a public service.

At a recent meeting of the Clearing House Association the subject of

If all your time is not taken
You Can Add to Your Income

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

ASK US HOW

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

An Ideal Investment

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

Descriptive circular on request.

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

Fourth National Bank

Savings Deposits

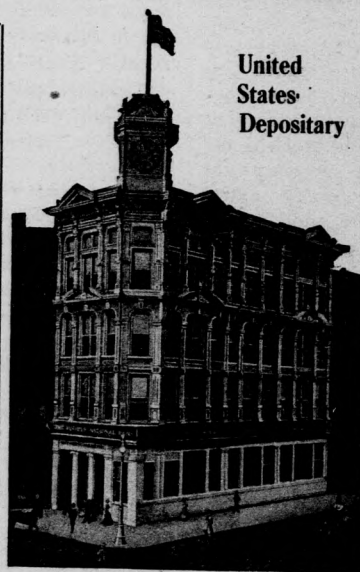
3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

United States Depository



Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000

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

advertising was discussed. It was not a formal discussion, nor was any action taken, but it was just a friendly exchange of ideas. It was generally agreed that advertising paid, that banking was a business and that legitimate publicity was desirable and that it brought results. Bank advertising should be kept alive and interesting, as much so as the advertising of a dry goods or a clothing store, it was urged, and the bankers no more than others should not let their advertising fall into a rut.

Frank Welton, Cashier of the City Trust & Savings Bank, goes to Traverse City to-morrow to address a banquet tendered the Northern Michigan bankers by the banks of Traverse City. Mr. Welton formerly resided in Traverse City, where he was for several years Cashier of the First National Bank. He was something of an after dinner speaker when he lived in that city, but since he came to Grand Rapids he has blossomed out into a post-prandial orator of the first water. As a humorist he is without an equal, now that Mark Twain and Artemas Ward have gone to their reward. Any Northern Michigan banker who fails to take advantage of this opportunity to hear the most humorous man this side of the River Styx misses the feature of a lifetime.

Importance of the Country Cashier.

A country bank is made up of small capital and plenty of stockholders; few depositors and many borrowers; a number of bosses, but one manager. The cashier is the manager. He is the hub about which the institution revolves. He is the least understood of any individual I know of and creates more green-eyed monsters than the prettiest girl in the country. But I would rather be the cashier of a country bank than the president. The cashier gets a salary—and work. The president gets—honors.

The president of a country bank gets perquisites and personal write-ups. He is everlastingly fawned over and truckled to and feted. How gratified he is when a man who has borrowed from the bank comes to him and pays a bill long since past due—perquisites. How supercilious he appears when men whom he has accommodated nominate him for some lucrative public office—honors. How proud he is when he sees his name in the newspaper—a distinction. All this is a sort of "scratch my back and I'll scratch your'n." No man knows what the morrow may bring forth, and lest he have to borrow some day the forethoughtful man keeps on the good side of the bank president.

With the bank cashier it is a different order of things. He is the more important factor of the two, for he comes in contact with everybody doing business with the bank—and draws a salary. He has a great deal coming to him aside from salary. The president, the vice-president, the directors, the stockholders, the depositors and the borrowers see to it that he gets it—every whit and tittle. That he may not fail to get it, the foregoing interested parties keep him un-

der constant surveillance. He gets work.

To be the cynosure of all eyes is a thing to be desired—with some even next to being president. And the cashier is that cynosure. The president sometimes gets jealous of the attentions shown the cashier. To bring himself into the limelight, that dignitary frequents the bank at odd times. And that he may the more readily be seen he occupies the cashier's customary place. As the cashier has no time to go back and take a seat, he is compelled on such occasions to walk around the president to reach his work. The chief executive desires to impress on the directors that he is qualified for his position. To do this he sometimes goes over the cashier's books. He must show that he is investigating. Something attracts his attention, and he calls the cashier over to explain. It is all right, but there must be an appearance of keeping in touch with the affairs of a financial institution. If, on such an occasion, the cashier is drawn away from attendance upon a customer, so much the better. It makes for importance. It impresses the customer with the carefulness of the overlord.

A man who can reach so high as to be a country bank cashier is regarded on the outside as an individual of many parts. And he is not permitted to conceal his light. He is required to display his knowledge in many ways. It is all a part of the duties for which he receives his salary.

Duncan Francis Young.

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.	32	85
Am. Gas & Elec. Co., Pfd.	46	47½
Am Light & Trac. Co., Com.	296	298
Am. Light & Trac. Co., Pfd.	107	108
Can. Puget Sound Lbr.	3	3¼
Cities Service Co., Com.	91	93
Cities Service Co., Pfd.	87	88
Citizens Telephone	95	96
Com'w'th Pr. Ry. & Lt. Com.	64	65
Com'w'th Pr. Ry. & Lt. Pfd.	90	91
Dennis Salt & Lbr. Co.		100
Fourth National Bank	200	
Furniture City Brewing Co.		75
Globe Knitting Works, Com.	110	112½
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		210
G. R. Nat'l City Bank	178	180
G. R. Savings Bank	185	
Holland-St. Louis Sugar, Com.	9%	10¼
Kent State Bank	260	
Lincoln Gas & Elec. Co.	40	42
Macey Co., Com.	200	
Macey Company, Pfd.	98	100
Michigan Sugar Co., Com.	92	93
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	89	90½
Pacific Gas & Elec. Co., Com.	67	67½
Pacific Gas & Elec. Co., Pfd.	91	92½
Peoples Savings Bank	250	
United Light & Railway Com.	100	105
United Lt. & Railway 1st Pfd.	90	92
United Lt. & Railway 2nd Pfd.	80	82½
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95 97
Flint Gas Co.	1924	96 97½
G. R. Edison Co.	1916	97 99
G. R. Gas Light Co.	1915	100¼ 100½
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Sag. City Gas Co.	1916	95 99

April 23, 1912.

To be kind, courteous, democratic, to do well all things that come to one's hand, to carry a little more than one's share of the burden—that is true greatness.

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E. A. STOWE, Editor.

April 24, 1912

POLITICAL SWASHBUCKLING.

There should be some method to limit the length to which aspiring politicians go in their efforts to win votes. A few days ago the receivers of the Pere Marquette admitted that they were seriously considering a general reduction of 5 per cent. in the wages of employes receiving above \$50 a month, this reduction to be temporary until the road was once more on its financial feet. Thereupon Governor Osborn, with a great flourish of trumpets, made a protest against any such action; said the State, as a party interested in the continued operation of the Pere Marquette, would seek to intervene in behalf of the employes and intimated that in the event of any resistance to the cut, if made, the influence of the State would be against the road. Whether or not the receivers are justified in asking the employes to accept a present reduction in wages need not be discussed at this time, but the action of Governor Osborn is in such bad taste, so obviously for political purposes and so contrary to sound public policy that it calls for comment. The action is in bad taste because it is based on an assumption that something is going to happen, not on what has already occurred. In other words, it is going off at half cock and it is never becoming in a high official of the State to do that. It is bad public policy because it lines up the executive and puts the authority of the State on the side of riot and disorder in the event of trouble arising through an attempt to reduce the wages. In fact, it can easily be construed into an open invitation to the employes to raise a row. That the taking up of the subject by Governor Osborn in any way at this time is mere swashbuckling politics is so apparent that it need not be dwelt upon.

The State has authority, and exercises it, over the rates, both freight and passenger, which the railroads shall charge. It has jurisdiction over various other phases of railroad management. But neither in Michigan nor in any other state has the state any authority over the wages that shall be paid. Not even the Federal Government assumes such authority. Governor Osborn must know this and for him to plunge in with a threat of State interference is to make a spectacle of himself and a laughing stock of Michigan among the states of the

Union. Another and an important phase of the matter is that the road is under Federal receivership and its management, control and policy are under the authority of the United States Court. Is it not indecent—to put it mildly—for the Governor of the State to incite in advance resistance to what may be sanctioned by the court?

The question of the wages that the railroad employes of the country shall receive is one that is bound sooner or later to become an issue. The railroad employes in their various departments of work are strongly organized and their supposed strength and the repeated compliance to their requests for more wages have made them exceedingly arrogant. Where they petitioned before, now they demand, and their demands are based not on what is a just wage considering the work to be done nor on the ability of the railroads to pay, but on what they fancy it is their power to enforce. It is not a square deal they desire, but ransom that they demand. Their attitude, through their organizations, unions and brotherhoods, is that of bandits and highwaymen, and each concession that is made is but the signal for the formulation of a still more exorbitant price that the railroads must pay for peace. At the present time the locomotive engineers are demanding an increase in wages of from 15 to 19 per cent., and their demand is based not on the theory that they are deserving of it by reason of harder work, but almost openly on their desire for the money, and the belief that they are strong enough to compel its payment. The railroad managers have shown that their earnings will not admit of such an increase, but the engineers are insistent and if the engineers get what they ask for it is only a question of time when the employes in other departments will be asking for more. Someday the employes will make one demand too many and this may mean widespread disorder and the need for the coolest and calmest judgment on the part of those in office for the protection of the public and the preservation of the peace. Instead of showing sympathy or special interest in one side or the other to a possible controversy, wise and sane executives are keeping aloof from all entanglements, that they may be in a position to act independently and for the public welfare if trouble should come. Our own Governor, in an attempt to win the labor vote that is so obvious as to be silly, is not in the wise and sane class. His desire to curry favor is paramount to the public welfare.

OUR NEW PARK.

This city will come into the enjoyment of a new park this season, the gift of Anton G. Hodenpyl to his native town. The park is of forty acres on the north shore of Reed's Lake, extending from the Robinson Road to the lake and with a frontage on the lake of a quarter of a mile or more. The land is rolling, with hills and valleys, and is covered with a fine growth of native timber, mostly hardwoods, and many of the trees

are of noble size. During the winter, under the direction of O. C. Simonds, the famous landscape gardener, much work has been done cleaning up the dead and fallen timber, cutting out trees that were in the way, making paths and vistas and in roughing out a drive that is to be part of the around-the-lake boulevard. This spring about 2,500 trees will be planted, including white pine, spruce, cedar and butternut—varieties that are not now to be found in the park. This work will go on, taking out trees that are not wanted, planting new varieties and helping Nature to make this a natural beauty spot, containing every desirable variety of native tree and shrub that can be made to grow. Mr. Hodenpyl will pay the expenses involved in this work as a part of his splendid gift. Not only will the park contain all the trees and shrubs that will grow in the North, but it will be rich in the wild flowers indigenous to this section. Already the park has many varieties. There are great clumps of hepatica scattered over the hills and they are in bloom almost before the snow is off the ground. There is bloodroot in quantity, great colonies of mandrakes, or May apples, dog-tooth and other violets, trillium, wild aster and doubtless many others that have not yet come into evidence. The varieties of flowers will be increased as rapidly as possible by transplanting from other woods and by sowing seed, and the contour of the land is such that place can be found for almost everything. In one of the valleys is a fine bog for the flowers that delight in wet places; along the lake front will be the place for the water plants and there are north slopes, south slopes, east and west slopes, dark places and places where the sun shines so that every possible condition may be found that the flowers like best.

In giving the park to the city Mr. Hodenpyl stipulated in the deed that it should be perpetually maintained as a natural park, that it be a place for flowers and trees and shrubs and not "improved" into lawns and flower beds. It is to be a place for those who love Nature, for the children to romp in. The trees and shrubs and, when possible, many of the flowers will be labeled with the common as well as the botanical names. This will give the park an educational value for children and adults alike and will add infinitely to its interest. In this connection ought not the suggestion be offered that the effort be made to educate the park going public in sparing the flowers that grow in the woods? The people have been pretty well trained in leaving the ordinary bedding flowers planted in the parks alone. It is rarely that instances of vandalism are reported. That the flowers are there for all to see and to enjoy but for none to pick has become more and more recognized, and even the children recognize the rule and observe it. Why should not the same rule apply to the wild flowers? Tradition and practice has made the wild flowers free to all and the temptation to pick them may be

great, but could not the people be educated to give them the same consideration as they give the cultivated flowers in the other parks? When wild flowers are picked it is often with ruthless hands, pulling them up by the roots and destroying all possibilities of reproduction. John Ball Park was once full of wild flowers of many varieties, but to-day the wild flowers are nearly gone and some varieties once abundant are not to be found there at all. This has been brought about by what has almost amounted to a warfare against the flowers. The flowers have been picked by the handful with no thought of the future, and so frail are these wild beauties that often they are thrown away as wilted and worthless before leaving the park. What has been done in the destruction of flowers should not be repeated in Hodenpyl Park. On the contrary, the effort should be to awaken such an interest in the park and its purposes that those in a position to do so will endeavor to add more varieties to the flowers already to be found there.

The State Department of Health has announced its intention to undertake a thorough inspection of the summer resorts, with a view to recommending and enforcing proper sanitary conditions, which certainly is a move in the right direction. Michigan is a great resort State. The Michigan lake shore from St. Joseph to Mackinaw is dotted with places where people come to spend the summer months and some of the places are veritable summer cities. There are also resorts on the Huron Lake shore and on the inland lakes and rivers. These resorts have grown up without supervision or special attention from anybody. At many of them absolutely no sanitary precautions have been taken; at very few are the safeguards adequate. Nearly every fall, when the resort season closes, the State has more or less of a visitation from typhoid fever and other preventable diseases. These cases, in many instances, can be traced directly to the resorts where the victims spent the summer, finding disease instead of the hoped-for health and renewed vigor. It is high time the resorts were given rigid sanitary inspection and safeguards insisted upon. The methods of disposing of the sewage, the garbage and the night soil should be looked after, the water supply should be investigated, cleaning up should be demanded. More and more every year the Michigan resorts are becoming the summer refuge for the people of our cities and from other states, and Michigan should be alert in seeing to it that these places are what they should be and not breeding spot for pestilence.

It is unfortunate that the mystery once surrounding the manufacture of bombs no longer exists. It having been so widely advertised that they are easy to make, cranks and criminals in the ranks of union labor are making them in ever increasing numbers.

WAR AGAINST INSECTS.

The club women in some of our large cities have commenced the work of the season for civic betterment by a well organized campaign against our six-footed enemies, special aim being made toward the extermination of the tussock moth eggs, the house fly and the mosquito. The circular relating to the tussock moth states that "this is the time to remove from the trees the conspicuous white egg masses, for by the end of May hundreds of caterpillars will crawl from each cluster of eggs to destroy the leaves of the trees." The housewives are urged to destroy the cocoons and then band all trees below the foliage with tanglefoot or raw cotton.

The habits of the housefly and mosquito, together with the best means of fighting them, have been so often made public within the past year or two that repetition seems unnecessary. While the matches between children have the desired effect of getting rid of the flies in large numbers, the effect upon the little folks by the promiscuous taking of life, even although it be only that of an insect enemy, is not pleasant to contemplate. It is better to keep this phase of work in the hands of adults as far as possible, rather than to train up a new generation with an inordinate desire for killing something.

But systematic war by the housewife must result in a thinning out of the pests around the home; and concerted action by the homemakers means civic improvement. Our trees are too valuable to be allowed to suffer from the ravages of insects, when watchfulness during perhaps only a few weeks of the year will render them immune. A tree is the work of years, even in the hand of the Great Master. Its influence is far-reaching. A well grown specimen is a luxury more and more appreciated. A neglected tree is a thing to excite pity in the minds of all thinking persons. Clean shade trees are a continual source of pride, but if covered with insects they become not only a disgrace but a positive menace to all.

THE GRADUATING GOWN.

Commencement season brings with it a special line of trade; a demand for some goods not needed later in the season. It is to the young girl what June is to the bride—an eventful time in life; a crisis in which may be indulged the longing for dainty apparel never before attained.

Yet more and more is simplicity gaining the right of way. The public schools are made up of all classes. For the rich to so accentuate their claim that the poor sink into oblivion without the much longed-for diploma, simply because they are too poor to dress respectably in comparison, is yielding to a saner method. The dainty lawns are replacing the silks and satins. The graduating gown in the best of taste is sheer goods simply made and inexpensively trimmed.

It is yours to lead along suitable lines in your home town. Specialize upon commencement gowns, gloves,

hats, shoes, or whatever stock you may carry. Take occasion to set forth the styles which may be within reach of all members of the class. Show that the allover embroidered dress may not prove as charming for the occasion as the one of plain lawn with a bit of dainty embroidery for trimming; that five dollars is quite enough to put into it; that it may be found ready made in a most attractive form; and that your shelves are full of goods which will make up beautifully.

The window display may emphasize your arguments most fully. Few decorations are more attractive than combinations of white goods, and these are rendered doubly charming through timeliness. It is the privilege of the local merchant to keep largely in his own hands the success of commencement details. Advise, guide, lead along ways fitted to the means, the needs and the acquisitions of the class. The more nearly uniform the garb the more pleasing will it prove, and the more at ease will those be who can not afford an elaborate outfit.

Put your energies where they count the most. It does not pay to use up your time and strength doing things some one else can do for you.

PAPER BAGS.

We have all found paper bags of use in many ways, but it has remained for a French chef, M. Soyer, to convert them into pots, and frying-pans, and roasters, and what not, all for the convenience of the housewife, the saving of fuel and the retaining of the finest food flavors.

Much has been said of the paper bag cookery in the leading publications of all classes, and the town which has not at least one merchant enterprising enough to handle the material is quite behind the times. If you display your ignorance by offering the common sack used in storing away goods, you not only disappoint a good customer but place yourself in a position which can not but invite ridicule.

The neat packages of bags, put up in assorted sizes and containing directions within may suffice. But it requires little effort on your part to ascertain some of the results of the new method as attained by the local experimenters. A single failure or bit of bad luck may lead some one to the abandonment of the new way, when a very little encouragement through the success of others would lead her on to still greater results. Enumerate the essentials, as greas-

ing the bag, placing it in the oven with the seam uppermost, the necessary raising of the bag, as on a wire rack, and the importance of placing it so that the seam will be parallel with the wires. Just a few of the kinks may help the amateur amazingly; and what helps her will incidentally help you.

The possibilities with the new way are too varied to be mastered at once. Individual and family tastes must be developed. The first roast may be lacking in gravy, but the juicy tenderness of the meat will compensate for this defect. You may find that baking bread in a bag is more bother than the old way; and, if so, do not hesitate to return to the way grandmother did. There are enthusiasts in all things, who would have us too credulous. But there are phases of the paper bag system which we can not afford to pass by. It has come to stay, although some of its many uses may have been exaggerated; its possibilities still lack perfection. Learn about it. Be able to tell your customers what it can do.

The time to do nothing is not during business hours. Keep busy at something all the day. The appearance of idleness is the symbol of a dead business.

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 cus-
tomers 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**



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

MEN OF MARK.

Harry T. Wickes, First President New Commercial Association.

Harry T. Wickes, of Saginaw, who was elected First President of the Michigan Association of Agriculture and Commerce at the meeting of the representatives of commercial organizations of the State, held in Detroit on April 18, is one of the best known business men of the State.

Mr. Wickes is a son of Henry D. Wickes, one of the founders of the



well-known firm of Wickes Brothers, which began the manufacture of machinery in Saginaw in 1860 and which firm continues to this day.

Mr. Wickes is President and Treasurer of Wickes Brothers, Vice-President of the Consolidated Coal Co., Treasurer of the Wickes Boiler Co. and Treasurer of the United States Graphite Co., all of which are large establishments in Saginaw. Mr. Wickes has been prominent in the development of coal mining, beet sugar manufacture, automobile manufacture, plate glass manufacture, banking and transportation in the Saginaw

Valley and is a director and large investor in many of these enterprises.

Mr. Wickes was one of the organizers and is the President of the Merchants' and Manufacturers' Association of Saginaw, which has been among the most successful movements for industrial development in the State. He has been unanimously re-elected President of this Association at every meeting since its organization in 1905.

While much interested in local, State and National affairs, Mr. Wickes has always declined to accept nomination for public office, preferring to devote himself entirely to business affairs.

Mr. Wickes is a well known member of the Masonic fraternity and is a member of leading social and commercial clubs in Saginaw, Detroit, Toledo and other cities.

With the selection of Mr. Wickes as its first President the Michigan Association of Agriculture and Commerce is an assured success.

Activities in the Buckeye State.
 Written for the Tradesman.

Zanesville must have a pure water supply by Jan. 1, 1913, is the ruling of the State Board of Health, the time named in the original order having been extended one year.

The Canton Metal Ceiling Co., with \$200,000 capital, has been formed at Canton and four fireproof buildings will be erected at once.

The success of Zanesville's market house is attracting the attention of other cities.

The Columbus, Kenton & Toledo Traction Co. is completing plans for building its line from Findlay to Columbus.

Twenty thousand catalpa trees were presented to the school children of Youngstown by the G. M. McKelvey Co. for planting on Arbor Day.

The Columbus Chamber of Commerce will hold its annual election May 21.

Frank Kelly and Frank Burtscher have bought the implement store be-

longing to the estate of D. H. Ballmer, at Fostoria. Lindsay McKee will be retained as manager.

Cleveland's academic high schools will soon offer a course of study with the foreign languages cut out.

Fred K. Marshall will retire from the coal business at Sandusky and engage in real estate.

Good Roads Day will be observed at Bellevue May 3 with addresses by State speakers and auto rides to inspect country roads leading to the city.

Public school teachers at Columbus who will supervise children's gardens this year will be given a course of special lectures under auspices of the Department of Public Recreation. Almond Griffen.

Attention

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

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

Nachtegall Manufacturing Co.
 Store and Office Equippers
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 Grand Rapids, Michigan

Chase Motor Wagons

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

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Steam and Water Heating
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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 Enclosed Circulating Brine System

Brecht's Twin Compressor

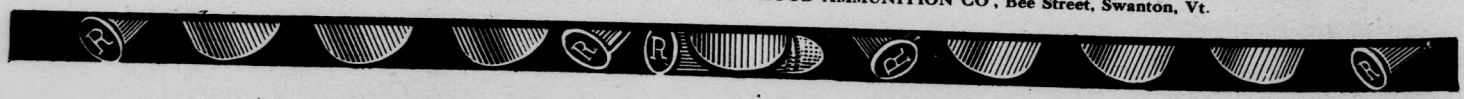
of one to twenty tons capacity, for artificial refrigeration is the most practical, economical and simple on the market. It is not an expense, but a good investment. A few hours' operation each day is sufficient to maintain a low temperature at a cost below your expectations.

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

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THE RESCUE HOME.

Importance of Its Work To the Community.*

A kitten climbed a telephone pole on South Division street and upon arriving at the top was so frightened that she did not dare to come down. All day long people passed making comments, but without any suggestions of help as it was only a kitten. After a while, towards night, a little newsboy with his bag, with great hardship and after many trials, succeeded in getting to the top and, making friends with the kitty, placed her in the bag and the rescue was complete. It was only a kitty, but the spirit of the boy will go into rescue work in his manhood and this incident in his life will be recounted with interest.

A barn burned in my township last year and the flames spread so rapidly that no one dared attempt to save the horses in the structure. A girl cried, "Can't some one save Fanny, my pet driving horse?" and a young man plunged into the trough of water, grabbed a fascinator from a woman's head, soaked it, put it over his face and rushed into the flames with a grain sack to cover the horse's head that he might control her better, and emerged, somewhat scorched, with the pet horse. She was rescued. It was only a horse, but the papers thought the young man deserved a medal for his bravery.

Only yesterday there was an account of a baby, rescued from a floating house near the confluence of the Ohio and Mississippi rivers at the risk of a man's life. It was a brave act and was exploited in the Associated Press. It was only a girl baby, but it is before her to become a Clara Barton, a Florence Nightingale or an Evangeline Booth.

We are celebrating to-day the erection of a building to be devoted to the work of self-sacrificing women in saving girls from lives of sin and wretchedness. This work is not spectacular; it can not be exploited in the press; nevertheless, it is the noblest work to which women can devote their lives. We who have contributed a little to the building of this home have really made no sacrifice to aid the women doing the rescue work of the Salvation Army. We deserve little credit, but when we contemplate the far reaching quality of this work, we ought to feel the responsibility of its maintenance and to pledge ourselves to-day to help in every possible way to support it and broaden it and increase its beneficence.

About two years ago an officer in the Salvation Army engaged in this rescue work, reached out a helping hand and brought to the simple home on Division street a young woman who had been living a life of shame and had lost her confidence in man and her faith in God. Through the influence of the atmosphere of the home she came to herself. Her reformation was complete and to-day she is the wife of a successful man and

*Brief of an address given at the laying of the corner stone of the new Rescue Home, April 13, 1912.

has a beautiful home and sweet children, and is a very useful member of the community in which she lives. Multiply this instance by fifty—yes, by one hundred—for the years during which this work has been going on in our city and perhaps you can understand something of its value in our community.

Let us at this celebration give our pledge to these noble women who are devoting their lives to this cause that we will not only assist the good work ourselves, but bring to its aid every one whom we can interest and influence to support this work.

Activities in the Hoosier State. Written for the Tradesman.

The Vincennes Milk & Ice Co. will build a creamery and milk depot at Montgomery.

Canning factories will be built at Morgantown, Petersburg, Daleville and Ellsworth.

A. C. Nardi, candy manufacturer of South Bend, will open a candy kitchen opposite Howard Park in that city.

Muncie high school girl graduates have set \$3.50 as the maximum allowance for graduation dresses, this sum to include the cost of making as well as the raw material.

Last summer 460 citizens of Ft. Wayne were arrested for failure to provide garbage cans or for unsanitary conditions about their homes, and the Board of Health proposes to continue the strict enforcement of the garbage ordinance this year. The city will have ten wagons in service, beginning May 1.

The Perfection Biscuit Co. is enlarging its plant at Ft. Wayne.

Litter cans have been placed in the downtown streets of South Bend and citizens have been urged to make use of them during the summer and assist in keeping the city clean. The cans are of metal and will hold about three bushels.

The Indiana Union Traction Co. and the Union Traction Co. have decided to recommend to their stockholders, at meetings to be held at Anderson April 25, a consolidation of the two companies.

The State Encampment of Spanish war veterans will be held at Terre Haute June 5 and 6.

W. Dale Borrer has been engaged as director of the Ft. Wayne playground Association this year, and the playground will be opened as soon as weather conditions permit. Mr. Borrer was engaged in similar work in Columbus last year.

Almond Griffen.

Just the Thing.

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

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

"That is true."

"What can he do on a railroad?" "Give him a job calling trains."

When conversation with your friend languishes, hasten to make your friend the subject of the conversation, and it will probably revive.



The Dawn Of Better Business



Starts for any dealer the moment he stocks

Sunbeam Goods

Farm Implements—Carriages—HARNESS Collars — Trunks — Suitcases — Hammocks Fly Nets—Horse Clippers—Whips, Etc., Etc.

Write at Once for Catalog of Line Interesting You

BROWN & SEHLER CO. Home of Sunbeam Goods Grand Rapids, Mich.



We Manufacture

Public Seating



Exclusively

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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



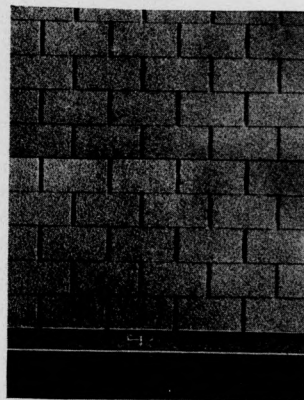
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

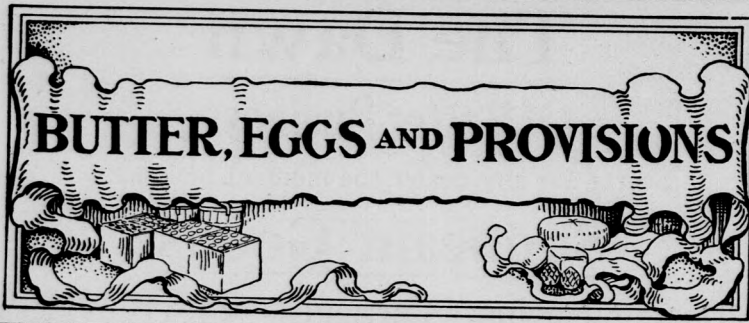
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Fully Guaranteed

Beware of Imitations. For Particulars Ask for Sample and Booklet. Write us for Agency Proposition. Distributing Agents at
Saginaw Kalamazoo Toledo Columbus Rochester Boston
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Battle Creek Dayton Youngstown Syracuse Scranton

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.



Necessity of Clear Understanding of Comparative Values.

Lansing, April 22—A. offers B. goods (in our case dried beans), a car of choice H. P. pea beans, subject to approval of sample. The sample is sent by A., but the quality is not approved by B. and A. affirms that there is no sale, while B. contends that A. is holden for a car of choice H. P. pea beans. Enquirer.

A. is right. There is no sale in this case. What the seller undertook to do was to furnish choice beans subject to the buyer's approval of a sample. The buyer refused to approve the sample submitted, and he now claims that was not a sample of choice beans and that the seller is bound to submit such a sample and then, upon the buyer's approval, supply the goods. The difficulty in this position is that there is no precise legal definition of the word "choice." The seller chose to call his beans choice beans, as he had a clear right to do, and he agreed to sell and deliver such beans to the buyer if he approved the sample. The buyer did not like the sample and that was the end of the matter. Every seller is allowed to praise his goods, to call them "choice," "fine," "good," "splendid," etc. The buyer is supposed to understand that is mere seller's talk and to demand either a specific description or a sample before buying.

Which Was Hurt?

It may appear at first sight that no harm is done, and that the only loser is A., who did not make a sale because the buyer would not accept the goods he shipped. In this case the seller evidently was not anxious enough to close the transaction as originally intended to furnish a second sample. But there is another side to the story: Perhaps B. was depending upon getting the beans from A., and had not ordered from another seller because he expected to be supplied. In that event B. may have suffered. Appearances bear out this belief because B. was desirous of having A. send beans which would come up to his idea of "choice."

No man has decided for the benefit of all what the word choice means, when describing merchandise of any kind. The quality is always open to differences of opinion just as is so often proven in the case of strictly fresh eggs. These have one meaning at one time and a different one at another. Seldom does it happen that they are what would be considered strictly fresh by the farmer collecting them for his own breakfast. One honest grocer, in London, we are told, had four varying qualities upon

which he had placed cards describing them as "strictly fresh eggs," "fresh eggs," "good eggs" and "eggs." It is not every seller, however, who feels called upon to carry his description to so nice a degree.

The Point of View.

The lesson from the illustration is the necessity for every merchant making a purchase to accept no man's qualifying adjective. What may be considered choice beans, or choice anything else, in one store may not go for that quality in another. In any case the seller may have no intention of deceiving—it may simply be the point of view. He may call them choice, while you would regard them as very inferior. He may have several worse qualities, which would make these appear good by comparison. If an order is given him, and he ships them, who is to decide which is right?

The only safe way is to buy from submitted sample, where the goods are not fully known. When you have been purchasing certain lines for a long time from the same jobber there is little probability of a question of dispute arising. He knows what you want, and you know what he means when he speaks of particular grades. The necessity for care is when undertaking to do business with a concern from whom you have never purchased.

May Not Be Unreasonable.

Carrying this idea a little further, you may have this same difficulty when you are the seller. Perhaps a new customer orders from you. It is not an unknown occurrence for items to cause complaint because they are not what the buyer expected. Then there is often trouble. You have to make good or lose the customer. It is not good policy, nor is it justice to claim without investigation that the customer is unreasonable. For all you know she had been accustomed to getting better goods some place else. You may have quoted a cheaper price, and she was led to purchase from you on that account, never thinking there might be more than one grade of beans, for instance. Many housekeepers do not know this.

Fooing the Children.

When the customer comes to the store and carries the purchases home this trouble is naturally avoided, for then the merchandise is seen. But how often is this done? More likely the order is given, written down and put in packages to be sent after the purchaser has gone. Or a child is sent to do the marketing. In this event, if the things bought are not

as expected, you are blamed with having pushed off poor stuff on the child.

In any of these cases the only thing to do is grin and bear it. Make good as far as possible. Cheerfully refund the money, and have no words about it, for, as said in the first place, her claim may be just from her point of view. As a matter

WANTED

Butter, Eggs, Veal and Poultry
STROUP & WIERSUM

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

Hammond Dairy Feed

"The World's Most Famous
Milk Producer"

LIVE DEALERS WRITE

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

EGG CASES and FILLERS Lowest Prices

Egg Case Nails, Excelsior, Extra Flats, White Cottonwood or Redwood, Knock Down or Set Up Complete with Fillers.

Quick and Satisfactory Shipments

DECATUR SUPPLY CO. - Decatur, Indiana

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.

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.

Write us when you wish to sell Eggs, Beans, Clover Seed

Orders all kinds Field Seeds have prompt attention.

Moseley Bros. Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
Office and Warehouse, Pleasant St., Hilton Ave. and Railroad, S. W.
Both Phones 1217 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.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

of fact some people look upon the word choice as describing the very top quality, while others regard it as just a little bit better than the poorest. The latter is very common in many produce houses. Choice apples do not mean selected fruit by any means. And yet we often speak of something being very choice when we mean it is as near perfection as can be found.

Your Choice For President.

If anybody asks you who is your choice for President of the United States you name the man of all others you would like to see elected. You do not mention a makeshift you will try to put up with if a better man can not get the votes. On the other hand, if two men are mentioned, neither one of which commends himself very favorably to your good opinion, you will say, "Between the two my choice is So-and-So." It is the elasticity of that unfortunate word choice that makes the trouble. Let your choice be made from sample, and try to give unobjectionable merchandise to all your customers. It is very easy to say, "I have some at such a price that I consider good value, but I have better goods at a little higher figure."

Tells Business Men To Get Into the Country.

Most business men labor forty-eight weeks in the year with the reward of four weeks' vacation dangling before them as their compensation.

A few utilize that precious time in squaring Nature's overdraft, while the many idle away their time at some resort where the hardest work they do is to shoot a billiard ball across the green cloth.

The real vacation—the one that puts the pump action back into the heart and tunes up the nerves—is the kind that is spent out where Nature has not been interfered with.

This life in the open does not rest physically. But it does something else: It restores the twang to the jaded nerves, and drills something new and novel into the mind.

Maybe our cavemen ancestors lived several hundred thousand or a few million years ago. That does not make much difference, because we still retain a considerable part of their pioneer instincts.

It really does not make much difference how many times we bait the hook and lost the bait; or how many times we shoot at quail and miss; every time we go out along the grass-carpeted trail we are throwing off adipose tissue and getting something that can not be purchased over the counter.

The business man returns from his hunting and fishing trip tanned and lean. He sleeps like a dead man, and he has an appetite that makes corned beef and cabbage taste better than potted pigeon. He is a little crude and rough—and does not know exactly how to behave around the office. Something lingers away down inside him; a memory of the soft feel of the breeze and the perfume of growing pine.

City life has fewer charms and the few she has she operates more slowly. The vacationist takes to the parks—and rides out into the open places. He is after fresh air—and he likes to feel his muscles respond to the demands upon them.

Compare this sort of business man with the kind that finds enjoyment in some summer hotel—or who never gets nearer a green pasture than the emerald tint in his drinks. See which one is better fitted to "put through a deal" and stand the gaff and heart aches of business.

Vacation exercise comes naturally. It arrives as a result of some absorbing amusement—and it does its work and does it well.

Exercise, with natural surroundings, is always more valuable than the kind found in a hothouse. The gymnasium is good, and valuable and commendable. But Nature's gymnasium has its own settings, and it injects interest into the work. It makes the stunts pleasurable—and it supplies plenty of pure air and simple habits. It gets a man back to beginnings—and these are the things that count.

Figure on your next vacation with this end in view—and never mind the red ants and insect bites. They are privileges when you get a brand new start—an extension to your lease.

Frank A. Gotch.

The Only Forces Which Can Bring Peace.

Evansville, Ind., April 22—In the April 17 issue of the Tradesman I read the following, "Most of us know when to stop, but the trouble is we do not exercise our knowledge."

If every one of us would remember these few words and exercise a little will power and use our knowledge which we have received by and through our own experience (not the so-called knowledge we think we have received by listening to others, or what we have read in books), there would never be any more trouble among us.

We would simply develop into that natural state of perfection which harmonizes all things.

Intellect, intuition and instinct are the only forces which can and will bring us peace, joy and happiness, but too many of us do not listen to our own intelligence by and through these forces. We are being fed by the suggestions of others, and it is this great influence that is keeping us in confusion, and keeping us from doing what we know is right.

Our brains are just as transcendental as any one's else and we know this is true by the amount of work each one of us has done, but we do not stop our nonsense or recklessness and are caught napping when we should be wide awake doing the things we know we can do with pleasure, profit and satisfaction.

Too many of us want to spend our profits instead of earning them. That is to say, we think more about how we are going to spend our money than we do in trying to find ways and means of earning more of it.

Let us stop looking for ways and means of having an easy snap and put our time in by attracting progressive thoughts, and let these thoughts be members of that Great Family of Thought which is working through all of us for the benefit of all.

Let us eliminate selfishness, idleness, hatred and foolishness and work each day with precaution, solicitude and honesty. If we will do this, we will stop as we know how and use own knowledge. Edward Miller, Jr.

Exit the Worm in the Apple.

An orchardist in the State of Washington has devised a method of electrocuting the codling moth, which lays the egg which hatches into the larvae which makes the wormy apple, according to the Kansas City Star.

The process is simple: Electric lights encased in fine wires alternately coated with copper and tin, are hung in the trees. The light attracts the moths, which fly against the wires and contact sends an electric current through them.

Time to think about getting fly screens into working order. The sanitation ideas of the present generations will not stand for a fly-inhabited store.



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.



Tanglefoot

The Original Fly Paper

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

FOOTE & JENKS' COLEMAN'S BRAND

Terpeneless Lemon and High Class Vanilla

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

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.



Review of the Principal Dry Goods Staples.

The jobbing and retail trades have been so much more content this spring than they were a year ago that comparisons in figures hardly state the actual condition fairly. For example, March of last year in the primary markets was a period of crumbling prices. Western jobbers were falling over each other in a frantic effort to make low prices that had no relation to the cost of goods. Even at that early period the prospect of a great cotton crop was in sight. Retailers were determined to liquidate their stocks of all kinds of cotton goods, and they adhered to this policy right up to February 1 of this year. Now they are feeling the impetus of a fair consuming demand and they are being forced to replenish their stocks for immediate distribution.

There are many things that make for further conservatism in trading and merchants who have seen prices rise sharply earnestly desire that conservatism shall rule. The tariff debates, the political squabbling, the known scarcity of many staple materials due to the slow manner in which mills have been resuming operations, all tend to warn buyers that they will have to use something more than ordinary care. At the same time there has been no period in six years when the April business prospect seemed so well and safely based and most merchants feel that if prices can not fall, they can be controlled from rising further until the outlook for the long future is clearer.

Retailers are buying fine zephyrs more freely. During the past month the jobbers have done a good business on these cloths and the mills have sold up their available looms for some two or three months. The wide zephyrs to retail at 12½¢ and 15¢ are most sought after, but there has been trading in the lower grades. The gingham zephyrs have been the large sellers. The fancy woven lines have sold well in some places and not so well in others. Retailers are undoubtedly getting a broader demand for yarn-dyed sheer fabrics, and they were not prepared for any sizable business. In fact, many of them said they did not know which way the trade would lean and they were more willing to run short of goods than be found with too many goods of the one kind in hand.

There is a fair demand for the regular lines of 32 inch dress gingham and for the lower counts of the narrower grades. The mills have secured a very good fall business and

the leading houses have virtually shut down on further orders for deliveries before October. Some of the tissues in yarn-dyed fabrics are exceptionally good and this is regarded as peculiar to some sellers from the fact that printed sheer goods are inactive.

The trade is buying in all forms actively. Printed, embroidered, white and fancy voiles are being sold steadily. The goods do not run into volume sales, and for that reason the mills are not particularly disturbed by the demand that seems so active at this time. The question of whether voiles will carry into another season is a live one in primary markets at this time with converters and with mills. The latter are selling ahead freely enough into May and June and there have been several orders taken for contracts to run ahead some distance, say into October.

Poplins of the higher grades, reps and fancy weaves in rep and poplin grounds are selling in the finished goods end and at the mills. Silk striped poplins are being bought well ahead into the late fall for next spring's selling. There is a good call for the finer grades of white poplins and reps. Piques are still selling and welts are being sold by the jobbers and converters.

The knit goods market was fairly active. There were indications that buyers are getting anxious about merchandise for immediate delivery. There were increased enquiries and what is more interesting is that there were more orders placed.

There was a brisk enquiry for balbriggans, which was accentuated by the fact that several leading manufacturers refused to negotiate at the old price. These manufacturers claim that they have not sold their season's production and that they do not care to extend the period by their season unless they obtain an advance on duplicate orders.

A manufacturer who is a factor in balbriggans stated that under normal conditions he runs his plant until May 15, when he changes his prod-

uct from spring to fall merchandise. At present, he said, he is sold up on balbriggans until May 15. But if he could get an advance on duplicates, he declared, he would extend the spring season until June 1. So far, he said, he has been obliged to reject a number of orders at the old price.

The impression in the underwear market is that not only are jobbers beginning to get very anxious about immediate deliveries, but that some jobbers are also beginning to get very anxious about obtaining fall requirements. Owing to the curtailment of production last summer, manufacturers are looking forward to a shortage of standard 25 cent balbriggans. What lends conviction to their expectation is the report that some jobbers have sold short and are trying hard to cover their needs. One report refers to a large Western jobber who is in the very toils now trying to obtain goods to make his deliveries that are rapidly falling due.

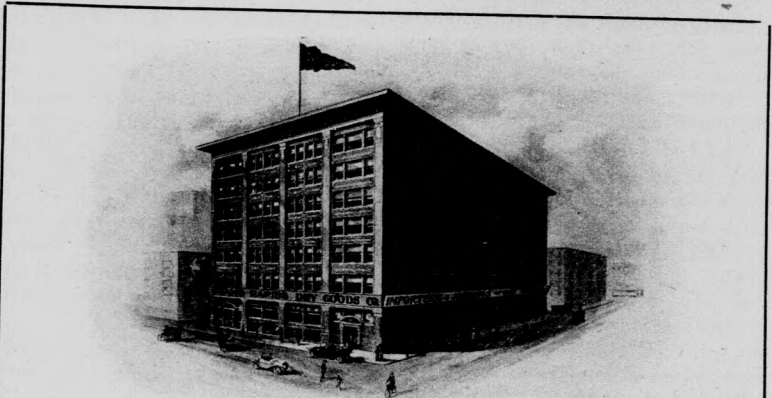
There were evidences in the white goods trade of a steadily strengthening market. Some of the semi-staples in checks, stripes and cords are in short supply for quick delivery and buyers who were relying upon abundant stocks in jobbers' hands are finding that an error has been made. The number of jobbers who bought their normal supplies of white goods for spring was small and the jobbers who have duplicated since the opening of the year have done so in a careful way. They have argued that if retailers do not want to buy these

goods in advance there is no reason why they should carry stocks of them. Plain white goods, such as soisettes, and poplins, are as good property now as they ever were, but jobbers are content to allow the retailers to wait, as they have to wait when new orders are placed.

The large manufacturers of fine quilts have changed their viewpoint of values. Jobbers who are in need of goods have been willing to place late business at old prices and they have found some agents who are willing to accept their propositions. Others whose mills have been affected by the rising of cotton and labor, have been called up by the mills and have concluded that if they sell at old prices they will not be able to give satisfactory deliveries. Hence, they



We are manufacturers of
Trimmed and Untrimmed Hats
 For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
 20, 22, 24, 26 N. Division St.
 Grand Rapids, Mich.



Our new home. Expect to move after May 1st.

**Special Removal Sale
 Now Going On**

Grand Rapids Dry Goods Co.

Exclusively Wholesale

EFFICIENCY - DURABILITY - BEAUTY - ECONOMY



See the screw base. Locked tight. No rattle. Weather proof. We own the patent obtained from the original application for this lens sign. Decried good and valid by United States Circuit Court, District of Indiana, on Aug. 16, 1911.

AMERICAN SIGN CO., Inc.,

**SAVES 80% READS
 FARTHER**

No Blurring of Letters
**GREATEST EFFICIENCY
 LEAST OPERATING EXPENSE
 A NEW ONE**

All steel construction, baked enamel finish in any color. Wired according to underwriter's requirements.

CLASSY and EFFECTIVE
 Of particular interest to good advertisers.

TELL US WHAT YOU WANT
 Your Ideas are Ours
 Sketch and price furnished promptly



This double-faced "American Lens" Electric Sign, 2 ft. wide, 7½ ft. long, 12-inch illuminated letters.

Costs Only 2 Cents Per Hour
 for current using eight 25-Watt Tungsten Lamps.

KALAMAZOO, MICH.

have advised buyers that late business at old prices can not be relied upon. Quilts have been sold at low prices in different quarters, but those who bought are not getting the deliveries they anticipated.

Will Meet Every Obligation To the Trade.

The reorganization of the Grand Rapids Dry Goods Company, with new officers, a new directorate and increased capital marks a distinct step in advance for Grand Rapids as a jobbing center. With the company as reorganized Grand Rapids will now fulfill its trade obligations to Western Michigan in dry goods as it long has done in groceries, drugs, millinery and other lines. No longer will it be necessary for the trade naturally tributary to Grand Rapids to go to Chicago or Detroit for its dry goods stock and supplies. This city will have the assortment and the quantities and the prices that will compete with the best that other cities will or can offer. This will mean that trade amounting to thousands of dollars annually will be kept here instead of going to build up other centers. It will mean a stronger and better Grand Rapids—a stronger and better Western Michigan. It will be a good thing for Grand Rapids and equally good to the country tributary to Grand Rapids.

This is not intended in any way or to the slightest degree as a reflection upon the old Grand Rapids Dry Goods Co. The old company and its management rendered a splendid service in pioneering the dry goods trade and in building it to make expansion possible and desirable. The old management is in hearty accord with the reorganization and is counted among the most cordial of the new management's well wishers.

The company was organized originally in January, 1902, as the incorporation of the wholesale department of the old Voigt, Herpolsheimer & Co. dry goods business. The Herpolsheimers were closely identified with it and it was located in the Herpolsheimer building, on Ottawa street, with direct connections in the rear with the rear of the Voigt, Herpolsheimer & Co.'s store. The retail store eventually reorganized to its present form and style and later moved into its own handsome building at Monroe and Ottawa. The wholesale store became more and more independent, an institution standing on its own merits and depending upon its own resources and trade for its prosperity. Its old capitalization, however, was not adequate to the opportunities that were presented and the requirements of the trade. John Snitseler was manager of the company from its organization until two years ago and then he was succeeded by Wm. B. Holden, assisted by W. M. Lemke. Mr. Holden had served a long apprenticeship in the retail store and upon the organization of the wholesale department had changed to that. He had been with the company from the be-

ginning. Mr. Lemke had a similar record. Young men, energetic, ambitious, thoroughly familiar with the trade, when they were given charge two years ago they were told to do their best to make it a success. Such has been their success that this spring it has not been difficult to interest the additional capital required to make the business what it should be. The Grand Rapids Dry Goods Company will occupy the north half of the splendid Corl-Knott six story building, on Commerce street, after May 1, and with adequate capital, new blood, new and higher ideals and a greater enthusiasm will endeavor to meet its every obligation to the trade.

Advertising That Makes People Want Goods.

Written for the Tradesman.

"Of course there is nothing compulsory about it, but it is just nice to have your new spring outfit by Easter Sunday."

This paragraph, clipped from an advertisement in a recent daily, is well worth consideration. With the unusual wording and its touch of audacity it is a clever adaptation of the rule which is the backbone of every bit of good advertising: Make your customers want the goods you have to sell.

One man will use one method to attain this end, another will use a seemingly opposite means; but if you study carefully the advertisements of the merchants who are getting the business you will find this same underlying idea in all of them. It may be carefully concealed or frankly revealed, expressed in an endless variety of ways—but like the traveling man's overcoat in the expense bill—it is there just the same.

Illustrations are much used in advertising by the up-to-date firms, and if attractive and true representations of the goods in stock, there can hardly be a better method of catching the attention and creating the desire for the goods. Sending out samples is along the same line.

Written descriptions of goods, while lacking somewhat in the real thing quality of the illustration or the sample, may be so adroitly worded that the foulards and the eoliennes, the messalines and the marquissettes, the dainty laces and embroideries, all seem to be spread out before the customer in bewitching array.

An attractive price always is an effective argument; the idea that she is getting a little more than her money's worth will make a woman want goods for which she has no earthly use, and a man may occasionally bite at the same bait.

But whatever method or combination of methods you employ, keep this central idea of making the people want your goods always before you, and you will have the foundation for trade-drawing advertising. Then fortunate, indeed, are you if you have the gift of using words as cleverly as in the paragraph quoted. K.

The rent in the clothes will not pay the rent of the house.

BIG PROFITS FOR YOU

If you sell our line of Men's and Boys' Suspenders and Belts. This is the season of the year that you will have a good demand for these items. We are showing an exceptionally large line ranging in prices from 45 cents to \$4.25 per dozen.

Be Sure and Have a Look.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

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

For Your Spring Trade---The "BLIZZARD"



Wales-Goodyear and Connecticut Grades

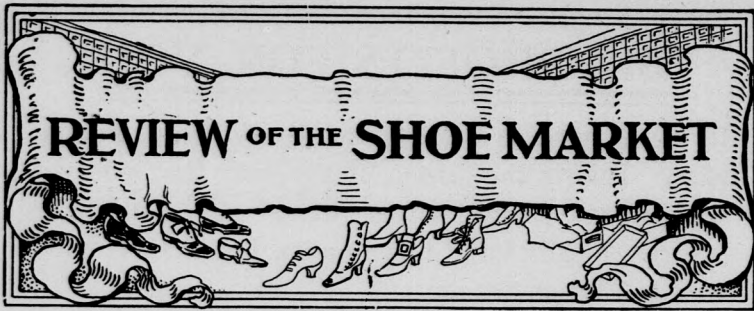
Light weight; high front; a big seller. Better get stocked up now.

All sizes for men, women, misses and children.

The Maumee Rubber Co.

224 226 SUPERIOR ST. TOLEDO, OHIO.

If you haven't a copy of our illustrated price list, ask us to send it. It is a complete guide to the best rubber boots and shoes.



Will the Advocates of Low Heels Succeed?

Written for the Tradesman.

Every now and then some person or other with a penchant for orthopedic matters rises up and avers that women's shoe heels are entirely too high. People thus minded are confident the millennium will not come until shoe manufacturers have repented of their ways—i. e., their ways of making heels for women's shoes.

All kinds of dire and drastic foot ailments are alleged to be more or less directly traceable to heels that are tilted not wisely but too perceptibly.

And now the Southern Retail Shoe Dealers' Association, at its recent meeting in Atlanta, Georgia, goes on record with the opinion that the time is coming when women will wear shoes with heels not over half an inch high.

The question in the minds of a great many people interested in the shoe industry is, Will the advocates of low heels succeed?

Now, when it comes to articles of wear, the Court of Appeals is composed of consumers. And, inasmuch as we are talking about women's shoes, the folks who are going to decide this question ultimately are the women. It is a well-known fact that women, since the beginning of time, have possessed an odd little way of getting the things they want.

The question, therefore, reduces itself to this: Will women continue to call for high heeled shoes, or will they take our orthopedic authorities seriously and make up their minds to go about in low heeled shoes?

I venture the prediction that women will continue to prefer the high heeled type of shoe and pump—and that simply for the reason that the high heel makes her foot appear very much smaller than it really is. It also makes the foot appear more attractive.

Of course there is a small percentage of women in almost every community who are more or less indifferent to appearances. Such wom-

en will doubtless fall in with the advocates for low heels. There are said to be a few women with philosophical temperaments. These will, perhaps, line up with the low-heel instigators. But the vast majority of normal women will doubtless persist in wishing to make themselves just as attractive as they can. Therefore they will still call for high heels.

It is not often one hears a woman boasting of large feet. If her feet happen to be a trifle large, she is far more apt to be sensitive about it rather than indifferent to it. But Dr. Helen B. Kellogg, of Chicago, seems to be an exception. She is reported as having said before the Klio Association of Chicago that she was "happy to know that Chicago women have the reputation for having big feet. Big feet are an indication of an amiable temperament. Big intellects do not go with small feet. Cultivate large feet and the intellect will grow automatically."

Now there may be much consolation in that counsel, but there is precious little truth in it. Large feet have nothing on earth to do either with amiability or intellectuality. Some of the most brutal and heartless masculine wretches that ever incumbered the earth have large feet; while the largest feet in this country are to be found among the degraded and illiterate negroes of the South. Southern colored women often wear shoes running from 7 to 9, on wide lasts, while the men frequently have to have special large sizes not regularly turned out by the factory. Ac-

ording to Dr. Helen Kellogg's argument, these people ought to have colossal intellectual faculties. But they have not.

Julian Eltinge, the celebrated player of women's roles, and of whom the press agent says, "He is the most beautiful woman on the American stage," was recently interviewed by a Cincinnati reporter expressly for the purpose of getting his opinion on the matter of high heels as a feature of feminine footwear. Now his views, it should be remembered, are not the opinions of a layman, for Eltinge is a past master in the art of dress. His gowns are perfectly stunning creations. Search the country over and you probably would not find anybody who knows more than Eltinge does about the fine art of wearing clothes. That is his long suit. Eltinge says:

"It is absurd to think of women ruining the looks of their feet and making them look twice as large by putting on low heels. I wear a number 7 man's shoe. I would look fine as a woman if I appeared with my feet looking as big as they naturally do. Hence, what do I do? I wear high heels and they make my feet look neat and a hundred per cent. smaller. The time will never come when women will give up high heels. As long as women wish to be attractive they will wear high heels—and as long as woman lives she will want to be attractive."

There you have the philosophy of the situation in a nut shell.

The height of a shoe heel is really

High Class Footwear for Women, Misses and Children

We specialize in Mc Kay shoes. We have built the TAPPAN reputation on Mc Kay's, and success has come to the Tappan plant. There is a new saying that "Success lies in the mental attitude—the sense of personal power—of individual success—to meet every condition without anxiety."



We build our shoes upon the solid foundation of common-sense, perseverance, patience and progress. We assert and reiterate the assertion that no better line of high class Mc Kay work ever came out of an American shoe factory.

Our HOOSIER SCHOOL SHOES have a style and quality all their own. They are put together solid and every pair makes a good impression in the home, and a good impression made, means business for you and for us.

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

determined by the last maker. If the last is properly made the foot does not wedge down in the shoe, thus causing injurious consequences. But a high heel should never be put on any shoe unless the last specifically provides for such an elevation.

Of the several tricks or dives by means of which the feet of mortals are made to appear smaller and more attractive than they really are, none is perhaps older or, on the whole, more successful, than elevating the heel. And, inasmuch as it is a part of woman's nature to wish to appear attractive, we are inclined to agree with Mr. Eltinge that high heels are going to persist in women's shoes. Orthopedic reformers will come and go, saying (doubtless) in the process of the centuries many wise and solid things; but high heels will persist to the end of the chapter.

Cid McKay.

Common Expressions Oddly Applied.

"Beaten out of \$5," said the gold-leaf dejectedly.

"I hope I make myself perfectly clear," said the water as it passed through the filter.

"Experiences like this tend to harden one," the egg said as it was dropped into boiling water.

"A little of this goes a long way," remarked the aviator aloft as he flicked the ash off his cigar.

"I'll stay and see this thing out," said the man who was at the dentist's to have a tooth pulled.

"I'm against those long hatpins for women," the man in the car said as he wiped his bleeding jaw.

"I do this in response to an inward prompting," explained the seasick passenger as he leaned over the rail.

Does Not Make Men's Shoes.

Through an oversight the Tradesman mentioned men's shoes in the advertisement of the Tappan Shoe Co. last week. This was an error, as the Coldwater house manufactures only women's, misses' and children's shoes.

Class Distinction.

"Did ye see as Jim got ten years' penal for stealing that 'oss?"

"Serve 'im right, too. Why didn't 'e buy the 'oss and not pay for 'im like any other gentleman?"

The more promises a man makes the more he doesn't keep.

Who Is Standing In Our Way?

Evansville, Ind., April 22—I am keeping my eyes on your editorial pages and watching every article you write concerning politics, and the articles entitled The State Disgraced, which appeared in your April 17 issue, put my "brain box" in working order. The following is what it ground out:

As a Nation, a state, a county, a city and a community, there is no one standing in our way.

Each and every one of us are responsible for the Nation, the state, the county, the city and the community in which we live, and there are none of us who can honestly point to another and say, "You are responsible for this or that and are the cause of all of the trouble and confusion we are in."

It is self-evident that we are the cause of the conditions in which we live, for we have simply done nothing—absolutely nothing—to help ourselves and nothing to help the Nation, state, county, city or the community.

We have simply allowed things to run and take their own course and, of course, the people whom we have elected to office have done likewise. They have not taken any interest in the Nation, state, county, city or the community, and they have done exactly as we have done—looked after their own jealous wants and "let her go at that."

Now, if this is true, who is standing in our way? Why, we are standing in our own way. We have not moved an inch. We seem to be afraid to move. We are waiting for the other fellow to do something.

We are afraid of ourselves and everybody else. We are afraid of our banker and our bankers are afraid of Wall street and every one of us is weak-kneed or weak-minded, I don't know which.

If it is a plain case that we have not been looking after our community, it remains true that we have not been looking after the interest of the county, the city, the state or the Nation.

If we are going to fold our hands and think that everything is against us and that we can not push them out of our way, of course we can find lots of things and lots of people who are in our way.

But we are sadly mistaken. There is nothing in our way except ignorance and ourselves, and it is up to us to educate ourselves as to what should be done. When we learn that it is our duty to take an interest in our community, we will also learn that we must take like interest in the city, county, state and Nation.

We can walk over any old thing if we try, but too many of us do not try.

Edward Miller, Jr.

Found Her Unmailed Letters.

Gibbs—My wife explored my pockets last night.

Dibbs—How did she come out?

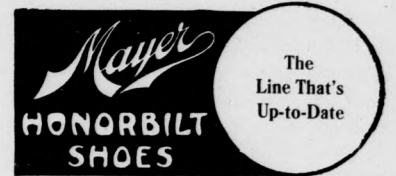
Gibbs—As an explorer should. She acquired enough material for a lecture.

Wills.

He was very sick, and had called his lawyer. "I want to explain again to you," he said weakly, "about willing my property."

The lawyer held up his hand reassuringly. "There, there," he said soothingly, "leave all that to me."

The sick man sighed and turned away upon his pillow murmuring, "I suppose I might as well; you'll get it anyway."



This is Not a Dress Shoe



No. 283 1/2

But it gives the workingman the shoe satisfaction he wants to pay his money for. It is seamless and made throughout of Gambier, soft and pliable but exceedingly tough leather. Extra durable under hard wear.

Also blucher No. 284.

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



Rouge Rex Quality

This means comfort and service; the kind that makes pleased customers, repeated sales and continued profits for the dealer.

The Indian Head on a Skin trade-mark is the sign of quality that men are looking for.

Stock up now.

Hirth-Krause Company

"Hide to Shoe" Tanners and Shoe Manufacturers GRAND RAPIDS, MICHIGAN



HIGH COST OF LIVING.**Increase the Productiveness—Prevent Waste—Organize.***

I do not know why I should be regarded as an authority on the high cost of living. I am not known as a "high liver," neither am I a statistical bureau. A whole lot of editorial high-brows have been turned loose upon this question, politicians have taken a crack at it and legislators have spent public funds in long and tedious investigations of the subject. The President has but recently sent to Congress a second message upon this question, urging the appointment of an international commission to ascertain the causes of the increased cost of living. In New York City the Prosecuting Attorney of the county has started an investigation to find out the responsibility of the middleman for the high cost of the necessities of life. Similar investigations have been started by the prosecuting attorneys in several counties in New Jersey.

The general results of these investigations consist of a mass of tabulated figures, more or less unintelligible, colored by the individual viewpoint of the politicians or the interests that are behind the investigations. The reasons that are assigned for the high cost of living are as variegated as the wheels and convolutions of the human mind. When statesmen and economists and editors are not entirely agreed as to the exact reasons for the higher cost of living how can you expect a plain, unpretentious, matter-of-fact fellow like myself to cover this big subject in an hour's talk?

If you ask a farmer to explain the causes for the increased cost of food-stuffs he will point his finger at the middleman and he will produce statistics to prove that the middleman is making an unfair profit from handling and distributing the products of the soil.

If you ask the middleman to assign a reason for constantly ascending prices he will lay it to under-production and the excessive cost of transportation.

If you ask the Democratic politician about the higher cost of living he will hand you the usual "big noise" about the tariff. In the mind of the average Democratic statesman the high tariff is the cause of all the crimes and calamities that are common to our communal life, as well as

*Paper prepared by Fred Mason, Manager Shredded Wheat Co., for annual convention National Association of Retail Grocers at Oklahoma City, April 24.

the disasters that take place on land or on sea.

If you ask a Republican politician to assign some cause for the "prosperity" that pinches the pocketbooks of the poor he is most apt to blame the middleman or distributor who, he will claim, is making an inordinate profit on the necessities of life. If he is running for office, however, he is more apt to refrain from any direct allegations regarding the middleman and will hand you a lot of pretty piffle about the increased production of gold, which is about as intelligible to the average man as the hieroglyphics on Cleopatra's needle.

If you ask the average consumer why he has to pay more for the food necessities of the family he is very apt to lay the blame entirely upon the middleman or retailer, because the retailer is the only one he comes in contact with. The consumer is not a student of economic conditions. He does not follow the products of the soil from the farm through the various instrumentalities of distribution to the ultimate consumer, hence his opinion does not represent an accurate knowledge of the facts. His opinion represents a just protest against existing conditions.

There is some basis of fact in all of these reasons assigned for the increased cost of living. It is true that in some localities the middleman reaps an unfair and inordinate profit for the distribution of goods. But this is not the middleman with whom we are concerned and who is represented in the convention. It is not the retailer who handles from day to day the great food staples that are consumed by our people. The kind of middleman who is charged with drawing an excessive profit for distribution is the huckster in the large cities, who has interposed himself between the farmer and the retailer. He is an unnecessary cog in the machinery of distribution who exacts a heavy toll for his part of the work in getting products from the producer to the consumer; but his operations for the most part are confined to the perishable produce of the day and he has been allowed to become a factor of distribution in the big centers of populations where it is not so easy for the owners of the great garden lands to get into direct touch with retailers. But so far as the legitimate middleman is concerned, the man who distributes the staple commodities of life all the year around, his margin of profit, as you and I know, is no larger to-day than it was twenty years ago.

There is also some ground for the claim that a good portion of the increased prices of commodities goes to the railway companies for transportation. The cost of transportation, of course, must be added to the price that is paid by the ultimate consumer. If you talk to the railway managers, however, they will present a formidable array of figures to show that the cost of transportation is but a small and inconsequential fraction of the final selling price to the consumer.

It is also true that the tariff is responsible for the increased cost of many of the necessities of life. As a matter of fact, this is not controverted by the defenders of our high protective tariff. A protective tariff is defended on the theory that it makes up the difference between the wage scale at home and the wage scale abroad, and while it is supposed to be in the interest of American wage earners, it naturally follows that the ultimate consumer must pay the difference, and it is assumed that he will be willing to pay the difference so long as it redounds to the benefit of the American wage earner. As a matter of fact, however, you and I know that the extra profits that accrue under a protective tariff are not fairly distributed among the wage earners who make the goods. So long as this condition obtains and so long as the human animal is constructed upon the present plan there will be an increasing number of people who will regard the protective tariff as an unspeakable iniquity and

Just as Sure as the Sun
Rises

VOIGT'S
**CRESCENT
FLOUR**

Makes the best Bread and Pastry

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

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

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

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



Voigt
Milling
Co.

Grand Rapids
Mich.

Buckwheat

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

Highest price paid at all times.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Are YOU Selling

WINGOLD Flour?

IT REPEATS

Distributed by

LEMON & WHEELER CO. Grand Rapids

an unvarnished fraud, and they will clamor vociferously for a reduction of the duties to the end that the selling prices of the commodities may be lowered to the consumer.

It is also undoubtedly true that the increased production of gold has had much to do with the steadily rising values of the necessities and luxuries of life. When the polls closed in November, 1896, the American people had decided definitely and finally that gold should be the measure of all values in this country. Since that time one country after another has followed the wise precedent thus established, and it may now be truthfully said that gold is the measure of value the world over. Economists tell us that there is a direct relation between the quantity of this metal, that is the basis of value, and the general industrial conditions. They tell us that as the basic metal increases in quantity—and as a consequence decreases in purchasing power—the value, the price of everything measured by and paid for by that metal, is invariably enhanced in value.

The gold production of the world for the year 1896 was approximately \$202,251,600. For 1909 it was approximately \$445,000,000, an increase of 120 per cent. over the production for 1896. The significance of these facts in their effect upon present and future values may be better understood when we remember the fact that gold is indestructible. The product of each recurring year is added to the product of all the years that have preceded it. As this metal accumulates it takes more gold to buy a bushel of wheat, a suit of clothes, a sack of flour or any of the necessities of life. It must also be remembered that wages must go up in about the same proportion that the purchasing power of the money the laborer earns goes down.

While we grocers and manufacturers are not economists, we can not ignore the facts and conclusions deduced by the thinkers of our times who are able to trace a direct and intimate relation between the production of gold and the prices or values of the things we buy.

Having considered the causes that are usually assigned as contributing factors in the increased cost of living, I now come to what I regard as the more fundamental and far-reaching reasons for the constantly ascending scale of prices which are the despair of the wage earner and the consternation of the millionaire. It must be borne in mind that it is not only the wage earner who is complaining vociferously about the higher cost of living, but even the millionaire who must adopt a scale of living that is commensurate with his means, is almost as earnest in his plea for relief from these conditions as is the common laborer who is satisfied with lower standards of living.

In the first place, you will all agree with Jim Hill, of the Great Northern Railway, in his statement that in the final analysis, "it is not the high cost of living, but the cost of high living" that is the trouble with most

Americans. Our standards of living are higher than ever before. Our wants and our desires have multiplied until the luxuries of yesterday become the necessities of to-day. We are all trying to ape those who are in just a little better financial condition than we are. We are not going to be outdone by our rich neighbor if we can help it. In short, if we are not living beyond our means we are certainly living up to the limit. Our present scale of living with our extravagant dress and our expensive social functions and our costly conventions of life presents a striking contrast to the simple tastes and the simple manners and the simple methods of living that belonged to our forefathers. These are the days when nearly everything you purchase, either in grocery stores or dry goods stores, must be delivered by the merchant at your door. You are no longer going to market with a basket in which to carry home your purchases. Even although the volume of business is greater than in the simple days of your grandparents, the cost of delivery must be added to the selling price. If your neighbor has a piano or a pianola you are not satisfied to have your wife or daughter get along without these instruments for bringing music into the home. If your neighbor has a phonograph that fills the air with the notes of Beethoven's symphonies on summer evenings or regales you with the singing of Caruso or Melba and other Grand Opera warblers, you will not be happy until you have one of these wonderful instruments in your own home. The telephone, which is now a household necessity, adds to the monthly expense of running a home. Conversation comes high, but you must have it, otherwise you are not in the charmed circle of the live ones who run the town and who control its social festivities. Life insurance, which was once regarded as a luxury, is now a necessity, and its increasing burden adds to the drain on the family income. You are more of a traveler than your ancestors were and the increased facilities for getting from place to place through trolley lines and automobile tempts the nimble nickels and dollars from the family purse. Your fads and hobbies, amusements and recreations, are more numerous and more expensive than in the days of your grandparents, who were satisfied with the inexpensive diversions of the simple life.

Having given due consideration to these causes of the high cost of living I now come to an even more fundamental and far-reaching cause, which is the steady drift of people from agricultural communities toward the cities, leaving vast areas of our land untilled or improperly cultivated. This aspect of the question is one of the serious problems of the age. It is a matter of common knowledge that for a number of years people have been drifting toward the cities away from the farm, taking up the occupations which they deem the most profitable and most desirable. This, of course, affects the cost of living in so far as it relates to the

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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

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J. VAN DUREN & CO.

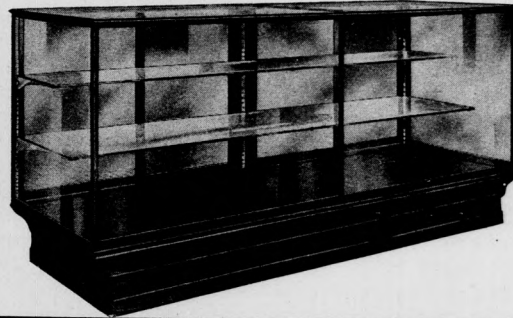
Manufacturers of
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TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.,** Grand Rapids, Mich.



Less in Price
Superior
in Quality

Write for Catalog

Fisher Show Case Co.
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Delicious for Bread and Rolls

Aristos Flour

Bakes a Rich Redish
Brown Tender Crust

A Strictly Fancy Patent
Made From Choice

Red Turkey Wheat

Judson Grocer Co.

Wholesale Distributors

Grand Rapids, Mich.

food supply, which, as you know, lies at the basis of popular contentment and prosperity.

The rapidly changing ratio between the number of producers of food in the United States and the number of consumers of food has furnished ground for investigations of a far-reaching character, not only by the Department of Agriculture but by editors and publishers of farm journals and by students and thinkers connected with our agricultural colleges and our great railway systems. According to the Bureau of Statistics at Washington, during the last ten years the acreage in this country devoted to agriculture has increased 23 per cent. Agricultural products have increased 36 per cent., but the consumption during the same period has increased 60 per cent., showing an increase almost three times as great as the increased acreage and almost twice as great as the increased production.

It will be seen, therefore, that the reasons that are ordinarily assigned for the higher cost of living are insignificant compared with the fundamental trouble; namely, the alarming rapidity with which consumption is overtaking the production of farm products. As Mr. Roberts, the Director of the Mint, has said: "There is less to divide than there used to be, and therefore the law of supply and demand has brought about the high cost of living." According to statistics based upon the thirteenth census, the area of cultivated land shows an increase in ten years of 3,500,000 acres, while the average price per bushel of corn during that time increased 80 per cent. The area devoted to wheat in 1909 as compared with that of 1899 shows a decrease of about 8,000,000 acres, but an increase in production of nearly 25,000,000 bushels and an increase in value of 77.8 per cent.

With an increase of more than 10,000,000 acres of hay in forage crops and an increased production of nearly 18,000,000 tons there is an increase in value of 70 per cent.

With an increase in the number of horses owned in the United States in 1909 over 1899 of nearly 1,500,000, and notwithstanding the hundreds of thousands of automobiles which have come into use there is an increase in the value of these horses of \$1,180,000,000, or more than 131 per cent.

With an increase of 919,000 mules, the comparison covering the same respective periods, there is an increase in value of \$326,000,000, or 166 per cent.

The census report shows the following figures applicable to poultry, including turkeys, chickens, ducks and geese: In 1909 the number was 250,623,000; in 1910, 291,365,000, an increase of nearly 41,000,000, or 16.2 per cent., while the value increased nearly \$68,000,000, or practically 80 per cent.

Wheat is the most important food staple of the white man, and New York State, with a population of something over 9,000,000, consuming per capita about 5.4 bushels per annum, requires approximately 50,000,000 bushels of wheat each year to

feed the people living within its borders.

The farmers of the State produce on an average only 7,000,000 bushels a year, leaving a deficiency of 43,000,000 bushels each year, which must be made up by drawing upon the surplus of other states.

In 1910 only eighteen of the forty-eight states produced sufficient wheat for their own consumption, and with the rapid increase in population, unless an increase in production per acre can be brought about, it is only a question of a short time when the United States will become a large wheat and flour importing rather than an exporting nation.

Potatoes, like wheat, are a food staple of almost every American family, and the empire of Germany, with a total area less than the State of Texas, produces annually more than seven times the number of bushels of potatoes that are produced in all of the states of the Union combined.

The obvious remedy for this condition is the "Back to the Farm" movement which is the battle cry of such captains of industry as W. C. Brown, President of the New York Central Railroad, and James J. Hill, President of the Great Northern Railroad, and other equally prominent men in the industrial world who long since began to realize the necessity for a larger and more scientific agriculture if we are to keep pace with the demand for food products in this country. In a recent interview in the New York Herald Mr. Brown emphasized the necessity of a larger and wider interest in scientific agriculture in the following words:

"The hope of our country lies in our agricultural colleges. Such institutions as the agricultural colleges of Illinois, Wisconsin, Iowa and that at Cornell have done wonderful work

and each year they are equipping young men and women for the task of taking hold of land long since worked to death and rejuvenating it and reaping from it big and marketable crops. That is what we must look forward to. Our cities are overcrowded now, and each year they are becoming more so. The country boy, tiring of the quiet of his surroundings, longs for the bright lights and hustle and bustle of the big city. He comes to town eager and willing to do anything that will insure him board and lodging. Not only has he taken the place that rightfully belongs to the city boy, but he has left a vacancy in the farm force which no city boy could at once fill, even though he had the chance. Every year, I am glad to say, the classes in the agricultural colleges are fuller, and each year the scope of the work is broadened, and when graduating day comes a splendid corps of men and women go forth to scientifically treat old and wornout soil and under their experienced hands give it life and a producing power far beyond the fondest dreams of the farmer of the old school. I pin my faith to the farmer. That is, the farmer who really and scientifically farms. When he comes into his own, city dwellers will reap the benefit as well as the tiller of the soil."

To show his faith in the larger pursuit of scientific agriculture as a remedy for these conditions Mr. Brown induced the New York Central Railroad to establish bureaus for the purpose of encouraging the immigrants to this country to take up land and become farmer. Experiment farms have been established along the New York Central lines and the company is getting splendid results from these farms. Many a sturdy young farmer from Holland, Sweden and

other countries comes to the United States with the intention of starting at once for the far West or for the Northwest. The New York Central farm agents convince them that just as good wages are to be had nearer at hand and that conditions await them here which make it worth their while to give it a trial, if nothing more. The result is that the New York Central has hundreds of applications on its books from farmers desiring labor of this sort and the company has no trouble in establishing

Dandelion Vegetable Butter Color

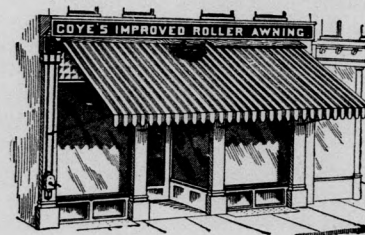
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

G. J. Johnson Cigar Co.

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

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.

Campau Ave. and Louis St., Grand Rapids, Mich.

IT WILL BE YOUR BEST CUSTOMERS;

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

HAND SAPOLIO

Always supply it and you
will keep their good will.

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

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

the immigrant on a good paying farm without the attending expense of making a long journey to the West.

Statistics compiled by the Agricultural Department at Washington show that in the United States with the most fertile soil and favorable climate in the world our average annual yield of wheat is less than 14 bushels to the acre, while England produces more than 32, Germany about 28, the Netherlands more than 34 and France approximately 20.

Of oats, the United States produces an average annual yield of 23.7 bushels per acre, England 42, Germany 46 and the Netherlands 53.

The average yield of potatoes in the United States is 85 bushels per acre, while that of Germany, Belgium and Great Britain is 250 bushels.

A few days ago telegraph dispatches in the newspapers announced that potatoes in Chicago had reached the top notch price of \$1.75 per bushel. Mention has been made of the fact that this year potatoes are being imported into Canada and the United States from Ireland, as though this were an unusual happening in this country. The fact that we should import potatoes from across the sea has been commented upon as though it were a new and startling revelation, when, as a matter of fact, we imported during the year ending June 30, 1909, 8,343,000 bushels of potatoes.

Each year immigration and natural increase add approximately 2,000,000 hungry mouths to be fed in this country, calling for an increase of 75,000,000 bushels of food producing cereal per annum to supply this demand.

In the World's Work for November of last year Jas. J. Hill had an article entitled, "What We Must Do to Be Fed," which attracted world-wide attention. After giving the most convincing array of statistics to show that the time was surely coming when our production of foodstuffs would fall behind our consumption Mr. Hill concluded as follows:

"The value of our annual farm product is now about \$8,000,000,000. It might easily be doubled. When the forests are all cut down and the mines are nothing but empty holes in the ground, the farm lands of the country will remain capable of renewing their bounty forever. But they must have proper treatment. To provide this, as a matter of self-interest and national safety, is the most imperative present duty of our people."

In an address at the annual dinner of the Railway Business Association in New York City in November, 1909, Mr. Brown, President of the New York Central lines, called attention to the interesting fact that the United States was building three great battleships costing an average of \$9,000,000. What it costs the Government to maintain one of these fighting machines would establish and fully equip two splendid experimental farms of 640 acres each in every state in the Union, to be operated by the General Government. The establishment of

such farms by the Government would soon be followed by 160 acre farms to be owned and operated by the state in every county in our great agricultural states. The effect of such a system of practical education upon the product and profit of the Nation's farms would be almost beyond comprehension.

No more striking illustration of the tremendous growth of the cities in the steady drift of the population away from the pursuits of agriculture to city vocations can be presented to the thoughtful mind than the figures from the great Northwest, where agriculture is supposed to be the most important pursuit of the people. During the last ten years Minneapolis increased 48 per cent. in population and St. Paul 32 per cent., while the farm population of Minnesota decreased only 7-10 of 1 per cent. Only 37 per cent. of the tillable acres of Minnesota have as yet been put under cultivation; 63 per cent. of the surface of Minnesota remains just as the Indians left it. Some of this wild land is stump land, requiring the expense of removing the stumps before it can be farmed advantageously, and so long as there is prairie land left open many settlers prefer the land which they can put to crop the first year rather than go to the labor and expense of clearing the land, but the time is soon coming when the prairie land will be all gone and they must turn to the stump land. The fact remains, however, that the farm population in Minnesota and other states is not increasing at anything like the rate of increase of city population, and something radical will have to be done about it by the statesmen of the country.

Speaking of this condition in Minnesota, P. V. Collins, editor of the Northwestern Agriculturist, has recently said:

"There is no use merely preaching back-to-the-soil unless farming be made profitable and the most serious blow to the farmers that has come in this generation is the threat of free trade with Canada, on agricul-

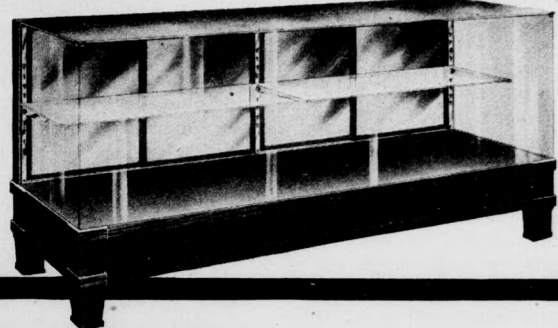
tural products. The so-called Canadian reciprocity, which is not reciprocity at all, but absolute free trade with the farmers' nearest and most formidable competitor upon everything that our American farmers produce."

So much for the Agriculturist's view of the threatened reciprocity treaty with Canada and its effect upon American agriculture.

In a recent letter to the writer touching upon the causes for the

higher cost of living, Clarence A. Shamel, the well known editor of the Orange Judd Farmer, wrote as follows:

"But what are we going to do about it? Orange Judd Farmer has preached, 'Live in the Country,' showed pretty conclusively that a large number of people now living in the city would be better off in the country, has tried to show that with modern conveniences and farm appliances living in the country is not as uninter-



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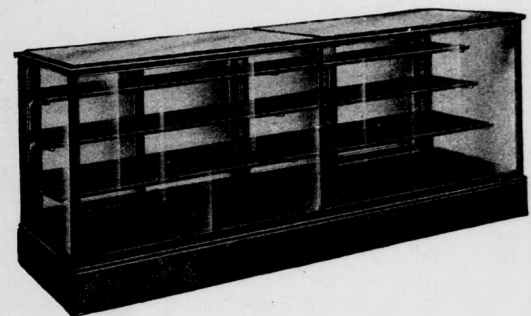
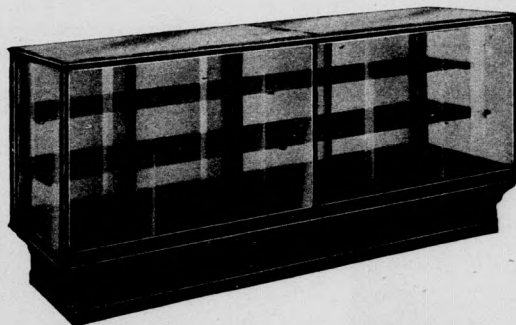
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Are especially adapted for a merchant's use and we are offering them in better value for the money than ever before. We are carrying these cases as well as a number of other styles in all the standard sizes in Light and Dark Golden Oak and can furnish special finishes on short notice. Write for Catalog G-10.

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esting, unprofitable and unattractive as it formerly was.

"So far as I have been able to observe in traveling pretty completely all over the United States, every other institution interested in agricultural development has been doing the same thing. Among these are the agricultural colleges, farmers' institutes, the Grange, the farmers' clubs and many others too numerous to mention. In spite of all this, however, the drift of population continues toward the cities. I confidently believe, however, that city people are rapidly waking up to the advantages of owning land and the opportunity for better living on a farm than in the city. I confidently believe, also, that the country people are beginning to realize that by properly equipping their homes with modern conveniences, by utilizing the telephone, rural free delivery, the automobile, by improving country roads, raising better live stock, growing crops more scientifically, that the opportunities of the country are fully equal to the reputed advantages of the city. So that in time this preaching that has been going on for over a quarter of a century is at last beginning to bear fruit."

Touching the claim often made that the problem is one of distribution, Editor Shamel cites a concrete example. During the season of 1911 the members of the Southern Michigan Grape Growers' Association secured 6 cents per 8-pound basket for their grapes, while in Chicago, where Mr. Shamel lives, they paid from 16 to 18 cents for the same basket in spite of the fact that Lawton is less than a hundred miles from Chicago. Of course, something is wrong here. The grape growers should have received more than 6 cents and Chicagoans should have been able to buy their grapes for less than 16 or 18 cents. In the opinion of Editor Shamel, however, the trouble is not a matter of freight or express rates or commission merchants. The fault is in the business methods of the Southern Michigan Fruit Growers' Association. This Association is itself a so-called co-operative institution, and yet at their annual meeting it developed that the business methods used by this organization were crude and failed signally in securing for its members the relief for which the organization was founded.

It is certainly interesting to note the various theories that are advanced by different students of this problem. For instance, L. H. Cooch, the well known editor of the Practical Farmer of Philadelphia, writes as follows:

"I think one cause lies in the fact that as a nation we eat too much meat. Our Mr. Terry, who talks on matters pertaining to health in the columns of the Practical Farmer every week, eats practically no meat, making his meals of some kind of cereal, fruits and nuts. He is in splendid health, and his living is reduced to a minimum. Mr. Terry is converting thousands of our readers to his way of living, and every day we receive a stack of testimonial letters

from subscribers who have been benefited physically and financially by adopting his system."

Of course it would be exceedingly indelicate and improper for me to digress at this point long enough to make a casual reference to the work that my company is doing in promoting the theories that are advanced by Editor Cooch. In all seriousness, my friends, the question of excessive meat eating may have more to do with the higher cost of living than many of you are willing to admit. It is a fact that millions of dollars are wasted every year by the poorer classes upon costly foods that are not nearly as nutritious and wholesome and strength-giving as the cereal foodstuffs, fruits and fresh vegetables which are supplied to our markets in such great abundance.

And, finally, what are the remedies for the conditions that have brought consumption of food supplies so near to production of food supplies in this country and which are in turn the fundamental cause of the higher cost of living?

James J. Hill has indicated them; W. C. Brown has elaborated them; the Department of Agriculture has pointed them out. They are: More farms, stock, practical gardens and fruit orchards, as well as more science and method in the cultivation of soil. In other words, conservation, back-to-the-land, economy and efficiency in distribution are the great needs of the nation. Abandoned farms must be reoccupied and made to pay through careful cultivation. Agriculture must be studied as a science and profession. We must learn to prevent waste, to increase productiveness and to organize distribution.

These things require time. Agricultural colleges are doing their part, many publications are sounding the rallying cry of "Back-to-the-Soil." These processes and remedies are slow, but they are sure and permanent. There is more practical sense to them than there is to the cry about the middleman's profits because they are based upon fundamental facts and

knowledge ascertained by men who have made a deep study of our industrial problems.

Watch For This Swindler.

New York, April 22—We have just been notified by a dealer in Mishawaka, Indiana, that a man representing himself to be an agent of the Peerless Pattern Co., has solicited and secured an order for a cabinet of patterns and sundry subscriptions to various magazines in which our patterns are illustrated.

This man is a swindler and readily secures the sum of \$3.50, as the proposition he places before the merchant is not only plausible but attractive.

As we have no selling plan similar to the above, in the interest of the dealers feel that you should give this matter notice in your paper as we have received quite a number of complaints recently from merchants who have been swindled.

This swindler usually operates in towns of less than 2,000 population, and we hope you will call the attention of your subscribers to the matter, and by so doing help them to guard their interests.

You are at liberty to use any or all of this letter, as you may deem necessary. Peerless Pattern Company.

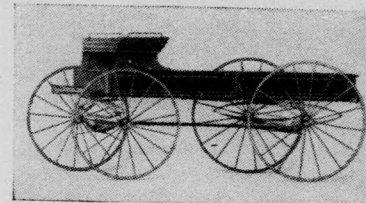


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To send for catalog showing our line of

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

LIBERAL TERMS.

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



Typical Grocer or Market Wagon and Shafts

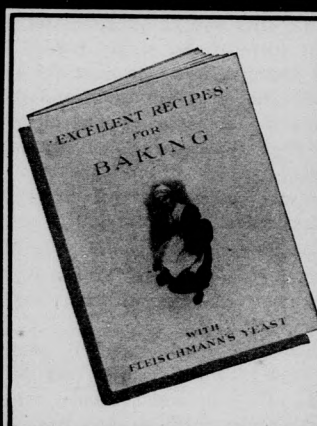
Body 7 ft. 6 in. x 3 ft 4 in. 8½ in. deep, ironed inside and out with drop end gate. bottom is ironed with 1½ in. beveled iron. axles 1½ in. straight taper spindle. wheels are Sarven patent. 1½ riveted rims. 1¼ spokes all hickory. 1½ x ⅝ steel tire bolted between each spoke. swan spring in front. two elliptic oil tempered springs in rear. double reaches strongly ironed short turn fifth wheel saving a distance of ten feet in turning around.

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

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WHY?



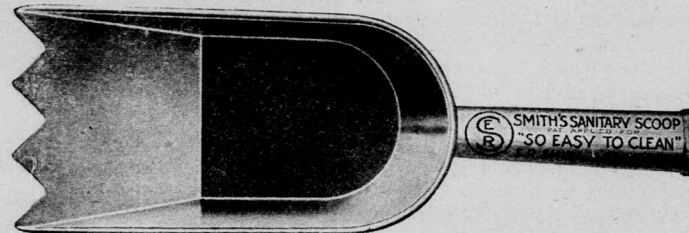
WHEN

For very little more, you can buy a Nickel Plated Steel Scoop, made to keep its shape long after tin or galvanized iron scoops look like the one on the left.

Smith's Sanitary Scoops

In constant use more than ten months are still working as effectively as when they were first put in the bin.

Order from your jobber, he guarantees them.



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.

Detroit Department

Grocers Advocate Adoption of Standard Measures.

Detroit, April 22—The retail grocers of the city won out in their fight for an ordinance providing for the sale of berries, fruits and provisions only in standard measures before the Council Committee on Ordinances. The Committee decided to recommend to the Council the amendment as proposed by the Retail Grocers' Association. Growers have been using standard measures in shipping their products into Detroit. It was proposed to compel the commission merchants of the city to stamp on every basket and crate the exact amount of contents. The commission merchants protested that they could never get the growers to ship in standard measures or stamp their measures. They declared that it was almost impossible for the commission merchants to stamp the measures before selling them to the grocers. Finally, it was proposed to allow the measures without stamping in the event that a written agreement was entered into. The retail grocers opposed the latter plan, stating that it left a loophole for the general violation of the ordinance. Avery Wallace, representing Daniel Wallace & Sons, and William B. Weitzel, representing Peter Smith & Sons, appeared before the Committee to urge it to approve the amendment allowing only standard measures in the city. No representatives of commission merchants were on hand, although vitally interested in the subject. The commission merchants will probably oppose the ordinance on the floor of the Council.

Much mystery surrounds the disappearance of Carl A. Malaby, of Kokomo, Ind., who, on April 2, registered at the Griswold House, and two days later checked out, but of whom since that time nothing has been heard. Malaby represented a plumber supply house of the Indiana city, and his sample case was returned April 4, express prepaid. It is stated that he had about \$100 on his person. He was a member of the Knights of Pythias, and it was through J. W. Drummond, of this city, a fraternal brother, that his disappearance was first reported. The missing man wrote his wife April 3, and a letter post-marked Detroit, April 4, was also received by her. In both communications Malaby told his wife to write him at the Griswold House. He is about 30 years old, smooth face and of light complexion. Any information regarding him will be received by J. W. Drummond, 85 Home Bank building.

Isidor Straus, who lost his life in the Titanic disaster, had practically accepted an invitation of the Adcraft Club, of this city, to address the affiliation meeting of the Cleveland, Rochester, Buffalo and Detroit advertising clubs the second week in June. Mr. Straus was to have been the principal speaker, having as his subject, "Retail Advertising." The local organization was in communication with him and his secretary up to the date of his sailing from Europe and was awaiting his arrival in New York to receive definite word that the date set for the meeting was agreeable.

Frank T. Dwyer, President of the Standard Foundry Co. and a director of the Peinsular Stove Co., died Monday at his home, 646 Jefferson avenue, after an illness of four days of heart trouble. He was 43 years old. Mr. Dwyer was born in Detroit, a son of Mr. and Mrs. Jeremiah Dwyer. He attended the public schools and Detroit College, later entering the manufacturing field, in which his father, as President of the Michigan Stove Co., has been well known for many years.

The officials of Cadillaqua have recently had called to their attention the efforts of several unknown individuals who are posing as Cadillaqua representatives, and are soliciting advertising for what they term an official publication. These men are not connected with Cadillaqua and the publication which they profess to represent does not exist, nor will it exist. The history of Cadillaqua will be gotten out by the Publicity Committee, headed by E. LeRoy Pelletier, and composed of newspaper and advertising writers. This publication will not be printed until this fall. It is Cadillaqua's desire to refrain from taxing business man of Detroit unnecessarily. For this reason the publishing of a souvenir program has been frowned on. The membership competition which started Thursday morning has attracted much attention, and the lists of competitors will be kept open until the night of April 27.

A Good Indian.

A clergyman had been asked to receive an Indian boy into his family for a few weeks, and had consented to keep the lad if he did not prove to be "too much of a savage." He turned out to be a pretty good boy, so much so that one day, as a great treat, the minister gave him a gun and told him to take a holiday and go hunting.

The Indian shook his head. "No,"

he said quietly. "I belong to Band of Mercy. I do not shoot birds or animals, only rattlesnakes."

The minister had been very fond of using that gun, but he says he does not care much for it now.

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

Good Things to Eat



Mr. Pickle of Michigan

Jams Jellies Preserves Mustards

Fruit Butters Vinegars Catsup

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Pickles—OF COURSE

HIGH GRADE FOOD PRODUCTS
Made "Williams Way"

THE WILLIAMS BROS. CO. of Detroit

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WE ARE

SPOT CASH BUYERS

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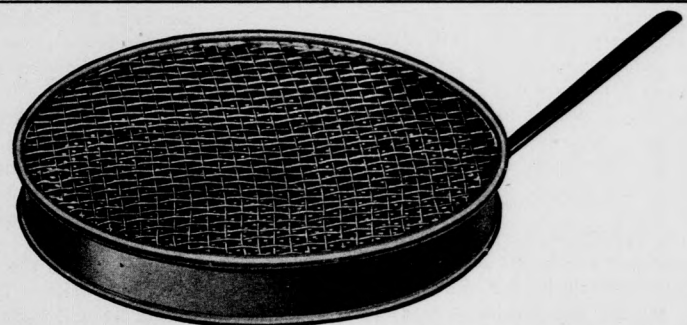
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The APEX BREAD TOASTER

THE BEST TOASTER MADE

FOR USE OVER GAS, GASOLINE AND BLUE FLAME OIL BURNERS

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

Manufacturers **A. T. Knowlson Company, Detroit, Mich.**

BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of 1/2c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.



Michigan Knights of the Grip.
 President—C. P. Caswell, Detroit.
 Secretary—Wm. J. Devereaux, Port Huron.
 Treasurer—John Hoffman, Kalamazoo.
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.
 Grand Council of Michigan, U. C. T.
 Grand Counselor—George B. Crow, 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. Ham-mell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

An Appeal To Good Judgment.

Coldwater, April 22—The undersigned Committee submits at this time an appeal to the better judgment of the members of our organization as a means of promoting proposed legislation through various bills to be presented to the Legislature this fall.

The subject of tipping has grown to such an extent that the masses seem to realize the fact that sooner or later this nuisance must be banished and it is up to the commercial or later this nuisance must be banished and it is up to the commercial traveler to practice that which he wants others to teach through any labors on the part of the Committee or the Legislature.

The "No Tip" button has made its appearance and, while there is a great demand for these buttons, a great many seem to hesitate about wearing them in their daily travel. The writer has been wearing one of these buttons since January 1 and in only one instance has it proven in any way unsatisfactory, and this occasion resulted in a discharge of a bell boy and porter by one of the large hotels in Cleveland.

It is a well-known fact that the hotel proprietor never tips his own employe, whether it be for shining his shoes, serving his meals or waiting upon him hand and foot, notwithstanding that in many cases this employe is working without compensation, and there is no good reason why the traveling men who pay all that the established rules and rates call for should give any part of his earnings toward the maintenance and support of another's employes.

The Anti-Tipping bill, as it is proposed to have enacted by the Legislature, is now in the hands of the Committee and within a few days will have the O. K. of the Attorney Gen-

eral's department as well as the various departments of the State government who will support this measure, and the rank and file of the membership of our order will render a great service, not only to the Committee but to the Legislature by abolishing the tipping evil on every occasion.

John A. Hach, Jr.,
 Chairman Grand Legislative Committee.

Why Many Boys Leave Their Home Town.

The other day a traveler for a certain building specialty went to a banker out West who happened to be on a church committee, and asked the banker to use his influence in getting his specialty adopted on the new church that the congregation was building.

"I have no influence with the Committee," said the banker, "for the reason that I am the youngest man on the Building Committee. I have grown up in the church, have given as much money as any one individual, my first name is Edward and I am known by it to all my business associates, yet figuratively speaking, in this church I still wear knee trousers, and they actually call me 'Eddie!'"

The banker ended by telling the traveler to go to some member of the Committee who had not lived in that community all his life.

This will probably explain the reason why so many young men leave their home towns.

They are regarded as boys by their older fellow townsmen long after they have become men both in years and ability.

Many a young man has failed to find a good job in his home town because those to whom he applies still see him in knee trousers.

When a young man finds himself meeting this opposition it is well for him to seek another community, prove himself in his ability to hang his sign out anywhere and make good in spite of family and friends.

After this he can return to the old town and people will believe him. Then another thing, he will have an air of confidence that is convincing.

This same attitude exists in stores, shops and factories. A young man who serves in an institution as a bundle boy, office boy or apprentice, is frequently regarded as just a boy by older men long after he is a man in years and experience, and if any young man finds himself up against this situation it is well for him to hunt another job.

It is much easier to write a note than it is to sign one.

A Successful Merchant Is Certainly a Model.

Recently I called on a big business man in a big town. I do not like to bother busy people, but he was so friendly that I hoped he meant it and accepted an invitation to ride in his automobile and look at the city.

He was a wonderfully clever man, and as I became better acquainted with him I regarded him as a work of art. He had worked himself up from office boy, and during my entire visit with him I thought of the cleverness and patience he must have displayed in passing everybody in the establishment where he had worked all his life.

He personally escorted me through his immense building, and I noted that all the subordinates respected the "old man;" power was evident in all his movements, but behind it all was politeness, ability, knowledge; he knew more about everything around the place than any of the others.

As we moved about he spoke to every employe he encountered; there was no detail with which he was not familiar. Every important question was finally up to him, and he prospered as he disposed of it ill or good. He had capable men in every department, but I noted that the best of them had questions to ask him. He had buyers who visited foreign countries, but was familiar with their work; he had occupied every position about the place.

When we rode about the city I found him familiar with every big business house and residence, and he knew their owners; in addition to his other work he had assisted in "building up the town." He was a member of all sorts of utility commissions, boards and clubs. Although he seemed to know every one, I noted that he talked no gossip; and there is a lot of famous gossip in a big town.

Among other things he showed me his home, where it developed that I

was to remain for dinner. His wife was gracious, but she did not impress me as did her husband; she had not overcome the obstacles he had found it necessary to overcome, and was not a work of art. The social position she occupied was his social position, and she occupied it without effort after it had been created. His attitude toward his wife, toward his children, toward his home interested me as much as did his attitude toward his business.

Finally he went with me to the station and I left for home. During the journey I occupied the time in thinking of my host. He had in his employ the best men in their line in the city; great patience and ability were necessary in selecting and keeping them. He had the best business in his line in the city; to accomplish this he had found it necessary to overcome hundreds of clever men. For forty years he had been the buffer between the people and his business and straightened out every tangle.

During my visit I had looked at a collection of noted pictures in a gallery, the pride of the town; but the greatest work of art I saw was the man who accompanied me and pointed out genius not as great as his own.

There are thousands of similar men; you will find them in every town as well as in every city; from one to a dozen in every business and calling. And just below them are hundreds of younger men in training who will succeed them and do still better.

Ed. W. Howe.

She Meant Well.

He—The last time I played football I remember my face got so knocked about—wasn't like a face at all. In fact, I thought it never would get better.

She—And did it? I mean—er, of course, I see it didn't er—I mean—

LET US SEND YOU for your inspection a list of sizes in the famous "BERTSCH" or "H B HARD PAN" Shoes.

You can EXAMINE the STOCK used. STUDY THE SHOE-MAKING, and compare them at your leisure with your old stand-bys.

This inspection will show you at a glance the SUPERIORITY of the "BERTSCH" and "H B HARD PANS" and convince you that your stock needs them. It isn't possible today, to buy anywhere, shoes that will so thoroughly please and satisfy your trade.

LET US SHOW YOU why you should become a "BERTSCH" and "H B HARD PAN" dealer this season.

A card will bring salesman or samples.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

GRAND RAPIDS, MICHIGAN

News and Gossip of the Traveling Boys.

Grand Rapids, April 24—In the absence from the city of the regular editor of this column the associate editor will try his hand. Please pardon all mistakes, as it is his first offense.

A committee of three, consisting of H. C. McCall, Paul Berns and the writer, inspected Grand Rapids' new baseball plant last Saturday afternoon and it sure is a dandy. While there we met Mr. Annis, the owner of the Grand Rapids Central League team, and found him to be a very pleasant, courteous gentleman and one who has great faith in the baseball future of Grand Rapids, as is evidenced by the amount of money he is spending to give Grand Rapids a thoroughly up-to-date park. Let us all try to show Mr. Annis that his faith in Grand Rapids is not misplaced by turning out and boosting at every opportunity for Grand Rapids, Mr. Annis and his (our) ball team.

The U. C. T. baseball team of No. 131 gave a very successful dance last Saturday night and raised quite a nice sum for the purpose of buying equipment for the team. The prospects for a winning team for No. 131 are very bright.

All candidates for places on 131's ball team are requested to be present at practice on the Garfield playgrounds, corner Burton and Madison avenues, next Saturday at 2:30 p. m.

Charley Perkins was driving his new Crow Elkhart car about town last week and bumped into a Hanchett double truck car, which runs on the Lafayette-Stocking line. It damaged his car slightly, but did not hurt Ben's car much. Would like to ask Brother P. if it affected the price of Old Crow?

After getting a slant at Frank Starkey's new hat, will say for the benefit of Brother Wilcox that I believe that it used tobacco when it was young and thereby stunted its growth. Brother Starkey has our sympathy.

The boys of the No. 131 baseball team wish to thank the brothers and friends who helped sell tickets and who otherwise assisted in making the party last Saturday night a success.

Note in a recent issue that F. C. Richter has "thrown his hat in the ring" for Grand Secretary. Would suggest that he throw his shoes in the ring. He might run stronger. Never mind, Fred, 'I'm wid yez."

What's the matter with Jim Goldstein? Haven't heard a word from him since he went to Ludington. Are the destinies of that city resting so heavily on your mind that you have forgotten Grand Rapids so soon? Let us hear from you, James.

Geo. Woodcock, the genial and popular clerk of the Occidental, at Muskegon, has made his annual spring change of neckties from red to blue. His welcoming smile remains as bright as before.

The landlords of the big hotels have nothing on our friend, J. H. Fockler, at Middleton. Henry is there with a pleasant smile, a glad

hand, individual towels and meals and beds to suit the most particular. Boys, let's boost for Henry and hold him up as an example to some of those small town hotel proprietors who say their town is too small to support an up-to-date place.

Boys, don't forget to boost for the Grand Council meeting at Bay City and attend if possible, and, while boosting, don't forget a little word for No. 131.

A. R. Bliss and wife, of Muskegon Council, No. 404, are preparing to take another hike, this time to Detroit. On their last walk, to Chicago, Brother Bliss gained four pounds. After seeing him eat at the picnic given by Grand Rapids Council during his trip the writer is under the impression that about three and seven-eighths pounds were gained there.

Irving Hopkins and wife, of Muskegon Council, No. 404, were seen house hunting in Grand Rapids last Saturday. Welcome to our city, Irv.!

Don't forget that Grand Rapids wants the 1913 U. C. T. convention.

Bring in your U. C. T. applications now, boys, so the goat won't have to work so hard in hot weather. Remember some members of the degree team are quite corpulent.

Wanted—A good, capable manager for the U. C. T. ball team. Candidates apply at Garfield playgrounds next Saturday afternoon.

Art. Borden was the only one who handed in an item to this column this week. Come across, boys, and get your name in the paper.

Walt. F. Ryder.

Croakings From the Crickets.

Battle Creek, April 22—At a meeting of Battle Creek Council, U. C. T., during the latter part of the year I was appointed Official Scribe, but owing to an attack of typho-malaria I have been unable to do anything in the matter of locals or write-ups.

I had intended to write you, or possibly run in and see you, but the above excuse is the reason I have not been able to do so. If there are any hints or suggestions that you can give me, such information will be greatly appreciated.

We have a live Council here, and, personally, while I may not have any particular talent, my heart is in the right place, and I desire to do all I can for the boys here and the Council at large.

I feel somewhat acquainted, although I believe I never met you personally. I have been with Foote & Jenks for eleven years, and while in the office a few years ago I used to hear about you a great deal. I have been actively engaged as a salesman for about eight years.

If words were as effective at all times as blows we are afraid that some one would be wearing black eyes and broken shoulders after some of the monthly sparring matches between George Steele and Charles Dye.

Charlie Dye was prevailed upon to give one of his impressive after-dinner speeches last Saturday night. The

boys never tire of being told that Battle Creek is still upon the map. We never cease to enjoy being told that "with Grand Rapids on the north, Kalamazoo on the west, Jackson on the east and Sturgis on the south, Battle Creek is the Hub upon which the commercialism of the State revolves." Dye is right. We are still on the map.

Ireland says that no wonder the children of our city are so well informed. They have such good teachers to "Postum."

Saturday evening, April 20, Battle Creek Council, No. 253, U. C. T., held a very enthusiastic meeting at Arcade hall. Among the enjoyable features was a speech from one of the members, Guy Lewis, representing the M. Rumley Co., of LaPorte, Ind. Mr. Lewis had been out of the city for three years, making his headquarters at Buenos Ayres, South America, and this was his first visit home in that time.

Herbert Ireland, who accepted a position with the United Confectionery Co. Jan. 1, lately joined the U. C. T. He favored the boys with the song, "In the Dark—In the Dew." This was received with much applause and he was induced to sing another selection. He responded with "Down By the Old Mill Stream," requesting the Council to join in the chorus. Appreciation was further shown by great applause and calls for just one more. His last selection was, "In the Time of Roses." Mr. Ireland has a remarkable tenor voice and he exhibits the same genuineness in entertaining that he does when selling goods. He hopes to be able to do some good quartette work from timber in the U. C. T.

Much interest has been taken in discussing plans for the Grand Council meeting to be held at Bay City June 7 and 8, and the boys seemed unanimously in favor of making every effort to turn out strong at that time. Proper committees were appointed and an effort will be made to have the Food City well represented.

Especial interest is taken by Battle Creek this year as at the meeting at Bay City one of their number, John Quincy Adams, will be honored with the office of Grand Counselor of Michigan. Brother Adams has been for years an enthusiastic and tireless worker in the local Council, as well as in matters of the Grand Council. He not only has the best wishes of every brother, but they are ready to assist him in every way possible.

Fred Heyser—you know him; there is only one Heyser—gave an informal fish dinner Monday evening. Those present were his own personal friends and the event was a success in every detail. This was not a trout supper, for all present were law abiding citizens. The session, while an invited affair, was not held behind closed doors. It was one of the prettiest expressions of charity that one ever had an opportunity of witnessing. The love, the good cheer and the happy faces all told of hearts bursting with sympathy and good fellowship. And why not? Here are the facts in detail: Lucas bought a fine

specimen of fish from one named Masters, at a cost of \$2.75. Heyser stole it—at a great risk of life and limb—took the prize home, invited the guests and all enjoyed the feast. We are looking for Mr. Heyser to make some good catches during the trout season, and you had better be good to him, as he might include you in the next list of friends.

Charles R. Foster.

New Officers Installed at Pt. Huron.

Pt. Huron, April 22—Pt. Huron Council, No. 462, United Commercial Travelers, held a meeting at its hall Saturday evening. Grand Treasurer Joe C. Wittliff, Detroit, and Grand Page Mark S. Brown, Saginaw, were present on an official visit. There was a large attendance, and the installation of officers for the ensuing year was held.

Quite a surprise was sprung when the ladies, who had gathered in an adjoining room, marched into the room after the business session of the Council was completed. Several invited friends came with the ladies, and a good time was enjoyed by all, dancing and singing being the amusements of the evening, together with interesting talks by Mr. Brown and Mr. Wittliff.

Members of the local Council are planning to attend the next annual convention at Bay City, June 6 and 7, accompanied by a uniform drill squad. Harry Loomis is drillmaster of the squad, and the Pt. Huron boys are confident of carrying off the honors.

The following officers were installed at the meeting: Senior Counselor, Wallace A. Murray; Junior Counselor, S. E. J. Courtney; Past Counselor, Manford Watt; Secretary-Treasurer, H. E. Loomis; Conductor, Emerson Gray; Page, Henry J. Kuhn; Sentinel, R. H. Reed; Executive Committee, Frank E. Minnie, George J. Langtry, Frank N. Mosher, S. A. Van Jasmond, W. A. Murray and H. E. Loomis. H. E. Loomis, Sec'y.

Traveling Man Dies at Hillsdale.

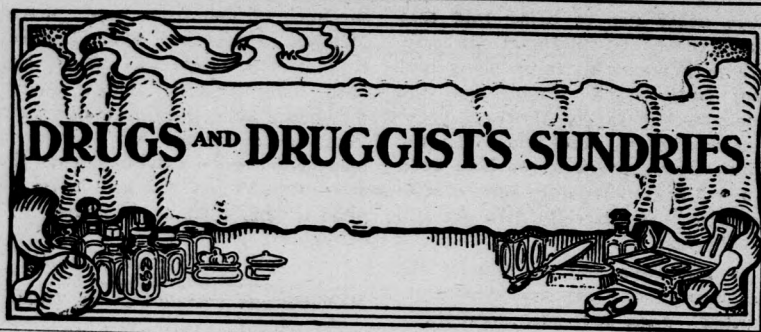
Hillsdale, April 18—James Drummond, traveling salesman for F. E. Compton & Co., book publishers of Chicago, died this afternoon in the Smith Hotel. He had left an early morning call and was found unconscious by the bellboy who went to summon him. He died without regaining consciousness. He complained last night of not feeling well and death is attributed to apoplexy.

Now Is the Time To Get Busy.

Kalamazoo, April 22—Tip it off to all Michigan Knights of the Grip that now, right early, is the time to secure new members and bring them all to Kalamazoo for the annual meeting next December. Post K, of Kalamazoo, will be right in line and show them a good time.

J. D. Clement, Sec'y Post K.

Mark S. Brown, Eastern Michigan representative for the Hazeltine & Perkins Drug Co., leaves this week for California, where he and his estimable wife will spend a month or six weeks. They will return via the Canadian Pacific about June 1.



Michigan Board of Pharmacy.
 President—Ed. J. Rodgers, Port Huron.
 Secretary—John J. Campbell, Pigeon.
 Treasurer—W. E. Collins, Owosso.
 Other Members—Edwin T. Boden, Bay City; G. E. Faulkner, Delton.

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gillo, Pompano.
 Second Vice-President—G. C. Layerer, Bay City.
 Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.
 Next Meeting—Muskegon.

Michigan State Pharmaceutical Association.
 President—E. W. Austin, Midland.
 First Vice-President—E. P. Varnum, Jonesville.
 Second Vice-President—C. P. Baker, Battle Creek.
 Third Vice-President—L. P. Lipp, Blissfield.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—J. J. Wells, Athens.
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

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

Had No "Just as Good."

Jim Pestle was a druggist man,
 As steady as a clock,
 But one who went upon the plan
 Of being out of stock.
 No matter whether dope for fat
 Or stuff to cure a fit
 Was your desire, he'd answer that
 He'd just run out of it.

For liver pellets you might pray,
 Or syrup for your cold,
 It mattered not, he'd calmly say
 The last has just been sold.
 His friends were many and as stout
 As one could ask, I vow,
 But love has limits—Jim is out
 Of customers just now.

Swindling Druggists Located in Dry Towns.

"I have just been thinking of a little game I used to spring on druggists in dry towns," remarked the reformed crook one night as he loafed in my store.

"Tell me about it," I urged, as it was nearly closing time and trade seemed to be over for the day.

"Before I took the pledge I would work the drug stores in dry towns for a certain kind of patent medicine containing a large volume of alcohol," he went on, after rolling a cigarette and lighting it. "I hated to spend the coin for anything I could possibly obtain by my wits, so I would drift into a store, call for a certain patent and explain that I was not sure it was what they told me to get, but I would take it any way. After carrying it to my room I would pour out all but a little of the contents and fill the bottle with water. The little remaining would be sufficient to color the water.

"I always chose a kind that was put up in a carton so that the bottle could be put back without damaging

the wrapper. This was before the sale of patents with a high percentage of alcohol had been prohibited. After drinking the dope I would return the bottle and say that was not what they told me to get and they had gone somewhere else to buy it. The druggist would always return my money. He would be none the wiser until some customer returned the bottle and showed him it was watered; then he would not know but what the customer did it himself."

"But did that always work?" I put in incredulously.

"It failed to go once, as you will presently see, and after that I dropped it.

"One morning I strolled into a corner drug store and made my usual spiel, got a bottle, paid my dollar (the medicine cost a dollar a bottle) and departed. This store was the first one I had ever tackled in that town, but I had been working the trick over the country for years. "It was late in the evening before I returned the bottle and asked for my money.

"You're sure you bought it here?" enquired the clerk, eyeing me up and down, "I'll go see if the boss sold it to you, I know I didn't."

"You sold it to me this morning; don't you remember?" I said to the boss as he hustled in from the back room. He was a middle-aged person with a hawk-bill nose and his eyes showed cold and steady behind his glasses.

"I will look on my book and see if it is set down," the boss stated shrewdly.

"I saw the clerk leave the store and I scented something wrong. The proprietor was still scanning his book.

"I walked to the front, peered up and down the street and returned to the boss.

"I will come back for my change in a few minutes," I said as I left by the side door. Hastening to the depot I was just in time to catch an outgoing train.

"When I looked up the street I saw the clerk returning with the town police so I knew they were wise to my game.

"I found out some time afterwards that one of my victims had written the game up for a drug journal and gave my description; that is what put them onto me."

Nolen Ambrose Turner.

You may never be governor of the state, but you have the brightest, best and busiest store in your town. It is entirely up to you.

The Doctor on Soda Water.

Few popular American inventions are more characteristic of the national genius than the soda fountain. It is practical, it is simple, and it serves a useful purpose. When hot weather comes, the normal physiologic instinct is to drink more freely than at other times. Water is, of course, the standard human beverage, but it is not always easy to get good water, and the human passion for variety craves something with a different flavor. This desire for a new taste was probably at the bottom of the earliest use of alcoholic liquors; the constitutional effects were a secondary affair: There are still those who seek to quench the increased thirst of hot weather with wine or beer. But if alcohol is a bad drink at all times, it is worse when the thermometer is highest. With their innate good sense, therefore, the majority of the American people turned from the bar in quest of harmless and thirst-slaking drink, and the problem of their search was solved by the soda fountain.

The soda fountain bubbles with the versatility of the American character. It contains many possibilities within its limited compass. Originally it was designed merely to dispense aerated water flavored with various fruit extracts. The effervescence and the flavor contributed the two essential elements of a refreshing drink. Gradually, however, new elements were added. The same American genius which had shown itself in the invention of the cocktail, found in the domain of temperance drinks a new field for ingenuity, new mixtures and combinations were devised, until now the nomenclature of the soda fountain is as complex as that of any science. In the first place, there still remains the fundamental category of plain sodas; then there are all these plus ice cream or plus phosphates, or plus an egg or plus any two or three ingredients. The addition of the egg was an important step, for that introduced the element of nutrition. Many a hustling American business man, who would formerly have gulped a whisky raw, followed by a chaser, or would have gone empty, now drinks his egg phosphate and returns to his business refreshed and to his home good tempered. The soda fountain has helped the morals and the health of the American people.

There are numerous other mixtures with strange names and unfathomed composition—the sundaes and the fizzes and the freezes and so on. Most delectable, perhaps, is the lime freeze, made of lime juice, mint, ice and soda water, a perfect substitute for the pernicious and seductive mint julep. It is in the preparation of these mixed drinks that one sees the soda fountain at its best. The decorative stand, the mysterious compartment—from which fluid flows on the pressure of a knob, as Faust's wine flowed from the table—the tinkle of the glasses, the cool clink of ice, the fizz of the soda, have all the fascination of a fully equipped bar; and the attendant, in white duck coat

and apron, tossing a dash of phosphate into your drink and then shaking the whole to a foaming mixture, assumes all the friendliness of the bartender without any of the latter's diabolic possibilities.

To a physician there are, of course, suggested possibilities of evil in the soda fountain, as in all other things. There is the possible transfer of infection by improperly washed glasses; but, after all, this risk is little greater than the average restaurant. There is also the risk of infection from ice cream; but this risk, too, is present elsewhere, and the prudent may abstain therefrom. In the main, the soda fountain has few objectionable qualities, and these are far outweighed by its merits. It is clean, it is wholesome, it is attractive. It combines cheapness and convenience with esthesis in its ministrations to human thirst. It is perennial, for it can dispense a whole new category of hot drinks in winter. It is a great civilizing agent, a triumphant manifestation of clear-headed, practical American genius.—Boston Medical and Surgical Journal.

My Own Chocolate Syrup.

Answering your appeal for ideas, after looking over the more or less varied collection of formulas for chocolate syrup I am tempted to submit one which I have worked out, not as being in any way better, but simpler, quicker and at least as good as any I have found. In getting this up I reasoned that if heat, milk and sugar must be used, why not let the other fellow do the work, for mine is a short-hand process, requiring no cooking and but little work.

Take of powdered cocoa a convenient quantity, say about six ounces, pass through a sieve to break up the lumps, put it into a large mortar and add six or eight ounces of water in which have been dissolved three drams tincture vanilla, about one or two grains of guarantose (Merck's saccharin) and the same amount of sodium bicarbonate. This extra sweetening must not be used too freely. When the cocoa has been rubbed to a smooth paste with the water and vanilla, add a quart of simple syrup, mix well and transfer to another container. Then take half (or more) of a can of condensed milk and dilute it with a quart of simple syrup. Mix the two solutions and you have half a gallon of good chocolate syrup. In this rearrangement we have the same ingredients, but the cooking was done by the other fellow, before we get to it. Result, good syrup, quickly and easily made.

R. P. Daniel.

'Twixt Satan and the Sea.

Doctor—You are in pretty bad shape. You must stop going to those cheap restaurants.

Patient—But, doctor, the prices at the other places would make me still sicker.

There is no such thing as positive happiness; there must always be something unhappy with which to compare it.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various oils and their prices, including sections for Oils, Paints, and other medicinal products.



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.

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.

Special Price Current

12

Table with 2 columns: Item Name and Price. Includes items like Banner, Big Chief, Bull Durham, etc.

13

Table with 2 columns: Item Name and Price. Includes items like Rob Roy, Duke's Mix, etc.

14

Table with 2 columns: Item Name and Price. Includes items like Mop Sticks, Pails, Toothpicks, etc.

15

Table with 2 columns: Item Name and Price. Includes Worden Grocer Co. Brand, Baker's Brazil Shredded, etc.



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

COFFEE
Roasted
Dwinell-Wright Co's B'ds



White House, 1lb. 1 10
White House, 2lb. 2 20
Excelstor, Blend, 1lb. 1 10
Excelstor, Blend, 2lb. 2 20

16

Table with 2 columns: Item Name and Price. Includes Tip Top, Blend, 1lb., Royal Blend, etc.



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.

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

Table with 2 columns: Item Name and Price. Includes Big Master, 100 blocks 4 00, German Mottled, etc.

Tradesman Co.'s Brand



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

A. B. Wrisley
Good Cheer 4 00
Old Country 3 40

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

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

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

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only. Ask for current catalogue.

Butler Brothers
New York Chicago
St. Louis Minneapolis
Dallas

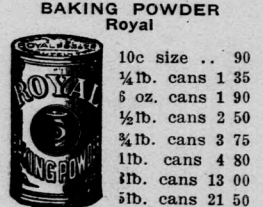
Don't Write! USE THE LONG DISTANCE SERVICE OF THE MICHIGAN STATE TELEPHONE CO.

WM. D. BATT Dealer in HIDES, FURS, TALLOW AND WOOL 22-124 Louis St. Grand Rapids, Mich.

IMPORTANT Retail Grocers Baker's Cocoa and Chocolate with the trade-mark on the packages. They are staple goods, the standards of the world for purity and excellence. MADE ONLY BY Walter Baker & Co. Limited DORCHESTER, MASS. Established 1780



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



10c size .. 90
1/4 lb. cans 1 35
1/2 lb. cans 1 90
3/4 lb. cans 2 50
1 lb. cans 3 75
1 1/2 lb. cans 4 80
2 lb. cans 13 00
5 lb. cans 21 50

SEW Johnson Cigar Co.'s Brand
4 inch, 5 gross 45
4 1/2 inch, 5 gross 50
Cartons, 20 2 1/2 doz. bxs, 55
Egg Crates and Fillers
Humpty Dumpty, 12 dz. 20
No. 1, complete 40
No. 2, complete 28
Case No. 2, fillers, 15 sets 1 35
Case, medium, 12 sets 1 15
Faucets
Cork lined, 8 in. 70
Cork lined, 9 in. 80
Cork lined, 10 in. 90

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.

Wanted—Stock of general merchandise, Northern Michigan preferred. Give lowest cash price. Henry Mleyneck, McBain, Mich. 129

For Sale or Exchange—Stock of general merchandise, also store and dwelling. Will make good price for cash or will sell on easy terms or will exchange for desirable Grand Rapids property. Good chance for someone who wishes to get into a paying business. Address W. B. Conner, Shiloh, Mich. 128

Brick store and stock of general merchandise at half value. Good railroad town, Central Michigan. Address No. 127, care Tradesman. 127

For Sale—Stock drugs, books, stationery, etc., show cases and other fixtures. Will rent building. Reasons for selling, ill health. Address C. W. Vining, Lakeview, Mich. 126

For Rent—After May 1st, store, 523 S. Division street, 22x90, good dry basement under all, right side of the street in heart of business district of south end. Center of railroad trade. Elegant location for boot and shoe stock. For further particulars address or call B. S. Harris, 521 S. Division St., Grand Rapids, Mich. 125

80 acres of the best land in Kent county to exchange for stock of merchandise. Country stock preferred. Wm. N. Sweet, Sand Lake, Mich. 124

For Sale or Rent—A new building 30 x 80, with fine basement, electric lights, furnace, just completed. It is located in a fine business town in good location. There is a good opening for either a furniture and undertaking or dry goods and ladies' ready-to-wear clothing. If interested investigate this. It will pay you. Frank Weber, Saranac, Mich. 123

For Sale—A hardware stock about \$3,300, in small town in South Dakota. Address Mrs. K. J. Omstad, Baltic, S. D. 122

For Sale—New clean stock of shoes and gent's furnishings, in a hustling farming and mill town of five hundred population. Business is good and competition light. Good reasons for selling. Store has been running about a year. Stock will inventory about \$2,800 and can be reduced to suit purchaser. Will sell or rent building. This will bear investigation. Address No. 121, care Tradesman. 121

For Sale—Practically new liquid carbonic soda fountain, with everything necessary to start, including glassware, silverware, stools, cabinets, a quantity of syrups, etc. Cheap for cash. Write Von W. Furniss, Nashville, Mich. 120

For Sale—One-half interest in the best hardware, implements and harness store in Southeastern Minnesota. This is a moneymaker. Come and investigate it. Will take about \$3,500 to handle this. Address Hardware, Box 290, Dexter, Minn. 119

For Sale—A restaurant in a good town, doing a big business, making money; good reasons for selling. Address Box 325, Coldwater, Mich. 118

For Sale—Four chair barber shop, well located first-class business. Reason for selling, leaving city. Write Tennant & Schlegel, Traverse City, Mich. 117

Dry Goods Business For Sale—Established 27 years, in a town of 3,000; county seat. Address W. D. Gordon, Anamosa, Iowa. 116

For Sale—For cash, Pringle's variety store, Lead, S. D. Good business, clean stock, no stickers. Population 10,000. Center of gold mining region of the wonderful Black Hills. No crop failures. 115

For Sale—Well paying clothing, furnishing and shoe store in the liveliest manufacturing city of Michigan, under 10,000 population. Stock nearly all new. Will invoice \$15,000 or better. Growing trade, good location. Would take a good live general merchandise store in a smaller place for part, or good variety store, northern part of state preferred, or a good farm or farm land in part payment. Address No. 114, care Tradesman. 114

For Sale—An up-to-date Palace Meat Market. Reason for selling, other business. One of best towns in Central Michigan. Address No. 109, care Tradesman. 109

Auction Sale—Stocks of merchandise turned into cash anywhere in the United States and Canada by the Auction Method. Best service guaranteed. For dates and information, address Henry Noring, Auctioneer, Speaks English and German. Cazenovia, Wis. 112.

For Sale—A nice, clean stock of general merchandise, in nice little town in good farming community. Good brick store building, cheap rent. This business will bear the very closest investigation. Good reasons for selling. Address J. E. Kennedy, Excello, Mo. 130

For Sale—Stock of general merchandise; invoice about \$10,000; did \$35,000 business last year; has run without change for fifty years by present owners; best country store in this locality; reason for selling, death of senior member. Estate must be settled. Address James Allan & Son, Scales Mound, Ill. 107

For Sale—Four six foot leather upholstered oak settees. Nearly as good as new. A bargain if taken at once. E. C. Harmon, Charlotte, Mich. 106

For Sale—General store, small town, where every day looks like fair day. Address Wm. Ewig, Germania Bldg., Milwaukee, Wis. 105

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

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 inventorying 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

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 an auction sale. Guarantee you no loss. Address L. H. Gallagher, Auctioneer, 334 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—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

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 B, care Michigan Tradesman. 87

For Sale—Soda fountain complete with counter, work board, steel tanks, etc. Bellaire Drug Co., 1515 Wealthy Ave., Grand Rapids, Mich. 74

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—Best fancy grocery stock, centrally located in town of 25,000. Thumb of Michigan. This store has always been a moneymaker. Last year's business showed profit of \$1,800. A good opening for cash store. Will take about \$2,000 to swing. Owner wishes to go West on account of sickness in family. Address No. 55, care Tradesman. 55

For Sale—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

If you want to trade your business for a farm or city income property, write us. Interstate Land Agency, Decatur, Illinois. 53

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

HELP WANTED.

Wanted—A registered assistant drug clerk. Nelson Hower, Mendon, Mich. 75

Local Representative Wanted. Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L 371, Marden Building, Washington, D. C. 883

Wanted—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.

Wanted—Position as clerk in retail hardware store. Address C. B. Baxter, 24 Pleasant St., (Old number), Grand Rapids, Mich. 110

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

MEMBERSHIP DWINDLING.

Workingmen Drifting Away From the Unions.

April 19 was the first anniversary of the beginning of the greatest industrial disturbance Grand Rapids has ever known—the furniture workers strike of 1911. About seven thousand workers were actually on strike and a considerably larger number of wage earners, merchants and property owners were directly affected. In thousands of homes the pinch incident to the repairing of the losses in time and income is still felt.

The agitators, organizers and politicians in whose interest this futile uneconomic outrage upon a decent industrial community was conceived, born and fostered, have accomplished their several purposes, taken their profit, and now, if we may judge from the statistics sent out from the headquarters of the International Brotherhood of Carpenters and Joiners, have withdrawn their interest and their support. The report of the per capita tax paid by local unions into the treasury of the International Brotherhood, based upon the membership in the local unions, indicates thermometer-like the rise and fall of the demagogues' interest in the "American workingman."

The furniture workers were organized in someones' interest—someones' beside the workingman. This someone or these someones have what they wanted temporarily and the organization is permitted to decline pitifully. It is to be hoped that the workingmen will study these figures carefully and when next there is an agitation in behalf of the American Workingman, they may discover "the nigger in the woodpile" in time to save themselves and the City from such a catastrophe as visited us last year.

The per capita tax report follows:
Cabinet Makers Local Union No. 1369.

Per Capita Paid. Members.	
February, 1911	\$277.50 1110
March, 1911	291.25 1165
April, 1911	332.25 1329
May, 1911	310.00 1240
June, 1911	333.50 1334
July, 1911	332.50 1330
August, 1911	330.25 1321
September, 1911	298.00 1192
October, 1911	282.75 1131
November, 1911	189.00 756
December, 1911	178.75 715
January, 1912	140.50 562
February, 1912	140.75 563

Machine Hands Local Union No. 1352.	
February, 1911	\$308.75 1235
March, 1911	352.25 1409
April, 1911	360.00 1440
May, 1911	366.00 1464
June, 1911	368.25 1473
July, 1911	362.50 1150
August, 1911	354.75 1419
September, 1911	324.75 1299
October, 1911	324.00 1296
November, 1911	242.75 971
December, 1911	189.75 759
January, 1912	161.50 646
February, 1912	147.50 590

Trimmers and Packers Local Union No. 1802.	
February, 1911	\$ 68.75 275
March, 1911	88.25 353
April, 1911	93.75 375
May, 1911	96.75 387
June, 1911	96.75 387
July, 1911	95.50 382
August, 1911	90.00 360
September, 1911	81.75 327
October, 1911	66.00 264
November, 1911	46.75 187
December, 1911	36.75 147
January, 1912	29.25 117
February, 1912	30.00 120

Interior Finishers Local Union No. 1330.	
February, 1911	\$ 18.00 72
March, 1911	19.25 77
April, 1911	23.25 93
May, 1911	18.50 72
June, 1911	17.25 69
July, 1911	17.50 70
August, 1911	16.00 64
October, 1911	14.25 57
September, 1911	15.25 61
November, 1911	12.75 51
December, 1911	12.75 51
January, 1912	12.75 51
February, 1912	13.00 52

Carpenters Local Union No. 335.	
February, 1911	\$ 73.25 293
March, 1911	61.50 246
April, 1911	63.75 255
May, 1911	64.25 257
June, 1911	64.25 257
July, 1911	63.00 252
August, 1911	62.50 250
September, 1911	61.50 246
October, 1911	47.25 189
November, 1911	67.75 271
December, 1911	50.00 200
January, 1912	48.00 192
February, 1912	48.50 194

Kindness the Basis of Harmonious Business Relations.

We have all learned to kick when we receive defective goods and poor service, but we have not learned to acknowledge and openly recognize goods and service that surpass our expectancy.

A compliment should be as quickly given for good goods and good service as a kick for defective goods and poor service.

Recognition to the man who tries and succeeds is the very greatest incentive to better goods and service—more than money itself.

All good does not come from calling attention to the evil, but most of the good comes from favorable expression of efforts towards good.

A little more alertness to the recognition of success in honest effort of those from whom we buy will go very far towards making business worth the doing and life worth the living.

The other day the writer sat in the private office of the owner of a very large house-furnishing store when a letter was passed in to the merchant, which he opened and found to contain a check for \$1,400. It was a big store and a check for this amount was not an event in his business life, so he turned it over to his book-keeper in a perfunctory way.

But when he read the letter he beamed and the tears came to his eyes as they would to an over-delighted boy.

It was from a man and his wife

who had purchased a bill of furniture a week or two before and expressed appreciation of both the goods and service and thanked the proprietor and a particular clerk for their assistance and effort, and wound up by saying that the furniture looked better in the house than it did on the floor of the store.

The proprietor sent this letter out to be framed.

It was very clear that this merchant thought more of the letter than he did of the check.

He gets many checks in a month, no doubt, but few, if any, letters like this; and he is making the effort to deserve them.

The fact is perfectly clear that the man and his wife who sent this letter can come into this store and get more in goods and service in future orders than a customer who bought an equal amount, sent a check equally as promptly, yet forgot a simple word of compliment that they may have thought, perhaps felt, but failed to express.

The next time this man and his wife come into that store they will be put next to any bargains about the store and the chances are very strongly in their favor that they will be given facts about goods that the average customer will not be told.

Just as a simple, selfish, business proposition, this letter of this man and his wife will mean a good deal more to them in future dealings than the effort of the average customer who looks over his purchase after it is in place, hunting scratches or pinholes to kick about and who is disappointed if he does not find them.

All this is just as operative to the man who buys raw material, machinery, supplies or labor.

All this good will and courtesy that we are all talking about and all its value as profit producers will apply to the man who buys as well as to the man who sells.

It is a poor rule that won't work both ways.

Kindness is the basis of everything.

Kindness is the basis of all the harmonious relations between man and man, and which is true happiness.

It did not take much effort on the part of that man and his wife to write that letter, yet it made that store-keeper very happy and he in turn will put forth more effort with more customers with the hope of being made happy again by like letters from like customers.

There is no telling where a simple letter of kindly expression will end in its power for good.

Kindness is just as operative in business as it is in the parlor.

Operation Delayed.

The operation had been performed and the patient prepared for burial.

"I can not understand," said the family physician soothingly, "how Ben was able to live with such an affliction as he had."

"Oh, we have been years," replied the sorrowing widow, "trying to persuade him to have the operation."

Marconi's Victory.

Never since the first feeble ticks of the wireless flashed through space has there come to Marconi a more decisive victory than that of loading into the Carpathia the hundreds of passengers picked up from the small boats after the Titanic took her fatal plunge. To him belongs the honor of saving those precious lives. Without this aid she would have slipped from the material things, leaving no vestige of her fate; no person to tell the closing chapter in her story. For most, if not all, of those entrusted to the lifeboats must have perished from cold, hunger or the sea had not relief been summoned. Those who so bravely gave their lives that the weaker ones might have first place went to their death knowing that they had not sent their dear ones to suffer the horrors of starvation added to those of shipwreck, but that aid was fast approaching from several directions, and would soon reach them.

We have seen how powerless are the most colossal works of man when Nature sends her battering rams against them. Those glistening cathedral spires of ice may split the floating palaces like paper boats caught in a spring freshet; yet the call for aid will be heard and responded to, even although the nearest human being may be hundreds of miles away. Morse and Edison have eliminated space on land, but Marconi has eliminated it on the sea as well. The voyager no longer depends, in case of accident, upon a bit of fluttering garment tied to a pole and appealing only within the narrow line of vision. The earth's curvature is bridged; fog and storm may impede, but they do not wholly shut out the cry for help.

Wireless telegraphy is yet in its infancy. But a few years ago its inventor was branded as an enthusiast, a chaser after rainbows. Today he is recognized as one of the greatest contributors to practical science. To-morrow his work will have become still more efficient. Fortunate is he in living long enough to behold the wonders he has wrought.

What It Is That Wins.

A country woman remarked to her neighbor during a conversation on their return from market. "How is it, Mary, that you have been married four times and I have never been married at all, and I am much handsomer than you?"

"Aye, to be sure," returned Mary, "but it ain't handsomeness that does it, Sarah. It's the 'come hither' in your eye."

Affectionate.

Scabs—Blinks is a lucky old dog; his wife fairly worships him!

Stacks—Yes; but she carries it too far sometimes. I was out there to dinner unexpectedly the other day, and she served up a burnt offering.

BUSINESS CHANCES.

For Sale—One of the finest equipped grocery and meat markets in a city of 12,000 inhabitants, located in Central Michigan in an excellent farming community. Good location and a good trade. A bargain if sold at once. Good reasons for selling. Address X, care Tradesman.

Near Wayne
County Bldg.



A. T. Knowlson Company

WHOLESALE

Gas and Electric Supplies

Michigan Distributors for
Welsbach Company
99-103 Congress St. East, Detroit
Telephones, Main 2228-2229
Ask for Catalog

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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



The Coming Universal Staple—
HOLLAND RUSK



To make its excellent qualities and many uses better known, we have now ready for distribution our beautifully illustrated booklet:

“The Dainty Dutch Delicacy”

Will you help to place this in the hands of *YOUR CUSTOMERS*?

Send us a list of names of best customers and your rubber stamp and we will mail these booklets with your name stamped on inside cover page to each customer. Rubber stamp and list will be promptly returned.

SAMPLE OF BOOKLET SENT ON REQUEST



Holland Rusk Co. ::: Holland, Mich.

Consumers are Wedded to the

Hart Brand Canned Foods

Because Quality is Always Notable

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

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

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

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

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

