

MERCHANTS WEEK EDITION

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

\$1 PER YEAR

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JUNE 5, 1912

Number 1498

Special Important Announcement to the Michigan Shoe Trade

YOU have wanted this for years.

A Specialty Shoe House for Michigan

A place where you *can* get the latest styles and snappiest patterns in FINE DRESS SHOES for MEN and WOMEN

ON THE FLOOR
in ALL WIDTHS from B to EE.

High Grade Work Shoes in Goodyear Welt and Metallic Fastened.

We *cordially invite* you to come in and "get a line" on our new proposition. It will interest you. Michigan hereafter is to have a *Specialty House* of its own. No delays in getting as attractive styles as any specialty factory will show. When you see our lines and learn our plans to serve you,—when you consider our prices and terms and realize what all this means TO YOU as a "live" dealer,—you will feel justified and amply repaid in taking an hour to INVESTIGATE

A Shoe Proposition that will mean much to the really alive Shoe Men of Michigan.

The
WONDERFUL SHOE
FOR MEN

The
DELIGHTFUL SHOE
FOR WOMEN

The
MICHIGAN DAIRYMAN'S SHOE
FOR MEN WHO WORK

Remember too
that we are the

Exclusive Michigan Distributors of

HOOD RUBBERS

Grand Rapids Shoe and Rubber Co.

Ionia Ave. and Island St.

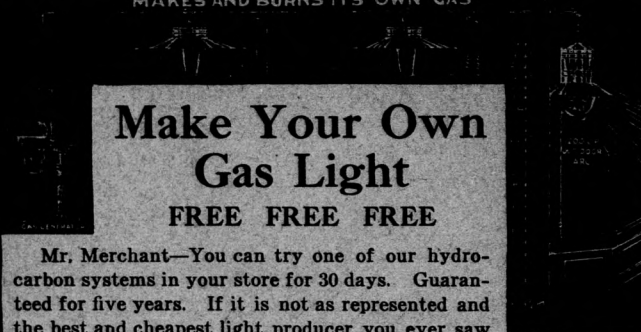
The Michigan People



VALE
INDEPENDENT
GAS
PLANT
CHEAPEST
AND BEST
LIGHT
ON EARTH

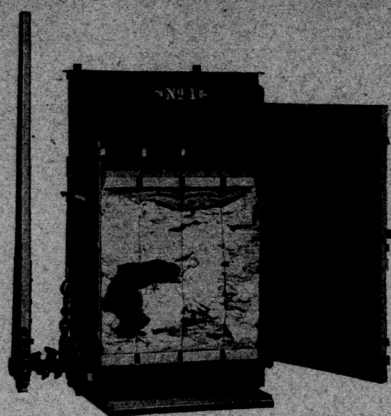
MAKES AND BURNS ITS OWN GAS

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



Mr. Merchant—You can try one of our hydro-carbon systems in your store for 30 days. Guaranteed for five years. If it is not as represented and the best and cheapest light producer you ever saw you may return it; no further obligations. Why hesitate and delay? Do you know of any one thing that will attract more attention than good light? Send diagram of your store today for free estimate.

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



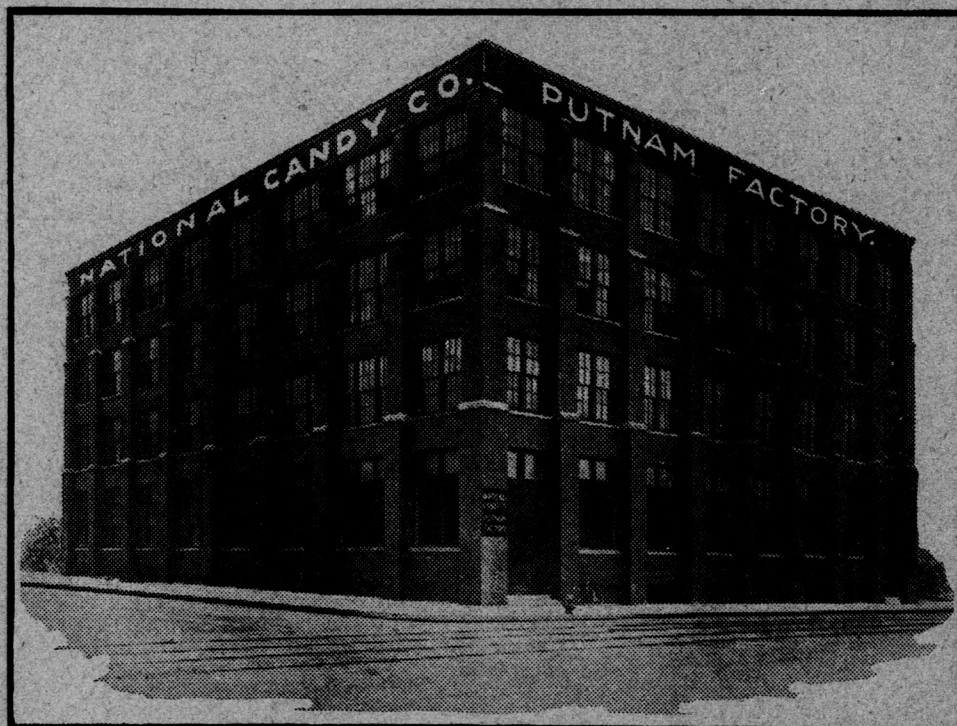
Handy Steel Baling Presses

All sizes for all
purposes

Send for Catalogue

The Handy Press Co.

Grand Rapids, Mich.



SOMETHING
NEW
ALL
THE
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SWEET
TEETH
FILLED
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VISITORS WELCOME

One Block From Union Depot

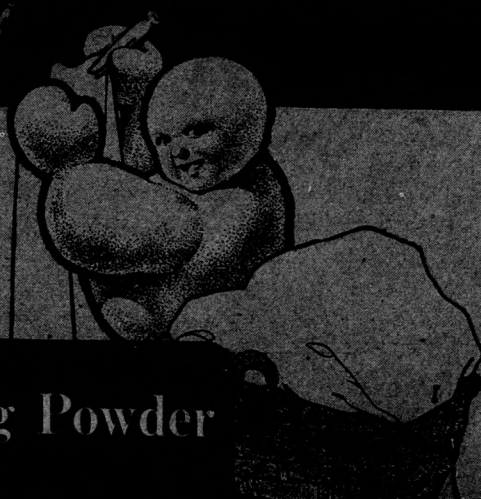
Grand Rapids, Michigan

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, JUNE 5, 1912

Number 1498

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What Some Michigan Cities Are Doing.

Written for the Tradesman.

The week of June 8-15 will be Merchants Week at Flint.

Odd Fellows of Southern Michigan, who held their annual picnic last summer at Jackson, liked the place so well that they will return this year, the date not having been fixed as yet. For twenty years previous to last year these reunions were held at Baw Beese Lake, Hillsdale.

Greenville, the "City of Maples," would be an ideal place for a large sanitarium, and the Independent of that city has started a boom in this direction.

Flint will no doubt retain the State institution, the Michigan School for the Deaf, although the Board of Trustees would like to be assured of better water pressure there before rebuilding the school. Pressure during the recent fire was so weak that it was useless in fighting the flames.

The Owosso Improvement Association will deposit a deed in escrow for land needed by the Ann Arbor Railroad for its new shops, and the title to property will be turned over to the railroad when \$50,000 has been spent in improvements.

Lansing has employed the Civic Evangelist, Wm. McComb, to direct a revival of interest in the Chamber of Commerce and the industrial advancement of that city.

Three sites are being considered at Jackson for the Jackson county fair grounds and if the Society can not buy a satisfactory site, grounds will be rented and fitted up this summer for a fair next October.

Saginaw is planning for the State meeting of Arbeiters, which is held June 11-13.

The United Commercial Travelers of Michigan will meet in Bay City June 7 and 8. One of the big features will be a parade, with prizes as follows: \$25 in gold to council turning out largest percentage of membership; \$25 in gold to best appearing uniformed council; loving cup and \$20 in gold to baseball club winning cham-

pionship; \$20 in gold to second best club and \$10 in gold to third best club.

The guarantee plan of the Jackson Chamber of Commerce has attracted widespread attention. The original subscriptions of \$106,000 have been utilized in building factories for new enterprises in the past three years.

The Battle Creek Council has ordered the railroads to pave all crossings.

The Wholesalers and Manufacturers' Association of Saginaw will make a trade extension trip of three days, starting June 5, covering the northeastern portion of the State.

Traverse City voted to bond for \$150,000 for the purchase of the plant and equipment of the Queen City Electric Light & Power Co.

Sault Ste. Marie has adopted a sewer ordinance, which provides for the connecting of all residences and business places in the city, with fines or imprisonment in case its provisions are not lived up to.

Hastings is in line with other metropolitan cities in the adoption of a traffic ordinance.

St. Ignace boosters have adopted a button with a spade as the central emblem and the inscription, "Everybody Dig In. St. Ignace Boosters."

A new water works system for the town, with extensions on Jarse hill, is being urged by the Newaygo Improvement Association.

Alma has awarded contracts for paving eleven blocks of its main street, four with brick and the remainder with concrete.

Lansing is taking a forward step in industrial education. The managers of several factories will co-operate with the high school so that a boy may attend school one week and receive technical training and general education, while the next week he may go to a factory for practical training and to earn money. The boys will work in pairs, one being in shop while the other is in school.

It is claimed that the new schedule of prices announced by the leading ice concern of Battle Creek is unfair to the small consumer and the women are entering into an agreement not to use ice until a better rate is offered.

The recent banquet of the Adrian Industrial Association was attended by 300 men. U. S. Dickerson was chosen as President and the remaining officers were re-elected. H. R. Clark was toastmaster and the principal speakers were Allen A. Smith, President of the Wholesalers and Manufacturers' Board of Toledo, and F. L. Mulholland, Vice-President of the Toledo Commerce Club.

The annual Play Festival of the

Kalamazoo schools will be held at Riverview Park June 5, and it is expected that over 2,000 children will participate.

The woodworking classes of the East Side schools at Saginaw have completed a 100-room martin house bird restaurant and feeding boxes, which will be placed in the parks. The martin house is six feet square at the base, rising four feet in pyramidal form, with plenty of room between floors for the birds and porches provided for each room. The feeding boxes are fourteen inches square and six inches high, with slanting roofs. The front and sides are of glass and the birds are sheltered while eating. The boxes can be placed along walls of buildings or on the trunks of trees.

Portland loses the Verity factory, which has been consolidated with a Chicago concern and the business will be removed to that city. The factory employs about fifty people.

The Peoples' State Bank has been opened at Bessemer, with \$25,000 capital and a 10 per cent. surplus.

The Eady Shoe Co., of Otsego, is negotiating with South Haven regarding the building of a plant there for making youths' and misses' shoes. The raising of \$10,000 local capital is asked for.

The Michigan Christian Missionary Society will meet in Kalamazoo June 4-7 and 500 delegates are expected.

Health Officer Powers, of Battle Creek, recommends the Minneapolis system of disposal of garbage for adoption. This, in brief, is as follows: Each household provides two garbage receptacles, one for ashes, cans, etc., and the other for combustible material. These are emptied once a week by the city at the city's cost, the ashes being used for grading purposes, while the garbage is burned. All garbage must be wrapped in paper so that cans are kept cleaner and the garbage will not freeze in the cans. The garbage that is burned at present in Minneapolis furnishes fuel to heat and generate enough power to light two city hospitals and thirty miles of street lights, saving the city \$18,000 a year. Several more miles of street lights will be added this year and all of this is accomplished at a cost of 35 cents per capita per month, or less than each citizen could take care of his own garbage and pay to have it hauled away. Almond Griffen.

Every sinner is only a saint turned in the wrong direction; and the blackest sinner is the one who might have been the whitest saint if he had married the right woman at the psychological moment.

The Insect Toll.

Eight hundred million dollars is the toll paid by the farmer to the six-footed pests which are each year becoming more numerous, according to official figures. This would feed a large portion of the suffering; it would transform the farmer from poverty to plenty; it would render farm life less irksome, and change the entire condition of the land for both producer and consumer.

The cost of insecticides and their applications is no small item, yet it is small in comparison with the effect resulting by its neglect. Eternal vigilance must be maintained to keep the old lines, and to prevent new enemies from encroaching. The battle with insects is more persistent than that with the weeds. While the latter are easily restricted to rural precincts the insect pests invade the town as well, bringing devastation to the most prized of municipal possessions.

Discrimination is needed to battle. Intelligence is set against haphazard fighting. We are apt to mingle the good and the bad together, forgetting to draw the line between them. We wage war against the ants attracted by the honey dew caused by the aphid, when it is the latter which gives legitimate cause for concern. To the majority of people a bug is a bug and a worm is a worm, the only difference recognized being that of size.

The habit of investigating into the nature of every unfamiliar form of insect life which appears in formidable numbers should be a part of our work. Better, if we can find out the nature of every new form while few and scattering, a troublesome host may be later avoided. The nests which harbor the pests may be destroyed. Most of all, the birds, our great source of strength, should be helped in every way. At Carrick, a suburb of Pittsburg, which, on account of the help given the songsters is known as "Bird Haven," no less than 400 bird houses were erected this year by the school children. What children can do adults should be able to do. The love for the birds has a most enlarging influence upon the little folks who are thus helping to keep the insect toll from increasing.

A New York physician demonstrated the power of hypnotism at a meeting of the American Laryngological Society held in Philadelphia, when a girl sang operatic selections to the accompaniment of a phonograph. Ordinarily her voice is not very good, but under hypnotic influences she sang soprano and tenor solos easily. The experiment astonished the 200 doctors who witnessed it.

Join the Merry-Makers

If Solomon were living today he might soliloquize thus:

He who makes Fun, Frolic and Feasting his aim in life is a disciple of the wrong cult; and he who grinds daily from morn till night for pelf might better have died a-borning; but he who works honestly should at times take his favorite wife and with his fellow merchants join in merry-making and thanksgiving so that he may hike back to business, and with renewed energy in both mind and body be better able to serve his community with

Rouge Rex Shoes for Men
Ruth Shoes for Women
And Playmate Shoes for Children

If I knew you and you knew me,
'Tis seldom we would disagree;
But, never having yet clasped hands,
But often fail to understand
That each intends to do what's right,
And treat each other "honor bright."
How little to complain there'd be,
If I knew you and you knew me.

Whene'er we send you by mistake,
Or in your bill some error make,
From irritation you'd be free,
If I knew you and you knew me.

Or when checks do not come on time,
And customers write nary a line,
We'd wait without anxiety,
If I knew you and you knew me.

Or when a job you "fire back"
Or make a "kick" on this or that,
We'd take it in good part, you see,
If I knew you and you knew me.

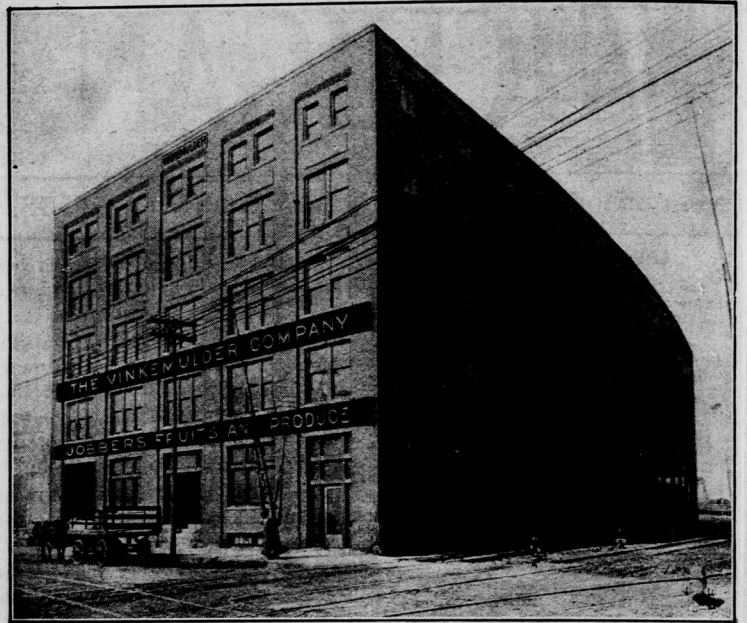
With customers a thousand strong,
Occasionally things go wrong,
Sometimes our fault and sometimes theirs,
Forebearance would decrease all cares;
Kind friends, how pleasant things would be,
If I knew you and you knew me.

Then let no doubting thought abide,
Of firm good faith on either side,
Goodwill let's to each other give,
Living ourselves, let others live.
On Merchants Week when up this way,
That you will call, we hope and pray,
Then face to face we each shall see,
And I'll know you and you'll know me.

You will be most cordially welcomed by

Hirth-Krause Co.

16-18 South Ionia Ave. Grand Rapids, Mich.



The Vinkemulder Company

Grand Rapids, Michigan

Strawberries Pine Apples New Potatoes
Cabbage Vegetables

Our banana ripening rooms are working night and day and we always have plenty nice ripe, plump, yellow fruit on hand.

Send us your orders



Michigan Merchants Welcome

We will keep open house Merchants Week. You are invited to look over the only hosiery factory in Western Michigan, the home of

Thornapple Hosiery

"Service Insured"

You can spend a profitable half hour watching Thornapple hosiery in the process of making.

Grand Rapids Hosiery Co.
Corner Commerce Avenue and Goodrich Street
Grand Rapids, Mich.

BANKRUPTCY MATTERS.**Proceedings in Western District of Michigan.**

May 29—In the matter of Julius VandeKopple, bankrupt, formerly on West Leonard street, a special meeting of creditors was held and a first dividend of 15 per cent. was declared and ordered paid to ordinary creditors. The estate will probably be closed and a final dividend declared at the expiration of three months from this date.

May 31—In the matter of the Lithuanian Co-operative Store Co., bankrupt, the trustee, Chas. V. Hilding, reported the sale of the assets to A. B. Storrs, of Coopersville, for the sum of \$1,655. No cause to the contrary having been shown by creditors, the sale was ordered made and confirmed. The trustee filed a petition praying for an order requiring certain stockholders to show cause why they should not be required to pay into the estate the balance of unpaid stock subscriptions. An order was made by the referee directing such stockholders to answer such petition and show cause, if any they had, why such order should not be made on June 13.

June 3—In the matter of the Gleggery Mercantile Co., bankrupt, the bankrupt filed a petition praying for an extension of the time in which to file his schedules of assets and liabilities, and the referee extended such time to Jun 13.

In the matter of G. W. Stevens & Son, bankrupt, hardware dealers at

Greenville, the bond of James Gracey in the sum of \$10,000, who was elected trustee by the creditors, was filed and an order made approving same.

June 4—In the matter of W. J. Pike & Son, bankrupt, hardware dealers of Newaygo, creditors having been directed to show cause, if any they had, why the sale of assets, exclusive of the bankrupt's exemptions, for \$1,100, reported by Chas. F. Rood, trustee, should not be confirmed, and no cause having been shown, the sale was ordered made and confirmed.

June 1—In the matter of the Hendershot Credit Clothing Co., bankrupt, of Grand Rapids, the trustee, Don E. Minor, filed a report showing sale of the assets, exclusive of book accounts, to William Kamp, of Grand Rapids, for \$500. Unless cause to the contrary is shown by creditors, such sale will probably be confirmed at the expiration of five days.

June 4—In the matter of Maxmillian Koster, bankrupt, of Grand Rapids, the trustee, Roland M. Shivel, filed his final report and account, showing balance of cash on hand for distribution of \$224.85. An order was made by the referee calling a final meeting of creditors to consider such report and any other matters which may properly come before the meeting on June 19.

The farmer with money in the bank and an automobile is, as a rule, the farmer of up to date methods.

The highest chimney has not always the best draft.

Two More Members Admitted to the U. C. T.

Owosso, June 4—Owosso Council, No. 218, held a special meeting June 1. We had two candidates and plenty of fun. After the meeting we took a look at the uniforms we are going to wear at Bay City this week and the boys seemed well pleased with their choice.

Frank C. Stephenson, formerly of Saginaw, but now with Connor's World's Best Ice Cream Co., of this city, was one of our victims Saturday night. Frank, old boy, we welcome you. You look good to us.

Capt. Frank E. Evans was our other candidate. Brother Evans is Captain of our local company of State troops and some hustler. Welcome, old Top.

I have just found out that our faithful counselor, Brother Geo. W. Haskell, a few weeks ago wrote to my friend, M. J. Welch, one of the proprietors of the New Republic Hotel, at Bay City, the following letter:

Friend Hart—I am writing to you for to just take and say I expect to come down to your tavern to stay. June 7 and 8, I believe, are the days. Any old place will do, so I just hit the hay. Put me up in the loft where I'm out of the way, so my sonorous snore from where I peacefully lay will echo out through the fog over Saginaw Bay and not awaken the guests, who possibly may object to disturbance, particularly if they are paying for sleep rates at two plunks per day. Any old place I can snooze

will be all O. K. So just fix me up almost any old way.

P. S.—Will be there on time and I'll give you my word, I'm willing to work or pay cash for my board.

The hotel at Trufant is now giving us individual towels, for which it has the sincere thanks of all the boys.

Some weeks ago there was an article in the Tradesman, roasting the Wright House, at Alma, for not having individual towels. This was a surprise to the writer, as I am there every week and know that they have had them for some time. Mr. Parr, the landlord, informs me that he introduced them the first of last September and has had them every day since. If all the hotels were kept as good and clean as the Wright, guess we couldn't kick very hard.

Owosso Council will make their headquarters at the New Republic while in Bay City.

Parker Palmer (Owosso Casket Co.) was supposed to get his last Saturday evening in the U. C. T., but he must have been out of town. Anyway, we couldn't find him.

John McDonald Sundayed in Grand Rapids again last Sunday.

All aboard for Bay City.

Fred J. Hanifin.

For Rent A Fine, New Brick Store Building at the best location in town—modern copper front with tile entrance, and as neat show windows as you could wish for. Steam heat. Address, **WILL CURTIS, Reed City, Michigan**

TWO PROFITS INSTEAD OF ONE

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

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

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

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

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

Dandelion Brand

THE BRAND WITH



Butter Color

THE GOLDEN SHADE

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

Wells & Richardson Co., Burlington, Vermont
Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Middleton—E. W. Brown has engaged in general trade here.

Mayfield—Burr James has engaged in the grocery business here.

Saranac—Glenn Wasnick, formerly of Ionia, has opened a bakery here.

Lowell—V. C. Wolcott succeeds Homer Fisk in the grocery business.

Jackson—H. J. Flint has opened a grocery store at 1415 Francis street.

Evart—Walter Adams succeeds James H. Fitts in the produce business.

Boon—E. H. Walrath, of Barryton, will engage in the banking business here.

Reed City—Mrs. Frank B. Caswell has opened a bakery in the Tetzlaff building.

Republic—A State bank will be established here with a capital stock of \$25,000.

Coldwater—Roy R. Downs has engaged in the wholesale confectionery business here.

Mt. Pleasant—Hudson & Johnson have added a stock of shoes to their tailoring establishment.

Cadillac—E. G. Snider has closed out his stock of groceries and will retire from the grocery business.

Manton—Mrs. C. Ramsey has sold her stock of bazaar goods to Leon Thompson, who has taken possession.

Port Huron—W. A. McArthur has engaged in the grocery business at the corner of Huron avenue and Park street.

Cedar Springs—F. E. Morley has purchased the general stock conducted under the style of Black's Busy Store.

Muskegon—B. J. Vos, grocer at 536 Lake street, has sold his stock to C. A. Dahlquist, who will continue the business.

Battle Creek—Benjamin Campbell is erecting a store building on George street, which he will occupy with a stock of groceries.

Bellevue—William Dryer has purchased the Martens & Dryer grocery stock and will continue the business under his own name.

Petoskey—H. L. Welling has uttered a trust mortgage on the stock of his department store. Samuel Goldstein is named as trustee.

Greenville—E. Roosa has sold his grocery stock and bakery to Roy VanWormer, who will continue the business at the same location.

Ballards—Ezra Brown has sold his stock of general merchandise to Nicholas Koopman, recently of Grand Rapids, who will continue the business.

Norway—The First State Savings

Bank of Norway has been organized with a capital stock of \$50,000. F. J. Wittmeyer, of Marinette, will be the Cashier.

Port Huron—W. A. Holden & Son, formerly of Brown City, have engaged in the grocery and meat business on the corner of Cherry and Elmwood streets.

Berlin—Charles Danforth has sold his stock of meats to S. A. McNitt, who will continue the business at the same location as a branch to his Conklin meat market.

Lowell—E. B. Clemenz has resigned his position as local manager for the Central Michigan Produce Co. and is now in business for the Blue Valley Creamery Co.

Detroit—Gordon Leacock, formerly of Flint, has purchased the stock of the Belvidere Pharmacy, on Gratiot avenue, and will continue the business under his own name.

Fremont—Earl Sherman has sold a half interest in his flour and feed stock to Frank Sherwood and the business will be continued under the style of Sherwood & Sherman.

Middleton—J. W. Crismore has sold a half interest in his hardware stock to A. M. Kuster, formerly of Palo, and the business will be continued under the style of Crismore & Kuster.

Saranac—Robert Adamson, who conducts general stores at Colon and Woodland, has leased the Webber building and will remove both stocks here, where he will continue in general trade, adding a line of bazaar goods.

Grand Ledge—Lloyd Willoughby, who was formerly in the employ of D. D. Shane and who later purchased a business at Owosso, has had to dispose of his business on account of failing eyesight. He is not losing his sight as has been reported.

Otsego—The Britto M. Preston clothing and furnishing goods stock has been sold at auction. Gamble & Newman bought Mr. Preston's exemptions and thus got the pick of the stock. The balance was sold to Otto Webber, of Grand Rapids, who will remove the stock to that place.

Lake City—At a meeting of the business men of this village a representative of the firm of Chatterdon & Son and A. Schepers of McBain presented a plan for the erection of a string of grain elevators in Missaukee county on the G. R. & I. It is proposed to build at Falmouth, Lake City and Merrit. A committee has been appointed to secure the co-operation of local business men. The promoters want a site and small bonus. They are grain dealers.

Bessemer—The People's State Bank of Bessemer has opened its doors for business. The institution is located in the Sax block and has fifty stockholders, thirty-one of which are residents of Bessemer and eight are residents of Ramsay. It has a capital of \$25,000 and a 10 per cent. surplus.

Manufacturing Matters.

Detroit—The T. C. Radiator Co. has engaged in business with an authorized capital stock of \$2,000, which has been subscribed and \$500 paid in in cash.

Detroit—The Detroit Custom Tailoring Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Packard Motor Car Co. has declared the regular quarterly dividend of 1¼ per cent. on the preferred, payable June 15, to stockholders of record June 6.

Detroit—The General Aluminum & Brass Castings Co. has been incorporated with an authorized capitalization of \$75,000, of which \$37,500 has been subscribed and \$7,500 paid in in cash.

Appeal To Delegates To Bay City Convention.

Traverse City, June 4—It is hardly necessary to bring before you once more the name of Brother Fred C. Richter for the office of Grand Secretary. We are pleased to state that the assurances which we have received from different councils and delegates that there is no question about his election, the main point will be how large a majority he will receive. Brother Richter is no stranger to you, and having filled the office with credit to himself and the order in general we have every reason to believe that his election is assured.

L. D. Miller,
Adrian Oole,
Ray Thacker,

Campaign Committee.

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

Buffalo, June 5—Creamery butter, 25@27c; dairy, 20@26c; poor to good, all kinds, 18@20c.

Cheese—Fancy, 15c; choice, 14c; poor to good, 8@12c.

Eggs—Choice fresh, 19@20c.

Poultry (live)—Turkeys, 12@14c; cox, 10@11c; fowls, 15c; ducks, 14@15c; geese, 10@11c.

Beans—Red kidney, \$2.75; white kidney, \$3; medium, \$3@3.10; marrow, \$3.10@3.25; pea, \$3.

Potatoes—\$1.30@1.40.

Rea & Witzig.

The Agricultural Department crop report is not very encouraging as to wheat in this country, which furnishes the staff of life. One important factor is that the area in wheat this year is three and a half million acres less than last year, which on a fair average per acre would indicate the smallest crop since 1904. The condition of the winter wheat is reported as being less than normally promising. This, however, may be overcome by favorable climatic conditions as the season progresses. The point of greatest interest in these reports is that the smaller acreage and the lessened crop indicates a higher price per bushel, which means a higher price for flour, which everybody uses, for wheat is quite an item in the cost of living.

A clever swindler has made a good sum of money in Boston and several hotel cashiers would like to see him again. The man would register at a hotel, giving his residence as San Francisco. After a room was assigned he left his grip with the clerk and asked the cashier to cash a money order for \$100. Taking the money, he left, saying he must attend to business affairs. When his grip was not claimed it was found to be filled with beer bottles or potatoes. At least six hotel cashiers turned over \$100 in good money for a bogus money order supposed to have been stolen from a postal station in San Francisco. The swindler was out only the price of a cheap grip, and may work the same scheme in other cities.

The fellow who discounts his bills never has any trouble with credit men.

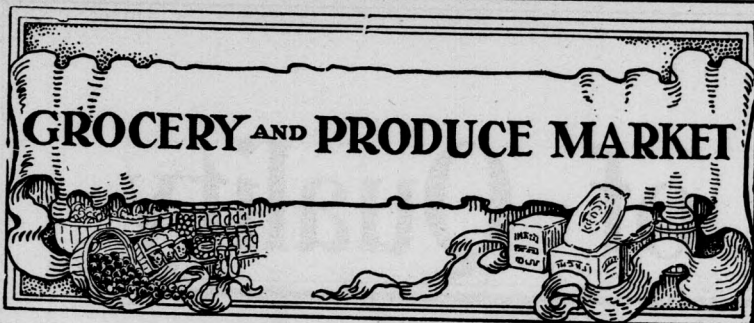
BUSINESS CHANCES.

Wanted At Once—First-class tinner and plumber. Good wages and steady job. One who can figure up a job, capable of overseeing a number of men if necessary. A No. 1 workman. Fine chance for the right man. Must have man at once. Phone or write. Address W. F. Weary Hdw. Co., Sac City, Iowa.

190

We extend a cordial invitation to visiting buyers to make our store headquarters while they are in the city during Merchants' Week. We have installed a check room where your packages will be cared for free of charge.

GRAND RAPIDS STATIONERY COMPANY.



The Grocery Market.

Sugar—New York refiners are holding refined at 5.20, New York basis. With the increase in fresh fruits the demand for sugar has shown more activity and is expected to increase from now on, as the next six weeks is the largest consuming season of the year. Nothing new has developed during the past week in regard to the tariff question, and men who are well posted state that in case a part of the tariff should be removed the law is not liable to take effect for several months after being passed. This, however, is a question to be settled by the Senate.

Tea—Conditions are the same as a week ago.

Coffee—It was expected that the injunction asked for by the United States Government to restrain the Valorization Committee from either disposing of or removing the 950,000 bags of coffee held in New York would make a change in price and condition of the market, but since the injunction has been denied there is little probability of a decline in prices. Java and Mocha are unchanged and quiet.

Canned Fruits—Prices on California canned fruit have not been named, generally, but quite a few packers have accepted orders for peaches and cherries at very reasonable figures. Prices on the full line will not be made for some little time yet. The 1912 pack of all kinds of berries will be welcomed by everyone, as the pack last year was very small and some varieties have been sold out for some time.

Canned Vegetables—Corn continues weak and prices on standard grades were declined about 2½c per dozen last week. The demand, while showing some improvement over a few weeks ago, is still not as large as it should be with prices as low as they are at the present time, and with the market on peas and tomatoes holding so high in comparison. The tomato market for both spot and future is in a very strong position. Practically no spots are now available under \$1.25 factory. The majority of the packers have sold up on futures, as far as they dare go safely, and are not inclined to book any additional business unless at very good prices.

Dried Fruits—Evaporated apples should move freely now that green apples are cleaning up and on which prices are very high. The prune situation is a very difficult matter to solve, and no one seems to know just what to look for. Reports from the coast are not definite as to the extent of the coming crop; a few weeks ago

it was reported that the crop was unusually large, but recently this has been contradicted and it is now stated that not more than three-fourths of the amount packed last year will be packed this year.

Syrups and Molasses—No change in either glucose or compound syrup. The demand is seasonably light. Sugar syrup is unchanged and quiet, as is molasses.

Cheese—Receipts are increasing and the quality is also getting better. There is likely to be considerable increase in the production and the price is likely to decline during the coming week. The above condition applies to all grades.

Provisions—Everything in the smoked meat line is firm at the prevailing prices. The outlook is for a firmer market during the coming week. Both pure and compound lard are steady with a slight falling off in the demand, and the prospects are that there will be a steady market at unchanged prices for some time. Barreled pork, canned meats and dried beef are all having an increased demand at unchanged prices.

Fish—Cod, hake and haddock are unchanged and quiet. Imported sardines are quiet and unchanged. Notwithstanding the low prices at which domestic sardines are being offered, very little business is being done. Norway mackerel are steady to firm, but business is not very brisk; Irish are low and easy.

Status of the Local Stock Market.

An unusual demand for Citizens Telephone stock has about cleaned up all offerings of this security and the price has advanced to 96@97. Only small lots are being offered, even at the higher quotations. The rumors of consolidation or a division of territory with the Bell Co. are again being heard and so far as we can find they are not without some foundation at this time, although it may be months or perhaps a year or more before any definite conclusion is reached.

The demand for American Light & Traction common continues and advices from our Eastern correspondent show little or no real stock offered and bids for any reasonable amounts that may come out. There was a time when the general investing public looked upon the dividend return (13.20 per cent. on actual investment) as being "too good to be true," but the continuation of the stock and cash dividends and the ever increasing net earnings and large surplus have added a number of new names to the stockholders' list and the number of

enquiries for information on this issue indicate a widespread interest. Even higher prices are looked for before the close of the books for the August dividend.

Almost none of the common stock of United Light & Rys. Co. has been offered and the quotations of 63@65 are only nominal. Most of this issue is now in the hands of strong, conservative holders who have purchased it as a permanent investment. They look upon the company as having a very attractive future and they seem to be uninterested in selling at present prices. While no official statements are to be had, still it is not unreasonable to look for a cash dividend on their stock within a year, as the earnings (estimated at over 7½ per cent. for this year) would certainly justify the declaration.

Cities Service common touched 110 in its rather rapid rise and then reacted to 100@101. The preferred has again softened to 89¼@90¼, with very little demand. Aside from a reported heavy foreign buying there seems no apparent reason for this move upward.

Commonwealth common has been offered quite freely and the best bid to-day was 61¼ with stock at 61¾. The preferred remains at 90@90½. While Tennessee Ry. Lt. & Pr. has shown a slight decline, it seems to be only in sympathy with general conditions and higher prices are looked for. The estimated earnings for this and next year make a very attractive showing.

Very little trading was done in other local securities and prices are practically unchanged.

C. H. Corrigan.

The boys extend their heartfelt sympathy to Conductor H. F. Cook and family, of the L. S. & M. S., whose home has just been visited by the grim reaper, who took away their son, Morris. The writer was personally acquainted with Morris, having been associated with him on various foot ball and baseball teams during his school days, and wishes to pay this tribute to his memory. He was a good clean young man, who always played fair but who played hard to win, was a game loser and a good friend to all who knew him.

W. H. Roach and wife, of Hart, are in New York City, whither they went in their automobile, covering the ground in four days, including a boat trip from Detroit to Buffalo. They expect to return to Michigan next week, starting from New York about Wednesday.

C. L. Johnson—more familiarly known in this city as "Black Cross" Johnson—salesman for the Black Cross Coffee Co., died at his home in Ann Arbor last week.

Ed. Rousch has engaged in the grocery business at Freeport. The Judson Grocer Co. furnished the stock.

A good line of credit is better than money in the bank. The latter might go to the wall.

The Produce Market.

Apples—Western box apples, \$3@3.50 per box.

Asparagus—90c per doz. for home grown.

Bananas—\$4 per 100 lbs.

Beets—75c per doz. bunches for new.

Butter—Receipts are increasing to a considerable extent and the consumptive demand is also increasing. Together with the speculative demand the market keeps cleaned up. The quality of butter arriving is getting better and is very nearly about as good as it will be this season. The make is about normal. Packing stock has not been moving very freely, as buyers for this line only take stock as needed. Storage buyers have only been taking butter in a small way on account of prices being so high. A year ago creamery extras were quoted at 22c, which was fully 3c below the market to-day. Extras are now held at 25c in tubs and 26c in prints. Local dealers pay 19c for No. 1 dairy grades and 16c for packing stock.

Cabbage—\$2 per bbl. for Texas.

Celery—Florida, \$3 per crate; California, \$1.10 per doz.

Cucumbers—90c per doz. for hothouse.

Eggs—The demand continues very good for the time of year and, although receipts have been large, the market has been well maintained during the week. Prices have held around 16c per dozen on strictly fresh, free from dirt and checks. Quotations to-day are about 3c per dozen above prices on June 7, 1911. It is expected that the quality of eggs will be much improved during the present season over past summers by the fact that many state pure food departments are enforcing the law against the selling of eggs which are unfit for food.

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—12c per doz. for Evergreens and 15c for Silver Skins.

Green Peppers—40c per small basket.

Honey—18c per lb. for white clover and 17c for dark.

Lemons—California, \$5.25; Messina, \$5.

Lettuce—Hothouse, 10c; per lb.; head, \$1.50 per bu.

Onions—Texas Bermudas are in ample supply and excellent demand on the basis of \$1.40 for white and \$1.25 for yellow.

Oranges—\$2.75@3.25 for Navels.

Pieplant—85c per 40 lb. box for home grown.

Pineapples—Cubans command \$2.75 for 24s; \$2.65 for 30s and \$2.50 for 36s.

Plants—65c for tomatoes and cabbage; 90c for pepper.

Potatoes—The call for seed stock is practically over. Old, \$1.40; new, \$2.

Poultry—Local dealers pay 10½c for fowls; 6c for old roosters; 8c for geese; 10c for ducks; 12c for turkeys. These prices are for live-weight. Dressed are 2c higher.

Radishes—15c per doz. for hothouse.

Spinach—\$1 per bu.

Strawberries—Missouri stock is coming in freely, finding an outlet on the basis of \$1.75@2.25 per 24 qt. case. Michigan stock brings the same price for 16 qt. cases.

Tomatoes—Six basket crates, \$2.25.

Veal—5@11c, according to the quality.

Watermelons—40c apiece for Florida stock.

Insurance Companies Must Keep Faith.

Hillsdale, June 4—A case of wide interest was recently decided in the Circuit court, when Judge Chester directed the jury to find for the plaintiff in the case of Joseph W. O'Brien, of Grand Haven, against the Equitable Assurance Society of New York.

O'Brien took out a \$5,000 tontine policy, payable in twenty years, in March, 1891. The agent signed a slip and pinned it to the policy, showing that at the end of the twenty years he was to draw a surplus of \$2,210. When the time elapsed O'Brien informed the insurance people he would take a paid-up policy and his surplus. Then the company declared the surplus was only \$907. He refused this tender and brought suit for the \$2,210, claiming the policy, application and slip attached constituted the contract. The company claimed the slip was not a guarantee, but merely an estimate. Both sides asked the court to direct a verdict, and he did so, for the plaintiff.

Usually the fellow who is always in a hurry lacks system.

The Coffee of Quality



For Sale by Most Retail Grocers

Roasted and Packed Daily by

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Wholesale Grocers

Tea Importers and Coffee Roasters

We beg to announce another coffee of quality—**MORTON HOUSE**. Order early. Shipments begin soon.

INVITATION

ON June 11, 12, and 13th the Jobbers of the Grand Rapids Association of Commerce will join in the Annual Merchants Celebration.

We are particularly interested in this event, because it gives us an opportunity of meeting our customers and friends in our office and renewing and extending our acquaintance with the retail Merchants of Western Michigan.

We believe it is a real advantage to us to be acquainted with our customers, and that this acquaintance is of value to the retail merchant. We think it is worth our time and money to assist in this event, and we trust you will feel it is worth your time and money to participate also.

We, therefore, cordially invite every merchant in Western Michigan to visit Grand Rapids on the above dates, and sincerely trust you will pay a visit to our store while you are here. It will be a pleasure for us to show you our big warehouse, our large stock and our modern equipments.

WORDEN GROCER COMPANY

The Prompt Shippers

23-25-27-29-31 Ottawa Ave.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 5, 1912

COME ONE, COME ALL.

Next week will be observed in Grand Rapids as Merchants Week. The wholesalers and jobbers have arranged the festival, but all Grand Rapids is interested in it and all Grand Rapids will help to make it a success, with a smile of greeting and a hand of welcome for all who come. This will be the sixth annual Merchants Week and the planning has been to make it the best and most enjoyable of the series. The dates are June 11 to 13, both inclusive, Tuesday, Wednesday and Thursday, and the greater the number of merchants who come the happier will Grand Rapids be, and if the merchants bring their wives with them, as they certainly should and as they have been urged to do, so much the better. The entertainment will be varied, as the invitation programs that have been sent out will show, and there will not be a dull minute in the three days allotted to the annual good time. The mornings will be open to permit the local merchants and their guests to exchange courtesies. The wholesale and jobbing establishments will be handsomely decorated and "open house" will be the rule all down the line, and at many of the places light refreshments will be served. The visitors will not be asked to talk business, but if they want to do a little business while having their fun they will be given the privilege. The real purpose of the festival is to give the merchants in the territory tributary to Grand Rapids the opportunity to become better acquainted with the Grand Rapids business men, the Grand Rapids facilities for doing business and the Grand Rapids methods, and when the guests of the week make their calls order books will not be in evidence unless asked for.

The afternoons of Wednesday and Thursday will be devoted to having a good time. Wednesday afternoon the new engine house will be inspected, a fire parade will be given, ending with a run of the department and a demonstration of the city's latest fire fighting apparatus. The fighting of fire is a problem in every community and this feature of the program will be not only interesting but exceedingly instructive. After the fire department display there will be a band concert in Fulton Street Park

and sight seeing trips about town in automobiles, 200 of which will be placed at the disposal of the visitors. In the evening tickets will be provided for the Majestic theater, where the Mary Servoss Stock Company is playing a very successful engagement.

Thursday afternoon street car tickets to Ramona will be provided and with them coupon tickets good for all the concessions at that popular resort. Everything will be open to the visitors, from the merry go round to the summer theater, where a special vaudeville entertainment will be given. The roller coaster, the flying swing, the roller skating-rink—everything will be free and all sorts of fun may be expected. In the evening will be given the annual banquet, and it will be served at the Coliseum at 6 o'clock, with C. S. Jandorf catering. The banquet will not be a pink tea and wafer function, but will be a square meal, with chicken and hashed brown potatoes, cold meats, salads, strawberries, ice cream, cake and other fixings. The banquet will be followed by the annual feast of reason with J. Adam Bede, statesman, author, humorist and orator, as the principal speaker and Frank Welton, banker and wit, as toastmaster.

The Grand Rapids jobbers are sincere in their desire that as many as possible of their country customers accept the invitations that have been sent out. They want to become better acquainted with their trade because through better acquaintance will come more friendly relations and a better understanding that will be mutually advantageous. From their guests they will receive many suggestions that will make them better prepared to meet the needs of the territory which they aim to serve. The coming together of the smaller town merchants will be of benefit to themselves as well. They will have opportunity to rub elbows and exchange ideas and not one who comes here but will go home better equipped for business, with new theories to work out and new ambitions.

The welcome to the visitors will not be confined to the wholesalers and the jobbers. The retail merchants of Grand Rapids will join heartily in making the visitors feel at home. They will have special window displays, special store arrangements and special sales and the Merchants Week badge will insure the wearer every attention as a favored guest of the city, welcome to ask for any information he may desire. All who may come to Merchants Week will be made welcome, and the more the better, but it is desired that acceptances be sent in as early as possible that the arrangements may be ample for all who come. To know how many are coming is especially important in planning for the banquet. The acceptances should be in, if possible, by Saturday night.

Automobiles and telephones are getting pretty common, but that is not sufficient reason why you should not have one or both.

TIME TO ACT.

A fine opportunity for useful activity is open to the Grand Rapids Association of Commerce in planning for the accommodations of the strangers who will be in Grand Rapids during July. The furniture season will open June 24 and this will bring 1,200 or more buyers and from 600 to 800 sellers to the city from all parts of the country. During the second week in July, when the furniture season will be at its height, will occur the opening of the Grand Circuit races, and this important sporting event should bring from 500 to 1,000 strangers to town. And where are all these guests to be accommodated? With only the furniture men to care for the hotels in January were crowded to a degree that was scandalous. There has been no increase in the hotel facilities since January. Not an additional room has been provided, not an additional bed has been set up. Will those who come to Grand Rapids to buy furniture or to see the races be compelled to walk the streets at night or seek benches to sleep on in the parks? It is true the hotels at Macatawa Park and Ottawa Beach will then be open and some of the overflow can go to the resorts to spend the nights, but should Grand Rapids send its guests thirty miles away to sleep when they come expecting and desiring to stay here?

The Association of Commerce, as the city's representative commercial organization, should help solve the problem of sleeping accommodations for the July crowds, and the time for action is too limited to permit of any delay in the matter. It is no disgrace to the city that the hotels are not adequate, for every other city at times finds itself with more guests than quarters, but it will be a reflection upon the city's good intention if nothing is done to relieve the situation and to make the visitors feel that we are doing our best. The Association should establish an information bureau and the sooner this is done the better. This bureau should list all the private houses in town where one or more guests can be entertained with sleeping accommodations. The information should be explicit as to location, the character of the accommodations to be provided, whether with or without bath, whether on the street car line or off, whether one or more guests can be cared for and what the charge will be. The list as compiled should be submitted to the police authorities to insure the respectability of the places. When the rush is on the bureau should have its headquarters, to which strangers may go for information and to be assigned to places where they may be sure of having rooms to themselves and good beds for the night. The information bureau should, further, make its existence known and not wait for the overcrowded hotels to send around the guests they can not accommodate. It is to this city's interest that everybody who comes be welcomed for. It is not to the city's interest to compel those who come to spend their money with us to sleep

four to eight in a room or to roost on the benches in the hotel office until morning, as was done in January.

LEONARD REVERSES HIMSELF

Charles H. Leonard's effort to put the retail grocers of Grand Rapids out of business, so far as fruits and vegetables are concerned, is proving so much of a fizzle as to be ludicrous. The ultimate consumer will not sacrifice his beauty sleep for the privilege of spending 10 cents more to save a possible 3 cents in the cost of his daily supply of green stuff by purchasing direct of the producer. The producer, gardener and farmer alike, with the spring work piling up at home will not linger on the market a minute longer than necessary to get rid of his load in the hope of gaining a few cents more through selling direct to the consumer. After a trial of the retail market which Mr. Leonard has so earnestly exploited for three weeks it is apparent that neither the consumer nor the producer see advantage in it. The producers are too busy to bother for the small additional profits in the retail trade, the consumer buys in too small quantities to make going to the market profitable. The experiment of a retail market has been useful, perhaps, in showing what the people do not want and, now that this has been satisfactorily demonstrated, the idea should be given up. In giving it up the admission should be made squarely and honestly that the grocers of Grand Rapids are "on the square" with their trade. They try to get a reasonable profit from the green stuff trade in return for the work they do and the expense and risk they incur, but they are not hold-up men, extortioners nor robbers of the trusting public. They try to make a margin on their trade, but their margin is narrower, net, than probably in any other line of business. The consuming public appreciate this and have not been carried away with the fantastic idea of buying direct from the producer, and now those responsible for the retail market fiasco should admit it.

Why should Charles H. Leonard be so greatly interested in the ultimate consumer? Is the ultimate consumer given a welcome and wholesale price at the wholesale crockery house of H. Leonard & Sons? Is the ultimate consumer given the benefit of manufacturers' prices when he buys a refrigerator at the Leonard factory or is he even given the chance to buy direct? Mr. Leonard all his life has been dealing with the middleman, instead of with the consumer, alike in crockery and refrigerators, and it has been the middlemen who have built him up and made him rich. Why should he now by advocating a retail market that will cut into the business of the grocers of the city endeavor to destroy the very class that has made him what he is? Mr. Leonard's personal methods and business policies all his life have been to give no recognition to the retail buyer. What is his purpose now in trying to put the retail merchants in the grocery line out of business?

Wright's

CLOSED CROTCH UNION SUITS



WRIGHT'S
SPRING NEEDLE
TRADE MARK
RIBBED UNDERWEAR

Made from every fabric and style that we manufacture.

Ask your jobber to show you Wright's New Closed Crotch Union Suits. You know the Wright reputation for quality, and how for years it has been knitted into every garment we produce.

The Wright Standard is maintained in our new **Wool Ribbed Closed Crotch Union Suits**, also **Pure Combed Egyptian Cotton**. The Crotch is comfortably and completely closed.

The demand for **WRIGHT'S Wool Ribbed Shirts and Drawers** shows a big increase. Your prompt action **NOW** will count in getting in this profitable line early.

We issue a complete catalog to dealers only, containing sample pieces of Wright fabrics. It's a valuable catalog. You should have it for your personal information. Write for it.

JOBBER'S ARE NOW SHOWING 1912 SAMPLES

Wright's Health Underwear Company

75 Franklin Street, New York

Judson Grocer Company

Grand Rapids, Mich.



Visiting Merchant Welcome

WE invite you to make our store your headquarters during your visit to our city Merchants Week and hope you will bring the ladies with you. Drop the cares of business for a few days and play a while. Your visit will be a pleasure to us and we will try to make it pleasant for you.

We want to become better acquainted with you and meet you face to face.

Citizens Telephone Co.

An Unequalled Record of Growth

YEAR	Telephones in City Exchange	State Line Telephones	
1896	832	None	1,200 Michigantowns reached by us. Use our Long Distance Lines.
1897	1976	1628	
1898	2339	2028	
1899	2915	5677	
1900	3347	20000	3,400 Satisfied Stockholders receiving regular 2 per cent Quarterly dividends. 59 already paid. Will You get one next time? Write for information.
1901	3588	22000	
1902	4523	24155	
1903	5165	33069	
1904	5605	49658	
1905	6633	60708	
1906	7823	80013	
1907	8874	95775	
1908	9375	101205	
1909	10010	103289	
1910	11300	117576	
1911	12000	123249	

Citizens Telephone Co.

Grand Rapids, Michigan

BACK TO NATURE.

Quit His Job as Clerk To Become a Farmer.

Twenty-five years a clerk!

As I sit here and look out over my orange groves and poultry runways, it seems to me that the quarter of a century I spent behind a counter—watching the clock and bound to serfdom by the nameless fear that is in the breast of every unemancipated servant of another; fear that drives the thought of independence and freedom from the mind—is a horrible nightmare from which kind fate has just awakened me.

It is seldom that I look back over those years when in the prime of my life I should have been enjoying existence to its utmost. I shrink from the heartache that a glimpse into the past gives, for it brings a momentary forgetfulness of the present which has brought me the real things in life, enabling me to gaze into the future without qualm or misgiving.

My old age is provided for now and my children will never know the necessity of giving their best efforts to some one else for a mere living pittance. I have taught them to live as I have lived since my eyes were opened to the usefulness of life as I saw it in those long and barren years. They are learning the folly of the thralldom of the cities and have tasted the sweets of life here on Peaceful Valley ranch in glorious Southern California. I answered the call of the city—they never will.

Twenty-five Years a Clerk.

I heard the call while I was living with my father on his small fertile farm in the Middle West. I hurled myself into the swirl of commerce that beat around the stone foundations on the paved streets, determined to become a merchant prince, and dreamed of the time when I should return to my home to dazzle the neighbors, who elected to remain on the farms, by my elegance and riches.

It was the old story, told daily in the cities. At 17 I started blithely out to seek my fortune. The great Southwest seemed to be the field of greatest opportunity and I soon found myself in Waco, Tex., working behind a counter in a dry goods store. At the end of six years my employer sold his business and went to Los Angeles. I found a situation with another firm, and when an increase in my wages came decided that I could afford to marry. My matrimonial venture was all that I had hoped for and my brave little wife proved the determining factor in my ultimate escape from the toils of commerce.

Owned Home Worth \$3,000.

No one will know the sacrifices we made in an effort to save money for a little home. We little dreamed that our lives were not to be lived out in Waco. We got a small amount of money saved toward paying for our home, then sickness came and wrecked our plans. When the doctors were paid—and their bills seemed enormous—we went on undaunted with our plans for a home. At the

end of twenty-five years we had a little place worth \$3,000 clear of debt and doubtless would be there to-day hoping against hope that my strength would hold out long enough to permit us to lay by a nest egg to provide for the simple wants of our old age.

But fate had decreed otherwise. When our prospects seemed brighter than they had ever been in years, my wife became ill. The doctor looked grave when he examined her and warned me that we must make a change of residence at once. Delay, he said, would be fatal.

I acted promptly. Sending to the offices of the railroads I secured descriptive literature dealing with the climate and opportunities to be found in the West. I had almost given up hope of finding anything suitable, anything that would be an improvement over our circumstances at that time. Then I received some literature, including a graphic description of conditions in California.

Moved To Los Angeles.

I told my wife that the problem was solved and she agreed that we could do no better than try the change. I wrote to my former employer who had moved to Los Angeles and he told me that there were excellent opportunities in the real estate business there. Selling our home, we lost no time in making the trip to the Southern coast. That was seven years ago. Those years have marked the most important epoch in our lives.

From the day we arrived in California my wife's health began to improve. To-day she is well and hearty, enjoying each day more than the one that preceded it.

Real estate dealers in Los Angeles were glad to give me a chance to dispose of property on commission and within six months my income was greater than it had been at any time I was in the store.

While I was selling real estate I was most deeply impressed by the happiness and prosperity of the clients to whom I sold small suburban and country tracts. There was hardly a failure among them, and the few who failed to succeed were persons for whom failure was preordained.

Then I fell victim to the panic of 1907. Many other real estate salesmen were out of jobs and I became a member of the army of unemployed. I was not in so desperate straits as I would have been had I stuck to the counter for my livelihood, and when I finally decided on my course for the future I was able to dispose of my holdings for \$6,300.

My future was decided by John W. Gates, who, strange as it may seem, I had never seen. He became my most important counselor. I picked up a newspaper one day when the panic was at its worst and found an interview with the great financier.

"When will the panic come to an end?" Mr. Gates was asked by the reporter.

"When the city people put on overalls and go back to the farm," was his reply.

Ten minutes later I was at the telephone making arrangements to convert my holdings into cash. Do not think that it was without misgiving I made the step. I remembered the dreary life on the farm at home and it was magnified a thousand fold when I contemplated the step I was about to take.

Bought Ten Acre Farm.

What if my wife's health should fail? What if I should prove unequal to the strain of conducting a farm? My quarter of a century in a store and the light work of a real estate solicitor had left me ill prepared for the strenuous life of the open country. But I thought of the counsel of "Bet a Million" Gates and decided that it was up to me to accept my chance and make good now if ever.

Holdings of my clients in the frostless belt had impressed me with the value and future of that country, and a week after I had deposited my little fortune of \$6,300 in the bank I found a ten acre tract at San Dimas, on the interurban road out of Los Angeles, which I could buy for \$13,500. Paying \$6,000 cash, I gave a mortgage for the remainder of the debt. The deferred payments on the land extended over a period of five years and I was compelled to pay 7 per cent. interest.

Now I had but \$300 cash capital to invest in improvements for my place, but there was an orange grove already on it. The grove had been badly neglected, but I saw that hard work would make a future for it. I kept in mind the happiness of my suburban clients who had come to me while I was in the real estate business and I was not disheartened.

Raising Poultry Profitable.

Seeing that it would be folly to sit idly by and wait for the grove to bring me in profits, I determined to make poultry raising my pot boiler. My hens brought returns that convinced me it would be unwise to abandon them.

When I took the orange grove I found that it was covered with black scale. I had less than \$200 to pay for the support of my wife and myself and to buy the articles I needed with which to combat the tree disease. It was a gloomy prospect and I had to think constantly of the success of my former clients in order to prevent myself from giving up the whole thing and going back into a store. My wife's cheerfulness and good advice helped more than anything else, and for the first time I became an independent American citizen, knowing in its broadest sense the meaning of freedom. I threw off the shackles of the city and was firm in my determination to wrest my future from the breast of old Mother Earth.

A modern six room cottage with a large basement was the first improvement I erected on my ranch, and recently I installed an acetylene gas plant. The delivery wagons come to our door each day with groceries, market goods, ice and laundry. We have telephones and interurban car service, which makes our life as comfortable and modern as if we lived in the heart of a great city, while we

have all the advantages of life in the open.

Bigger Profits Every Year.

I worked harder the first year I was on the place than I ever did before in my life, but of late years the work has grown lighter. Farm labor is cheap. Japs can be hired for a dollar a day, and I am able now to sit back and have the heaviest labor done for me.

It was a great surprise for me when I found that I had netted \$3,250 from my place the first year I worked it. But my profits since that time have been a further revelation to me. This in view of the fact that my predecessor had been content with \$1,000. The second year's crops brought me \$4,500—more than I had made in any two years before. Then I felt affluent when, in the third year, I counted up and found that my ten acres had brought me in \$5,200.

I am out of debt now, and was able last year to decline an offer of \$25,000 for my land.

George L. Yarborough.

Not Enough Sleep.

The New York Medical Record notes that the disregarded demand for more sleep comes to us most insistently from the statistics of the lunacy commissions and from the reports of nerve sanatoria; that nerve cells get in default and the results are far-reaching.

"Civilized man has lost his natural indicator for the need of sleep, namely, abundant muscular exercise, pure and simple, unmarred by accompanying nerve-fatigue. We are apt eternally to forget that our brains were evolved as organs of motor co-ordination, and that, lacking this kind of exercise, their metabolism may be deranged. We are apt to call Towser and Tabby lazy animals, but no physiologist doubts that they live more hygienically in respect of sleep than do their human masters or mistresses, although many of these domestic pets, too, that are city livers, get only a small fraction of the exercise they really require. But, like their wild brothers in the forest and on the plains, they sleep much and often. In the cities well-to-do multitudes live and die without experience of the "pure delight" of unadulterated muscle-fatigue and of the sudden and deep sleep that normally follows a day of purely muscular work. Another reason for lack of sufficient sleep is the evening entertainment habit, despite the necessity of early rising for work. How numerous are the theater-mad and the opera-mad and the bridge-mad in our day and generation needs no emphasis, and they unduly waste the sleep-time."

Invites the Colonel.

"This," said the new editor, looking over the top of his spectacles, "is the most inviting manuscript I have received for a long time."

"What is it?" asked the foreman.

"A poem, beginning, 'Come, drink with me.'"

Pawn your worries and tear up the ticket.

The Ideal
Clothing Company
 Wholesale
 Manufacturers
 Grand Rapids, Mich.

IDEAL

To the Retail Merchants:

Once more we are given the opportunity to welcome you to Grand Rapids, "the city that knows how" and all of you who have attended heretofore, know what a jolly good time we are going to have June 11, 12 and 13, on which dates the Sixth Annual Merchants' Week will be held.

We want you to come in and get acquainted and let us have the pleasure of showing you through the only Wholesale Clothing Factory in the city, and if you care to, we will be glad to have you make our place headquarters and assure you that every effort will be put forth to make your visit a pleasant one.

We are yours to command for June 11, 12 and 13.

THE IDEAL CLOTHING COMPANY.
 30-32-34-36 Louis St.

Next Week is MERCHANTS WEEK June 11, 12, 13

You Are Invited

Grand Rapids Wholesalers are going to give the Retail Merchants of Michigan another glorious outing and get-together meeting June 11, 12, 13.

If you are a retail merchant this is an invitation for you to come and be our guest on that occasion.

Don't wait for a formal invitation because something might happen to Uncle Sam's mail service and you wouldn't get it. There's nothing formal about the wholesalers of Grand Rapids, anyway, and there isn't going to be any formality about the sixth annual Merchants' Week.

Make Your Plans Now

We're going to give you all the things we gave you last year and then some. There's the free street car tickets to and from Reed's Lake, the Figure Eight, the Merry-go-round, the Steamboat Ride, the Old Mill, etc., ad infinitum, and the Ramona Theatre, bigger, brighter and more fascinating than ever.

Thrilling Fire Run

The Grand Rapids Fire Department will give a thrilling fire run on the afternoon of Wednesday June 12th. The fire bell will ring and the department from No. 1 Engine House will respond with their modern Auto Trucks, Chemical Engines, Fire Engines, Aerial Ladders, etc. This run will be most exciting and inspiring.

The Furniture City Band of thirty pieces will give a concert in Fulton Park after the fire run.

Automobile Ride and Theatre Party

200 automobiles have been engaged to give everybody a ride around the city, to start from Fulton Park after the Fire Run from four to six o'clock.

The entire Majestic Theatre has been reserved for our guests for Wednesday evening when the play "Girls" will be given by the Mary Servoss Company. This is a very interesting and amusing play and is put on by a good company so we know you will enjoy it. The Majestic seats 1,800.

The Big Banquet

Will Sparkle with Wit and Sizzle with Joy.

Don't miss it. It will be held in the big Coliseum down town at six o'clock Thursday, June 13th.

There will be a grand feed, beautiful music, bushels of light and great and inspiring speeches.

Such brilliant Business Men Orators as State Railway Commissioner C. L. Glasgow of Nashville and Lansing, and the polished and forceful Lee M. Hutchins have already been engaged to give short, snappy speeches on topics of vital interest and importance to every merchant.

Then we're going to have that big, glittering, dazzling, silver tongued heart thriller, soul stirring orator, J. Adam Bede, of Minnesota. Our own Frank Welton will be toastmaster and there isn't a funnier one in the business.

Lay Business Cares Aside

Come to Merchants' Week. Meet the men you are doing business with. Meet old friends again. Look into the faces of your fellow merchants. Shake off the cares of business for three days and get new vigor and new enthusiasm for another year.

We rebate half your fare if you buy goods while here. Write for particulars.

Note Instructions Carefully

Please bear in mind that NO BANQUET TICKET WILL BE ISSUED AFTER THE 10TH OF JUNE, and if you do not get your request for a ticket in before that time it will be too late, as after that date the caterer will not permit us to change the number of plates ordered.

In applying for tickets mention individual name to be placed thereon.

All OTHER tickets will be issued to you on your arrival in this city and you do not need to ask for them in advance, but if you wish to attend the banquet you must apply for your ticket BEFORE MONDAY, JUNE 10TH.

Don't forget or overlook this. We want to treat everybody right and so we ask your help. Make up your mind about the banquet just as soon as you can and write to MR. M. C. HUGGETT, Secretary of the Grand Rapids Association of Commerce, at the earliest possible moment if you want a ticket. We want you to come.

**Wholesale Dealers' Association
Grand Rapids Association of Commerce**



On This Record We Challenge The World

DURING the year ending May 1, 1912, our mill has been in continuous operation on a 24-hour basis—295 days out of a possible 300 and those five days were lost through unavoidable accidents.

This means an efficiency of about 98½ per cent based on 6 full days of 24 hours each for every week in the year; and explains to a large extent the ever increasing sale of

NEW PERFECTION

“THE FAULTLESS FLOUR”

Even the lay person understands enough of milling to appreciate the importance of **Continuous Operation** in maintaining **Quality** and **Uniformity** in flour.

If **You** are not among the thousands already participating in the pleasure of **New Perfection** bakings, it's a good time to come in NOW.

At All Grocers

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.



THE RETAIL SALESMAN.

Qualities He Must Have To Achieve Success.

A successful retail salesman must have all the qualifications that would enable him to succeed in business for himself. In fact, he must apply himself to his work with just as much vigor and enthusiasm as if he were the proprietor, instead of an employe.

It is not an easy matter to make a success as a salesman. It requires hard work and constant study of stock and selling methods. The salesman who has the best knowledge of the goods he handles will make the most sales, and that is the basis on which his ability is judged. With this knowledge he must possess a pleasing personality. Patrons form their opinion of a store largely from the salesman who waits on them. If they are pleased with the treatment accorded them, they are certain to return. Pleased customers are permanent customers, and that's the kind every store desires.

There is a lot of difference between an order taker and a salesman. The former is content to simply wait on customers because he is paid to do so. He makes little or no effort to sell goods unless the prospective buyer knows and tells him exactly what he wants. Almost any one can be an order taker, because it does not require ability. Neither does it require a knowledge of the stock.

Must Study Stock.

On the contrary, a salesman makes it a point to study every detail of the stock he handles and is able to intelligently advise patrons who are in doubt as to just what they should purchase. A customer naturally looks to a salesman as being an authority on the particular lines of merchandise in his department, and if he is lacking in knowledge concerning the very goods he is trying to sell, the customer immediately forms an unfavorable opinion both of the store and its employes. I believe more sales are lost in every retail store through lack of knowledge of goods than from any other cause.

A successful salesman is constantly digging out information that will aid him in selling goods. For instance, if several similar articles of different grades and prices are on sale, he makes it his business to learn the good points about each, and if the customer should ask why one grade costs more than another the salesman is in a position to give a satisfactory explanation. With his thorough knowledge of each article, he can do this without "knocking" the cheaper goods. That is one of the best tests of salesmanship.

Experience the Best Teacher.

Experience is the best teacher a salesman can have. The longer he sells goods the more proficient he should become. If he has brains, perseverance and initiative he is certain to succeed. Those are the qualifications necessary to get to the top in any business, and salesmanship is no different from any other business.

In a large department store new lines of goods and novelties are con-

stantly being introduced and it requires almost incessant study on the part of the salesman to keep posted concerning his stock. The buyer of to-day is more exacting than formerly and the store that gets his trade must have a sales force that is able to intelligently discuss its goods and to point out their good qualities.

While the selection of salesmen for certain departments is largely a matter for the head of the department to decide, it is up to the employe himself to prove his fitness for handling that particular line. It is just as serious a mistake for a salesman to try to sell goods with which he is unfamiliar as it is for a man to get into a business he knows nothing about. To be successful a salesman must be interested in the merchandise he sells.

Personality counts for a great deal in any line of retail trade, and the salesman who has the happy faculty of knowing how to treat all kinds of customers courteously and pleasantly is the one whose sales book will show the best record. He must also be a good judge of human nature and be able to adapt himself to meet every type of temperament. That is where practical psychology is successfully applied to business.

In nine out of ten cases the initial sale made to a customer determines whether or not that person will become a regular patron of the store. The only way to be sure of accomplishing that end is to exert every energy to please buyers. A successful retail store depends on pleased customers for its patronage and it can only retain them by having in its employ salesmen who are capable of making pleased customers.

Successful salesmen command good salaries in all lines of trade, because they are vital factors in producing the business. Training makes salesmen and very often men who started in as cash boys have risen until they are now post graduates in salesmanship and are occupying positions as department managers and buyers.

The same qualifications for successful salesmanship apply to both men and women. It is up to the individual to demonstrate his or her ability to "make good."

An Example of Success.

I think the best example of how a green, inexperienced youth made a success as a retail salesman came under my observation about fifteen years ago. To-day that young man is assistant merchandise man, which is one of the most responsible positions in a department store.

When he began, this boy could hardly speak a word of English. In fact, he was fresh from the fatherland, and no one would have guessed, by looking at him, that he possessed any of the qualifications that would eventually put him at the top. But I have learned that it is not a good plan to judge people by appearances. Some of the most successful business men I ever knew impressed me on first meeting as being considerably lacking in caliber. But they proved their worth by their accomplishments, and that was what this German boy did.

His first job was that of truckman in the stock department, and for two years he trundled heavy loads of merchandise around, distributing them to the different departments. Such work required brawn, but not very much brains. But that fact did not keep the youth from applying thought to his duties, and that is where he gave the first demonstration of his worth.

Used Brains With Brawn.

The reason so many truckmen never rise any higher than jobs requiring physical strength is because they are content to develop their brawn without improving their brains. Any job that requires manual labor can be improved if the worker puts a little gray matter into the execution of it. This German boy, instead of always depending on others for instructions regarding the delivery of goods, constantly studied his work and made it a point to learn why he did certain things. The result was that he won a promotion at the end of two years.

By studying nights he soon gained a pretty fair knowledge of the English language, and this, combined with his natural ability, helped him greatly in getting ahead. At that time he was getting \$6 a week, but he told me later that he saved a portion of it every week. Of course, he could not live very high on such a salary, but neither can any young man live high if he wants to make a success of himself. High living and success may be combined later in life, but not while a young man is striving to get to the top.

At the end of two years this youth was promoted from the receiving room to the stock room, of which he had charge for the next two years. That was a pretty rapid rise, but he earned it by hard work and close application to his duties. All this time he was studying hard, both in and out of the store. No one had a better knowledge of the stock than he did, and it had never been handled more systematically than under his supervision.

Promoted To Better Job.

Later he was given an opportunity to prove his worth as a salesman, and after working a short time behind the counter he was so successful that when a vacancy came in a better position, he was promoted to be assistant to the buyer in the notions and dress trimmings department.

But he did not stop there. It was not long after that until he was sent to New York as the firm's representative in about six years, which is a pretty good illustration of what perseverance, combined with other good qualities, will do.

At the end of three years the firm recalled him to take a still better place as buyer in the departments of which he was formerly assistant. In a short time his jurisdiction was extended to include the buying for nine different departments.

To-day that young man holds one of the most responsible positions in the store where he started as a truck boy. He accomplished it by applying the qualities I have outlined to

every bit of work that was given him to do.

Retail salesmen have numerous opportunities to prove their loyalty, and sometimes they even risk their lives to protect the interests of their employers. While that is not very often the case, I know of one instance where a salesman narrowly escaped death in the performance of duty.

Loyal Salesman Rewarded.

It was during a strike of wagon drivers and the stores were having a hard time to make deliveries of goods. Several of the retail salesmen volunteered to serve as drivers, although they knew they were in great danger of being assaulted.

The young man I have in mind offered to go out with a load of goods to a section of the city where sluggers had been particularly active. He was accompanied by a deputy sheriff, armed with a revolver, and it was almost certain that they would be attacked.

They were attacked while driving along a side street, and as the salesman was driving he was the one singled out as the victim. It was a case of having to act quickly, and the officer shot the slugger to prevent serious injury and possible death to his companion and himself.

As a result of his loyalty that young man, who began as an assistant stock boy, is now an assistant buyer.

Another salesman who made a success behind the counter after starting as a stock boy, in six years worked up to be a department manager. He has demonstrated his ability to do things, and it will not be long before he goes still higher.

From stock boy he was promoted to truckman, then to stock man, and soon after that was given a position as retail salesman. By combining ability with courtesy, loyalty, perseverance and initiative, he soon proved himself capable of holding the more responsible position of manager.

What he and others have done is within the power of every salesman to do who has the necessary qualifications.

H. M. Samson.

How To Succeed as a Salesman.

Take as much interest in your work as if you were the proprietor.

Acquire a thorough knowledge of the goods you are selling.

Cultivate a pleasing personality. Pleased customers mean increased sales, and increased sales mean successful salesmen.

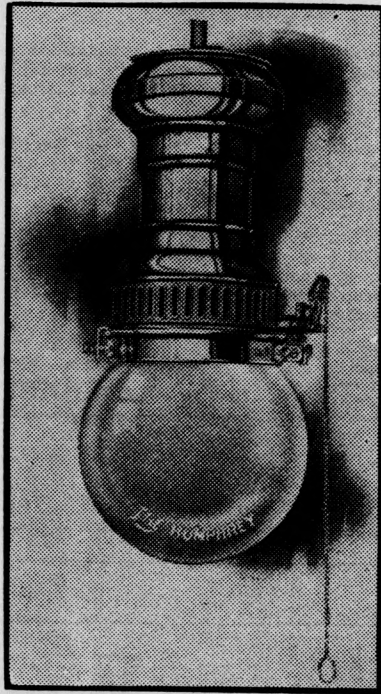
Don't be content to simply fill orders. Any one can be an order taker, but it requires salesmanship to sell goods.

Constantly study your stock. More sales are lost through lack of knowledge concerning the goods than from any other cause.

Experience is the best teacher a retail salesman can have, and the same is true of any business.

The salesman who has brains, perseverance and initiative is certain to succeed.

Learn to judge human nature. That is the application of practical psychology to business.



Why Should You Use Light?

Because—first—you need it—again—it pays well.

Time was—and that not so long ago—when but little attention was given the subject.

But—look back for an instant to those progressive and paying establishments you have yourself seen in the last couple of years.

Yes—they were well lighted and had you asked—why?—you would have been told that light has been found quite as necessary as GOOD advertising or even good quality.

THE PUBLIC WILL NOT BE KEPT IN THE DARK!

Why Use Gas Light?

Because, with up-to-date appliance such as we can furnish—you can secure a greater amount of light and at lower cost, with gas than with any other illuminant. And the quality of light is such as is best suited to the eye.

Why Light with Gas Arc Lamps?

Because the large units are the most efficient and the most economical for large area lighting. Gas Arc Lamps are made in various sizes—300 to 500 candle power—to suit various requirements.

As to Smaller Units

Arcs cannot always be used. For some purposes single burner lamps are an advantage. Single burners are used exclusively in the home. Reflex Single Burner Inverted lamps typify what is best and most efficient in modern single burner lighting.

The Final Word

We don't theorize. If you are in the market for more and better light we will go so far, if necessary, as to make a practical demonstration on your premises—and convince you by fact and figure before we ask you for a penny.

GAS COMPANY

Citizens 4321
Bell M. 637

Pearl Street
Ottawa Ave.

SATISFACTORY SALESMEN.

Select Them Carefully and Treat Them Generously.

Written for the Tradesman.

No matter how well located a store may be, no matter how complete and satisfactory a stock may be carried, the final success of any mercantile business rests upon the efficiency of the clerks.

It is, therefore, of the utmost importance that in employing help the employer exercise every possible care in the selection of his assistants in business.

Some men seem able to secure po-

he is to fill, it often happens that the new duties, new responsibilities and demands of the position taken are different than the applicant has imagined and he falls down in some vital particular.

Some dealers have tried to determine a salesman's abilities by having him "make a sale" to them and in this way determine how good the applicant is, but no man in such a position is at his best. His attitude will be artificial and strained and knowing he is being criticized and judged will, in the majority of cases, fail to make the showing he would



The above represents T. J. Blanchard and family, the Sand Lake hardware and furniture dealer. In addition to the eleven children living, the oldest of whom is 25 years of age and the youngest 7, two have died. The names of the living children are as follows: Edith, Etta (married), Arthur, Glenn, Roy, Silva, Eva, Ernest, Waneta, Marguerite and Wells. This picture was taken on Mrs. Blanchard's 40th birthday anniversary.

sitions readily, while others are forever "looking for a job." The good man can keep a position, but the merely "good" man usually is found in about the same place, and with little or no advance in wages after a lapse of years. It is the live, aggressive man, who uses initiative and keeps abreast of the times who eventually lands at the top.

Few employers are really keen judges of capacity. If references and appearances are satisfactory and the man is needed, the place is usually given to the applicant. It is difficult to make a real test of an applicant's abilities before hiring him. While his experience and past record may have proven satisfactory along certain lines, and the conclusion is that he will prove worth while in the place

under natural selling conditions with the customer.

If an applicant, in making his bid for a position, can put up his own arguments for the position in a snappy, intelligent manner, such as to make a favorable impression on the employer, it is greatly in his favor. For the applicant is selling something—his own services—and is demonstrating his ability in a natural manner.

It is not so much the language or words used as the manner in which the man carries himself. Even though the words are not the best, they can be remedied. It is the facial expression—the art of pleasing personality—which counts.

In selecting salesmen there are certain vital essentials to be consider-

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 & 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

Merchants Week

June 11, 12, 13


Make Our Store
Your
Headquarters



Michigan Hardware Company

Exclusively Wholesale


Ionia and Island Sts. GRAND RAPIDS, MICH.



ROBIN HOOD AMMUNITION

NOT MADE BY A TRUST

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



ed—dress, personal appearance, habits and expression. It does not do to have a man who is peevish, sulky or a grouch. The man who wears a smile has already done much to win the battle of sales and personal habits count in this regard, for the man who spends his nights in card playing, drinking and dissipation can never hope to show up in the morning sunny and agreeable.

The matter of health is important, for a congested liver and dyspeptic stomach will kill all hope of a cheerful life. Fresh air, plenty of water, exercise and right eating count for much.

Clothes are also important. No customer likes to be waited upon by a slovenly, dirty, untidy clerk or salesman. Avoid the overdressed, vain and supercilious chap who thinks more of parting his hair just so and wearing "sporty" clothes. It is not the elaborate dresser, but the neat dresser who makes the real impression.

In selecting employes give them to understand you are willing to cooperate with them. Do not be a tyrant. Do not have your men afraid to come to you with their problems. Remember always there is a human side to every business transaction. The salesman who feels you are his friend, not merely his boss, will do many times more for you than otherwise.

When a salesman is hired see that he is thoroughly posted in the lines he is to sell. Time spent in this way is a mighty good investment and the

well-posted salesman is a pleasure to do business with. Pay your help living wages, give them an incentive to do the best that is in them. Pay them enough to live well and they will be able to respond to your demands when the time comes.

The whole heart and soul of a merchandising business is the salesforce, those who meet the customers and who dispose of the goods on your shelves; to have these salespeople friendly, aggressive and enthusiastic will make your place of business one of the favorites, it will prove the strongest drawing card possible. To have such a salesforce, judge and select your men carefully before you hire them, treat them well when you do hire them and your troubles as an employer will be nil.

Hugh King Harris.

Activities in the Buckeye State.

Written for the Tradesman.

Columbus hopes to have its cluster lighting system in commission for the centennial celebration in August.

The street cars of Columbus have carried over 8,000,000 passengers since the eight-for-a-quarter tickets were placed on sale fifty-five days ago. While patronage has increased the street railway officials say that more time is needed to test out the cheaper fare experiment conclusively.

The Clark-Wells Co. succeeds L. S. Wells in the retail book and wall paper business at Columbus. Clyde W. Clark is President and Manager.

The Globe Automatic Sprinkler Co.,

now located at St. Paul, will be reorganized, with \$1,000,000 capital, and will remove to Cincinnati.

An Eastern expert, who has been studying the water situation at Cleveland, says that the city does not need a filtration plant, that chlorination of the water during spring ice moves and treatment of the sewage as outlined by the city engineer will make the water supply safe. He says that if filtration is desired to make the water clear that a \$600,000 mechanical plant will suffice.

The Swinehart Tire and Rubber Co. will make extensive additions to its plant at Akron, tripling its output.

The proposed joint use of conduits by the Springfield Light, Heat & Power Co. and the Bell Telephone Co., at Springfield, has been condemned as unsafe by the fire chief of that city.

George Bellamy, head of Hiram

House, Cleveland, says: "A city should provide dance halls, moving picture shows, skating rinks and playgrounds, for recreation properly supplied will draw loafers out of the streets, empty the saloons and other unwholesome loitering places. Recreation alone can stifle vice."

More than a hundred railroad officials will inspect the Toledo yards and terminals June 12, visiting also some of the industrial plants.

A second motorcycle "cop" has been added to the police force at Youngstown.

Practically every factory in Columbus is operating full handed and full time.

Toledo has twenty-two steam roads and eleven interurbans and claims to hold second place among American cities as a transportation center.

Almond Griffen.

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.



Women's and Children's Shoes

Made by Tappan, of Coldwater, Michigan, are ace high as regards true fitting features, shapeliness of lasts and stylishness of design. We center our entire effort toward making high class McKay sewed shoes that stand out conspicuously as every day sellers in the best boot shops of the country.

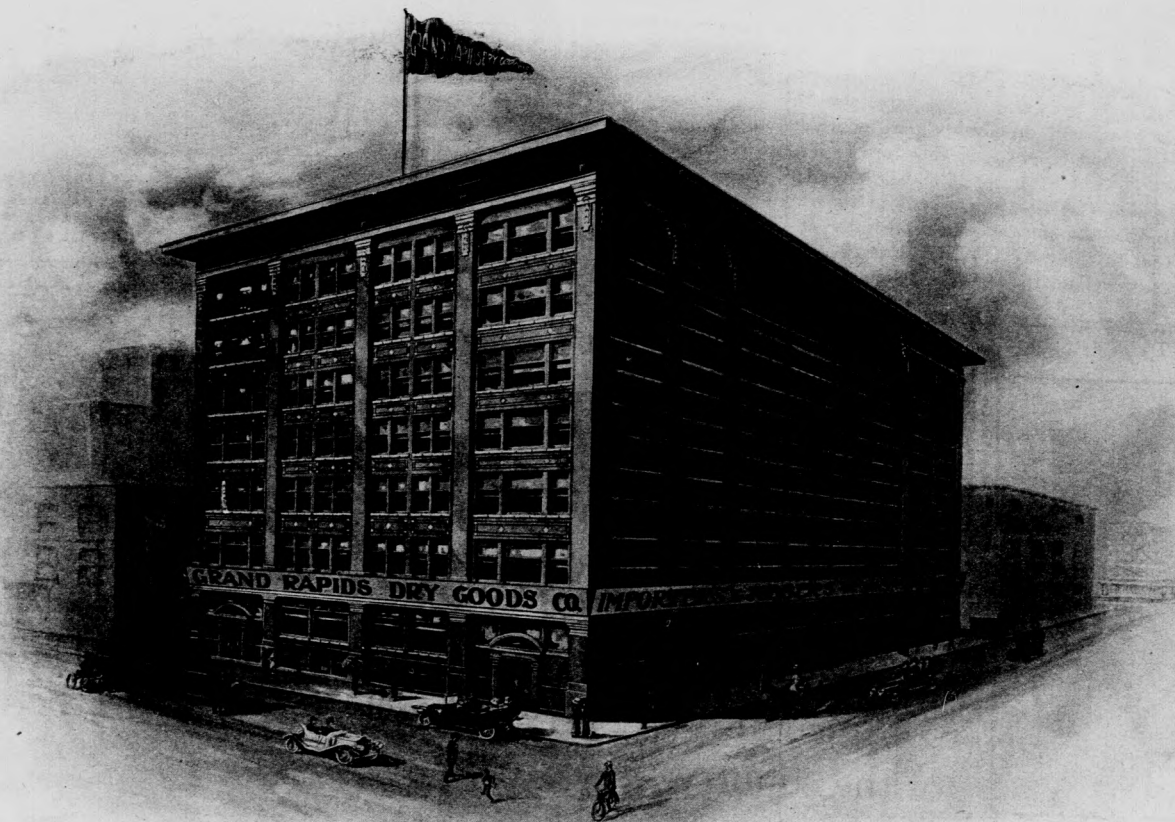
The HOOSIER SCHOOL SHOE for girls and young women is a specialty which has attained great favor from the retail shoe merchant. We make them in heavy Dongola, Gun Metal Calf and Mule Skin, and we sell them at prices that give the retailer a wide margin of profit.

Our fall line, now being shown by salesmen, is deserving of your order.

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

Grand Rapids Dry Goods Co.

We are now pleasantly settled in our new location at the corner of Commerce avenue and Island street, where we have a most completely stocked wholesale dry goods house. We bespeak the co-operation of the trade in our endeavor to maintain facilities second to none in this country, and we trust that every dry goods dealer visiting Grand Rapids will call at our store during "Merchants Week" and inspect our stock in all of its departments. We will care for your parcels, and show you every courtesy at our command.



Grand Rapids Dry Goods Co.

Cor. Island St. and Commerce Ave.

Grand Rapids, Michigan



**DR. PARKER'S
WAIST
AND
HOSE SUPPORTER
COMBINED**

**For
BOYS
and
GIRLS**

A very popular and profitable 25 cent item, affording correct (from the shoulder) support for hosiery and underwear.

Materials are first-class throughout and wearing quality is guaranteed.

Fitted with Hunkins' Pin Tubes and taped-on buttons.

Grand Rapids Dry Goods Co.
Exclusively Wholesale

Twintex Mesh Underwear for Men

Just the kind for warm weather and a profit maker for the merchant.

We carry in stock both Union Suits and Two-piece Suits. These are sleeveless and knee length and retail at \$1.00 per suit. Union Suits are packed 2 of a size in box. Shirts and Drawers are packed 1/2 dozens.

We recommend TWINTEX Underwear.

Ask to see it.

Grand Rapids Dry Goods Co.
Exclusively Wholesale

NELSON SOCKS

We believe the "NELSON" to be the most satisfactory bundle sock on the market today and therefor aim to carry at least fifteen of the best selling numbers.

Our range of prices is 65, 67 1/2, 75, 85 and 95 cents per dozen.

It's the kind of merchandise the merchant can guarantee when making a sale.

Give them a trial.

Grand Rapids Dry Goods Co.
Exclusively Wholesale



The Fashion
CORSET

See our line of FASHION Corsets containing the latest perfect fitting models.

The life of a corset is to a large extent in its concealed parts—the vital parts.

FASHION Corsets are strengthened to the utmost. That is why FASHION Corsets wear longer and are more satisfactory in every way than the ordinary kind.

FASHION Corsets are fully guaranteed.

Grand Rapids Dry Goods Co.
Exclusively Wholesale



Two Window Displays and Moral Thereof.

Written for the Tradesman.

It was a cold Sunday of the cold and backward spring that has just passed. Very likely the man whose duty it is to trim the windows at Mallinger's was busy on Saturday with other important work, or else indisposed, or at least tired. The windows on that Sabbath morning certainly gave the impression that he was tired. They looked tired, too, and chilly and uninviting.

On one side the display consisted of thin white shirtwaists on forms and a white dress or two. These goods had been in the window since Tuesday, and in some unaccountable manner a little grime from the smoke of soft coal had settled over them. They were unattractive in the extreme.

Of course a display of white waists and lawn dresses, just as of embroideries and lingerie, is more fitting for a hot or at least a warm day, and consequently more effective at such a time. But an exhibition of beautiful waists and other embroidered and lace-trimmed goods will set feminine pulses a-flutter on almost any kind of a day, if the articles are sheer and white and dainty and tastefully arranged. But when they lose their freshness and become in the least soiled or passe, the charm is all off.

On the other side Mallinger's window was hardly less unhappy. Two waxen-faced ladies were arrayed in tub dresses, while three or four linen coats on full-length forms completed the display. The wax faces plainly needed to have something done for their complexions, which from long use had become sallow. The dresses were rumpled from careless handling in the stock room. The linen coats were not smart, or at least they did not look smart on so cold a day. The impression conveyed by Mallinger's window to the passer-by was that of tackiness and dowdiness. It would have been far better had the shades been decorously pulled down.

A few doors farther on is Whately's. Really it would be hard to put anything over Whately's in the way of window displays. If they have an attractive item in the store, it gets into the window and stays here just long enough to throw half the women in town into ecstasies, when it is snatched out and some other teaser for trade is substituted.

On the Sunday I am speaking of Whately had in his window a jacket suit of a fine beautiful French serge—a suit that made every woman who set her eyes on it feel that if she

could just have that suit she would not ever want anything else as long as she lived. On a figure which showed every line to the best possible advantage was a long cheviot coat with an especially handsome collar. There was a nifty silk dress at a price that made it a genuine bargain, and the loveliest waist of cream messaline and fine lace. That is all I recall, but I noticed that the women who passed Whately's paused and turned and looked back. Those things in the window would set them to talking, and that is just what window displays are for.

The visitor from out of town or any casual observer would form a far higher opinion of Whately's than of Mallinger's, and would be likely to go there herself and recommend her friends to go there. Old residents, who are acquainted with the stocks of both stores, know that window trimming is the weak point at Mallinger's and the strong point at Whately's. At the former place they never seem to realize its importance, and the man who has it in charge has too much else to do. So it not infrequently happens that their windows are as shabby and lacking in all beauty and attractiveness as they were on the Sunday when they presented the sorry appearance described above.

At Mallinger's they are doing themselves an injustice. Their windows are misrepresentative of the character of the store. Their friends and customers understand this and lament it, for there is no other dry goods store in town where the stock is as large and complete, where the same care is used in selecting and buying, where as stylish and beautiful things are carried, and where conscience is put into the business as it is at Mallinger's. Whately's simply is not in it in comparison, as a place to get the things you want. But at Whately's they do get hold of a few catchy things and they never fail to get these into the windows.

It is a mistake in business to make a great spread that is not backed up by solid worth and merit. In all that you claim, be ready to deliver the goods. There is no other way to establish a substantial reputation and to win and hold confidence.

On the other hand it is a mistake almost equally serious not to make show enough, to be careless or indifferent or to affect a kind of false modesty and not make the claims which you are well able to back up. Putting fashionable goods in your windows is a very effective way of declaring to the public that such

Edson, Moore & Co.

Wholesale Dry Goods

Detroit

Grand Rapids Office

28 South Ionia St.

A complete line of our samples
always ready for your inspection.
Will be in Grand Rapids
during Merchants Week. 🐾 🐾

MILO W. WHIMS,

Manager.

BELDING'S SILKS



"SHADE NUMBER ON EVERY SPOOL"

SOME PRODUCTS

SPOOL SILK

100 yards and 50 yards for hand and machine sewing.
10 yards and 16 yards Button-hole Twist.
Machine Twist. oz. and ¼ oz. spools.

KNITTING SILK, ETC.

Superior. Peerless. Capitol and Jewel Knitting Silk.
Purse Twist. Motor Tie Silk. Darning Silk and Dentsilk.

EMBROIDERY SILKS

Royal Floss Shaded Royal Autumn Leaf Royal India Royal
Wash Twist Rope Silk Dresden Floss Shaded Dresden
Mt. Mellick Floss Filo Floss

SATIN

Yard Wide—Guaranteed Satin.

ART GOODS

Pillow Tops. Centerpieces. Stamped Linens. Novelties.

Sold and recommended by the

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

:::

Grand Rapids, Mich.

things are to be found at your store—that your stock is new and up to date and desirable. When you have the goods it is foolish not to make the claim. An experienced religious teacher gave this advice to an earnest young Christian: "Don't profess more than you believe, but profess all you believe." With a little paraphrasing this makes a good motto for the business man. Fabrix.

Nettles as Substitute for Cotton.

The search for a cotton substitute has been going on in Europe for a long time, and many experiments have been made with the common nettle, which has been a promising plant on account of the strength of its fiber and its ready growth wild under the most discouraging conditions, with a large yield per acre. The great difficulty has been in separating the fiber from the woody stem. In a method of treatment that has been worked out in the last two or three years the dried nettle stems are boiled about half an hour in dilute soda lye, and the loosened fibers are then separated in a machine with revolving brushes. The material is then subjected to a number of alternate boilings in dilute lye and thorough washings, both under high pressure. The product is a mass of yellowish fibers, free from gum, that can be bleached, combed and spun into lustrous white yarn. This is claimed to have the smoothness and softness of flax, with a strength even greater than that of hemp. The yarn has been made into brilliant damask, and can be used—alone or with other threads—for upholsteries, ribbons and a variety of fabrics.

A Tense Moment.

The subject of "kissing before engagements for marriage" came up at a whist club of half a dozen married couples. It turned out that not one of the women had been kissed until her troth was plighted. One of the men had a poor memory: "We used to kiss, sometimes, didn't we?" he said to his wife. "No, sir," she said, with deep indignation; "you tried to, and you fought for the privilege, but you never succeeded. "Is that so?" the husband remarked; "I have kissed so many—" "What's that? What did you say?" the wife asked. There was a pause. Intense but suppressed excitement was visible on the faces of the other married men. "I say," said the husband, "I have kissed you so many times that I can't remember when I began." Then the other married men breathed more freely.

Born For Big Things.

"Professor," said Miss Skylight, "I want you to suggest a course in life for me. I have thought of journalism—"

"What are your own inclinations?"

"Oh, my soul yearns and throbs and pulsates with an ambition to give the world a life-work that shall be marvelous in its scope and weirdly entrancing in the vastness of its structural beauty!"

"Woman, you're born to be a milliner."

Active Campaign Against Mail Order Houses.

Lansing, June 1—F. M. Witbeck, who went to Grand Rapids Wednesday to attend a meeting of the Committee on Constitution of the Michigan Federation of Retail Merchants, states that within a very short time this organization will begin a series of local meetings throughout the State in an effort to enlist all merchants in the fight against catalogue houses.

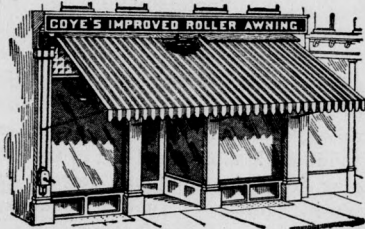
Lansing will be among the first of the larger cities in which an effort will be made to interest local business men. Mr. Witbeck, who is Secretary of the Federation, says that the Chamber of Commerce will soon be asked to hold a public meeting, at which time J. W. Moorehead, of Chicago, Secretary of the National Federation, wishes to appear to explain the purposes of the organization.

At a recent meeting of the officers of the National Federation, says Mr. Witbeck, \$19,500 was subscribed for the purpose of purchasing a New York newspaper, which is to be used as the organ of the movement. Already the publication has been moved from New York to Chicago, where it will soon appear as "The Retailer." No advertising will appear on its pages, which will be one of its unique features, but considerable information relative to the mail order business, editorials urging the "trade at home" idea and arguments against the parcels post will be published in its columns and spread broadcast. "It is impossible to get a fair hearing in the average newspaper," says Mr. Witbeck.

A good many people are like blotting pads in that they take impressions easily, but get everything upside down.

We are manufacturers of
Trimmed and Untrimmed Hats
 For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
 Corner Commerce Ave. and Island St.
 Grand Rapids, Mich.

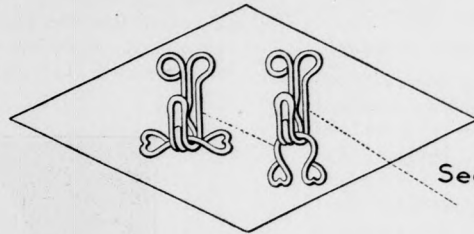
AWNINGS



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.

Still Leads and Always the Best
The DeLong Hook and Eye



See that hump?

The DeLong Hook and Eye Co.

Philadelphia

Sold by the

Grand Rapids Dry Goods Co

Exclusively Wholesale

Grand Rapids, Mich.

Bachelors' Friends
 TRADE MARK
HOSIERY

Registered U. S. Patent Office and Canada.

Greater Value Cannot Be Put Into a Stocking

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

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

Heels are reinforced up the leg far enough to protect friction points. Foot in front of the heel is double strength. The top is the genuine French welt—the best welt ever put on a seamless stocking. Two-thread looping machines make the toe doubly strong. You will find this a far better wearing, more comfortable stocking than the ordinary kind. It will save you money and trouble. Six months' guarantee.

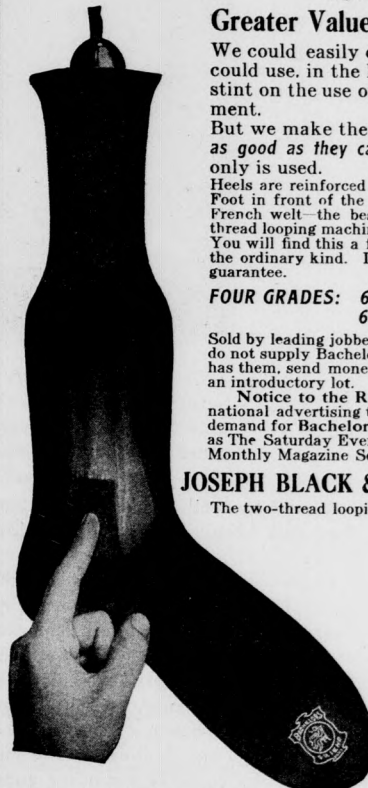
FOUR GRADES: 6 Pairs, \$1.50; 6 Pairs, \$2.00; 6 Pairs, \$2.50; 6 Pairs, Gauze Weight, \$2.00.

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

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

JOSEPH BLACK & SONS CO., Manufacturers, York, Pa.

The two-thread looping machines give double strength at this point.



No need of this since he wears Bachelors' Friend.



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

Buy Tradesman Coupons



Clothing



Are Your Windows For or Against You.

Written for the Tradesman.

On deep-rutted roads that are centuries old,

The Cart and the Plodder will travel, unled.

A Poet, a Lion, a Man wise and bold Will beat out new pathways for plodders to tread.

—Frank F. Sommers.

How often we see an otherwise aggressive, ambitious modern merchant overlooking the store front and its value in modern merchandise. The question that confronts every ambitious merchant to-day is, "How can I increase my business and command the confidence of the trade in my city or town?" How often we have seen merchants, particularly in the smaller cities, towns and villages, plan out a "Spring Opening" or a "Midsummer Sale," "Fall Opening," or something special and put every single ounce of energy, enthusiasm and ability into that campaign, plus a lot of money for advertising of various kinds, and then neglect the greatest trade pulling magnet that he has, his windows, then wonder at the failure of his best efforts.

Recently a large Chicago manufacturer who operates a chain of retail stores, held a convention of his store managers for the purpose of exchanging ideas and for the general good of the business. Among other things on the program was a little talk on window displays by Mr. Arthur Fraser, of Marshall Field & Co.'s big retail store. Mr. Frazer is said to be the highest paid and cleverest window trimmer and designer of displays in the world and during his talk he said: "I notice one thing about your windows here in your Chicago stores that I think is a big mistake. You are not putting your best merchandise or most attractive, seasonable goods in the windows to the extent that you should. You show some up to date goods and then you load up the window with "stickers" and goods that you are trying to unload. That class of merchandise will take care of itself when your clerk has the customer in hand and you can never draw trade into your stores unless you show something inviting."

Mr. Frazer is absolutely right and, as he was talking to a concern who make their windows attractive in other particulars, who go in for the best lighting, the best arrangement of displays and the best fixtures that they can get, it was not necessary for him to call attention to those things, but they, too, are important. The windows should be kept clean and the interior woodwork should be refinished whenever it shows the least wear and they should always be well lighted at night. To make your store "the brightest spot on the street" is just another way of saying that you are making it the most attrac-

tive, the most talked of and the best paying store on the street.

Make your windows create the desire to buy and it really is not necessary to attract the public with something out of the ordinary like mechanical contrivances, curios or articles other than the merchandise you wish to sell. A curious crowd is not a buying crowd, but a good crowd

well as in the windows and many a dollar reaches the cash drawer as a result of an impulsive purchase.

The value of well written price tickets and window cards should not be overlooked. They add so much to the display and cost so little. It is your best means of telling about the price of the goods attractively displayed. The next time you plan out a special sale and before you spend a lot of money advertising and devoting a lot of time and enthusiasm to it arrange the essential features of that sale first, the window and the inside displays.

J. S. Fisher.



A unit trim, everything but the man, on one fixture taking up next to no space and showing how "Unit display" can be made and placed in with other merchandise.

attracted by well displayed merchandise will bring dollars into your store.

It is now possible to give your store front the distinction and refinement that is a modern essential of success and one should not neglect or forget the inside displays on showcases and counters. It is impossible to compute the amount of merchandise that is sold to the customers who come in for other goods and who "just happen to see" a bargain. Special sales of other bargain goods at regular prices can be helped a long way towards success by cleverly arranged displays inside as

The Store Beautiful Means the Store Successful.

In some degrees the above subject depends a great deal on the window trimmer and it is up to him to reflect the character of the store through the medium of the show window. Making good use of the display front does not call for an extensive outlay of time nor money, but it does require forethought and careful consideration. The principal point in planning a display must be the merchandise and the placing of same amid favorable surroundings for creating the desired impression and the "want-to-buy" spirit in the

minds of the passer-by—just as a clever salesman secures the attention of a desirable customer by presenting his choicest offering, so should the show window be made to silently, yet effectively, promote sales.

Now, right to the point—there is only one kind of a successful window, and that is the kind that sells the goods—for goods well shown are half sold. The two main features or divisions of a successful show window are the "trim" and the "display;" the trim really is the accessory, and to the window what type is to the advertisement—it is the display that counts. Never allow the trim to overshadow the display, or, better yet, do not let it compete with it—it should only be used as a sub-part or background, and the failure to hold to this rule will hurt the selling qualities of your display. Many trimmers do their work with a grudge, and, instead of giving their whole interests to its execution, they go about it in a careless manner. It is not strange, therefore, that some windows look thoughtlessly thrown together.

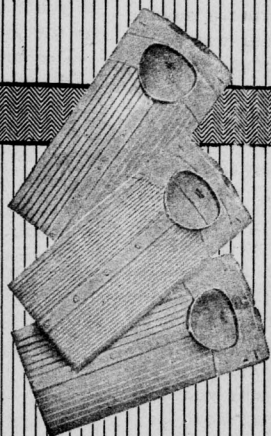
It is admitted by all merchants that they should have windows in which to display their wares. So, Mr. Trimmer, do your best and do it with a will, thus commending yourself to the management and make your pay envelope of more interest to you.

Lights should be seen only on two occasions, namely, when they are for sale, and the other when they are used in the decorations, and then only in colors or frosted effects. Everything in the window should be spotlessly clean. Great care should be used in taking care of the fixtures so as to keep them new-looking. Avoid crowding a window, show few things and change often; have articles stand out so as to make them impressive, and, above all, enjoy and take pride in your work. And in this manner have your store deserve the cognomen of "the store beautiful."

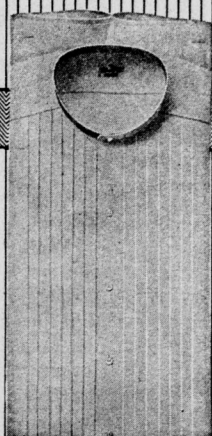
It is poor policy to display low-priced articles with the higher-priced ones. Run the one kind one week and the other the next. In displaying high-priced merchandise so as to show it off to the best possible advantage, make each unit to stand out alone—a trim on itself. Exclusive goods need plenty of room for display, so as to impress the gazer. As to price tickets: There has been a great deal of talk and argument on this as to whether it was policy to price articles on display. From careful observation and the noting of results of both plans, I say mark the goods on display with a neat appearing price ticket. It goes to show that one person can buy as cheaply as the next one and also that you yourself have the confidence of your goods and are not afraid to tell the price.

The smile that does not come off keeps trade that the smile worn after a frown will not draw back.

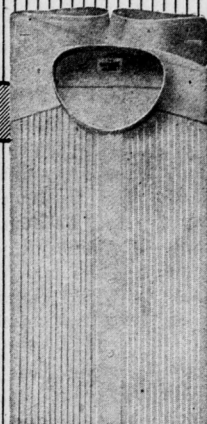
A slow start leaves the requisite speed for a strong finish.



"999" THE FAST GOING
The very best white pleated coat shirts in America, assorted two 7 pleat to one 14 pleat. No equals to retail at \$1.00.



"777" If you prefer these white pleated coat shirts, packed solid 7 pleats to a box, order by this number.



"444" Order by this number if you wish 14 pleat white shirts packed solid.

Here are a few staple numbers of

HALLMARK

HALL & CO
SHIRTS

that will give you a brand new following of shirt customers.

They are made with malice aforethought—to establish a new and unprecedented value in \$1. shirts.

Order from your jobber—ask him to show the same values in other staple HALLMARK styles.

HALL, HARTWELL & CO.

TROY, N. Y.

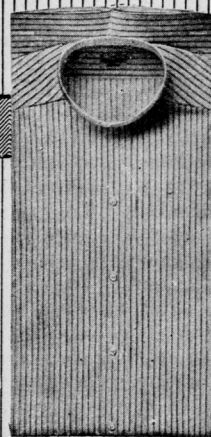
Bear in mind also—

They have caught on—because the little shield over the back collar button has done away with the greatest of collar discomforts.

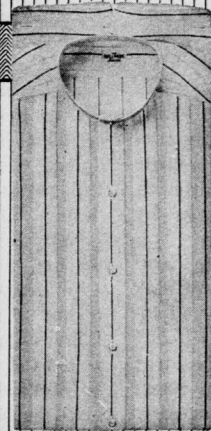
SLIDEWELL

HALL & CO
COLLARS

This tie-and-time-and-temper-saving shield has made a big hit. They're asking for them everywhere. Keep abreast of demand—carry SLIDEWELL COLLARS.



"888" This plain front coat number is equal to the \$1.50 shirts of the maker-to-retailer trade. Three widths black stripes to box.



"666" Pleated front coat shirt, three widths black stripes to the box. In any other brand you'll have to get \$1.50 for this shirt.

CRANKY CUSTOMERS.

Department Store Manager Says the Farmers Kick Most.

Written for the Tradesman.

"We aim to please."

"If everything is not as represented, don't hesitate to tell us about it."

"It takes more than price to make a bargain."

"If salesmen are discourteous, tell us about it."

"We want you to get the habit of trading with us."

The manager of a department store in a city of fair size read the gaudy signs as he passed through the sales-room on his way to the office of the owner. There was a cynical smile lurking about the corners of his mouth when he entered the private room and seated himself by the merchant's desk.

"What lucky star brings you here?" the merchant asked, grasping his visitor by the hand and pushing forward a box of cigars.

"Just dropped in," was the reply. "Somehow, I never can pass through your city without dropping in."

The merchant thumped his clenched hand down on a pile of letters which lay smoothed out on his desk and wiped his perspiring face. There was perplexity in his eyes as he faced the other.

"I'm in trouble," he said, shortly.

"If I were in your place," the manager declared, "I'd advertise for a professional worrier and keep him on the job the year round. That would give you more time to attend to your real business. Honest, Charley, you look as if you had been sitting up all night nursing a grouch. What is it?"

The merchant pounded his fist down on the letters again and snorted.

"I'm the E. Z. Mark for trouble," he said. "It comes at me like bees swarming. If there is anything that can go wrong it flops down on me. I'm the original Job, born under a malignant star and nursed by the first and only Mrs. Get In Wrong. If Destiny drops a bum steer or an unfortunate coincidence anywhere in the atmospheric blanket of the earth, from the bottom of the lowest valley to the top of the highest mountain, over in China or here in this little old United States, it comes fluttering down to my desk and mixes in my business. I'm disgusted!"

The manager laughed at the earnest manner of the merchant and took up the letters which were pushed toward him.

"Troubles," he said, "are like stray cats. They frequent the places where they are fed and petted. You seem to be petting yours, all right."

"Petting them!" repeated the merchant. "Just look at some of those letters. Of all the fool kicks—"

"But you invite the kicks," suggested the manager.

"What?"

"I was reading the signs in your store as I walked through," observed the manager. "They invite kicks."

"Oh, those! They don't amount to anything. Just put them up because

my advertising man was fool enough to buy them."

"But they mean something to the buyers," said the manager. "They invite kicks. They make customers think you are servile."

"Humph! No one ever reads them."

"Don't you ever think it?"

"Well, even if I do invite frankness on the part of my patrons, that is no reason why I should get all these fool letters, is it?"

The manager glanced over the letters. They were mostly complaints regarding the quality of goods shipped to country towns and out on rural delivery routes.

"What do you think of them?" asked the merchant.

"The kickers may be right."

"That's nonsense."

"Have you investigated?"

"Not yet. They are all schemes to get me into a hole, or to get something for nothing from me."

"Well, investigate every one of them. Customers frequently muddle their orders, and sometimes clerks are careless. Investigate them all, do the correct thing and drop the incident."

"Of course," groaned the merchant, "drop the incident. That is easy to say, but when I drop one half a dozen more come along to pick it up."

"Clear the deck every day and let it go at that," advised the manager. "You can't improve matters by worrying. Do the right thing, keep your conscience clean, and let the world go hang."

"Have you ever noticed," asked the merchant with a smile, "how cheerfully men and women endure trouble—when it comes to some one else? If you have not, just consider this a case in point. For a real sympathetic person you take the bun."

"When we first opened our country mail order department," said the manager, "we had troubles coming to us from the rural routes which piled up nine miles high. We sent out small catalogues and circulars and invited the farmers to send in orders by mail when they could not get to town."

"That is just what I have been doing," observed the merchant, pointing to the heap of letters on his desk. "There is the result."

"You have a spindle of them, while we had a bushel basket. It seemed as if every farmer in the county was trying to get the best of us. Well, I investigated every complaint, going at it as if that was the only one, and so weeded out the chronic kickers and the dishonest ones. You'll do that after a time."

"Let it be soon!" groaned the merchant.

"If you have the right kind of help," the manager went on, "you can soon spot the people who are trying to cheat you. The average rogue always gives himself away when he takes his pen in hand. The real errors you must correct graciously and the mere fools you must flatter into good humor."

"How long did this sort of thing last?" asked the merchant, pointing to the pile of letters.

"Oh, the first avalanche of kicks lasted three months. There are some coming all the time. One of our directors wanted to open up a real estate office as a branch in the store, and so it was done. About the first week he got a letter from a woman living in the South who wanted us to sell a \$10,000 piece of property she had in our city. After a short correspondence she sent on the \$10 booking fee."

"That is more than any customer of mine would have done," asserted the merchant.

"Well, in about two weeks we got another letter from the owner of the property, saying something like this: 'I've been watching every mail for the \$10,000 you promised to send me for my property if I would send you a \$10 fee. I don't see why you don't send it. Send it in currency, for I have immediate use for it. If you don't, I shall report you to the post-office as a fraud.' Now, that was a nice, cheerful letter to get, wasn't it?"

"I should say so. What did you do?"

"Sent her back the \$10, and received a letter from her saying she was glad she had been too sharp for a fraud. One trouble is that customers who buy by mail do not read the catalogues carefully. One man made a kick because he couldn't find a practical engine in a toy train of cars he bought for fifty cents. Another followed his order, the very next day, with an insulting postal card threatening to report us if we did not get his goods there in twenty-four hours."

"I guess the big mail order houses have troubles of their own," said the merchant.

"There wouldn't be any big mail order houses at all if the merchants in the smaller cities would advertise as thoroughly and as systematically as the big fellows do. Before we started out catalogue work thousands of dollars went to Chicago every year that should have come to us. Now the express and freight men say we have killed a lot of business for them. Yes, to get back to the point, I reckon they do have troubles of their own, for the kicker is usually a coward. A man who will write you an insulting, threatening letter will not complain at all if you meet him face to face in the store. But when they find they can't bluff you they'll be good."

"Praise be!" laughed the merchant.

"We had a man kick because the rubber boots we sent him were not hip boots, when he ordered and paid for the low tops. We had a squabble with a girl who complained because all the trimming on a \$2 hat wasn't the genuine thing. There was one man who bought a \$10 suit of clothes and sent them back because they were not lined with the best silk. He said he wanted them to be married in. Oh, you'll get plenty of exercise for your patience if you've

gone into the mail order business."

"I'm getting it!"

"Well," advised the manager, "put the correspondence in the hands of a good man. Don't set a cheap clerk at the job. The correspondence man must keep his temper, must investigate fairly, and must learn to pick the frauds out of the bunch. Now, if you'll put your substitute worrier on the job, we'll go out to lunch."

The merchant tossed the letters back on the desk.

"It all goes with the job," he said. "It is all in the game! I'll put it all on Johnny Carroll. He never worries, and he is a crook himself, so he will know how to pick out the criminals. Come on!"

"Patience and skill!" laughed the other.

Alfred B. Tozer.

Recipe For Staying Young.

Don't grow old.

Don't think you are growing old.

Don't worry over growing old, or anything else.

Do something every day.

Do plenty of walking.

Do some dancing if you know how.

Do some good reading every day.

Do a lot of thinking about pleasing things.

Keep your mind on the good things of life and forget the rest.

Make yourself as attractive as you can by natural means.

Have good thoughts, believe evil of none.

Mary Marble is one of the most youthful women on the stage and the above are her few simple rules for keeping young. Although she is a loving wife, and has been married for years, she is still a mere child when she gets before an audience. How does she do it? Hers are simple old-fashioned rules. They call for no beauty culturist's work, no pharmacy aids, no drug store at home, no elaborate systems or cults.

"I have always been young, and I suppose I always will be," says the little roly-poly comedienne, as she chuckled over a query as to how she managed it. "There is no secret about it; there is no royal road to youth and no Ponce de Leon fountain in our family. It is simply that I have determined never to grow up into an old woman, and have taken the natural way to remain young. In other words, I am young because I have stayed that way. I am like a child when it comes to sleep or rest. When I am tired I sleep—that is all there is to it. I take plenty of it, and have my cold tub mornings, eat simply and enjoy life every minute."

A Compact.

The plumber had married the barber's daughter.

"No tips when you shave me hereafter, remember," he said.

"All right," quoth the barber, "and no charging it in the bill when you walk between my house and the shop any more."

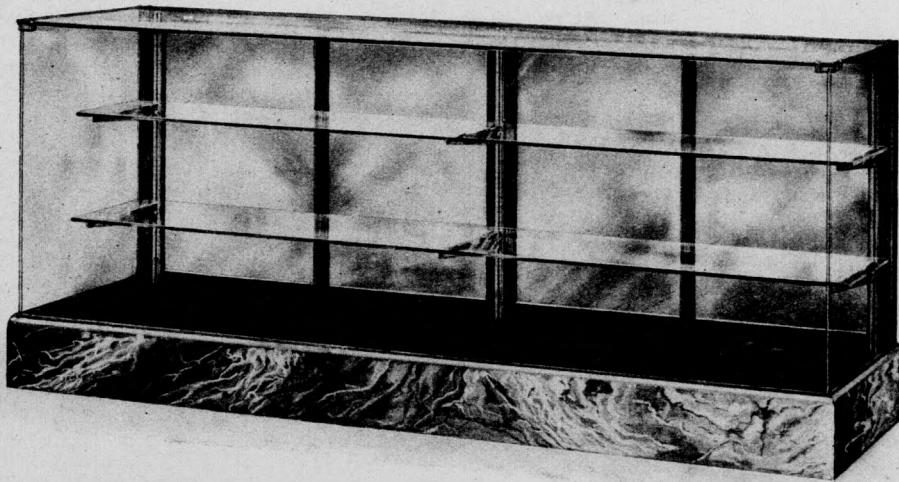
On this basis they all lived happily ever after.

Don't look for trouble unless with a view to dodge it.

Wilmarth Show Cases Always Please

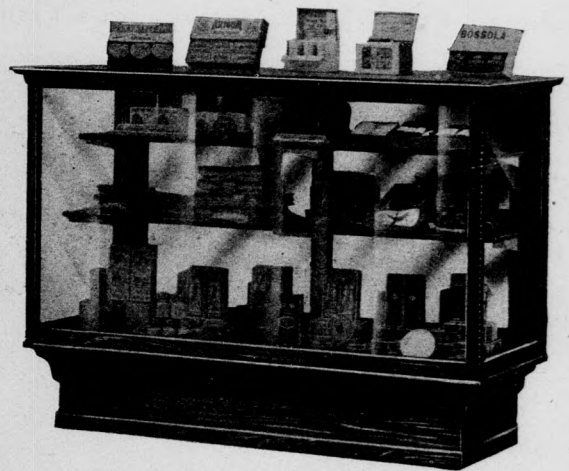
Because

They are built by skilled workmen
 Only the best material is used in them
 They are the result of 17 years of
 experience in show case building

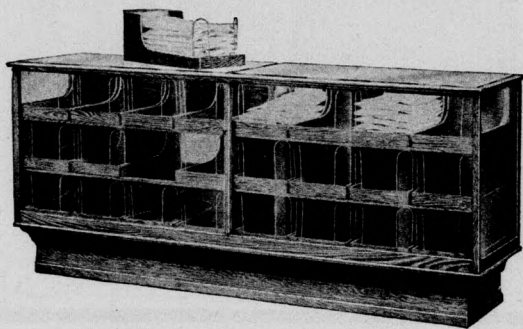


Our Crystal show case
 The finest all plate glass
 show case on the
 market
 Made in many styles
 and sizes

We have a Wilmarth Show Case for every department need and any department can be strengthened by the judicious use of up-to-date show cases



A Display of Shoe Findings



A Very Practical Shirt Case

We carry 1,500 cases in stock ready for immediate shipment. Write for our latest catalog. It will interest any merchant.

This trade mark *Wilmarth* is your guarantee of High Quality, Excellence of Design and Moderate Price

Wilmarth Show Case Co. :: Grand Rapids, Mich.



Popular Priced Toys Adapted To Any Season.

This is not the kind of toy window you will want for Christmas. It is adapted to July, August or any other ordinary month.

A better name for it, perhaps, would be "Birthday Window." It includes an assortment of popular priced toys such as the youngsters want every day in the year—but which they can not always get because the dealer does not sell them.

Some merchants who do have toys in their store all the year go at the selling end in a half-hearted way. They offer the left over remnants of their Christmas stock. If anybody asks for toys they sell them if they have the particular kind wanted.

But the way to sell all-the-year toys is to regard them as forming a department of your store. Buy for this department as you would for any other. Push the selling by special window trims and special counter trims.

Merchandise and Fixture Needs.

- 2 doz. water pots.
- 3 doz. banks.
- 1 doz. transfer slates.
- 2 doz. dolls.
- 1 doz. wheelbarrows.
- ½ doz. rockers.
- 1 doz. tops.

Fixtures.

- Five rolls red crepe paper.
- Nine wooden boxes.
- Two 6-inch boards, 36 in. long.
- A paper of pins.
- Three rolls white crepe paper.
- Three 6-inch boards, 36 in. long.
- A few nails.
- Plenty of price tickets.

Cover the background of the window with white crepe paper. Make a border of red crepe paper. Cut a piece of the red crepe paper about 6 inches wide and produce a ruching edge on it by drawing it through the thumb and index finger.

At each end of the window near the glass pin three games as we have done. The photograph shows how. This is all the strictly background decorating you will have to do.

three top whips, and under it a large kite.

Make Pyramid of Drums.

Arrange two boxes in a similar manner on the left. On top of these make a pyramid of seven drums, and put six horns on top, as shown by the picture. Pin four jump ropes to the front of the board, and below this pin a box of small dressed dolls.

Next upend a box in front of this unit, and slightly to the left. Put a 36 inch board on it. Decorate it with a game in a tall box, six boxes of dominoes and two small tin toys. Pin three dressed dolls to the box at the front and side and lean a large game in a box across it in front. At the left, on the floor, put a box of rubber balls.

The large unit on the right is made in exactly the same manner with the same fixtures and the same general class of merchandise.

In front of the center unit put a smaller box covered with red crepe paper and on it a box of colored rubber balls. In front of this box pin a card of rattles.

The floor plan arrangement is shown by the photograph. Before making it, though, see that you have price tickets on all the merchandise already arranged. This is one of the important features. Not only will the price tickets help materially in selling the goods, but they will add to the attractiveness of the window.

Arranging the Floor Plan.

The floor should be covered with

best. It is easy enough to put in a few of the larger toys, though.

A birthday window and a birthday counter should work together. A modest assortment of toys—about \$25 worth—is enough for both. The counter you should have in full operation at all times, and the windows at intervals.

The way to do this and keep up the selling with a small investment is to order often and in small quantities.

Big Assortment Not Needed.

Don't get the idea that you have to stock up with a big assortment for fear you can not buy other toys promptly. We devote particular attention to the all-the-year feature of our toy business. We devote as much attention to buying for July as for Christmas. In fact, we are specializing on all-the-year toys.

The merchants who have gone in with us on this toy deal say it is one of the best lines they have in the store. The sales are ready, and the profits large and sure.

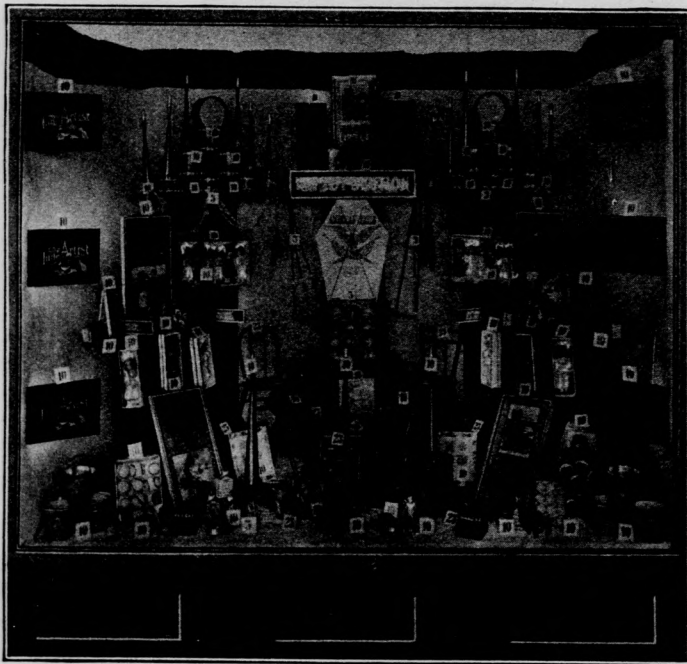
If people find out that your store is headquarters for all-the-year toys they naturally will think of the same place as having the best to offer in the Christmas toy line.

Would you like a picture of an all-the-year toy counter (or a birthday counter) to use in connection with this window trim? We will send you one if you say so.—Butler Bros.

Law Got Him Anyway.

A Kansas merchant who had just paid a fine because his vegetable dis-

Ready For the Merchandise.



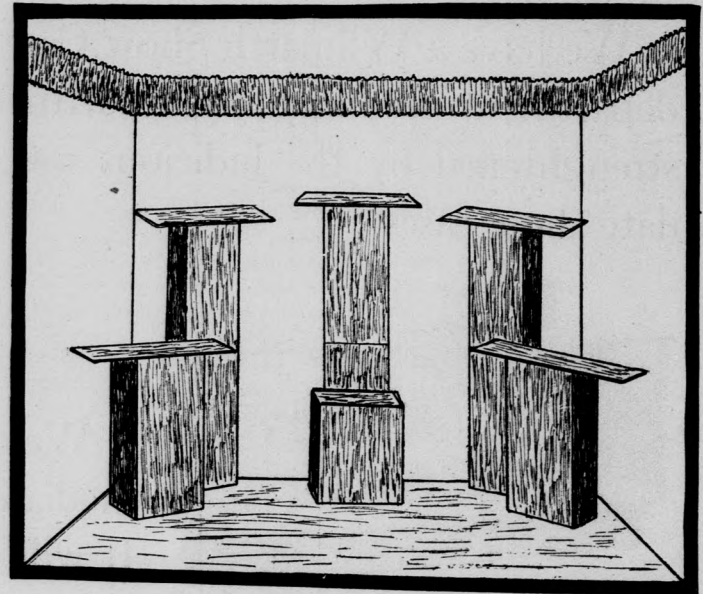
Merchandise.

- 3 doz. balls.
- 1 doz. whips.
- 1 doz. horns.
- 2 doz. sand pails.
- 1 doz. sadirons.
- 2 doz. carts.
- 1 doz. checker boards.
- 2 doz. carts.
- ½ doz. chairs.
- 1 doz. games.
- 1 doz. jump ropes.
- 1 doz. drums.
- 1 doz. rattles.

Cover six boxes with red crepe paper and upend them to make the three tall back units shown in the drawing. The center one should be slightly the higher. Put a 30 inch board across each for a shelf.

On top of the center unit put two checker boards, a game and three small watering pots. The boxes should be high enough for one of the articles to reach the red border.

At the base of the top shelf attach a sign reading, "ALL THE YEAR TOYS." At each end of the sign tie



white crepe paper and the following items placed upon it:

Three red chairs, one rocker, two wheelbarrows, two games, six sand pails, two horns, a box of balls, eight banks, a box of tops, two sad irons, half a dozen small metal toys and four carts.


We have purposely kept the toys in this trim down to the lower price variety. Nothing is higher than a 25 cent value. Experience has shown us that for day in and day out toy selling the popular priced kinds are

play box was not six inches higher than the sidewalk ventured the assertion that a man can't go from morning until night without breaking some Kansas law, no matter how careful he is. A hotel man thought he could, and a wager was made, and the next day was set for the test.

"I'll win that bet, all right," said the hotel man. "I'll stay in bed all day to-morrow."

And he did, until just before dark, when an inspector came along and arrested him for not having a nine-foot sheet on his bed.

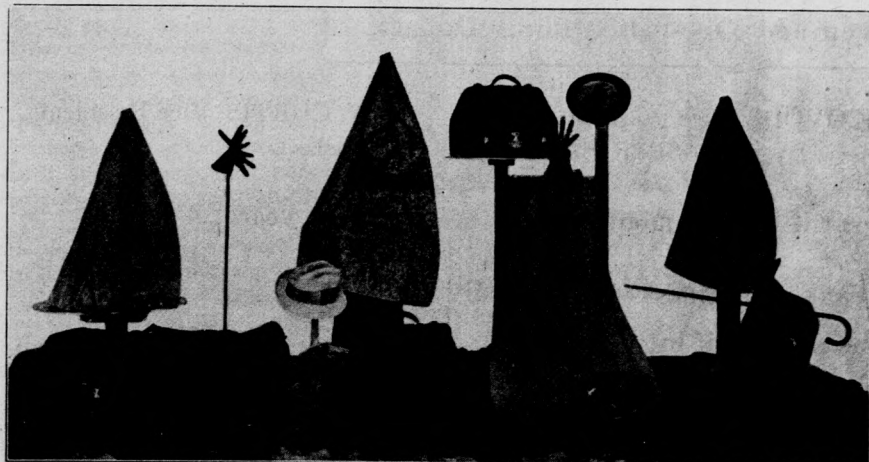
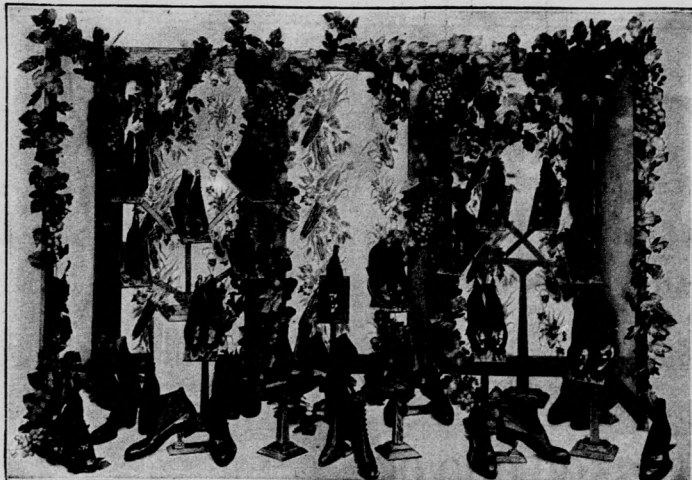
Raus Mid Der Sleeping Cat As a Window Decoration

The kind of merchandise handled, the location of the store, or the size of the city, town or village has nothing to do with the case for the fact remains that the windows are the merchants' best "trade pullers," his most powerful means of increasing his business. If he neglects them, he is wantonly wasting **COLD HARD DOLLARS, REAL MONEY** that is the **EASIEST MONEY** there is. 

LET US HELP YOU TO DOUBLE YOUR BUSINESS

Make Us *The Better Way*
Prove It

Line is Sent to Any Responsible Merchant on 10 day "Try at Our Risk" Plan.



"The Better Way" Service Plan a Big Help

SEND COUPON. GIVE SIZE (length and depth) OF WINDOWS AND WE WILL SEND FULL PARTICULARS, SAMPLES OF FINISH AND ILLUSTRATIONS OF AN ASSORTMENT OF GUARANTEED FIXTURES JUST SUITED TO YOUR REQUIREMENTS AND YOUR WINDOWS.

You are now face to face with a REAL OPPORTUNITY for every square foot of space in your windows is worth 5 square feet of space in your store if you will make the most of it. We have ENDED WINDOW SLAVERY with "THE BETTER WAY" INTERCHANGEABLES. Do not say you "can't afford 'em" for you prove whether you can or not AT OUR RISK before you pay one cent. If they do not make good, send them back. We cannot tell our story with pictures or printers' ink. We make the fixtures prove their own worth.

We Also Make Complete Window Outfits

The first illustration on the left shows a drug display done with COMPLETE WINDOW OUTFITS No. D-1 at \$15.00 or No. D-2 at \$25.00. These outfits are specially designed and complete for Grocery, Drug, Cigar, Confectionery and Stationery displays and we have a special booklet fully illustrating and describing them. The next illustration shows one of our Interchangeable Shoe Outfits. We make COMPLETE WINDOW OUTFITS for shoe stores at \$7.50, \$10.00, \$13.50, \$18.50, \$25.00 and \$35.00. Send for special catalog and printed matter illustrating and describing these fully.

The last illustration shows a display done with the fixtures and COMPLETE WINDOW OUTFITS for Clothing, Haberdashery, Dry Goods and General Merchandise Stores. These outfits are priced at \$15.00, \$25.00 and \$35.00, or we will make up special assortments under our service plan.

The secret of INTERCHANGEABLE FIXTURES AND COMPLETE WINDOW OUTFITS for General Merchandise Display is that bases and standards are never idle, change the attachments to make any fixture you need for any merchandise in the store.

Choice of 8 Standard Grand Rapids Fixtures

- Natural Finished Oak Golden Oak (medium) Fumed Oak Bog (green) Oak
- Weathered Oak (mission) Silver Filled Mission Oak
- Natural Finished Birch Mahoganized Birch (rich standard Mahogany)

Interchangeable Fixtures Co. Grand Rapids, Mich.

Send on your "Prove It" offer with samples of finish and full description of fixtures for displaying

.....
State kind of merchandise

Name

Address

Town

State

THE POVERTY HABIT.

Otherwise Excellent People Are Its Victims.

Written for the Tradesman.

Beware of the poverty habit! Do not let it fasten its clutches upon you. Once it gets hold of you you may never be able to free yourself from it. Not because you could not if you really tried; but because you may never realize that the habit possesses you, or that it is a detriment to you.

What is the poverty habit? Well, if one stops to think about it he will know what we mean without further explanation. People are really poor and obliged to be very saving and careful in buying or else they have the poverty habit who are continually saying: "Can't afford it; too high priced for poor people; something cheaper will have to do." "I need it badly enough; but it takes too much money." "Is that your lowest price?"

Now while these people who have the poverty habit—or the poverty habit has them—may excel in industry, faithful service and other commendable characteristics, and pride themselves on their honesty, they are in reality putting up a false plea in order to secure goods at lower prices. They are assuming the attitude of beggars, and yet how quickly would they resent being looked upon as such. Well, then, if they are not begging, the implication of their protestations is that the merchant is an extortioner—he is trying to make too

big profits on his goods; if he will put prices down to what they consider reasonable they will buy.

There is often little or no foundation for the pleas of not being able to afford it. The increased comfort or the lessening of care or labor would more than compensate for the small increase of cost over what they had expected to pay. We refer to those controlled by the poverty habit; not those really pinched by necessity.

When by industry and economy people have accumulated a competency many of them still gauge their expenditures by the same rules as when denying themselves everything but the barest necessities in order to buy a home, establish a business or put by money for a "rainy day."

A person may not realize that he has the poverty habit, but others surely do. It makes one look smaller than he wishes to be regarded. It deprives one of ordinary comforts; it robs him of enjoyment in buying or using many things which he does buy and use; it loses him friends; it causes certain ones to avoid his society; it impairs his usefulness in a community; it makes one poor even with a fat pocketbook or a good bank account; it makes transacting business a disagreeable contest instead of a mutual pleasure.

The poverty habit dwarfs its victim or makes his life unsymmetrical. It curbs generosity—helpfulness to others—while it spurs one to labor and to save. It sets his hand against

his neighbors and their hands against him, instead of co-operating and helping both himself and them.

The habit grows unsuspected. If the victim ever awakes to a realization of its hold upon him it is not until long after others have noted the road he was treading. He may come to feel or suspect that he is looked upon with derision, that he is the object of ridicule or contempt, and wonder what he has ever done to deserve it. If he receives an intimation that it is because of his peculiarities in financial matters, he will contend that his ways are commendable; yea, that others would do well to follow his example.

A man with the poverty habit may pride himself on paying every honest debt, may be careful to pay exactly what he owes and pay it promptly, may intend to be just in all his dealings, and yet, with few exceptions, the people do not give him credit for being any better than the avaricious, scheming, dishonest one.

The merchant who buys to sell again must be constantly on the lookout not to pay more for goods than he ought. He must be close in buying, but he must not be close in selling. He must give all he can for the money. He should watch himself that he does not acquire the poverty habit.

When the poverty habit gets hold of a merchant it is injurious to his business. He wears seedy clothing; he uses old and dilapidated fixtures; his buildings go unpainted; repairs

and improvements are not made when they should be. Trimmings and decorations are called "unnecessary," "a waste of money," "too expensive for common folk." He "can not afford extravagances," and he can not see how an outlay of money to make his store attractive is going to bring back anything to him. He can not afford to give to those who are able to earn all they need; and therefore he gives no presents to customers. He gives them all they pay for, and is very careful not to give any more.

Whatever may be the injurious effect of the poverty habit upon a man's business or upon his reputation in the community, the home is where it counts most—where it does the most harm. It affects the health and happiness of his family; it may blight the lives of the wife and children; it may rob the latter of education and privileges which might enable them to be of greater use in the world; it may restrict them to occupations which yield discontent rather than enjoyment.

Not to the spendthrift, not to the extravagant person, not to the free-hearted, generous one, but to the industrious, thrifty, economical one, we would say: "Beware of the poverty habit." E. E. Whitney.

Principle vs. Sentiment.

"So Bates' wife turned suffragette as a matter of principle."

"How so?"

"Bates ran for office and she felt it was her duty to vote against him."

KENT STATE BANK

MAIN OFFICE OTTAWA AVE., FACING MONROE
GRAND RAPIDS, MICHIGAN

Has the Largest Capital and Resources of any State or Savings Bank in Western Michigan

Capital	-	-	\$500,000.00
Surplus and Profits			300,000.00
Assets Exceed Seven and One-half Million Dollars			

HENRY IDEMA, President

JOHN A. COVODE, Vice President

H. W. CURTIS, Vice President

A. H. BRANDT, Cashier

CASPER BAARMAN, Ass't Cashier

3% paid on Certificates of Deposit if left six months, or 3½% if left one year

You can transact your banking business with us easily by mail

Write us about it if interested

WE RESPECTFULLY SOLICIT YOUR PATRONAGE

Value of an Incentive To Success.

A traveler met an old darkey whose poor starved mule drew a heavy load. Tied between the shafts, extending two feet beyond the mule's head, was a fine bunch of green grass. The traveler asked:

"Why have you put that grass where the mule can't reach it?"

The old darkey laughed and said: "Boss, dat bunch of grass am an incentif!"

"A what?" asked the traveler.

"An incentif," replied the darkey.

"What's an incentive?"

"Why, Boss, an incentif am somthin' pokin' ahead an' mighty well worth walkin' for, Boss. Dat grass am an incentif to dat 'ere mule. It looks mighty good to 'im, like as if he walk far enough he gets it, but if I gif it to him now he'd forget it and plum sudden stop walkin'! I know dat mule, Boss!"

It is the same in life and the darkey philosophy applied with equal force to men as to mules. The whole tendency of society is to improvement in knowledge, virtue and happiness. Many evils attendant upon our social state are to be gradually ameliorated. The increasing attention paid to political economy is a hopeful sign of our times. The poor man will still be found in every community, because riches and poverty are relative terms, and indicate no absolute condition. I look forward to a state of society in which a man will be called poor, not because he is destitute of the means of a comfortable subsistence for himself, his wife and his children—but poor simply by contrast with his neighbor who has been endowed with firmer health or a more active body and a more enterprising mind or who has enjoyed more favorable opportunities for the exercise of his powers, or because these blessings have been bestowed upon his parents, and he has justly inherited the fruits of their successful labors.

But why should not inequalities amongst men as to outward condition be removed, and as we are all members of one family, why may we not hope that the human race will in the process of time be prepared for an equal distribution of wealth? Why? Because, constituted as the world is, such a social relation would not only be impracticable, but not conducive to the virtue, the happiness and the success of men as individuals, or to the progress of society at large.

The system of equalized property among men has nearly always existed among the native tribes of our country, and who to purchase his freedom would assume the manifold evils of their condition? Look at their want of enterprise, industry and self-denial.

The most enlightened state in which the principle of equalization was ever tried deliberately and for any continued period of time was the republic of Lacedaemon. But who would place himself under the laws of Lycurgus and for the sake of equal distribution of property expose himself and his children to a destitution of domestic comforts, and all the things that gladden life, such as Sparta was subject

to at its best estate? They were brave men, and for a time nobly maintained the freedom of their land, but it was only freedom from a foreign yoke that they enjoyed; their internal bondage was cruel in the extreme.

The leveling process might add a small amount to your income for a little while, yet even this could not last, for the incentive to individual accumulation could not grow, but would diminish and every man's share be less. Equalize wealth and you would oblige every man to be his own mechanic, farmer and manufacturer, and knowledge and dexterity which men now possess in their various callings would rapidly diminish. What stimulus would there be to activity, ingenuity and enterprise in the hope of bettering our condition if all were equal? The hope of advancing ourselves is the exciting principle that overcomes our natural love of ease and sharpens all the human faculties. Strike this incentive out of the social state and we should deteriorate until we dropped down to the level of the North American Indians. Give us the opportunity of bettering our condition and we cheerfully take with it all the hazards of failure. The universal impulse is to go forward, and those who would throw down the distinctions created by brains or even wealth are the deadly foes of progress. Were it not for the present principle of the division of labor, we could make no future advances in the arts and sciences and we should very rapidly lose what we possess. We have the best advantages over men in an uncivilized state, because we have never adopted their principle of the division of labor.

Who that has experienced the animating impulse of successful enterprise and has toiled under the bright

and encouraging hope of being richer, wiser and happier, would give up this wakeful and exciting life for one of unchanging, sleepy mediocrity? Madison C. Peters.

Neither Were Right.

"Yes," said Swagger "this is a turkeze ring."

"Excuse me," said Beggs, "the correct pronunciation of that word is 'turkwoise.'"

"No, 'turkeze,' excuse me."

"I say 'turkwoise.'"

"Well, let's go to a jeweler and ask him."

"Right."

"In order to settle a wager," said Swagger to the jeweler, "would you mind telling me if the correct pronunciation of the stone in this ring is 'turkeze' or 'turkwoise?'"

The jeweler took the ring and examined it carefully.

"The correct pronunciation," he said, "is 'glass.'"

There is nothing in Safe Banking we cannot perform

Peoples Savings Bank
of Grand Rapids, Mich.

At the Close of Business April 18, 1912

RESOURCES	
Loans and Discounts	\$ 667,902 34
Bonds and Mortgages	1,245,303 93
Banking House	40,000 00
Other Real Estate	6,242 61
Cash and Reserve	552,937 71
	\$2,512,386 59
LIABILITIES	
Capital Stock	\$ 100,000 00
Surplus	110,000 00
Undivided Profits	18,489 69
Dividends Unpaid	46 00
Deposits	2,283,850 00
	\$2,512,386 59

Savings Department Reserve 18%
Commercial Department Reserve 27%

The Peoples Savings Bank of Grand Rapids, offers all the advantages of a safe, strong, conservative yet progressive institution. Its resources are sound to the core and its connections unquestionably the best.

In addition to Savings Accounts we solicit, and are prepared to receive accounts of Banks, Bankers, Corporations and Firms on favorable terms, and will be pleased to meet or correspond with those who contemplate opening new accounts.

Thomas Hefferan, President
Eugene D. Conger, Vice Pres.
Samuel M. Lemon, Vice Pres.
T. Wm. Hefferan, Cashier
Wm. Smitton, Ass't Cashier

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

GOOD STUNT.

Make Up Your Mind That Things Can Be Done.

Written for the Tradesman.

It is a bully good stunt just to make up one's mind that things can be done; and that, by jingoos, we will do them or explode some blame good brain-cells in the attempt.

More and more I am convinced it is all in the mental attitude. If the essential Ego is sound and spunky, everything else can be made to pan out prosperously. Otherwise there is nothing doing.

A man's health, his fighting proclivities, his resourceful activities; his value to the business, his value to society, and his outlook upon the world in which he finds himself—all this depends absolutely upon that inner life-spark that we call the Ego.

Your Ego is your essential self. Not the physical presence that I see; but rather the invisible and intangible psychic force that propels your body, making it work when it would rather play, and get out and bone for business when the body had rather lounge in bed and take another snooze.

The size of the Ego does not depend upon the size of the body. Trying to get a man's real height by the use of the yard-stick is like judging the value of a book by the number of pages it contains. I can find you big, sound, husky bodies that have puny, inane, worthless men in them. They cast a long shadow on the landscape and when they walk between your desk and the window it looks as if a cloud had come over the sky; but when it comes to directing that body—making it stay on some big, profitable job until the job is put through—there is an evident deficit.

Consequently nobody would ever think of making a salesman out of that big mountain of bones and tissues. Down in the cellar with him, and train him to differentiate a coal shovel from certain other implements that he is liable there to run across; instruct him how to heave in coal and paw out ashes and split up pine packing cases into kindling wood. He can do that sort of work twelve or fourteen hours per diem and be as fresh as a cricket at the end of the day.

On the other hand there are puny little bodies that are remorselessly driven day by day by inexorable taskmasters within, until the accumulated labors become a source of wonder. They are not strong on physical prowess; and it may look as if a good, vigorous puff of wind might blow them clean off their feet; but they have a mind to work, and they have mastered the knack of working intelligently. Therefore the pay envelopes that they get betimes are thick and fat.

A weak or a diseased body is an unfortunate handicap, truly. But I know a man who can not walk a step; a poor cripple from birth, who has to be wheeled about in a chair; and yet this man, in spite of his tremendous handicap, is a real producer of the most pronounced type. By his own

labors he supports himself and his aged mother, lays by a little money each year, and is a regular contributor to missionary and charitable organizations. He thumps a responsive keyboard and every year he turns out several hundred original and marketable contributions to periodicals all over the country.

Although he is not well at any time, he never says he is sick. Nobody ever hears him whining. He is in tune with the universe; so he hums contentedly to the click click of the typewriter. His body is the same frail thing year in and year out, but his essential Ego is growing stronger and stronger although fidelity to the law of service.

Think of this poor, deformed cripple that never complains, and then consider that big, raw-boned, husky mass of humanity who this morning detained you with a catalogue of his "symptoms." See the difference?

The use of that word "symptoms" suggests one character with whom it is forevermore associated in my mind. He is a rather under sized, wizened man about fifty years of age, by the name of James Zelar Clubb. James Zelar, as I always call him, is highly diverting.

In one respect I will guarantee James Zelar has the whole world beat. I believe honestly he can catalogue, locate and describe more separate and distinct pains and aches in his body at a given point of time than any other mortal this side of purgatory. I never knew James Zelar to have less than fifty-seven separate and claimant miseries even in his rarest intervals of relative salubrity. Often the number of his ailments runs vastly beyond that figure.

If you knew James Zelar as intimately as I knew him, you would never think of saying: "Hello, James Zelar! How are you this morning?" No; you would simply say: "Hello, James Zelar!" and then duck by as quickly as possible. And the reason you would do that, if you knew James Zelar, is because you would also know it would take James Zelar just five and thirty minutes by the clock to tell you how everlastingly bad he felt.

James Zelar has aches in his back and aches in his head; aches in his arms and legs; aches above his left eye and aches in the neighborhood of his right ear; he aches inwardly and outwardly; also horizontally and perpendicularly. His aches are local and general; they are dull and acute; they are intermittent, permanent and sporadic. If they let up in one spot for a nonce, they are sure to crop out somewhere else with redoubled activity. And nothing seems to do any good.

James Zelar has taken enough medicine to stock a string of drug stores. He has rubbed himself with ointments guaranteed to kill pain and taken specifics that, according to the labels on the bottles, never failed to cure. James Zelar has taken powders, and pills, and tablets, and pellets, and lozenges, and capsules, and liquid compounds of every color, taste and degree of offensiveness. If there

is anything that can be taken internally or rubbed on externally, that can relieve pain and disannex a suffering specimen of humanity from his aches, James Zelar has probably tried it. He would not intentionally overlook anything allegedly curative.

Yet these remedies have not done James Zelar a particle of good. I never knew such a pain-beleaguered, ache-distraught creature as James Zelar. His pains are so numerous and all-absorbing there is nothing to James Zelar but the aches of him. If you should eliminate all pain from James Zelar, there would not be anything left. He is simply an elongated groan, a visible and tangible ache, a perambulating tissue of quivering, throbbing, pulsing pain.

Now when the essential Ego thinks itself sick the whole body is going to quiver with aches. Convince the Ego that all is well with it and it won't pay any attention to trivial aches.

Frank Stowell.

The Bicycle Returns.

The Boston Transcript notes that "several local dealers are authority for the statement that the spring sales of bicycles are the largest they have enjoyed for several years. The assertion is readily to be believed, since in the suburbs, where wheels were formerly wont to abound, one sees an increasing number and hears of many young people, not to mention the elderly, who are planning to purchase. It is doubtful whether the wheel will ever regain the popularity it once enjoyed, since, now that 'everybody can have one,' the price of standard machines being only about one-quarter of what it used to be, ownership has ceased to confer distinction and the exigencies of fashion no longer sustain the charms of the pastime. It seems likely, however, that the wheel will be eventually, and it may be very soon, restored to what one may term its normal and practical uses as a means of wholesome exercise and commercial convenience. Such a consummation is wholly to be desired. Conditions are more favorable at present than they were when the wheel began to 'go out.'"

The Diamond Match Company
PRICE LIST

BIRD'S-EYE.

Saftey Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case per case 20 gr. lots\$3.35
Lesser quantities\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case per case 20 gr. lots\$3.35
Lesser quantities\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 30 packages (300 boxes) in 2 1/2 gr. case, per case 20 gr. lot\$2.50
Lesser quantities\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in gross case, per case 20 gr. lots\$3.75
Lesser quantities\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots\$1.60
Lesser quantities\$1.70

BLACK AND WHITE.

2 size—1 doz. boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots\$1.80
Lesser quantities\$1.90

THE GROCER'S MATCH.

2 size—Grocers 8 gr. 8 boxes in package, 54 packages in 6 gr. case, per case in 20 gr. lots\$5.00
Lesser quantities\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots\$3.50
Lesser quantities\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots\$1.40
Lesser quantities\$1.50

BEST AND CHEAPEST
PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots\$1.60
Lesser quantities\$1.70
3 size—In slide box, 1 doz in package, 144 boxes in 3 gr. case, in 20 gr. lots\$2.40
Lesser quantities\$2.55

SEARCH-LIGHT PARLOR MATCH

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots\$4.25
Lesser quantities\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots\$3.35
Lesser quantities\$3.60

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots\$2.50
Lesser quantities\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots\$1.90
Lesser quantities\$2.00

Use

Tradesman Coupons

Boosting Another Man's Game!

ARE you doing so by using ice for refrigeration? This expense may be avoided. Marketmen all over this country are realizing that ice for refrigeration is an expensive item in the conduct of their business. YOU CAN REDUCE expenses by installing AT ONCE

Brecht's
Twin
CompressorBrecht's Enclosed
Brine Circulating System

If you wish to cut down your ice bills investigate our System—the economical, practical and simple method of artificial refrigeration. A few hours operation each day is sufficient to maintain a lower temperature, at 30 to 50% less expense, than if ice were used.

Write us for complete information at once.

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ESTABLISHED 1853Main Offices and Factories:
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New York, Denver, San Francisco, Cal., Hamburg, Buenos Aires

Ways To Get Your First \$100 Capital.

More young fellows out of school fall down in their efforts to gain their first \$100 than all the rest of the business failures put together. Probably the reason is primarily that of inexperience and a lack of business judgment, but it may be because the young man is at a loss to find a congenial occupation in which he can make money without investing a prohibitive amount of capital.

One of my acquaintances solved the problem by striking the happy medium when he started a mail order business. He had about \$75 to start with, and his first investment was nearly \$9 and that for stationery. Three dollars more went for typewriter rent and a back room office took a little more. The start was made with the typewriter placed on a \$1.50 kitchen table, and the desk chair happened to be a 75 cent kitchen chair also. A few boards were arranged into a sort of shelving and these were the complete furnishings of the office. But that young man had determination and he ran the typewriter ten hours a day. And business came to him. He was a ready writer, had the determination, and he worked, so he won. To-day that young man is writing advertisements for several hundred small town stores, getting a few cents for each, and is earning a neat three figures each month. He found his forte and stuck to it.

Another young man had \$7 as a nest egg for a fortune. Incidentally he had an aged mother to support.

During his school days he earned odd dollars at bill posting. He was advised to buy a supply of brushes and cheap paints and make signs for the merchants in the vicinity. He did so and soon canvassed the stores with some of his signs under his arm.

They knew he was reliable and that he would do exactly as he said he would and he secured orders for nearly 1,200 signs at 12 cents apiece in the first canvass. He made up his signs and placed them on the fences throughout the country for that amount. He cleared about \$4 per day from the start. Now he is operating a billboard system of his own and is making signs for merchants all over the State. He has made good.

Another young fellow quit school suddenly and looked for some congenial work, but could not find it. He did the next best thing—took what he could get. In this case it happened to be a job in a tile factory. The next spring he was offered work on the railroad section, which he took. During the evening after a hard day's work, he studied correspondence courses and completed two of them. He saved some money and attended a business college and upon graduation he took a clerical job at \$40 per month.

On a visit home he was offered a job in the local newspaper office as a reporter at \$7.50 per week. He took that and worked over a year. In the meantime he purchased a typewriter and in this case fortune knocked at

his door in the way of sending a magazine edited for writers to him. He saw advertisements in the magazine where typists wrote stories for authors at a nominal fee. He said he could do it, too. He put in his advertisement and got the work. He never slighted the smallest job and never hurried through the largest. His work always looked clean and neat. Later he tried to write a little himself. It sold. He sold one book for \$150, a small amount to be sure, but large just then. That was followed by other copy and he kept at the game. To-day he is earning an average of \$100 per month by doing typewriting and literary work.

In the whole it simply simmers down to one point: A young man to

be successful in business of any kind must select his line and then stick to it like grim death. He must expect and combat the period of inactivity that follows when any new venture is started. He must stick. And when people know that you intend to stick to your line they will begin to give you business. These young men made good; you can if you will. Pick your line and stay with it.

Homer Knodle.

Varying Intensity of Sleep.

Investigation by scientists of the nature of the sleep of persons in normal health shows that it varies according to the daily diet and the different hours at which sleep is begun. Altogether, the ideal hour for retiring is 10 o'clock. The sleep of a per-

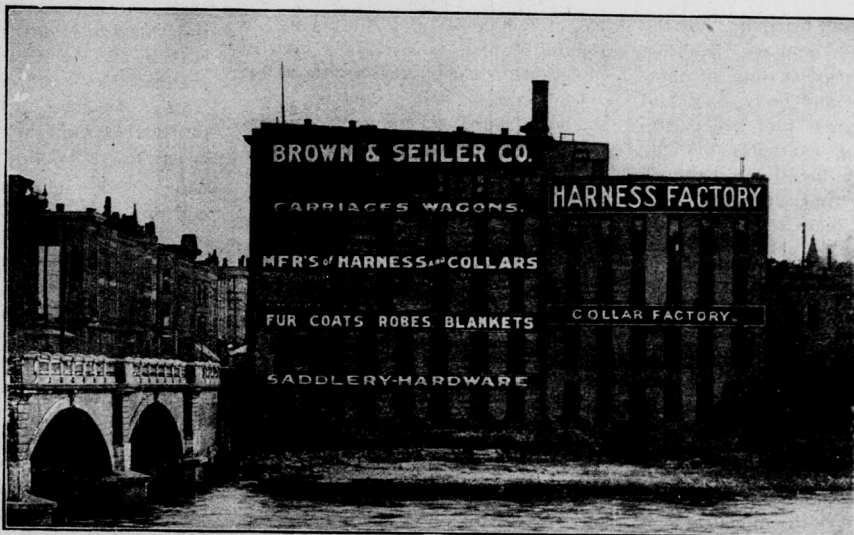
son going to bed regularly at approximately this time gradually augments in intensity for the space of an hour. It then suddenly becomes very profound, reaching its maximum intensity at about 11:30 o'clock. Within five or six minutes from this time it has been found that the sleep begins to be less deep. In an hour the sleeper is again in the same condition of slumber as at about 11:15 o'clock. From this time until after 2 o'clock the rest is steady and light; from 2 until 4 it augments and then it consistently diminishes until it ceases at the customary time of rising.

A man's bond may be as good as his word—but it is well to have the cash to back both.

WEAR THAT SUNBEAM SMILE



WELCOME TO THE HOME OF SUNBEAM



Don't forget the big bridge runs right to our front door—come on over

Come and inspect our manufacturing plants—see where the famous Sunbeam goods are made. We have made every preparation for you, there will be full opportunity to inspect complete lines of samples, to make your visit worth while both from a BUSINESS and a PLEASURE standpoint.

This is the Logical Time to Get Acquainted—to Meet us Face to Face—we Cordially Invite You to make This Your Headquarters

The Famous Sunbeam Brands of
HARNESS COLLARS TRUNKS SUIT CASES BAGS
IMPLEMENTS ROBES WHIPS FUR COATS
BLANKETS HAMMOCKS SADDLERY HARDWARE
 And many specialties for the Hardware man, General Store and Clothier in addition to the Hardware Man

BROWN & SEHLER CO.
 HOME OF SUNBEAM GOODS BRIDGE ST. GRAND RAPIDS, MICH.

TIME AND TAN.

The Most Important Rule in Leather Manufacturing.

In these days of desperate struggle to save time, material, labor and money, it is refreshing to turn back in industrial history and contemplate the careers of men who believed firmly in the strong old rule of "time and tan." Perhaps this glance backward may prove only a look forward, for these men who had faith in the rule of "time and tan" lived long and splendid lives, and they made most excellent leather. They were not slaves to time. Indeed, they knew how to patiently wait for time to pay them a profit. They did not go the strenuous pace, sacrificing health of mind and body and years of life, and the pleasant companionship of family and friends, in their efforts to accumulate wealth. Rather did they move slowly and surely, and yet irresistibly towards their goal, halting frequently in their tasks of business to converse with friends, and to read, and to give exercise to those faculties of the mind, the use of which make the spirits bright and cheerful.

Men of to-day, who find the strenuous pace too much for them, and the requirements of modern scientific management too exhausting of their energies of mind and body, may find relief, even progress and prosperity, by following the examples of the stout and sturdy men who believed in the rule of "time and tan," and plenty of it, for these men made use of a power that is commonly neglected, even ignored, in affairs of to-day, and that power is the power of time. It is difficult to describe this power, for it has not yet been analyzed. But operations of it are apparent in the industrial, political and social world, in nature, indeed, everywhere. We all know of men who have slowly and surely made their way along their path in life, eventually rising to wealth, influence and power, and retaining their superior position even long after the world had forgotten their brilliant competitors who rose in a day, shone for a night, and then banished. We all know the familiar fable of the tortoise who beat the hare, and the Bible story of the man who built his house on the sands and of the man who built his house on the rocks. These well illustrate the power of time.

The tanners of old, who practiced the rule of "time and tan" so arranged their lives that they could wait for the profits to be derived from the power of time. They did not burn up their vitality and consume their nervous energy in anxious struggle to gain business, and in avaricious effort to make a fortune in ten years and retire. They waited forty, even fifty years, and in some cases even sixty years, for the full rewards of their life and labor. They continued to enjoy their business, and to handle its perplexing problems, even after they had passed the three score and ten mark, and that is a mark at

which few men of to-day arrive, for they burn the candle of life too furiously in their struggle for business efficiency and prosperity.

Look upon this record of the members of the Salem Senate, a club of tanners of old Blubber Hollow. It reads:

"Some of the frequenters of the Senate are getting well along in years. Among them are Nat Tuttle, 81; William Kenney, 83; Daniel B. Haskell, 76; Albert Wilkins, 83; Leonard B. Harrington, 85; Charles Harrington, 72; Col. J. A. Dalton, 72; Joseph F. Walden, 70; Lemuel Higbee, 73. Tanning is evidently conducive to longevity," the record concludes.

Remember that these men of 70 and 80 years and more were all active in business, and that some of them felt that they were only in the prime of their business life. Remember that some of them lived years longer than the record shows. Then go along South street, Boston, or into "The Swamp" in New York, or any other leather district, and hunt for a group of men who can make a like record.

Or consider the record of Daniel Fayerwether, Prince of New York leather merchants of a century ago, a philanthropist, as well as a man of affairs, who was in the zenith of his power after he had passed the allotted three score and ten mark. Or consider the Putnams, Boston leather merchants, who, as father and son, kept in business more than a century, or John McGrath, now living in Salem, awaiting three more years to bring him to the century mark, or a hundred and one other men of the old school of tanning, who had faith in the old rule of "time and tan," and who patiently bided their time, and husbanded their resources, until the slow but sure progress of events brought them their rewards.

This is an age of young men in business. So goes a common boast, particularly among young men. Whether this is a vain and foolish boast, or a saying of wise men, is for the future to determine. Perhaps this is necessarily an age of young men in business, because there are so few vigorous old men to carry on the affairs of to-day. The pace of business consumes the energies of many a man, and his abilities and his powers decline before his time, and in the prime of his years, or in his vigorous old age, he is not in a position to reap the rewards of time, as were the stout and hearty old men who believed in, and profited from, the rule of "time and tan."

What would be our business affairs of to-day, did men continue in their chosen enterprises fifty years and more, is difficult to say. Perchance we would be enjoying greater prosperity than is now our lot, for these men would provide business with the accumulated wisdom of years, and wisdom is power, particularly in business.

This rule of "time and tan" which was so valuable to men of former generations, both in their living and

in their leather making, may become the practical rule of men of the leather trade of the future. Today we seem to be firmly grounded in a new era, that is likely to continue for a great many years. Modern methods of leather manufacturing have been firmly established. The chrome process of tanning is the familiar process of to-day, and machinery has succeeded hand labor in most every department of the tannery. In the work of establishing the trade on the modern basis, many old men were shaken from it, and young men gained positions of power in it. While improvements are always to be expected in the trade, yet it is inconceivable that there shall be another revolution in the trade, like that of recent years. Men of the trade may feel with much confidence that their businesses are firmly founded to-day, and that it is their work to conserve that which they have, as well as to take up what improvements may be offered in the future. They may build up their business slowly but surely, seeking not necessarily the quickest methods, but rather endeavoring to find and take advantage of the best methods, so that the product of their factories shall excel in quality, and so that they may live long and heartily, and reap in the fullness of time the substantial rewards that should come from a business firmly founded and thoroughly built up.

This old rule of "time and tan," which is herein praised, is the exact opposite to the rule of hustle, which is so much followed to-day. It is not likely to attract popular approval, or command a popular following. But it is certain that some men will heed it, and will profit by it, for it is the nature of some men to move slowly but surely onward, steadily conquering the obstacles in their path, and paying no heed to the men who skip across lots to save time, but moving irresistibly up the hill until they finally rest upon its crest, and there, in accord with their custom of finding plenty of time, long enjoying their success.—Fred A. Gannon in *Leather Manufacturer*.

How To Get the Farmer's Trade.

How to get the farmer's trade is a problem that has for years puzzled the country merchant. There is only one way to get and hold it, and that is by selling him the best goods at the least possible prices.

The modern farmer is just as much of a business man as the country merchant is, and he is going to buy where he can do so to the best advantage. If he finds he can do better by driving a few miles farther to another town, that is what he will do.

The principal reason why the country merchant's trade does not increase from year to year is because he has not yet come to recognize the farmer as a business man on a par with himself. Band concerts, free entertainments, auction sales and other attractions all serve to bring the farmer to town, but unless there is the added attraction of good

goods at fair prices the merchants of that town will lose his trade.

The country merchant who would succeed must apply the same progressive business methods that are used by successful city merchants.

John Doneghy, who for many years conducted a general merchandise store at La Plata, Mo., a town of 2,000 on the Santa Fe and Wabash railroads, and who is now retired and living at Macon, was asked what he considered the best drawing card to interest the farmers.

"The goods," he replied decisively. "You must have the stuff in your stores. Brass bands, shows, sales, public speaking and the like are all good to draw in a crowd from the country, and are well enough in their way; I always encouraged everything of the sort. But if you want to hold the farmer's support you must sell him correct, up to date goods and at the right price. That will hold him longer than anything else.

"He won't mind a few miles farther travel to get what he wants, and he knows just exactly what he is after. He is going to the town where his money will do him the most good—where the merchants handle modern styles and keep plenty to select from. When he gets ready to buy, that is going to be the controlling question with him—not where he can see the most fun.

"The farmer decides on his trading town just like the country merchant does on his. The merchant does not look over the list of attractions at the theater, and then go to Chicago because he can see more sights there. He goes there because they give him the widest range of selections, the best prices and lowest freight rates. But for those advantages he would go to a nearer city, so as to get through and be back at his business quicker.

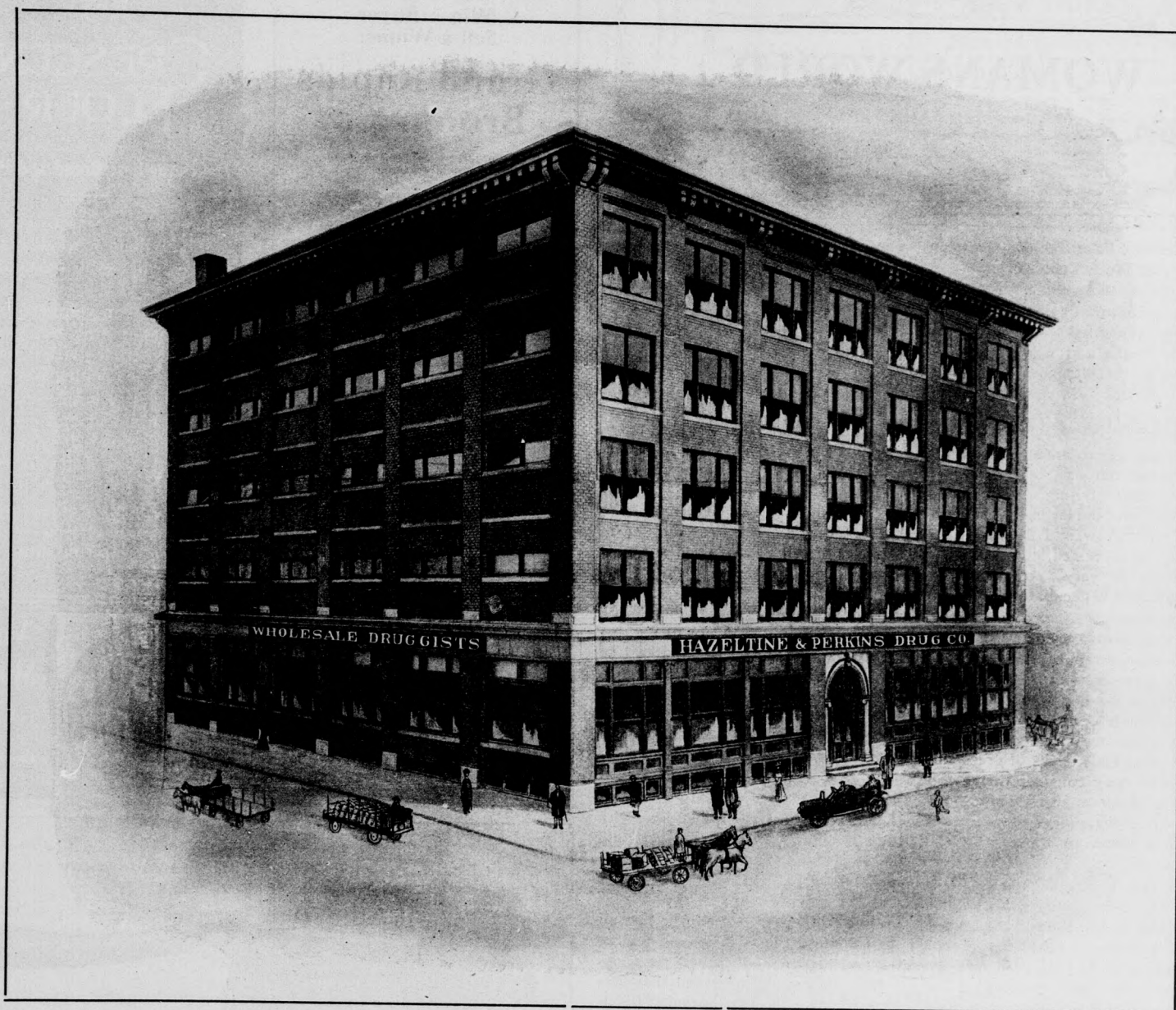
"Then we always made it a point to have large and well displayed show windows and a clean and well regulated store. These things appeal to customers from the country as well as from the city. La Plata always had a big Saturday afternoon crowd of farmers, whether there were any amusements or not. They came there, first of all, because our merchants carried good stocks and their prices were right. They kept abreast of the times. Their stores were neat and attractive, and they had good salespeople. The trade has constantly extended and is growing bigger year by year, and the goods are what does it.

"Entertainments do not hurt. If they are of the right sort they do good. But back of them must be progressiveness, good business sense and—the goods. Then your farmer friends will come, and bring their neighbors with them, whether it is the day for the brass band to toot or not."
Edgar White.

The Difficulty.

She—I am sure there are many girls who could make you happier than I could.

He—That's just the difficulty; they could, but they won't.



The Home of the

Hazeltine & Perkins Drug Co.

Corner of Oakes and Commerce Streets. Three Hundred Feet from Main Entrance to Union Depot

*Merchants Week
June 11, 12, 13*

*Our Customers and
Friends will be
Welcome*

THIS building was designed and erected especially for our business. Location the best—Light and ventilation perfect—floor space doubled—stock enlarged—telephone systems—elevator service, and all such conveniences brought up to date and the requirements of the trade.

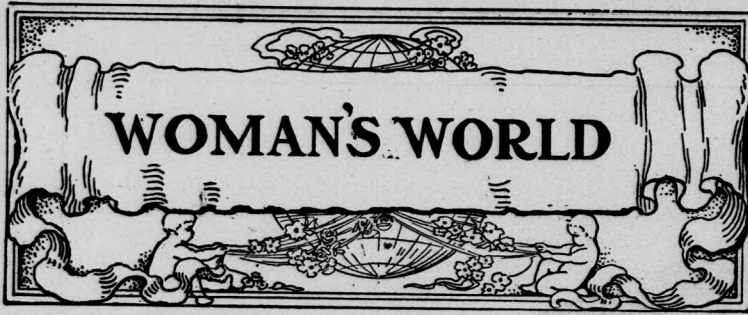
*Merchants Week
June 11, 12, 13*

Please take advantage of the conveniences of our store

We invite you to call and make yourself at home.

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan.



Disagreeable Peculiarities—Occasion of Much Trouble.

Written for the Tradesman.

An encyclopedia might be compiled describing the manifold peculiarities, the little freaks and whims, oddities and conceits that human nature manifests. It would be a curious and interesting work, although hardly a valuable or necessary one. Certainly, however, a good magazine article could be written on the psychology of eccentricities, telling on what kind of natures and under what circumstances they grow and develop, how they may be repressed, etc. Abundant illustrations of very striking, droll and ludicrous peculiarities easily could be found.

It is well to pause once in a while on our way through life and consider our own characteristics. Are we letting traits develop that are a hindrance to ourselves and a distress to all with whom we stand in close relations? Our little tricks of dress and manner—we may consider them too trifling to deserve any thought—yet how much of happiness or the reverse they mean to those who are nearest to us.

Years ago I was acquainted with a most excellent woman who, earlier in life, had been decidedly addicted to dress reform. I heard her grown son speaking of it: "Ma used to wear bloomers. She was married in a bloomer. Gosh! If I'd been in Pa's place I'd have kicked on that."

People who are very insistent and inflexible regarding trifles are among the hardest to get along with. Here is a man who is exacting about having his meals precisely on time, and causes his poor wife any amount of discomfiture and mortification if even ever so seldom he has to be kept waiting a few minutes.

The man who goes to the other extreme and always waits on one more customer, or dictates two or three letters after it is time for him to start for home, and so keeps the remainder of the family waiting from five to thirty minutes—he is just as trying as the other kind.

After all it is the little foxes that spoil the vines. It is not so much the great sorrows of life that tell on us in the long run, as the myriad tiny annoyances of every day.

One great secret of successful and happy living is knowing how to give and take; and how, when no great principle is involved, to make wise application of that old adage, "When you are in Rome, do as the Romans do."

It is not a matter of the great fundamental things of morals and of

conscience. So far as morals are concerned a person may be a veritable saint deserving canonization, and yet have a lot of disagreeable little peculiarities that make one prefer some plain common sinner to live with.

In some families the children have a full equipment of whims before ever they leave the parental roof. An only child is of course especially likely to be spoiled; even where there are five or six children, I have known the mother, in mistaken devotion, to humor every caprice of every one of them, until the whole brood were accomplished cranks while they were yet in their teens. In one such family the oldest daughter won't touch pancakes—simply can not bear the sight of them. The second boy, on the other hand, can not eat breakfast without them. And so on and so on, if not to infinity, at least to the point of maternal exhaustion.

Mothers, don't do this way! It does not make for the happiness of your children; it is likely to cause them and those who must live with them untellable misery. Bring a child up as an individual, but also as a member of a household. Calculate that not only now but all through his life he will need to adjust himself somewhat to the wishes—yes, and to the peculiarities—of other people.

It is often to be observed that persons who are the most peculiar themselves have the least tolerance and patience with the slightest eccentricities in others.

A person living alone is apt to grow peculiar; also, a person of strong character, whose family and associates chance to be rather weak-willed, so that the more forceful personality easily dominates. Sometimes idiosyncrasies develop until it is all but impossible for any one to live with the person so afflicted. The word afflicted is used purposely, for to be the possessor of peculiarities that are annoying and painful to others is nothing short of an affliction.

A woman who has kept house for long years with notable success is apt to become set in her ways and be able to see little merit in the methods of another. I knew two such who were sisters and who both in their later years were left widows and alone in the world. They made out to live together after a fashion—that is, they lived in the same house—but an imaginary line was drawn across the kitchen floor, Aunt Martha having her cook stove and all the paraphernalia of baking and preparing meals on the west side of the room, while Aunt Mary had her very sim-

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Sell a Winner

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Winner
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If your jobber does not handle our line write us

Valley City Biscuit Co.

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Cookies and Crackers

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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.

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Mich.



Grand Rapids Brush Co.

Grand Rapids, Mich.



Manufacturers of
Solid Back Toilet Brushes
and
Leather Back Horse
Brushes

ilar outfit on the east side. So they lived for years, each carrying on her complete system of housekeeping and eating her solitary meals on her own side of the imaginary dividing line across the kitchen.

I knew two other widows, not related, who tried the experiment of making their home together. Really it seemed a very sensible plan, since one of them wanted a home and the other stood in need of care and companionship. Each had in her own estimation the one and only perfect system of keeping house. In a few weeks the ruction came over the way a door should be dusted. One declared that with a damp cloth was the only right method of doing it, while the other maintained with equal vigor that a feather duster was the proper tool. From that time on their paths diverged.

There is a certain very delicate kind of psychological surgery which consists in lopping off needless and damaging peculiarities. Some teachers acquire great skill in this. Certain mothers, wise beyond the ordinary, can do it, and no one, not even the patient himself, knows just what is going on. Some wives and—tell it very softly—some husbands possess this rare and beneficent gift. Fortunate should the person be counted who has such a mate, for the wife who blindly idolizes her husband, the husband who dotingly humors and babies his wife—neither is the best and most valuable life companion. Quillo.

Master Thoughts By Master Minds.

The chains of habit are generally too small to be felt until they are too strong to be broken.—Samuel Johnson.

If there is a harvest ahead—even though it be a distant one—it is poor thrift to be stingy with your seed.—Carlyle.

For there is no feeling, perhaps, except the extreme of fear and grief, that does not find relief in music—that does not make a man play or sing the better.—George Eliot.

You will succeed best when you put the restless, anxious side of affairs out of mind, and allow the restful side to live in your thoughts.—Margaret Stowe.

You can not believe in honor until you have achieved it. Better keep yourself clean and bright; you are the window through which you must see the world.—George Bernard Shaw.

The invisible makes the nation. The nation is not made great, it is not made rich, it is not made at all, by mines and forests and prairies and water-powers. Great men make a nation great, and the qualities that make men great are invisible.—Lyman Abbott.

The man who starts out with the idea of getting rich won't succeed; you must have a larger ambition. There is no mystery in business success. If you do each day's task successfully, stay faithfully within the natural operations of commercial law and keep your head clear you will

come out all right.—John D. Rockefeller.

Before we can bring happiness to others we must first be happy ourselves; nor will happiness abide with us unless we confer it on others. If there be a smile upon our lips, those around us will soon smile, too, and our happiness will become the truer and deeper as we see others are happy.—Maeterlinck.

Every year I live I am more convinced that the waste of life lies in the love we have not given, the powers we have not used, the selfish prudence that will risk nothing, and which, shirking pain, misses happiness as well. No one ever yet was the poorer in the long run for having once in a lifetime "let out all the length of all the reins."—Mary Cholmondeley.

Let not the littleness of people disturb you. Remember that if you have been made big enough to do big things in life, you have been made large enough to overlook little things. So do not imagine you are great so long as by sifting yourself you find jealousy, hatred, malice, or even the spirit which frets in your heart. These and greatness sleep not in the same soul.—John Trotwood Moore.

People who pose before the world as benefactors and dispensers of charity should rightly be counted enemies of mankind. He who dispenses charity tickles his own idea of benevolence, but he is not a friend of the race. Thousands are held in bondage to the belief that they must be helped, when the blessing would be to make them see that their salvation lies in helping themselves.—Charles Fillmore.

Different Effects on Different Men.

The cook for a well-known Kalamazoo family left, and no other could be obtained, so the lady of the house did the cooking herself, with such satisfactory result that, after a month, her husband gave her a beautiful set of sables as a token of his appreciation of the good dinners he had enjoyed.

Of course the neighbors soon heard of this, and when the cook left in another equally well-known family the lady of that house said to her husband:

"Well, the cook has gone and I'm not going to bother to get another. I'm going to do the cooking myself, deary. You heard what Mr. So-and-So gave his wife when she did the cooking?"

And, putting her arms around his neck, she cooed: "What shall I get for my cooking?"

"Woman," said her husband, pushing her away, "you will get a long black veil!"

Some men are living in poverty rather than do such work as hauling ashes; while other men are getting rich doing any work that comes along.

A smile is usually taken as the outward sign that the milk of human kindness has not curdled in your veins.

Satisfy and Multiply
Flour Trade with
"Purity Patent" Flour

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



Tanglefoot

The Original Fly Paper

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

BROOMS
J. VAN DUREN & CO.

Manufacturers of
High and Medium Grade Brooms
Mill Brooms a Specialty
653-661 N. Front St. Grand Rapids, Mich.

IMPORTANT

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Registered U.S. Pat. Off.
They are staple goods, the standards of the world for purity and excellence.

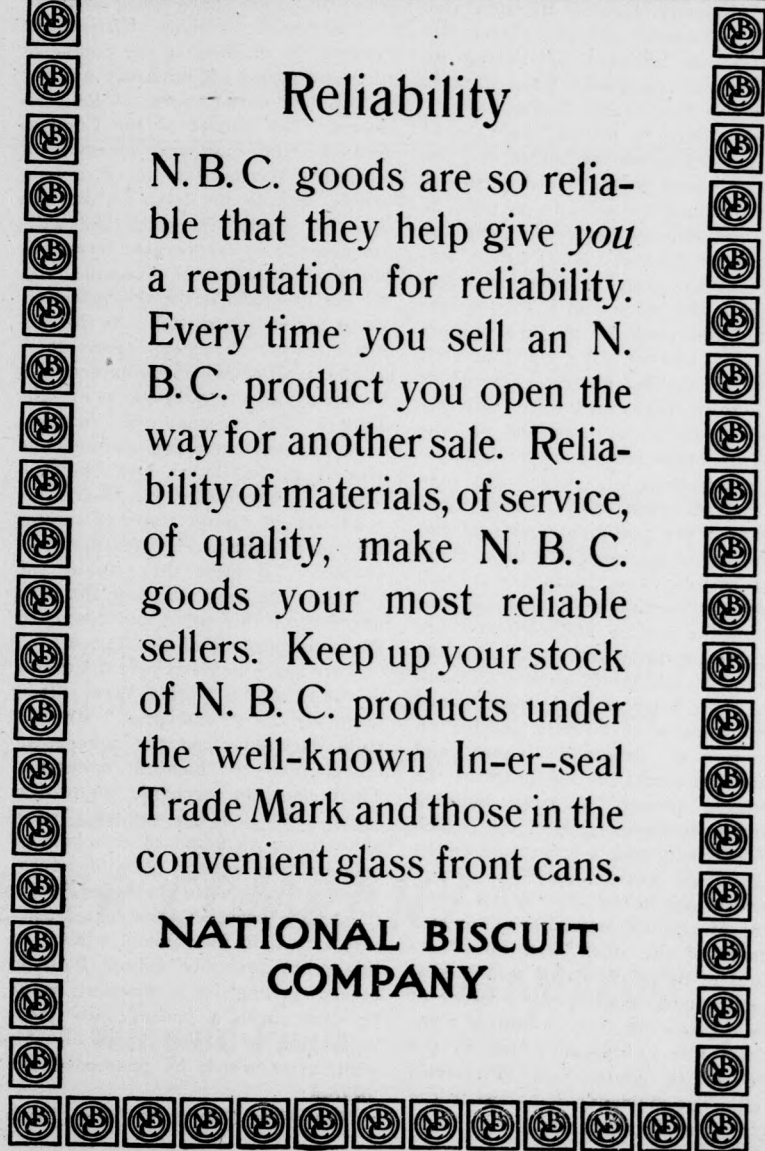
MADE ONLY BY
Walter Baker & Co. Limited
DORCHESTER, MASS.
Established 1780



Reliability

N. B. C. goods are so reliable that they help give you a reputation for reliability. Every time you sell an N. B. C. product you open the way for another sale. Reliability of materials, of service, of quality, make N. B. C. goods your most reliable sellers. Keep up your stock of N. B. C. products under the well-known In-er-seal Trade Mark and those in the convenient glass front cans.

NATIONAL BISCUIT COMPANY



SEVENTY-FIVE YEARS AGO.

Life in Grand Rapids Way Back in 1837.

Written for the Tradesman

George W. Pattison issued the first newspaper printed in Grand Rapids. It was dated April 18, 1837. Mr. Pattison's paper failed to receive the support he had anticipated and a year or two later he moved to Detroit. The fire departments of the cities, previous to 1860, were volunteer organizations, composed of the best class of citizens, who not only gave their services free for the protection of lives and property, but provided the simple apparatus used when necessary and the houses for storing the same. Many of the houses of the fire companies were social and political centers and in the main hall, owned by all the companies, concerts, balls, fairs and receptions were held and the drama presented. The company houses were richly furnished and the walls decorated with portraits of living and departed firemen who had gained fame by some act of bravery or skill performed in the discharge of duty. There were ten companies of fire fighters in the city of Detroit and an intense, yet healthy, rivalry existed in the hearts of the men composing the same. The company that threw the first stream of water on a burning building was awarded great honor. The company drawing its apparatus that had outrun others enjoyed the satisfaction afforded by having its feat publicly recorded. Soon after his arrival in Detroit Mr. Pattison decided to publish a journal that should be devoted to the education and the entertainment of the fire department, and obtained as speedily as possible the materials necessary to issue the Firemen's Journal. Mr. Pattison was a fluent and graceful writer who recognized the value and keenly appreciated the work of the fire fighters and his journal filled "a long felt want" in the community. The deeds of heroism performed were duly recorded, the social functions of the several organizations were detailed; the aspirations of officers and men for advancement in the service commended; the sentimental side of human nature was appealed to in poem and prose. The Journal was well supported until the advent of the steam fire engine and the paid fire department, sixty years ago, when the volunteer companies slowly disbanded. The firemen of Detroit owned very valuable real estate, located on a corner of Jefferson avenue and Randolph street, in the heart of the business district. A large building contained stores and offices which rented easily and a large amusement hall, which was the only one of any consequence in the city. A few members of the old organization quietly purchased the stock certificates outstanding in the hands of members of the department while the process of disbanding the old volunteer companies was in operation and in the end gained control of Firemen's Hall. The dividends disbursed to the holders of the stock during the years

remaining while the corporate life continued were more than substantial. The dissolution of the old companies was followed by the loss of interest in the welfare of Pattison and his journal and, as the continuance of its publication was rendered no longer profitable, its suspension was inevitable. Mr. Pattison leased a store and collected a stock of second-hand books, with which he remained until his death, which occurred a score of years ago. He fully appreciated the literary and news value of the Grand River Times, perhaps more so than seemed to be justified by the people of the hamlet of Grand Rapids. His terms of subscription for the Times were \$2.50 per annum in advance; \$3 at the end of six months and \$4 at the end of the year. Subscribers paying within thirty days of subscribing were considered as having paid in advance. An account has been published of the difficulties which beset Pattison in obtaining his printing outfit and bringing it to Grand Rapids. The type and press were shipped from Buffalo to Grand Haven by a vessel which arrived at that harbor late in the fall. After much delay Pattison engaged teams to draw the outfit to Grand Rapids on the ice, which had formed quite early in the season. The ice was not strong enough to support the sleigh bearing the press and one afternoon it sank to the bottom of the river. Pattison recovered the machine in the course of time and issued his initiatory number on the date stated above. A long romance, "The Novice or the Convent Demon," the inaugural message of President Martin Van Buren; a long article reciting the trials of the editor, two poems, in which the writers describe in extravagant terms the wondrous beauties of Niagara Falls, fill the greater part of the space devoted to reading matter. In the editorial section the editor states some of the reasons which prompted him to undertake the publication of the Times: "The amount of business done, the extensive improvements in process of fulfillment and contemplated for the future, the flourishing condition of Grand Rapids, warrant my most sanguine expectations of success. To meet the present and future wants and maintain the vital interests of this town and county is the main purpose of the Times."

More space is given to a discussion of the West, the Mighty West. "It is the polar star to enterprise," Mr. Pattison declared, "and the concentrating magnet to Eastern emigrants. The farmer, the mechanic, the professional man and the capitalist seem alike to be attracted to this land of promise and scenes of wild adventure, and hail with gladdened hearts the bright prospects that greet their safe arrival in the oakland wilds." At this point probably Editor Pattison ceased writing for a moment, while he drew from a pocket his jack-knife and cut a new point on his quill, after which he proceeded as follows:

"But while Nature has been lavish

in her universal gifts to a wide extent of fertile plains, rich in soil and beautiful in aspect, she seems to have selected a few as chosen spots upon which she has bestowed every gift that can enhance the value or beautify their sites, among which the location of Grand Rapids stands pre-eminent."

Grand Rapids, as he found it, was described by Mr. Pattison, as follows:

"Grand Rapids is situated upon a navigable stream. It has a water power of twenty-five feet fall, an abundance of crude building material, especially stone of excellent quality; pine, oak, maple and other woods in immense quantities. The town will flourish and in due time become the Rochester of Michigan. The basement of a mill, 160x40 feet, is completed and a part of the machinery will soon be in operation. The village contains several dry goods and grocery stores, three or four public houses, one large church erected and soon to be finished in good style, at the expense of a single individual who commenced business here a few years ago by a small traffic with the Indians."

Darius Winsor, postmaster, used a small space in advertising a list of unclaimed letters remaining in his office upon April 1, 1837. Among the familiar names in the list are: H. Leonard (the pioneer crockery merchant), Stephen L. Leewing (later elected Prosecuting Attorney for Ottawa county), Richard Carroll, Anthony Campau, Philander Tracey, who built the Tracey buildings on Monroe avenue forty years ago, Chas. I. Walker, who later moved to Detroit and won distinction in the practice of law, and Thomas Sheldon, for whom Sheldon avenue was named.

A wedding notice reads as follows: "On the 11th inst., by Rev. Mr. McCoy, S. M. Johnson to Miss Hannah B., daughter of George Coggeshall, Esq., late of Wilmington, North Carolina."

A notice to the public invites the citizens of Grand River district to meet at the house of Louis Moran (the site of which is now occupied by the Michigan Tradesman) to take into consideration the measures instituted by the District Court of the United States toward the citizens of said district who have made claims for or settled upon the public lands. Squatting on Federal and State lands was an almost common practice in the middle of the last century.

Notes on Onisconsin territory (now State of Wisconsin) with reference to the Iowa district or Blackhawk purchase, written by Lieutenant A. M. Lea, of the United States Dragoons, were offered for sale by John W. Peirce.

An idea of the windows used by the house builders of the village is furnished through an advertisement of J. Beach, who offered for sale glazed sash with 7x9 and 8x10 panes.

Samuel L. Fuller, the father of Mrs. A. C. Torrey, offered to do surveying and "drafting."

Antonie Campau sold groceries and provisions at the foot of Monroe street. His brother, Toissant, sold dry goods, hardware and groceries on Water street.

Charles H. Taylor made clothing for men to order. Later he was associated with Jacob Burnes in the publication of the Grand Rapids Engineer.

Blake & Osgood were the proprietors of the National Hotel located at Grandville.

A. H. Smith & Co. sold hats and furnishing goods for both sexes.

James J. Hoag cautioned the public in respect to one Isaac F. Hoxie as follows: "Isaac F. Hoxie, of this place, has left Grand Rapids and carried with him two promissory notes, signed by Isaac F. Hoxie and myself, of about \$492.26 each, endorsed by Alvin H. Wansly and payable to William A. Richmond or order. This is to caution the public against receiving said notes of said Hoxie, as they were taken from a drawer in the store of the subscriber with out his permission."

John Almy, agent, asked for proposals for excavating on the East Side canal around the rapids of Grand River.

L. M. Page took an inch of space to denounce one Charles J. Eighame as a "complete rascal." Page's card reads as follows: "He left this place between two days, owing me about \$40 and considerable more to different persons of this place."

Arthur S. White.

Elephant "Talk" Explained.

Elephants are said to make use of a great variety of sounds in communicating with each other and in expressing their wants and feelings. Some are uttered by the trunk, some by the throat. The conjunctures in which either means of expression is employed can not be strictly classified, as fear, pleasure, want and other emotions are sometimes indicated by the trunk, sometimes by the throat. An elephant rushing upon an assailant trumpets shrilly with fury. Fear is similarly expressed in a shrill, brassy trumpet, or by a roar from the lungs; pleasure by a continued low squeaking through the trunk or an almost inaudible purring sound from the throat. Want—as a calf calling its mother—is chiefly expressed by the throat. A peculiar sound is made use of by elephants to express dislike or apprehension, and at the same time to intimidate, as when the cause of some alarm has not been clearly ascertained and the animals wish to deter an intruder. It is produced by rapping the end of the trunk smartly on the ground, a current of air hitherto retained being sharply emitted through the trunk as from a valve, at the moment of impact. The sound made resembles that of a large sheet of tin rapidly doubled.

There are bright days, light days, intermediate days, and darkly, deeply, desperately blue days; but all are needed for gradation of color in our life pictures.

Established 1872

Lemon & Wheeler Company

WHOLESALE GROCERS



Grand Rapids



Kalamazoo

Usefulness is the right by which business lives.

We believe that *"as we serve, so shall we profit."*

We aim to perform a double service to the community from whose patronage we thrive.

For WE believe that the Wholesale Grocer serves his Retail Grocers best who helps the retailer to serve the Public best.

We not only invite, but we ask all the merchants of Michigan to come to Grand Rapids Merchants Week and make our office their headquarters. We are located only half a block from the union depot on the way up town. We will make it pleasant for all who call.

LEMON & WHEELER COMPANY

GRAND RAPIDS

KALAMAZOO

We are distributors for Wingold Flour

PARCELS POST.

Letter from Representative Lobeck to Constituent.

Washington, D. C., June 4—I agree with you in so far as you state that present postal rates are excessive, but I am not ready, if I understand the subject correctly, to place country merchants of Nebraska and the Nation at the mercy of the great mail order houses of the large cities, who so earnestly desire the parcels post. I have had some personal experience in the general merchandise trade in the pioneer days of Iowa and Nebraska. I remember full well the commencement of the mail order trade of Montgomery Ward & Co. and others. I have never heard of that class of business bearing a penny of local taxation for the upbuilding of local communities in Iowa or Nebraska—of local schools, churches or anything that operates to make local communities, villages or towns desirable places to live in or in which to raise a family.

But I do know from personal experience and observation that when my neighbor, whether he be farmer, laborer, mechanic or member of any professional line, is in need or desires assistance in accommodation or credit to aid him or her in the activities of home life, however humble or great, their home merchant has, in the great majority of cases been the man who has lent a helping hand in time of need, often to his own detriment. It may be said that he was making a profit in the merchandise trade. He should, for he has assisted in every line or avenue of improvement for the welfare of this country.

So there are two sides to every proposition and I am willing to be shown before I am ready to support a resolution that vitally affects my neighbors and the people of Nebraska.

I have had some experience in a village store as a boy, in the State of Illinois, when I was hardly tall enough to look over the counter. My father and the other merchants of the village stayed by the pioneer in order to help him build up that country.

My father, before he became a merchant, as a pioneer farmer, had to depend upon the country merchant to help him to develop his farm, just as everyone of his neighbors did.

As a youth I commenced my life work in a country store in Iowa as a clerk, and I know from experience that the pioneer farmers who came to Iowa and Nebraska to build up that country would have been in mighty bad shape if the local merchant had not stayed with him.

The village and small town merchant is opposed to legislation known as parcels post and which is proposed to be passed in this House at this session. He believes it will centralize trade into the large cities. He also believes, and has good reason, that the parcels post agitation is being backed up by, and that the farmer has been educated to demand by,

the mail order merchants of the large cities.

Mr. Delano, Secretary of the Nebraska Farmers' Congress, wrote me and said it was not so. I had written him that the mail order merchants were back of the agitation. It so happened that at the hearings in June, 1911, I listened to the testimony of a finely dressed gentleman from New York, and he was asked by Congressman Lloyd, chairman of the sub-committee, if any of the houses he represented were mail order houses.

He said that two of them were in the mail order business exclusively and all of the others did a large mail order business. He was asked, as I recall it, why they were so anxious for the parcels post. He said so that the country men and country women might have the opportunity to purchase the latest styles of wearing apparel, and so forth, from the centers of fashion; so it was evident to me the reason the firms that he was representing were in the business was for gain and desired the assistance of the General Government to hold the trade, and, as his testimony proceeded, it was a self evident fact. Therefore, I was convinced by the evidence that I was correct in my statement that the mail order houses were backing this parcels post agitation. The farmer has been educated to believe that a parcels post system, if adopted by the Government in connection with the postal service, would be a panacea for all the evils, imaginary or otherwise, that now beset him. The magazine and periodical writers have been instilling this idea into his mind, telling him that he could reduce the cost of living by trading direct with the factory or first distributor, thereby saving the cost of the expense of the middleman.

One correspondent wrote me that the country merchant should go out and farm and help produce; another wrote me that we could do without the commercial traveler. If that were so, what would become of the small town, the local consumers of the farmers' productions, and in no wise a small buyer of his products? The traveling man might go to farming, but, then, he would be a competitor, and he might be a very strong competitor, for many of the best traveling men we have in the country to-day were raised on farms and know something about the business. When I first commenced traveling every village possessed a tavern; but when the traveling man came to spend his money the tavern of olden time was transformed into the modern hotel of to-day; and the modern hotel, whether in a small town of a large city, is a large consumer of farmers' products and helps to keep up the prices of what the farmer has to sell.

I know something about traveling men from personal experience. When I had grown to manhood I became a commercial traveler. I remember well the pioneer merchants of Western Iowa and all of Nebraska. The first trip I made into Nebraska was

in 1875. Then there were but a few small towns. I recall visiting a hamlet in the Logan Valley; one of the prettiest countries in the world, where I sold merchandise to a small pioneer merchant who struggled along for years to make a living, and in that time there was not a settler in the valley, whether he lived in a dugout, a sod house or frame shanty, that did not come to this merchant and get credit that he might live until his crops matured. These pioneers could not send to Montgomery Ward & Co., then already commencing a mail order business in Chicago, and get their supplies; they had no money, and nothing ever goes with Montgomery Ward & Co., or their kind, but cash. Would this mail order house have been a help to these early settlers? They demanded cash for their merchandise and the farmer had no money to send them. These settlers would have starved to death had they been compelled to depend on the mail order houses. Who stood by the country merchants? The traveling man and the jobber. The merchant had but small capital, the traveling man was the credit man, and on his representation the jobber and the manufacturer stood with him. So, hand in hand, the pioneer farmer and the pioneer merchant, the pioneer traveling man and the pioneer jobber have built up the Middle West. This Logan Valley that I have called attention to is now one of the best cultivated and richest valleys on the earth, dotted with good schoolhouses, fine church-

es and offers every comfort necessary to make life happy, and this has been made possible by the working together of these pioneers. Did any mail order house lend a helping hand in this great work, Did they ever put a dollar into a church or a school or pay a cent of local taxation? Not that anybody has ever heard of.

So I am to-day standing with a small town, the village, the traveling man and the country merchant, prime factors in the growth of our country, and I know that when the farmer takes a second thought and recalls the part that has been taken by the traveling man and the country merchant in the development of our country he is not going to take favorably to this mail order legislation that is promised as a panacea for all his troubles. What is true of Logan Valley is also true of all Nebraska and of every Western State, and this story that I have related can be repeated practically everywhere.

The gentleman from Oregon (Mr. Lafferty) asks the question, "Who is this junta, working with headquarters in Washington, against parcels post? I think I can tell him. They are an organization of wholesale merchants in this country representing a capital of \$500,000,000 invested in every enterprise that helps to build up a country. They are assessed their full share of taxation, both for city, county and state, wherever located. This American League of Associations, which the gentleman calls a junta, has for its special objects:

To organize, affiliate and unite for



The High Cost of Living

Tell your customers how to solve this problem by showing them the many delicious combinations that may be made with

Shredded Wheat Biscuit

Two Shredded Wheat Biscuits, heated in the oven to restore crispness, and served with hot milk, will supply all the nutriment needed for half a day's work at a cost of four or five cents. Even more wholesome and nourishing with prunes, baked apples, sliced bananas or other fruits.



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

The Shredded Wheat Company
Niagara Falls, N. Y.

harmonious co-operation local civic and commercial associations in the towns, villages and small cities.

To check the absorption of trade and industry into a few great commercial and industrial centers and to guard against the evils resulting from the overgrowth of large cities.

To encourage the establishment of local industries and the investment at home of home capital, to promote good roads and to foster all movements for educational and civic improvements.

To assist the retail merchant and to co-operate with local associations in the protection and development of home trade.

To gather and prepare data, information and literature relating to the above subject and to maintain a publicity and lecture bureau for the purpose of arousing civic pride and to create, foster and maintain a right public sentiment in favor of promoting the prosperity of the home town.

I know many of these firms personally and they are the leading merchants of New York, Chicago, Pittsburg, Indianapolis, St. Louis, Louisville, Milwaukee, Minneapolis, Omaha, St. Joseph, Kansas City, St. Paul, Duluth, Denver, San Francisco, Birmingham, Memphis, Atlanta and, in fact, in every state in the Union. These firms represent a class of men in this country who have done much to aid in its development.

They are opposed to parcels post on a flat rate throughout the country, because it will centralize vital business into large cities and disrupt the entire system of business that it has taken nearly half a century to build up to a high class manner of doing business and distributing goods throughout the country, and that will work great injury both to the manufacturer and the producing interests of this country to re-arrange the methods of business. This Association is compelled to have a secretary here in touch with the legislation; the men that are in favor of parcels post have their organization represented here trying to secure legislation favorable to their views, and therefore these merchants must keep a bureau of information here; and I have no doubt that many members in Congress are glad to receive information on matters pertaining to the welfare and interests of this country. These merchants have assisted every community in this country, and I think if the gentleman from Oregon had looked over the list of names of these merchants he would not designate them a junta. Connected with these merchants are 500,000 commercial travelers. The commercial traveler is against parcels post legislation. Why? Because it is intended to eliminate them by doing business through the medium of the catalogue and by mail. I do not think that the traveling man is a menace to the business of the country. In fact, I think they have been advance couriers of prosperity and civilization in this new world. No trip has been too hard for the traveling man to

take by team or train, and when he returned from these trips my experience has been, and so has been the experience of other traveling men, those seeking new homes would enquire of them, and the traveling man would tell them where good locations could be found and they could depend upon him.

The traveling man is a walking encyclopedia of information in the territory that he travels. They are the men that bring to the farmer through his country merchant the new inventions, the new tools, the new harvester, the agricultural implement. The traveling man shows the country merchant the new styles of women's wear and the qualities of goods. My first experience on the road was selling jeans and woollens for a Mississippi woolen mill just commencing business. The traveling salesman has helped make prosperity for the new South. Shortly thereafter I commenced selling hardware, and for ten years I carried my samples to show a good hinge that some factory like the Stanley Works were making; some good lock that Sargent, Corbin, or my friend Hill, of Connecticut, were manufacturing and introducing to the trade. If there was a new tool that had merit, or a new saw that had good quality of steel in it, or there was a new garden tool, I explained it to the country merchant, for we have improved in this country far above all other countries in manufacturing, as everyone knows. The implement traveling man assisted the country merchant in every way. He showed him the new harvester and the improved mower, the chilled steel plow, the cultivator and every other article intended to help the farmer produce crops easier. These commercial traveling men have created competition among the wholesale houses. They have insisted on their buyers purchasing high class goods at lowest prices to meet competition between themselves. The merchant has been benefited by it, and, finally, the consumer, the man who pays the bill, has been benefited by it. The traveling man, backed by his house, guarantees the quality of his wares to the country merchant; the country merchant in turn warranted them to the farmer or consumer. Does a hammer prove defective: does an ax have a flaw; the merchant makes it good to the purchaser; the merchant or the farmer can always return it because it is warranted. The commercial traveler stood by the merchant; made good to him through his house. The mail order house of today has copied the work of the traveling man, advertising it and putting it into print. They state that they will guarantee their goods, but what does the guaranty amount to? It costs too much for the farmer or the mechanic to return it to them. If they do, they have it inspected by some low priced or paid employe as to whether it was the fault of the farmer or the mechanic and whether he should be entitled to a new tool.

In every line of trade the commercial traveler has made good. He

WANTED

Butter, Eggs, Veal and Poultry
STROUP & WIERSUM

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

WM. D. BATT

Dealer in
HIDES, FURS, TALLOW AND WOOL

22-124 Louis St. Grand Rapids, Mich.

Egg Packers Attention

Can furnish you with Whitewood, Sawed, Cold Storage or Gum Veneer Shipping Egg Cases; medium Strawboard Egg Case Fillers. Also Nails, Excelsior, Division Boards and extra parts for Egg Cases on short notice.

Write for prices.

L. J. SMITH

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Eaton Rapids, Mich.

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

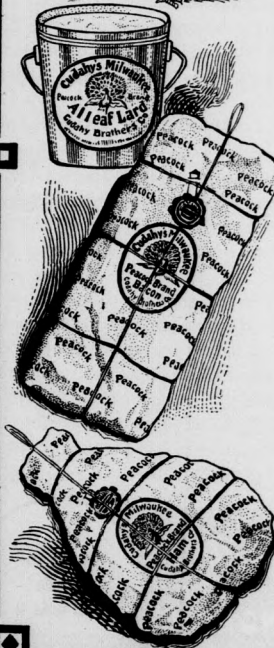
LIVE DEALERS WRITE

WYKES & Co.

Grand Rapids, Mich.

MICHIGAN SALES AGENTS

PEACOCK BRAND



Mild Cured
Hams and Bacon
100 per cent. Pure
All-leaf Lard

Quality Our Motto

For the Country Store Keeper
Smoked Sausage. Head Cheese. Frankfurts and Polish Sausage packed either in pickle or brine. half barrels (70 lbs.), ¼ bbls. (35 lbs.), kits (12 lbs.)
Liver Sausage. Pork Sausage in brine. in half barrels, quarter barrels and kits.
Mail your sausage order today.

Cudahy Brothers Co.
Cudahy, Wis.

is also quite a consumer. He is a heavy buyer of farm products to-day either directly or indirectly, either through his home or the hotel where he stops. It would make a good deal of difference to the farmer or gardener. If the traveling man should become a competitor in producing he might become quite a competitor. The traveling man of to-day is opposed to parcels post, and so far as intelligence goes, they will compare favorably with any class of men. They are some of our best boys; they are the select salesmen of this country; and while they are not great money savers they are great money spenders, and that is what the farmer wants if he is going to get a good price for his products.

The gentleman from Pennsylvania (Mr. Gregg) stated the other day that it was to the benefit of the farmer to trade with the mail order house, because the mail order house buys goods in large lots and buys seconds to palm off on the American farmer. I do not think the Government should go into the business of assisting this mail order house in palming off seconds on the farmer or mechanic. I do not think that is good business.

A good deal has been said here to-day about the high cost of living in the cities. May I suggest one of the causes of the high cost of living in the cities: Most people in cities live in flats or apartments. It is not convenient nor have they the room to lay in their supplies in such quantities as the farmer or the gardener would deliver to them, so they use the telephone—it is very handy—and they telephone to the grocery store on the corner if they want a package of yeast or a package of crackers or any other small article that they may need. It may not be worth more than a nickel, and they are in a hurry for it, and so it is delivered to them. The groceryman must have a means of delivery, which consists of a vehicle of some kind, either a horse and wagon or an automobile. This adds to the cost of distribution in cities. I have no doubt that it has added 10 per cent. to the cost of doing business in the small city. Before the days of the telephone, as, no doubt, the gentleman from Illinois (Mr. Cannon) well remembers, the town people and the farmers came to the stores, bought the goods and carried the parcels away.

Now, if the local merchant has a general store in his city he has to deliver the goods all over the city or he can not maintain the trade of his customers, and what is true of Danville is also true of every other city in our country. It costs the local merchant much more to carry on the business, and this adds to the cost of living.

The apartment and flat house are here to stay for reasons apparent to everyone who has any knowledge of the situation; the mechanic, the clerk, the laboring man must of necessity live as convenient and as near to their work as possible. This accounts for the crowded conditions in our cities to-day.

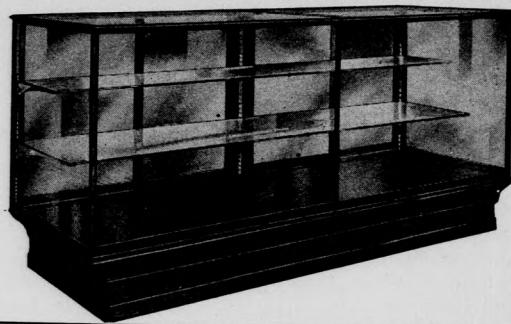
It has often been stated as an argument in favor of parcels post that the farmer and gardener would thereby have a convenient way of delivering his goods to the city. It does not appear to me that butter, when sent on a mail wagon over muddy or frozen roads or in the heat of summer, and carried by the rural route carrier, would look very inviting or palatable to the housewife on its arrival. We can all imagine the appearance of a basket of eggs after coming into town on a rural wagon over rough roads. The gardener does business in a different way. He must of necessity bring his vegetables to market early in the morning if he is going to sell them, and the argument of delivering garden stuff, chickens, butter and eggs does not appeal to anyone that has had experience in the business.

The express companies in this country, with their monopoly of trade and high charges, have had much to do with this agitation of parcels post. Their rates have been excessive and I think it is about time the Government broke up this monopoly by taking it over and operating it with the Postoffice Department. The Postoffice Department is now in the parcel business, and so I am in sympathy with the measure now before this House to take over the express business with its equipment and methods of distribution already formulated and operate it.

If the Government adopts a parcels post system with a flat rate, I believe the loss to the Government the first year will amount to more than the cost of acquiring the express companies. The Government could operate the express business without a loss and, in my opinion, reduce the cost of shipping parcels and express matter throughout the country 50 per cent. and still have no deficiencies.

I was told when a small lad that the best way to destroy weeds was to pull them up by the roots, and I believe the best way to destroy this monopoly is to remove the cause, and that can be done by taking over the express companies, and the Government should be able to secure as good contracts with the railroad companies for carrying parcels as the express companies are enjoying now.

In conclusion, I wish to say that I am in favor of any system, whatever name it may be called, parcels post or parcels express, with a distance rate of charge. Then the merchant in the large city or the small town, the mechanic, the laboring man, the farmer and the clerk would be on an equal basis as to the cost of transportation, and no one class of people in this country would be benefited alone, and we would continue to develop this country better than ever.



Price Talks
when you can get
Quality

Write for catalogue
or call and see us.

Fisher Show Case Co.
886-888 Wealthy Ave.
Grand Rapids, Michigan

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

Corner Ionia, Fountain and Division Sts.
Opposite Morton House
Grand Rapids, Michigan

Ramona Theatre

REED'S LAKE

Every Afternoon at 3:00. Every Evening at 8:30.

All Week Starting Monday Mat.

The Big
Production **A Night on a House Boat**
With Berrick & Hart, Donald Archer and the Shaw Twins

UNA CLAYTON & CO.

In the unique sketch, "A CHILD SHALL LEAD THEM"

JOHN AND MAE BURKE

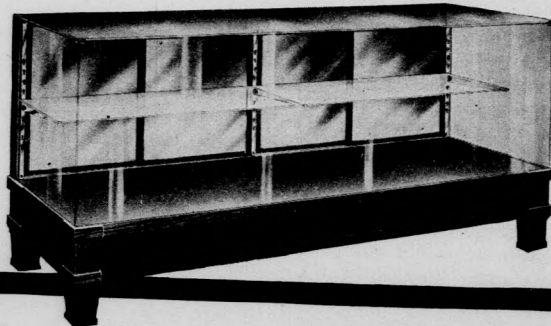
In "HOW PATSY WENT TO WAR"

DeFAYE SISTERS
'Brinkly Banjo Girls'

TESCHOUT'S CATS
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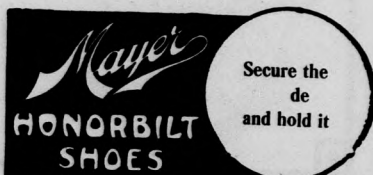
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Wild Turkeys Gradually Growing Scarcer.

Believing that the wild turkeys will soon become extinct under present conditions, the United States Department of Agriculture, through the game preservation division, will take steps to propagate the bird on the national game preserves. Chas. E. Brewster, of the department, has been in Oklahoma of late, arranging with State Game Warden Doolin to trap a number of birds for placement in the Wichita reserve near Cache. The department will probably go to the Atoka County Mountain district for the specimens.

Once placed in the preserve it is contended that the natural habits of the wild turkey, being a very different bird from that of the American barnyard of to-day, although easily domesticated, justify the belief that they will hatch one to two broods a season and remain in the preserve as soon as they have nested.

The wild turkey is not what might be termed a companionable bird. They do not mate in the sense that doves do, neither do they covey as do quails, but in the solitude of the thicket or forest make their nests and live a sort of hermit life. Until the broods become numerous, it is said, the turkey will not leave the environs of a friendly place.

Birds Once Plentiful.

As soon as the bird reaches the conclusion that it is in a protected place, game conservators say, it has no desire to leave, providing the area is large enough to satisfy the roving instinct. However, the natural satisfaction of protection does not prevent the bird in time going beyond the restricted limits.

There was a time, Mr. Brewster says, that wild turkeys were as numerous throughout the Northern States as the tame turkey is to-day. They appear to have passed out, as did the passenger pigeon. Conservators are unable to account for the extinction of a bird, or an animal other than to know that when the tribe or breed becomes weak or small in numbers they in turn yield to their natural enemy of the field and air. Mr. Brewster says that turkeys of the wild order are limited to the Northern States of New York and Pennsylvania, with some in Virginia. If they are in other states north of the Mason and Dixon line they are very few.

"When I was a boy in Michigan," said Mr. Brewster, "starting out early in the morning one would find the fences lined with them. Since the wild turkey is easily domesticated, it is not difficult to get close to them. Several of us boys would lie beside an opening into the road while another would circle the country, driving them into the open, and as they came through we killed many of them."

How Birds Are Trapped.

The Federal Government, Mr. Brewster says, views game as the property of the state wherein located, and the laws the Government employs are really only an aid to the

state in protecting the game. Since the game preserve is located in Oklahoma, the department comes to Oklahoma for the turkeys which will be trapped and taken in captivity to Game Warden Frank Rush in the Wichita country. Trapping is usually done in two ways, either by means of a log corral or the Kyke net process, the latter so largely employed in fishing.

The first is to erect four walls of logs, the cracks of which do not have to be closed, and requiring no roof. This must be several feet high. Leading to the enclosure must be an underground passage or ditch ending in the center of the inclosure, and through this corn is distributed, and leading to it in different directions from the exterior. In this way the turkeys come up eating the corn, with heads close to the ground, following the trail of corn until they find themselves within the inclosure. Then they realize that they are not free and will run about with heads in the air looking for a place to get over. It never occurs to them to return by way of the passage. If the log piles are sufficiently high they can not fly out. Like the aeroplane, they must have a good running start along the ground before they are able to take wing. In using the net, the turkeys are tolled along with corn in the same way into the inclosure.

Quail Also Scarce.

Game conservators also claim that quail are becoming less numerous each year and will soon be extinct, unless the state adopts more stringent protection laws. The present Oklahoma season is two and a half months. In Kansas it is but two weeks. State Game Warden Doolin is of the opinion that the Oklahoma season will have to be abbreviated to thirty days or less for several years, and give the flocks opportunity to gather and increase. What is true of a game refuge or preserve, in that when the bird or animal realizes it is protected it will be inclined to linger within the restricted district, is also true of a state or section of a state.

Twenty years ago the Indian country afforded the best hunting west of the Mississippi, but practically every day now brings reports to the game department showing that the big game is growing less. In the past hunters came in numerous parties from neighboring states, chiefly Kansas and Texas, and after ten days in the wilds would go out with much venison, bear and turkey. Reports this year show but three bears killed and few deer. Probably many turkeys were killed, yet they are hard to locate. No longer can the hunter squat in the thicket and by sounding the call of the turkey with a quill held in folded palms draw to his shooting range those wild runners. It requires now hours of hunting and the closest observing.

Weeds will choke a corn plant, and loafers often drive valuable patrons from a purchase.

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Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

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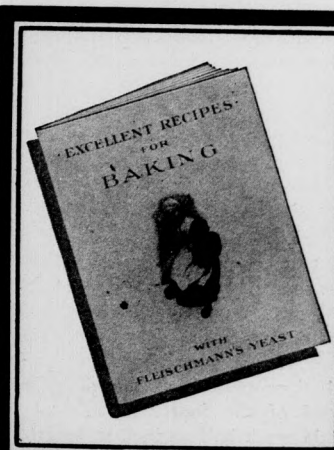
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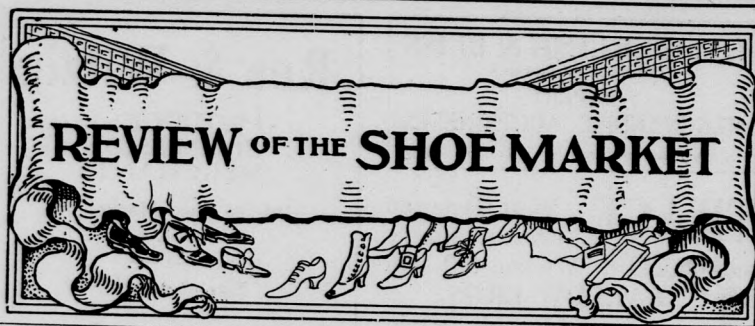
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Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to **FOOTE & JENKS, Jackson, Mich.**



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

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427 Plum Street,
CINCINNATI, OHIO.



Handling Customers Who Want Refunds on Shoes.

Written for the Tradesman.

As all of us have occasion to know, this is a delicate and difficult proposition. No sensible shoe merchant or manager of a shoe department wants to gratuitously antagonize his customer, thus jeopardizing his chances of selling that customer in the future; and every merchandiser who has reached an age of accountability as such knows that the big stunt nowadays is to hold onto the customers one now has, and reach out through his various advertising media for yet other customers.

These are the very things that combine to make the adjusting of complaints a difficult and delicate task. So many of the claims made by customers of the shoe store are palpably false, and so many of the demands for redress so manifestly unjust, the average merchant is often metaphorically up a tree: Shall he tell the customer the whole truth, and nothing but the truth, thus asserting both his independence as an individual and his rights as a merchant? He would like to. But in so doing he fears he will queer his customer. Consequently he usually adopts a more tactful method, which is of the nature of a compromise.

If he has to tell his customer that the shoes have actually been worn several weeks or months longer than the customer supposes, he breaks the news gingerly. And if he has to assume a position diametrically opposed to his customer's views on some other matters with respect to the damaged shoe, he does it as gently as he knows how.

But if he is a wise merchant he will let the impression somehow get over to the customer that under the velvet of a suave and conciliatory manner there is the solid steel of an inflexible purpose—the intention of standing solidly on his absolute rights as a merchant. The old familiar saying to the effect that, if one yields an inch he'll presently be called upon to grant an ell, applies with peculiar fitness to this business of adjusting complaints.

Now the profits accruing to the retail shoe merchant are not large enough to enable him to maintain a free repair shop for partially worn-out shoes; and he certainly can not be offering bonuses right and left by way of new shoes. And the profits on the business will soon go glimmering if one gets into the habit of refunding a part of the purchase price, or granting a generous concession on a new pair.

Of course the customer is usually persuaded in his own mind that the shoes were defective. It seems to be the easiest and most natural thing in the world to arrive at the conclusion that something about the shoes must have been extremely punk, or they would not have acted up as they did. Now, then, to be sure, there are really valid complaints.

There are sometimes defects in shoes that do not appear until the shoe has been worn. And the manufacturer who can turn out shoes that are absolutely and uniformly free from defects—and all the time right up to a certain standard of excellence—has not been discovered as yet. Leather is unequal—even the textile strength in a given skin is unequal. Without cutting out into the skirt of the skin, where the texture is looser, weaker and more flexible, the cutter may (without knowing it) so adjust his pattern as to bring a weak place in the skin to a point in the shoe where the strain is naturally greatest.

Sometimes the stitching in the shoe is defective, and now and then the vamp is cut by the edge-trimmer. These are more serious mistakes, for they should have been discovered before they left the factory. Sometimes the lining of the shoe has gotten out of kilter at some stage of its progress, so that it lies in folds and hurts the customer's feet. Where there is a valid complaint, the dealer ought to frankly admit it and promptly right it. But, as I have intimated, most of the demands are unreasonable.

When sole leather is thought by the customer to have gone to pieces because it was rotten, it will frequently appear that the customer himself has caused the sole to go to pieces burning the shoes on the fender of a red hot stove.

Shoes frequently crack near the toe at the bend of the foot—and this happens not only in cheaper shoes but also in medium priced and better grade shoes. It is sometimes caused by the manner of walking—some people have a way of walking on their toes—and sometimes by excessive perspiration.

This reminds me of an incident that came under my observation last summer: A gentleman came into a big city shoe store with a pair of custom made tan shoes for which he had paid \$7. He pointed out a cracked place on one of the shoes at the bend of the foot. It was an ugly little crack half an inch in length, and the leather about it was discolored. The owner of the shoes felt very

much abused; for, as he said, the shoes had been worn only about six weeks.

Now it happened that the man who adjusted that complaint was quite an authority on shoes. He asked the customer about his foot-symptoms. "Your feet perspire rather copiously, do they not?" he enquired. "I know it," replied the shoeman, "I can tell it by looking at these shoes." The customer was evidently surprised and wanted to know how. "Look at these dark discolorations," said the shoeman, pointing to some streaks on both the damaged shoe and its mate. "Now the only thing that could have produced those dark marks is perspiration from the feet. Now there are evidently certain mineral properties in that perspiration of your feet that act upon leather like an acid or an alkali. It is not generally known that the perspiration of some feet has that unfortunate way of reacting on leather, but it is a fact. Now look at this leather through this lense" (and the shoeman produced a strong lense some three inches across). While the customer was looking the shoeman continued: "Now you'll observe that leather is smooth and velvety and uniformly even. It was an exceptionally good grade of leather that went into these shoes, and you can be sure the cutter would not have overlooked anything like a defect—especially at such a prominent part as that. Naturally there is considerable strain on the shoe at that point, and every step you take causes the leather to bend just there—and that pressed the leather down next to your hose, which was saturated with perspiration. The leather must have been kept very moist for several hours during the day—one day after another—and the result was the perspiration simply destroyed the life of the leather at that point."

After this the shoeman went on to tell his customer that there were some simple and practicable ways to care for feet, such as his, in order to minimize this difficulty. The customer went away, to all appearances, quite placated.

But inasmuch as an ounce of prevention is better than a pound of cure, the retail shoe dealer should strive to obviate the necessity for adjusting complaints by telling people how to take care of their shoes, thus prolonging their usefulness as well as their looks. Tell them that, while leather is an admittedly strong and durable material under proper conditions, it is very easy to weaken or destroy its texture when the shoe is improperly treated. Advise frequently cleansing and polishing. Dirt is an enemy of leather—and some kinds of mud seem to be peculiarly so. Delicately suggest to them that they keep their shoes clean. And by all means have them polished frequently. Polish preserves the flexibility and life of leather—and polish is cheap. Advise the customer to have at least two pairs of shoes for hot weather wear: one for the daytime and one for evening wear. Advise them to tree the shoes when not

in use—and to place them where they can easily air out and dry thoroughly. Tell them how a rounded heel throws the whole shoe out of kilter, thus producing abnormal strains at certain points. Show them that it is economy to have repairs attended to promptly. If you have a repair shop of your own, this kind of talk is profitable both ways—profitable to yourself and to your customer.

Undoubtedly nine-tenths of the trouble that people have with their shoes is due to their own ignorance or carelessness. They abuse and maltreat their shoes more notoriously than they do any other part of their attire—and they smugly tell their alleged grievances to the shoe dealer, expecting him to make allowance where they are not entitled to a red cent. Learn to stand on your rights as a retailer—but learn to stand there tactfully. And above all things hand out liberal hunks of information about the proper care of shoes.

Cid McKay.

The Wife in the Store.

The wife who works in the store: We salute her! Without her there would be a business panic. Without her hundreds of little stores would probably close their doors.

It has been, to some, a mystery how some small stores can continue to exist in the face of narrowed profits, increasing store cost, and fierce competition at home and from out of town. It has been still more of a mystery when one has been forced to a realization of the lax business methods which prevail in many small stores; the neglect of invoice, the unwise methods of figuring the per cent. of profit, the absence of adequate book-keeping and the failure to keep pace with changing conditions.

The solution of the mystery rests in many cases with the wife who works in the store. She stands by her husband's side day by day, looking after the dry goods, the hats and the women's ready made stuff, taking the place of a high priced clerk, and enabling her husband to cut down the cost of running his store sufficiently to stay in the game. On Saturdays she labors incessantly; selling not only on the dry goods side, but hunting up a cap for Mr. White's boy, or suspenders for Mrs. Black's husband, or a shirt for Mrs. Gray's father. She puts a basket of eggs to the credit of one customer, and issues prunes and bacon and breakfast food to cancel the credit. She is here, there and everywhere, working for the store with the energy of two or three ordinary clerks of the hired variety.

It is the wife who works in the store who solves the narrowed profit problem for many a small town merchant and we honor her noble devotion, and her loyal service.—Merchants Journal.

Had Trod the Path Before.

Miller—Just as Millet and the widow started up the aisle to the altar every light in the church went out.

Mumford—What did the couple do then?

Miller—Kept on going. The widow knew the way.



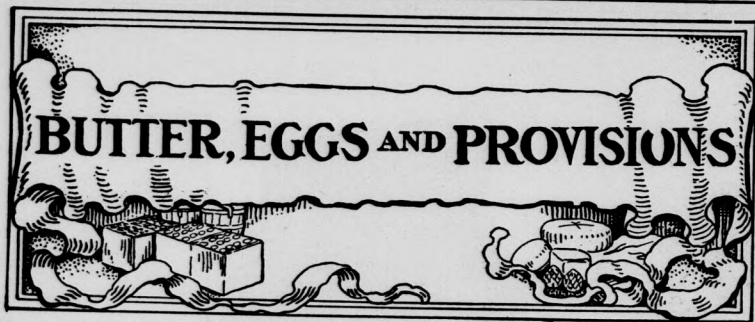
Whether You Buy Goods of Us or Not

We cordially invite you to visit us during Merchants Week and make our office your headquarters.

Modern shoe manufacturing is a most interesting process and we will be only too glad to take you through our factory and show you how our shoes are made.

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





Statistics of the Egg and the Poultry Crop.

A preliminary statement of the general results of the thirteenth census relative to the number of farms reporting the raising of poultry and production of eggs together with the number of fowls and dozens of eggs produced and the value thereof in 1909, has just been issued by Director E. Dana Durand, of the Bureau of the Census, Department of Commerce and Labor. It was prepared under the direction of Le Grand Powers, chief statistician, and John Lee Coulter, expert special agent, for agriculture.

Further analysis of the returns may result in slight modifications of the totals here presented before final publication, but it is not expected that they will affect materially the figures given herein. A statement showing the number and value of fowls on farms at the time the census was taken (April 15, 1910) has already been issued. Special attention is called to the fact that the present summary relates only to poultry and eggs produced on farms, as no enumeration was provided by law for cities, towns or villages.

Large Increase in Value.

The total number of farms reporting fowls raised in 1909 was 5,655,754, or 88.9 per cent. of all farms in the United States; and the number of such fowls was 488,468,354, or an average of 86.4 fowls per farm. No report was published in 1900 showing the number of farms reporting or the number of fowls raised in 1899, but the total value was given as \$136,830,152, as against a value in 1909 of \$202,506,272. It will thus be seen that the value of poultry produced in one year shows an increase during the decade of over \$65,500,000, or 48 per cent.

The last census shows that in 1909 there were produced in the United States 1,591,311,371 dozen eggs, valued at \$306,688,960. The production in 1899 was 1,293,662,433 dozen eggs, and the value, \$144,240,541. While the production of eggs during the ten years increased but 23 per cent., the value more than doubled, the exact amount of gain being \$162,448,419, or 112.6 per cent.

Distribution by Divisions.

Of the nine main geographic divisions into which the census divides the country, east and west north central divisions combined reported over 46.3 per cent. of all poultry, and 52.7 per cent. of the eggs produced in 1909. The latter division ranks first, with a total of 123,853,667 fowls raised, having a value of \$52,337,180. The

eggs produced in this division amounted to 446,336,192 dozen, valued at \$77,493,327. The average value per fowl was 42 cents, and the average value per dozen of eggs was 17 cents.

The east north central division raised 102,496,192 fowls in 1909, valued at \$47,972,887. The average value per fowl was 47 cents. During the same year 392,304,118 dozen eggs were produced, with a total value of \$75,237,900, or an average value per dozen of 19 cents.

The three southern divisions, comprising the South Atlantic and the east and west south central, together reported over 39 per cent. of all poultry raised in 1909.

Of these the South Atlantic produced the greatest number, 70,792,154, having a total value of \$24,413,963, or an average of 35 cents per fowl. In the same year there were produced in this division 136,073,767 dozen eggs, with a total value of \$26,545,679, or an average of 20 cents per dozen.

The west south central division is fifth in rank in the production of poultry and third in that of eggs, but the Middle Atlantic division reports a higher total value of eggs than any of the southern divisions. In the former the number of fowls raised was 59,066,127, valued at \$17,681,375. The eggs produced amounted to 165,557,865 dozen, and the value to \$26,395,765. The average value per fowl was 30 cents, and of eggs, 16 cents per dozen.

The poultry production in the Middle Atlantic division, 36,313,031 fowls, was valued at \$21,527,077, or an average of 59 cents per fowl; and the 161,921,598 dozen eggs produced were valued at \$37,507,552, or an average of 23 cents per dozen.

Seven states in the country raised over 20,000,000 fowls in 1909, namely, Illinois, Missouri, Iowa, Texas, Kansas, Ohio and Indiana; their combined production comprising over 39 per cent. of the poultry produced in the United States. Only four states, however, reported a production of over 100,000,000 dozen eggs — Missouri, Iowa, Ohio and Illinois; their combined product representing over 26 per cent. of the total.

Illinois raised 32,352,888 fowls in 1909, with a total value of \$15,404,028; an average of 48 cents per fowl. The production of eggs amounted to 100,119,418 dozen, valued at \$18,940,454; an average value of 19 cents per dozen.

The production of poultry in Missouri amounted to 31,913,210 fowls, valued at \$14,572,585, or an average of 46 cents per fowl. This State report-

Hart Brand Canned Goods

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

Michigan People Want Michigan Products



All Good Things
Are Imitated

Mapleine

(The Flavor de Luxe)

Is not the exception. Try
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and note the difference.

Order a stock from your
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Egg Case Nails, Excelsior, Extra Flats, White Cottonwood or Redwood, Knock Down or Set Up
Complete with Fillers.

Quick and Satisfactory Shipments

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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.

— ESTABLISHED 1876 —

Moseley Bros. Grand Rapids, Mich.

WHOLESALE OF BEANS, POTATOES, FRUITS EGGS, FIELD SEEDS.

In the market daily for supplies. What have you to sell?

Flour- Feed--Bags--Twine

Spring Wheat Flours
Rye Flours
Spring Wheat Bran
Spring Wheat Middlings
Winter Wheat Bran
Winter Wheat Middlings
O. P. Oil Meal
Cotton Seed Meal
Buffalo Gluten Feed
Alfalfa Meal
SUCRENE FEEDS
SUGARINE FEEDS

Flour Sacks
Bean Bags
Potato Bags
Second-Hand Bags

BAKERY SUPPLIES

Cooking Oil
Compound
Powdered Milk
Evaporated Egg
Potato Flour
Waxed Paper Bread Wrappers
Ovens and Machinery

We Make the Quickest Kind of Shipment

Roy Baker

Wm. Alden Smith Bldg.

::

Grand Rapids, Mich.

ed a production of 111,816,693 dozen eggs, having a total value of \$19,345,602, or an average value of 17 cents per dozen.

Iowa, with a production of 29,990,147 fowls, ranks third among the states. The total value of its poultry was \$13,914,985, or an average of 46 cents per fowl. A total of 109,760,487 dozen eggs were produced in 1909, valued at \$19,235,600, or an average of 18 cents per dozen.

The 23,433,005 fowls raised in Ohio were valued at \$10,997,633; the average value per fowl amounting to 47 cents. This State produced 100,889,599 dozen eggs, having a total value of \$19,748,658, or an average value of 20 cents per dozen.

Pasteboard Butter Boxes.

Among the new inventions that mark the progress of the dairy industry we are favorably impressed with the new idea in fifty pound butter boxes that are being put on the market. They are made the regular size and shape of the wooden boxes that hold fifty prints, but do not have to be nailed together as do the wooden boxes. They come knocked down, hence take up very little room. They are light and easily handled, yet strong. Both the upper and lower sides are provided with double laps folding over each way. When full they are sealed with one of these big stickers placed over the edges of the laps where they come together and running down over the side. If you are handling much print butter in boxes we believe you should give them a trial. They may be had from almost any of the dairy supply companies at reasonable cost.

High Priced Information.

Several Ohio inspectors of dairy products were going the rounds in one town when they came upon a small boy loading cans of milk into a wagon.

"My boy," said one of the inspectors, thinking by the abruptness of the question to take the boy off his guard, "my boy, do you put anything in that milk?"

"Yassir," said the boy promptly.

"And what is it?" asked the inspector, in his kindest tone.

"That's telling," responded the lad, with a sly wink, "but I'll put you next if you'll each give me a quarter."

Whereupon the inspectors immediately clubbed the necessary 75 cents, which they put into the boy's hand, saying: "Now, what is it, son?"

"I put the measure in every time I take any milk out," replied the boy, as he jumped into the wagon and drove off.

Activities in the Hoosier State.

Written for the Tradesman.

The Union Traction Co. of Indiana has adopted as its slogan, "Safety First," and each employe is being urged to co-operate in the work of reducing danger to a minimum on that road.

Jasonville is the youngest city in the State and is a live municipality. A party of eighty-three Jasonville boosters recently made a trip through Indiana in twenty-three automobiles talking their town and spreading advertising literature.

The "Pond Lily" train over the Grand Rapids & Indiana, for the accommodation of Ft. Wayne people having cottages at Rome City, will go into service June 14.

J. Stillman, of Kalamazoo, will open a branch dry goods store at South Bend about July 1.

A movement has been started in the East End section of South Bend for the closing of all stores on Sunday. Almond Griffen.

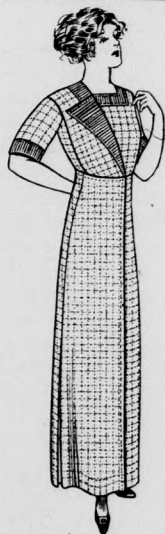
Your neighbor's front is not always a thing to envy. It may mean a long-term mortgage on the future.

One well-defined business plan is worth a headful of half-baked ideas.

Bavarian China Louise Pattern

Grindley's English Earthenware Grecian Rose

THE KINNEY & LEVAN COMPANY, CLEVELAND OHIO,
Grand Rapids Salesroom, 310 Ashton Bldg., will be open during Merchants Week. China, Dinnerware and Cut Glass, House Furnishings, Etc.
NEW LIGHT WEIGHT CUTTINGS A SPECIALTY W. N. BURGESS, SALESMAN.
Will Be Pleased to Have You Call.



House Dresses

Dressing Sacques, Kimonas

And Men's and Ladies' Outing

Flannel Night Robes

Guaranteed sizes, fit, workmanship and material. Juniors, Regulars and Out Sizes.

Lowell Mfg. Co.

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Chase Motor Wagons

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

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

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

PEANUT ROASTERS, CORN POPPERS, &c.

LIBERAL TERMS.

KINGERY MFG. CO., 420-426 E. Pearl St., Cincinnati, O.

MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

And patronize the service that has done most to abridge distance.

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



Cool Shoes for Hot Weather

We have prepared for your wants, and are ready to ship you the latest styles in black and tan Oxfords and Pumps, also White Nubuck and Canvas shoes and pumps.

Send for our latest catalog.

Hirth-Krause Co.

Shoe Manufacturers and Jobbers

Grand Rapids, Michigan



PAST FOLLIES.

Ludicrous Pictures of the Old-Time Grocer.

John W. Lux, President of the National Grocers' Association, said in part at the Oklahoma convention:

"I know there are many present at this convention who, like myself, were grocery clerks twenty-five or thirty years ago, and it is unnecessary for me to say to them that we are making progress. But to those who came on the scene in later years I will say that when I was a grocery clerk we worked until 11 o'clock at night and on Sundays, and if we got faint or tired about closing time the grocer used the sprinkling can to revive us. If the grocer's customers remained at home in stormy weather he imagined they were going elsewhere to trade and would plaster his windows with hand-painted signs offering twenty-five pounds of sugar for \$1, that cost him \$5 a hundred. When he wanted a tip on the market the clerks sneaked around and got a look at his competitor's window. I recall a clerk once copying the prices quoted from the window of our competitor. Eggs were selling at 21 cents a dozen. He made a mistake, reversed the figures and we sold them at 12 cents for nearly a week.

"The grocers in those days worked on the theory that if they could carry the people of their locality for an indefinite period they would eventually freeze out all competitors. However, men who were paid weekly were supposed to settle at least once a year. If a grocer looked for credit information, or tried to be friendly with his competitor, he was looked on with suspicion and classed as an outlaw.

"When the business men wanted temporary relief from some deadbeat or crank they sent him to the legislature and if he came home with enough money to pay his bills they were satisfied. During the session of the legislature they never called on him and did not seem to care whether he was at his desk, in jail, in the hospital or asylum. When later on they found that he helped enact a law, for instance, exempting from execution a million dollar homestead for each of their customers and in addition to that \$25 or \$50 a week's wages for the laboring man and had added 10 or 15 per cent. to their taxes and perhaps outlawed themselves and their stocks. The earliest recollection I have of the Minnesota Legislature was when it was made up of Indians, half-breeds and a few lawyers, and to give you an idea of the capacity of some of those lawmakers, one of them, after being elected to the Legislature, bought his ticket through to Washington, and thought he was elected to Congress.

"I have briefly called your attention to the helpless and hopeless condition of the individual grocer twenty-five years ago who wanted to close at a reasonable hour, who wanted a reasonable profit, reasonable credit protection and reasonable legislation.

"I know that as we conquer one

difficulty another arises, and if we allow them to accumulate they will overwhelm us, just as the weeds smother the neglected crop. The doctors are continually inventing new diseases for us to die of. Appendicitis has been one of their most profitable inventions in recent years. If we escape these diseases our lawmakers are continually trying to invent some trap that will land us in jail. The business man nowadays does not know whether he is going to spend the next Sunday in church or in jail. In this age of high living, high speed and high flying, the only thing that is held cheap is the liberty of the tramp and the business man. So you see when we cease to be the victims of our own folly, we are the victims of the folly of others.

"Among the many state and national conventions I have attended during the past year, I think the most notable was the Specialty Manufacturers' National convention, held in New York City. In my talk to the manufacturers I tried at least to make them understand the hopes, the ambitions and the aspirations of the retail grocers. I told them we did not relish the idea of seeing their advertisements on the first page of a magazine and a roast for the retail grocer on the second page. Further, that the grocers were getting tired of distributing 95 per cent. of the output of their factories and paying occasional fines for their short weights and adulterations, while they continued to cut prices for the benefit of mail order houses who distributed only 5 per cent. of their product, and that this method of doing business would quickly bring a day of reckoning and restitution which might prove very unpleasant. These remarks were not addressed to the manufacturers at that convention who are giving the grocer a square deal.

"In my talk before the Wisconsin State convention I directed my arguments altogether against parcels post and for newspaper publication. I tried to give the farmer and consumer an idea of the enormous price they would have to pay simply to have the satisfaction of seeing the growth of a great mail order monopoly. If Uncle Sam did the delivery. This article got wide publicity in the newspapers, but the magazines refused to publish it. At the Minnesota Merchants' convention in Duluth the officers of the Minnesota, Wisconsin and North Dakota associations sent a joint telegram to all of the United States senators and congressmen from these states protesting against the extension of parcels post.

"I answered the first call for a National Federation of retail merchants which met in Chicago October, 1911. In my opinion this is an ideal movement if properly conducted. The good that can be done by the united merchants of the country, especially in purifying politics and securing good legislation is beyond the comprehension of man. That the old crop of politicians, who have tempted and been tempted, are about to be thrown on the junk pile, is apparent to all. New methods and new men will soon supplant the old political

machine and the grafter. The highest and most patriotic duty the business man can perform now is get together and give us legislation that will encourage the honest business man in the development of the country and punish dishonesty. Laws to purify our politics, our advertisements, etc., are just as necessary as our pure food laws, and there is no question but this new organization can secure these reforms if properly directed. Of course, the same difficulty that has always stood in the way of human progress confronts us in this case, and that is, how to 'organize the organizer?' How are we going to be able to convince fifty or more leaders of half that number of National organizations that the other fellow's piece of pie is no larger than theirs. The green-eyed monster, that great destroyer of happiness, is ever present in human affairs. However, having in view these possibilities and the difficulties that stand in the way of their accomplishment. I am ready and willing to give the National Federation my personal support."

Lost Trade Regained by Optimism.

Did you ever see dollar after dollar sunk steadily into a business that once had paid out dollars instead of taking them? Did you ever see hope after hope flicker out and die? Did you ever—but a thousand different angles that breed pessimism present themselves when a man's business, for no apparent reason, suddenly starts on the down grade. That was the direction my business had been traveling for six months. It seemed that nothing I could do could stop it. I was losing hope.

And so was every one else connected with the establishment. I had been compelled to dispense with the services of ten of my clerks, and the other forty that were left were not cheerful. The empty aisles, the lack of the hurry and hustle that they had been used to in the past depressed them, and it reflected in their work. Everything was gloom. Even the weather, cloudy and rainy, day by day, seemed to be in sympathy with the something that was driving me out of business. It was one of times in a man's business, for which there is no explanation, and which only time can change. But I did not have the resources with which to wait for times to change. I had to do something and do it quickly.

One day I walked through the store and noticed the glum looks on the faces of every one. I happened to glance into a mirror and saw that my face was as glum as any one's—perhaps more so. And a thought flashed into my brain:

No Smiles—No Business.

Who would care to buy from a store where there were no smiles, where pleasantry was missing and where optimism was an unknown factor? No wonder that the stream, once started away from the place, had continued to pass it by. Then, if pessimism and a general air of gloom were ruining my business, optimism must bring it back. I determined to try the scheme at least.

The first thing I did was to hire

back every salesman and salesgirl I had dismissed. Then I called a meeting of all the employes of the place.

I said: "I have come to the notion that pessimism has been hurting this business. I remember now that I worried when business was good and gave you all cause to worry, believing that it would fall down as soon as a change in the weather came. Naturally you at once thought of your jobs. You were not as cheerful as you should be. It was not your fault. It was mine. Now, let us change things. Let us try having a smile on our faces from morning until night. Let us cultivate saying happy, optimistic things. And to show you that my heart is in the right place I am going to stick to you, every one of you, until the last chance is gone. Remember, if anybody leaves this place we all leave. We are one big family."

I told some funny stories then about men who had failed and suddenly made good. I tried to cheer the employes up and in doing so I found myself growing happier. Then I ordered a large sign painted, to be placed across the front of the store. It ran thus:

Yes, We Are Happy!

We've Got a Good Business.

We Give Good Values.

Our Customers Appreciate Us and We Appreciate Them.

Optimism Brought Trade.

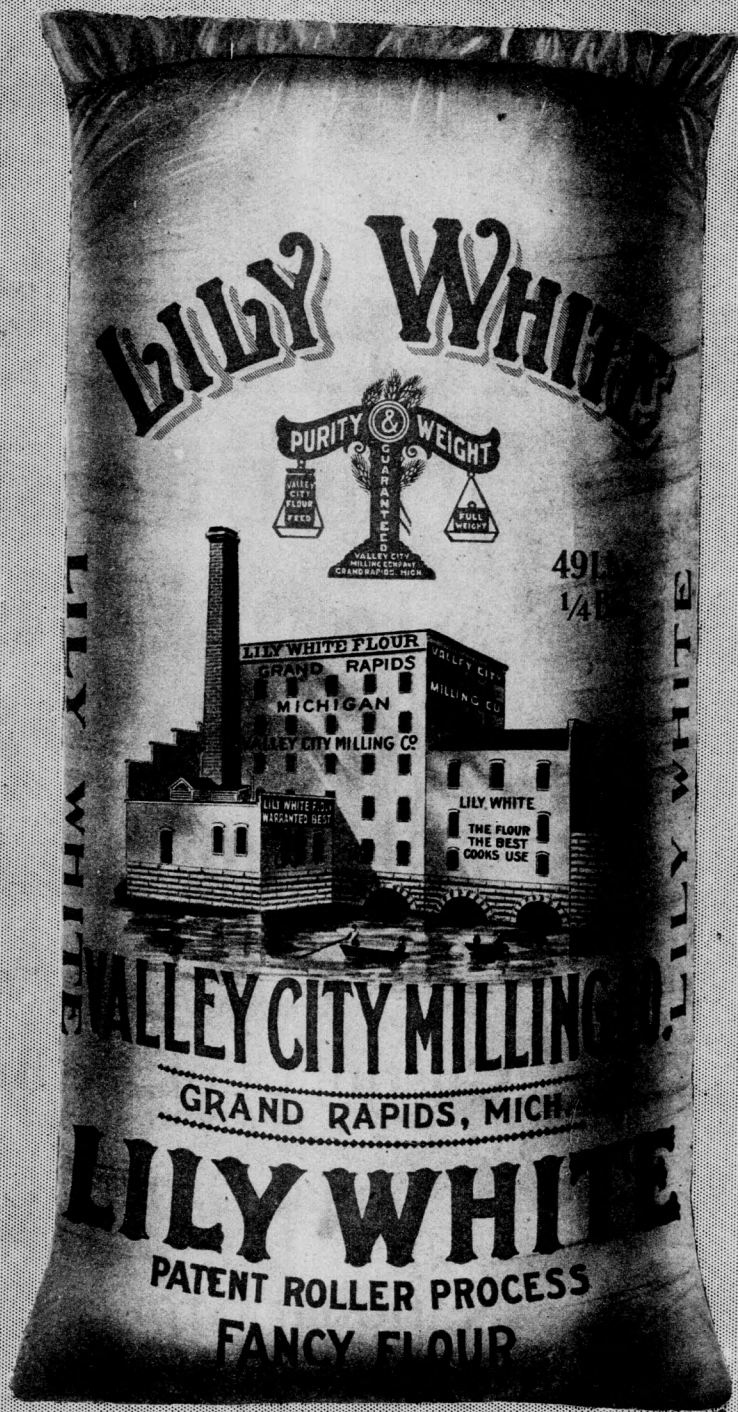
Then I proceeded to dress in my best, to mingle with my friends, to drop around the clubs, and to do everything possible to meet everybody in town that I knew. And with every one I preached optimism. I told of plans I had for my business, how I was going to enlarge it. As the town in which I had my store was rather small the news that I had hired back my clerks went around just as swiftly as the information that I had let them go. With every one I laughed and joked. I placed myself at the front door of the store to be the first to smile when a customer came in. I lived a life where worries were trodden underfoot, and where only optimism existed.

Soon I found that the clerks and salespeople were with me. I saw that they had a good word for every one, that they worked as they never had worked before to make good on their sales, that they did not have dissatisfied customers and that, when work was over, they went right on plugging for the store by talking of its merits and the good business it was doing.

And the power of optimism won. Soon people around town began talking of my store and watching for the advertisements. Once again the aisles began to present their old appearance. Soon after that the old-time sales had returned. And—well, now I am doing the greatest business I ever did in my life. And the reason my place is so heavily patronized is summed up in one woman's remark to another on a street car:

"O, yes, I always buy there. They treat me so nicely."

H. V. Simpson.



"The Flour the Best Cooks Use"

NATIONAL GROCER

Wholesale Grocers, Tea Importers

General Offices, Detroit

DISTRIBUTORS

"LIGHT HOUSE" and

The Largest Jobber of Groceries

With Its Houses so Located that a Retailer's Wants are

One Hundred Salesmen Represented

Detroit,

C. Elliott & Co.

E. A. ELLIOTT, Manager

Saginaw,

Phipps, Penoyer & Co.

W. C. PHIPPS, Manager

Bay City,

Gustin, Cook & Buckley

F. W. ATKINS, Manager

Jackson,

National Grocer Co.

W. J. BUTTERFIELD, Manager

Lansing,

National Grocer Co.

F. E. ELLIOTT, Manager

Port Huron,

National Grocer Co.

H. S. ELLIOTT, Manager

Decatur,

National Grocer Co.

J. S. McCLELLAND, Manager

MILLS AND MANUFACTURING DEPT.

DEWEY COMPANY

Importers, Coffee Roasters

Detroit, Michigan

DEALERS OF

“RED CAP” Food Products

for Groceries in Michigan

Requirements Can Be Intelligently and Promptly Supplied

and represent the Following Houses:

Grand Rapids, Musselman Grocer Co.

M. D. ELGIN, Manager

Traverse City, Musselman Grocer Co.

H. A. MUSSELMAN, Manager

Cadillac, National Grocer Co.

ED. KRUISENGA, Manager

South Bend, National Grocer Co.

WM. H. SWINTZ, Manager

Sault St. Marie, Musselman Grocer Co.

ED. STEVENS, Manager

Escanaba, National Grocer Co.

M. J. RYAN, Manager

29-35 LARNED ST. WEST, DETROIT

THE BUSINESS KNOCKER

Learns a Lesson Selling Goods on the Road.

The ordinary conception of a traveling man is that he is a person who sits around hotel lobbies and tells funny stories, plays poker continuously, and flirts with every pretty girl he sees. That may have been the case once upon a time with some of the men who make "the road" their home. But with the general run of traveling salesmen, with the successful ones, at least, things are mightily different.

"The road" to-day is one of hustle and of work. There is competition everywhere; the man who sells goods and makes a success for himself and for his house has not time in which to "fool around." True, there are months and months when he does not travel at all, but in the time he is out on the road he must be working every minute, scheming out ways in which to cover the most territory in the least space of time, and endeavoring in every way to do the best that is possible for his house.

To-day in the life of the traveling salesman is no longer the day of the sharper and the knocker. A man must play a fast game and a fair game. He must give the man he is selling good products and the right prices, for he knows that he must make the territory again. And as for "knocking" the goods of another salesman—that is a law of the road that is immutable.

"It never does any good to knock," said an old salesman, "and the sooner a man finds it out the better it is for him. And you will find that mighty few of the old salesmen will do it. It does not get a fellow anywhere. I remember teaching a little lesson of that kind to a man who was new to the road.

"It was down in the Ozarks—Pineville, Mo., to be exact. I had come into town by stage and had left the vehicle at a little restaurant, as it was late in the morning, telling the stage driver to take the trunks around to the hotel.

Competitor Saw Me Arrive.

"Well, it seems that a young fellow who was just starting out on the road with the same sort of a line I was handling was standing in front of the hotel when my trunks were unloaded and saw the label on my boxes. I did not know it at the time and if I had I would not have cared. I had those labels on the trunks so people could see them.

"After I had eaten I roamed over to the hotel and opened up, and when I had laid out my stock I started out to see what I could find in the town. It was the first time I had ever been in the place and my house was without a customer there. It was up to me to find one.

"I was handling a line of young men's clothing at that time that was trademarked and had a lot of good printer's ink behind it. And I do not care what you say, when you have a good line, backed up by a trademark and wise advertising, you have the

greatest thing in the world in your favor.

"Well, you got here pretty quick, didn't you?" my man said when I had introduced myself.

"How do you mean?" I asked.

"Why, I just wrote your firm day before yesterday, saying I'd like to look over your line. I wasn't looking for you for a couple of weeks yet."

"I realized that I had bumped into some good luck unexpectedly and determined to make the most of it.

"I was over at Lanagan," I told him, "and when the house wired me it was pretty easy for me just to take the stage over. And so here I am. I have the classiest line of goods you ever feasted your eyes on and it is laid out ready for inspection. Whenever you are ready, I am."

"Then, just when everything was going nicely, things began to cloud up.

"But I can't do any business to-day," my man said. "Both of my clerks are sick and I'm all alone at the store here. I can't leave it. I haven't time to look at samples. Could you not come back this way some other time?"

Changed Places With Owner.

"Well, you know what that would mean—the loss of a day, and perhaps of another later on. I pleaded with him to let me bring the samples to the store. No, he wanted to see every one of them and there was no place for showing goods. Besides, there was no time for it. I told him I would stay there that night, and he could see the goods after he closed up. That didn't work either. He had to go to Lanagan as soon as work was over and remain there until early the next morning, when he would return in time to open the store. I was beginning to get desperate. His store was really the only one in town that was worth while from my standpoint. And, besides, I did not like the idea of wasting a day or taking that ride over the hills again. At last there came a bright idea.

"What do you use for marking," I asked, "plain figures or code?"

"Plain. Why?"

"So do I. Every sample I have is marked in plain figures and they sell for exactly those figures. There wouldn't be a chance of getting a cut price if the Lord himself asked for it. I'm just telling you this ahead of time, so you'll know. Now, I tell you what I'll do: Why can't we play a little game in which we trust each other? I'll take care of the store here while you go over to the hotel and look over my stuff. I'll give the hotelkeeper a note to let you into the sample room. You can paw around all you want to, and there's only one provision to make: If you see a piece of goods you like, mark down the number on a piece of paper, and the price. Everything you see there represents the exact stuff as it comes from the house F. O. B. Chicago. And while you are gone I'll be cashier here, head clerk and owner if necessary. I ought to know a little about this business, and if I

make a mistake I'll pay for it if it costs a thousand dollars. Are you game?"

"He looked at me a minute in surprise, then laughed.

"Give me the note," he said. "I'm on if you are. I'll buy what I can and you sell what you can. I guess that's a fair bargain."

"Well, he had hardly gotten out of the store when the young fellow who had seen my trunks came sauntering in. From the way he struck for the pile of clothing on the first table and began to rub the cloth of the coats, I rather figured that he might be a salesman, but I was not sure. And so I hurried up and putting on my best clerk style voice, enquired:

"Anything I can do for you to-day?"

"Are you the buyer?" he asked.

"Well, not exactly," I answered. "The owner is out right now. But I am attending to his business. What can I do for you?"

"I'd like to sell a little bill of goods," he said, handing me his card. I saw that he represented a house that was fighting us hard. "By the way," he continued, "you are not handling any of the Beemer line of stuff, are you?"

"That was my house and I almost grinned when he asked the question.

"Not yet," I said, "but we have been thinking somewhat about putting in a little line. It is pretty good stuff, I understand, and advertised well."

"Yes, and that's all there is to it, the advertising," he announced. "If there ever was a bunch of crooks on earth it is that Beemer gang. I noticed that one of their salesmen was in town to-day, and so that's the reason I asked you. You know," he continued, edging up a little closer to me, "I don't like to see a man get stung. And so I thought I'd speak to you about it."

"That's thoughtful," I told him, kicking myself all the time to keep from laughing. "But just what is the matter with the firm? I have always heard that it was a pretty reputable bunch."

"Reputable? Nothing of the kind. In the first place they do not live up to their samples. They'll show you a line of stuff that will look as if it was made for kings. But just wait until you get your shipment! You'll think you've been to a remnant sale. There's no quality to their stuff and there isn't any style. There's not a man in the firm that could walk around the block without going in circles, they're so crooked."

"Of course, the joke all the time was on him, but just the same it made me hot under the collar to stand there and listen to him abuse the firm that I was working for. I knew that he was lying in every word, because if ever there were a straight bunch of men it was the Beemers. Once or twice I started to blurt out something or run him out of the store. Then I determined to just let him go on and talk himself to death. Besides, the store was as good a place as any for him to be. If he want back to the hotel he might

run into my customer and put some of his slander in his ear. And it might not be too late to kill my sale. And so I encouraged him to talk on.

"I'm mighty glad you came in when you did," I said. "I just wrote the firm the other day that I'd like to have a salesman drop in on me some time, and I guess they sent one over. But, of course, if this is the kind of a firm you say it is, I want to know all about it."

"And I can tell you all about it," he answered. "Why, do you know what they did down here in Joplin last year? The man built his whole reputation on the fact that he was going to handle the Beemer line. Well, what happened? He advertised the goods heavily, he got up a series of posters, and then when the goods came in he had a lot of calls for them. But to tell the truth, that man simply had to turn his customers away. He saw the quality of the stuff that had been sent him and he was not crook enough to deal it out to the people that had been his customers. He shipped the goods back and then paid money out of his own pocket for the advertising. Of course, there was nothing in the world that could pay him for the customers he had lost or for the trouble he had been put to. But that is just an example."

"I forced myself to laugh—much as I wanted to crawl over the table and give the fellow the worst beating he ever had in his life.

"Well, that is certainly crooked work," I said. "How did you get the dope on the firm so strong?"

Wouldn't Work for Crooks.

"How did I get it?" he asked. "Why, I worked for them for six months." Then I turned in my resignation. I would not be employed by a snide firm like that. If I am going to be a crook, I want to be an out and out one. I want to go out with a billy and knock a man down and take his money away from him in the regular way, if I am going into the stealing business. And I told the firm so!

"That was a little too much for me. Standing there with the table separating us, I longed to fasten my fingers around his throat and squeeze a confession from him that he was lying. Not that I didn't know it already. He never had worked for the firm. I felt sure that he was some swell headed stock boy who was making his first trip on the road. I knew that hard as his firm fought us, they would not willingly adopt methods like this—and I felt sure that they would fire a man who would use them. Oh, how I wished for the owner to return. I would gladly have lost ten other sales just to have had him walk in with the announcement that he had bought a good bill of goods. And I made up my mind that I was going to hold this fellow until he did come back—if it took all day. And I did hold him. I let him talk on. I encouraged him to go into the wildest possible dreams of his imagination regarding the poor quality of the goods I was handling. And at last I was rewarded. The owner

Established 1885

Alfred J. Brown Seed Co.

Growers, Merchants and Importers



General Warehouse and Offices, Cor. Ottawa and Louis Sts.

Grass, Agricultural and Garden Seeds

Grand Rapids

::

Michigan

of the store walked in with a long slip of paper, which he handed to me.

"It's all footed up," he said.

"I looked at the paper and saw that he had bought close to \$1,500 worth of goods. It made my heart bump in the right direction to see that, too. Then I turned to the young salesman.

"Now, young man," I began, and I adopted a stern, parental air, "this is the owner of the store. You can talk to him if you want to, but I do not think it will do you much good. He has bought about all the stuff that he wants for the coming season. He bought it from me."

"The fellow's face went blank.

"From you?" he asked.

Made Him Retell Story.

"Yes, from me. I happen to represent the firm that you have been telling me about for the last two hours. Now, I want you to start right in and tell Mr. Calvert every word that you told me. And I want to stay right here and hear it."

"Really, I never saw such a face in all my life. It turned suddenly blue, then red, then white. It was a regular American flag with the stars left out. Suddenly he whirled and started to leave the store with out a word. I ran around the table and grabbed him.

"You stay right here," I commanded, "or I will make you stay! Mr. Calvert," I said, "while you were away this young snip here walked into the store and, thinking I was the proprietor, did something no honorable man would do, began to knock my goods. Now, I want you to hear just exactly what he said—and I want you to remember it. When my shipment comes in, if every piece is not up to what the sample showed, I will pay you double for it. That is all. Now, youngster, begin your little tale of woe."

"But I had taken all the starch out of him. He seemed suddenly to have weakened. The knowledge that he had been telling his manufactured tale to the very salesman who handled the goods he had been defaming was a little too much for him to assimilate all at once. He tried to knock as he had knocked before, but all the 'pep' had departed and his arguments were lifeless, without sense. My customer listened awhile, then started to walk away.

"I have heard about all of that I want to," he said. "I bought \$1,500 worth of goods because it looked good to me. The prices were marked plain and I saw what I was buying. If it isn't good, I have a more than fair offer in regard to sending it back. And I guess that is about all there is to it. You can trot along, young fellow—and the next time you are in town just pass up this store. I do not like to buy from knockers. A fellow that has always got his hammer out for somebody else is going to use it on you, too, the first chance he gets. That'll be about all now. Trot along."

"But the time was not right for trotting. I had a few words to say myself. I grappled the little snip by

his coat lapels and glared into his eyes.

"Look here," I said, "there are two things I ought to do to you: The first would be to give you the worst beating you ever had in your life. The second would be to write to your firm and tell the kind of tactics you use in trying to sell your goods and to hurt the other fellow. I am not going to do either, because I'm not made of the same stuff you are. I am going to give you another chance. But let me hear of you trying this stunt again and I will do both! That's all."

"He walked out of the store with his head hanging. I never heard of him knocking again, either, and about a year after, when the lesson I had given him had had time really to sink in, he wrote me a letter, apologizing and thanking me for talking to him as I had. He is a pretty good salesman now—but he does not knock.

"And incidentally I didn't have to make that offer good. Not a piece of goods came back and the merchant continued to be my customer as long as I was with the firm. Sometimes, as they say, a knock is a boost, you know. I believe that merchant would have bought from me if I had been handling pig iron instead of garments."

Frank Johnson.



Visiting Merchants

You are cordially invited to make our store your headquarters while in the city. Check your parcels, and meet your friends here.

During this week every department will offer some items at special prices. Be sure and see them.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



**Carpenter-Udell
Chemical Co.**

Manufacturers of

**Agricultural
Spraying Material**



GRAND RAPIDS, MICH.

We recommend the purchase
of the

Preferred Stock
of the

**Cities Service
Company**

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

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



No Schemes or Plans

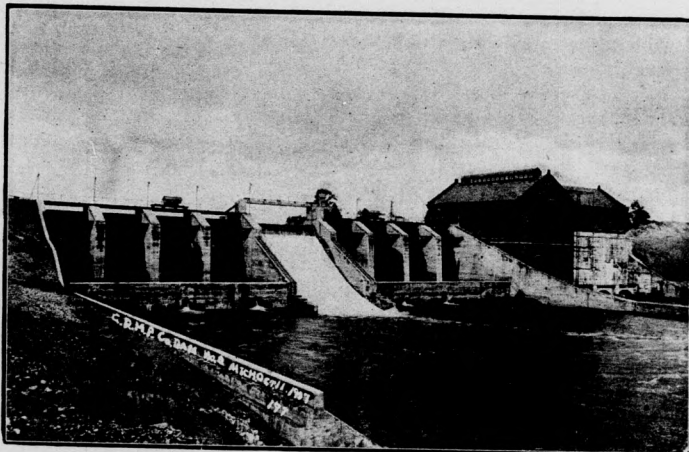
Are NECESSARY to Sell

"White House"

You Know That

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.

WATER POWER ELECTRICITY



This modern agent is today welcomed everywhere. It is promoting the prosperity and building up our cities and villages throughout the state.

The advantages of this force are too apparent, which is solving the power problems, large and small.

It means money made and saved where this economical and efficient power is used, which is lowering the cost of production all over the world.

Electric service is at your command every hour of the day or night. No matter what time you need it, it responds instantly at the pressing of a button. You may have light, heat and power, one or all at the same time, at a cost that is today within the means of everyone.

Grand Rapids-Muskegon Power Co.

Citz. Phone 4261

47 Monroe St., Grand Rapids, Mich.

Bell Phone 2477



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All the Way From Marquette To Seney.

Marquette, May 25—To-day I am starting to keep a diary—a complete daily record of my experiences, opinions, inspirations and bills receivable.

Part of this record I will divulge through the columns of the Tradesman for the delectation and uplifting of mankind. Being of a shiftless nature, I expect no pecuniary compensation for the increase of circulation that will immediately accrue to the Tradesman through my connection.

Only part of my diary will be published, as above stated. No one suspects that I have a dual personality—that certain basic and contrary tendencies of my nature impel me to lead a Jekel and Hyde existence. During the day I am looked up to as an exemplary person and a model for young men to copy. But, each night, at the ringing of the curfew, carefully I comb my hair—and, thus disguised, I roam through the world bent on Murder, Rapine and "Rum." On these occasions, if I run across Harry Brilling, of Grolik & Co., Detroit, I prefer bridge whist to "Rum."

Harry is one of the few good bridge players who does not make me feel like 30 cents.

Some time my dual personality will be discovered, and I will be unjustly aspersed by the unthinking rabble as hypocrite and imposter.

So, only the censored experiences and thoughts of my daylight existence will find expression in these columns.

Soothsayers and clairvoyants have often confirmed my wife's opinion, that I will die penniless; but the posthumous publication of my complete, unexpurgated diary, containing such illustrations as John Martin, without a white vest, in the act of

refusing to address a U. C. T. gathering will endow my heirs with fabulous wealth.

Calumet, May 26—In a recent issue of the Tradesman appeared pictures of Hach and Richter, rival candidates for the office of Secretary of the Grand Lodge of the Michigan U. C. T. Both have my pity—all candidates have my pity. No matter how trouble and care may surge in their hearts, theirs must be the perpetual glad hand and the unintermittent smile, lest one fickle vote be lost.

Thank Heaven, I have nothing to ask of the people—and I would not exchange my independence for a king's throne. Calm and serene, I watch with listless gaze, the strife for office—and smile and frown to whom and when I please, afraid of no man's enmity.

Of course, if an office were thrust upon me, that would be different. Recently I, myself, have been asked by two members from different parts of the State to run for the office of Grand Secretary. If, after mature deliberation, these requests develop in my mind into a call of duty, if I am finally dominated by the hallucination that the bleeding U. C. T. of Michigan needs my services, then I may reluctantly allow my name to be used at the Bay City convention, in which case I will not vote for either Hach or Richter.

Hancock, May 27—It makes me tired the way some fellows talk about "precedent." We can't do this and we can't do that because it is contrary to "precedent."

It is a good thing to follow a good precedent—it is a wiser thing to make a better precedent for others to follow.

To follow a precedent simply because it is such is slavery to the past. Progress is built upon the ruins of precedents.

These remarks have no connection with Richter running for another term as Grand Secretary.

Sault Ste. Marie, May 28—Last week a communication appeared in the Tradesman advocating the election of Hatch to the office of Grand Secretary.

Sure thing, no one doubts that he would be a good Secretary, but why should the article have appeared at all? The U. C. T. is supposed to be a secret organization; but if we tell the people of Michigan who we want for our officers and why we want them, we haven't got much of any secrets left. I know a lot of things

in favor of Richter's re-election, but I figure that the ear of the general public is no receptacle for them. Moreover, I doubt if such publicity, of which there has been too much during this campaign for Grand Secretary, does one bit of good. I will keep my ideas to myself and not try to influence a single vote, assured that the Nation is safe whoever gets elected.

Seney, May 30—Quite a bunch of U. P. delegates will attend the U. C. T. convention in Bay City June 7 and 8. They will come uninstructed, and some of them uninformed. They will have no candidate to elect and do not want next year's convention. But they do want to have a good time in Bay City, and individuals who take themselves too seriously or who have an aim in life will be shunned. Aspirants for office, however, may thrust sealed bids for support under the door of room 3 any time before 12:37 Friday noon. Bids will be opened 13 minutes to 1 o'clock, and all rejected bids will be returned after deducting postage and cost of doing business.

Trout Lake, May 31—Shakespeare says:
 "Some men are born Secretaries,

Some achieve the office of Secretary, While others have the office thrust upon them."

To which I will add that no matter what his mental qualifications may be, unless a Secretary is in love with his work, he is not fit.

And were I so disposed, I could say that Richter belongs to that class of secretaries who are born so. He has performed the duties of his office with such efficient completeness that any one may well hesitate to take his place.

But I came to bury Caesar, not to praise him. Phtthisic.

BOYS! BOYS! BOYS!
 Stop at

ARBOR REST
 PENTWATER, MICH.

New Beds Entirely Refinished—Individual Towels

Up-to-date Stores use

THE BEST **SALES** **DUPLICATING BOOKS**

Made of good BOOK paper, not print
 15% OFF IN TOWNS WHERE WE HAVE NO AGENT. WRITE FOR SAMPLES TO
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 Also manufacture Triplicate Books, Carbonized back Books, White and Yellow Leaf Books.

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 FASHIONED HOSE

The Only Hose
 In The World Whose
 Shape Is Knit In—
 That are Full Fashioned
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Made in
 America

Sold and recommended by the
GRAND RAPIDS DRY GOODS CO.
 Exclusively Wholesale Grand Rapids, Mich.

Croakings From the Crickets.

Battle Creek, June 4 — Albert Abrams, one of the sons of W. B. Abrams, of Tekonsha, was in the city Saturday. Mr. Abrams is proprietor of a bakery and grocery store, and also has a seed store, and is one of the enterprising merchants of Tekonsha. Albert was the guest of his sister, Miss Zaida Abrams, who has been employed in the office of Allan Raymond for a number of years. He also called upon Guy Pfander, one of the salesmen for the United Confectionery Co., of this city, and Charles Foster, representative of Foote & Jenks, of Jackson.

A. B. Brown, of Vermontville, representing the Ohio Rubber Co., is making some of his Michigan territory in his auto. The writer had the pleasure of meeting Brother Brown at Dimondale Monday and taking a ride, making the towns of Holt, Mason, Danville and Eden in the afternoon. It was a delightful day for such a ride and, although the roads were a little heavy, good time was made and a jolly time was spent by both boys. Mr. Brown is a member of Battle Creek Council, No. 253, U. C. T., and although it is not convenient for him to meet with the boys very often, his heart is in the right place and he certainly enjoys seeing them in chance meetings on the road.

Frank G. Sherwin will open his new grocery at 53 Main street, East, Wednesday evening, June 5. This will be one of the best equipped stores in Michigan, as the stock is entirely new and the fixtures are such as to make it perfectly clean and sanitary. Very little room will be taken up with counters, and the goods will be displayed in glass cases. Mr. Sherwin was born at Russell, New York, June 1, 1862, where he spent a part of his boyhood days. He received a part of his education in school at Madrid, New York. In 1884 he went to Lake City, Iowa, where he lived until February, 1889, when he came to Battle Creek. Here he clerked in the grocery store for Allan Raymond and in 1894 he and Jim Ball opened the store known as the Two Reddys. After eleven months he bought Mr. Ball's interest and conducted the store under the name of Sherwin, the Red Headed Grocer. He remained in business about fourteen years, when he sold out to take a position with the Toledo Computing Scale Co., which position he held for nearly five and one-half years. He made a trip back to Lake City and was married to Miss Verna A. Lumpkin ten years ago last New Year's day. They have one child, little Charlotte Jean, who is now 2 years and 8 months old. Mr. Sherwin never posed as a "jiner" to a great degree, but has been a member of the A. T. Metcalf Lodge, No. 419, F. & A. M., being a member of the Chapter, Council and Commandery. He also belongs to Dewitt Clinton Consistory, Scottish Rite, of Grand Rapids. He has also been a member of the Athelstan Club for many years and holds a membership in Battle Creek Council, No. 253, U. C. T. Asked as to his

hobby, he informed the representative who called upon him that his hobby was "to live and let live and be a good fellow." We bespeak a good business for Mr. Sherwin in his new location, as he has many old and tried friends who will be glad to see him back in business again. The best wishes of the traveling fraternity will also go with him.

We are sorry to learn that "Tillie" lost his pocketbook at the Pavilion the other day. It is nearing the time when election bets might be placed to pretty good advantage, and all this extra "spon" would come in handy. It is not alone in the city that the unsuspecting are sometimes roped in to the price of a good hat anyway.

Charles R. Foster.

Honks From Auto City Council.

Lansing, June 3—Brother F. D. Engle, with the American Seeding Machine Co., is attending the annual salesmen's meeting of his company this week at Columbus.

Brother Stewart Harrison has recovered sufficiently to enable him to make short trips and his condition is steadily improving.

E. M. Holley, with the Garden City Feeder Co., left this morning for an extended business conquest in Canada.

Several of our counselors have recently purchased automobiles and are using them in covering their territory. Wonder if this is the reason why some favoritism is being shown in the dining rooms of certain hotels?

From reading the last issue of the Tradesman, we rather infer that the correspondent who writes Croaking of the Crickets has a real good job.

Our Past Counselor sold a good order for paint last Saturday night after Council meeting had closed. Delivery, however, will not be made until to-morrow.

Brother F. H. Hastings is some fisherman, judging from the catch which he brought home from Gregory last Friday. As usual, the big one got away.

Lansing's newest enterprise is the Sanitary Iceless Package Co., located on Grand avenue, south. Plans are being made for the enlargement of the plant and more salesmen are needed. The sales manager has expressed preference for U. C. T. men.

Brother M. L. Moody has another hobby. This time it's a thrifty backyard garden. Any morning when he is at home he may be found in this garden at daylight, working destruction among the weeds and caring for the tender shoots. Plans are being made to poison his bull dog before watermelon time.

If you are late in getting into Alma some night, and don't get a chance to pay the \$2.50 rate at the Wright House, you won't get any better room than you deserve.

It was somewhat amusing to notice the animated expression on the countenance of the genial hostess at the Graham Hotel, in Gladwin, when it was found, during the recent flood, that a washout on the M. C. R. R. would cause fourteen industrious peddlers to stay over another twenty-

four hours with nothing to do but play rum. However, the rake-off and 'bus fares were paid without much grumbling. While certain other conditions might be improved somewhat, yet, the above named hostelry is to be commended for the limited number of individual towels furnished in the wash room.

Now, altogether, for the Grand Council meeting at Bay City and John C. Saunders for member of the Grand Executive Committee.

H. D. B.

Three Thousand Dollars in Death Claims Allowed.

Port Huron, June 1—The second meeting of the Board of Directors of the Michigan Knights of the Grip was held at the office of the Secretary to-day. Roll call of officers found all members present except Frank L. Day.

A communication was received from Mrs. S. B. Connor relative to the changing of the beneficiary of Fred A. Connor. On motion, the Secretary was instructed not to make a change without consent of the Board.

A communication from Brother J. J. Rodgers relative to his suspension was read and on motion was received and filed.

Moved and supported that Brother H. P. Goppelt be allowed to take the record books home, and he be instructed to compile a record of the rulings of former boards. Carried.

The Finance Committee reported that it had examined the books and reports of the Secretary and Treasurer and found them correct with balances in all funds. Adopted.

The Finance Committee reported the following bills:

Treasurer, salary,	\$35.91
Secretary, salary,	89.77
C. P. Caswell, Board meeting...	2.75
I. T. Hurd, Board meeting....	4.28
J. A. Hoffman, Board meeting..	14.72

J. D. Martin, Board meeting...	12.88
J. Q. Adams, Board meeting...	9.72
C. H. Phillips, Board meeting..	4.44
H. P. Goppelt, Board meeting..	6.13
Campbell-Ewald Co., printing..	7.35

Moved and supported that the bills be allowed as read and orders be drawn on the general fund for the various amounts. Carried.

The Printing Committee reported the following bills:

Barlow Bros.	\$10.25
Express45
Tradesman Company	25.50
Express55
Courtney Bros.	29.50

The Secretary presented a bill for \$6 for an advertisement printed in the Griplet. Moved and supported that the bill be allowed and an order drawn on the promotion fund for the amount. Carried.

The Secretary presented the following death claims:

Beneficiary.

F. E. Wicking, A. Wicking (father),	\$500
Jas. M. Eckels, • W. E. Eckels (son),	500
Robt. E. Johnston, Mary E. (wife),	500
Wm. Partels, Ida (wife),	500
L. A. Brown, Mary L. (wife), ...	500
D. L. McDermid, Mrs. D. L. (wife),	500

Moved and supported that the claims be allowed as read and orders drawn on the death benefit fund in favor of the beneficiaries for the various amounts. Carried.

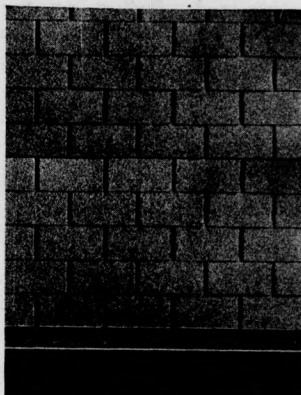
Moved and supported that the Board commend President Caswell for his good work in securing honorary members. Carried.

Adjourned to meet at the Secretary's office, in Port Huron, Saturday, Sept. 7, 1912. Carried.

W. J. Devereaux, Sec'y.

When a fellow lets his discontent get the upper hand of his ambition he is on the toboggan slide.

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting Fully Guaranteed

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

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



Confidence of Mr. Lemon in Three Executors.

The death of Samuel M. Lemon creates vacancies on the boards of four of the city banks, the Fourth National, the Peoples, the Commercial and the Michigan Exchange Private Bank. The Commercial has over twenty directors, representing the combined directorates of the old Fifth and the Commercial, and instead of filling the vacancy the number of directors may be reduced.

The death of George M. Edison leaves a vacancy on the board of the Grand Rapids Savings and this, too, is likely to remain unfilled for the present. Mr. Edison was one of the oldest of the bank's directors, with a record of over thirty years, and his passing leaves Aaron Brewer the last of the patriarchs.

Samuel M. Lemon left an estate estimated at between \$200,000 and \$250,000, and in a will made just before he started for Hot Springs last January he bequeathed it all to his wife. He named William H. Anderson, James R. Wylie and Robert D. Graham as executors and showed his confidence in these old friends by providing that they be not required to give bonds for the faithful discharge of their duties. In wills when the management of the estate is left to the wife or a son it often occurs that the giving of bonds is waived, but this is rare when persons outside the family are named. Mr. Lemon had known the three bank presidents

whom he named for many years and he paid them a high compliment in placing his estate in their hands. As to the estate a considerable portion of it is in the stock of the Lemon & Wheeler Company. Another substantial portion is in the stock of the Grand Rapids Show Case Co. And then he had his bank stocks. His home and various odds and ends will complete the list. Mr. Lemon was never a speculator. The stock market had no lure for him and it is probable the executors will find very few loose ends to gather up. One of the important items, as stated, is his holdings in the Grand Rapids Show Case Co. When the Show Case Co. was young and struggling and in need of additional capital Mr. Lemon took a quarter interest, putting in \$25,000. Instead of cash the company distributed stock dividends of from 10 to 25 per cent. annually for several years and the original holding doubled and then doubled again and became one of his best assets. When he put in his money he knew nothing of the show case business and not very much about manufacturing, but he had confidence in the young men who were at the head of the enterprise and backed this confidence with his cash. Financially, it was one of the best things he ever did.

Frank S. Coleman, of the Grand Rapids Savings, has returned from a month's trip in the West. He went with the Shriners on their pilgrimage to Los Angeles and then traveled up the coast to Portland and returned by

2½% Every Six Months

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

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

Place your **Buy and Sell** orders with

Citz. 1122 **C. H. Corrigan & Company** Bell M-229
INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

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

Public Utility Stocks and Bonds Municipal Bonds, Local Securities

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

YOUR FAMILY IS IN NEED

of adequate protection in the event that you should be taken away. Have you provided sufficient Life Insurance to care for them as **YOU CAN?** If not we can supply your needs.

The Preferred Life Insurance Co. of America
Grand Rapids, Michigan Wm. A. Watts, Secretary

Business Success

DEPENDS in a large measure upon a bank account—without money no business can prosper—with it the gateway to success is ever open—every day opportunities arise for safe and profitable investments.

Take your bank seriously—it is here for your good and your good means the good of the community—learn its personality well—many times you can turn to your bank in time of need.

WE WILL WELCOME YOUR ACCOUNT



West Side Office
40 W. Bridge St.

S. End Branch
S. Div. and 6th Ave.

Fourth National Bank

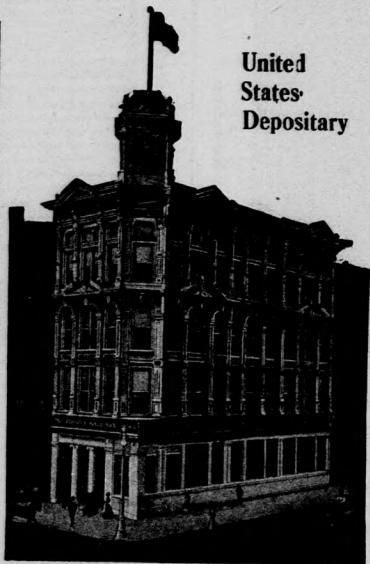
Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Capital
Stock
\$300,000



United
States
Depository

Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Surplus
and Undivided
Profits
\$250,000

way of the Canadian Pacific. He was accompanied by his wife.

One of the local bank presidents will not tolerate buying stocks on margin by the employes and in this respect he is like all the others, but he has a pleasant way of watching the stock market and, when some standard stock is quoted at a price that makes it look like a bargain, he buys a block of it and lets all the boys in on the deal. The clerks give their notes for the shares allotted them, paying the interest and receiving the dividends and are privileged to pay on their notes out of their salaries if they wish to do so. When the stock advances to a level that shows a fair profit it is sold and the profit is divided pro rata and any money that may have been paid on the notes is returned. This banker is very careful to explain to the clerks the difference between margin and actual buying and to warn them against the dangers of the former. His theory is that his clerks are just human enough to enjoy a little addition to their regular income and that if he manages their deals for them they will not be tempted to go in foolishly and rashly on their own account.

Henry Idema has already begun his agricultural activities on his farm on the shores of Black Lake. He has his canned tomatoes planted and has sent for some some corned beef seed. In the meantime he is comparing his radishes with those which Robert W. Irwin is raising on the adjoining farm. Thus far Mr. Irwin is a little ahead. He has produced seventeen radishes of eatable size, while Mr. Idema has dug only thirteen, but Mr. Idema hopes to catch up on the next lap.

Frank T. Hulswit is putting the finishing touches to the financing of the United Light and Railways Co. under its enlargement and re-organization, following the absorption of the Tri-City Company. The original United Light and Railways, made up of the

various properties which Mr. Hulswit had controlled as individual enterprises and then merged into a holding company, was capitalized at \$2,133,000 preferred, \$862,000 second preferred and \$800,000 common stock. The enlarged United has \$5,000,000 preferred, \$3,000,000 second preferred and \$5,000,000 common, a total of \$14,000,000, and in addition has a bond issue of \$4,850,000 to take up the underlying bonds of various subsidiary companies and to provide \$1,000,000 working capital. The financial operations involved in the deal are easily the largest and most important that have ever been conducted by Grand Rapids men, and the apparent success of the transaction is a high testimonial to Mr. Hulswit's skill as a financier and his ability. It may be added that success has not changed Mr. Hulswit in the least. He is just as modest and unassuming as though what he had accomplished were an every day affair.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	86	89
Am. Gas & Elec. Co., Pfd.	46	47
Am. Light & Trac. Co., Com.	310	
Can. Puget Sound Lbr.	2 3/4	3
Cities Service Co., Com.	99 1/2	100 1/2
Cities Service Co., Pfd.	89 1/2	90 1/2
Citizens Telephone	96	97
Comw'th Pr. Ry. & Lt. Com.	61 1/4	61 3/4
Comw'th Pr. Ry. & Lt. Pfd.	90	91
Dennis Salt & Lbr. Co.		100
Elec. Bond Deposit Pfd.	83	85
Fourth National Bank	200	
Furniture City Brewing Co.		70
Globe Knitting Works, Com.	110	112 1/2
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		200
G. R. Nat'l City Bank	178	180
G. R. Savings Bank	185	
Holand-St. Louis Sugar, Com.	10 1/4	11
Kent State Bank	260	
Lincoln Gas & Elec. Co.	40	42
Macey Co., Com.	200	
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.	90	94
Michigan State Tele. Co., Pfd.	100	101 1/2
National Grocer Co., Pfd.	87 1/2	91 1/2
Ozark Power & Water, Com.	46	50
Pacific Gas & Elec. Co., Com.	63	64
Pacific Gas & Elec. Co., Pfd.	90 1/2	92
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Pfd.	77	78 1/2
Tennessee Ry. Lt. & Pr., Com.	24	25
*United Light & Railway Com.	63	
*65 last sale—ex dividend 75% in stock.		
United Lt. & Railway 1st Pfd.	89	91
United Lt. & Railway 2nd Pfd.	79	80
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95 97
Flint Gas Co.	1924	96 97 1/2
G. R. Edison Co.	1916	97 99
G. R. Gas Light Co.	1915	100 1/2 100 1/2
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99

June 4, 1912.

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

SURPLUS FUNDS

Individuals, firms and corporations having a large reserve, a surplus temporarily idle or funds awaiting investment, in choosing a depository must consider first of all the safety of this money.

No bank could be safer than **The Old National Bank of Grand Rapids, Mich.**, with its large resources, capital and surplus, its rigid government supervision and its conservative and able directorate and management.

The Savings Certificates of Deposit of this bank form an exceedingly convenient and satisfactory method of investing your surplus. They are readily negotiable, being transferable by indorsement and earn interest at the rate of 3 1/2% if left a year.

THE OLD NATIONAL BANK
GRAND RAPIDS, MICH.

New No. 177 Monroe Ave.

:::

Old No. 1 Canal St.

SAFETY FOR OUR DEPOSITORS

DEMANDS that our investment of their money shall be made in the best securities obtainable. Our judgment is that nothing excels **MORTGAGES ON PRODUCTIVE PROPERTY** as a secure place to invest the money belonging to people who have confidence in us and intrust their savings in our keeping.

WE WANT MORTGAGES

And take this opportunity through the columns of the Tradesman to tell its patrons that we are willing to make exceptionally attractive terms to those who are looking for money and desire to give security on farms, homes or business property. We vary our conditions to meet the desires of those making loans.

Step into our banking office on the northeast corner of Monroe and Ionia avenues and talk with Mr. Garfield or Mr. Shedd if you are looking for a loan, and a committee of the directors will review your property and grant every reasonable request in terms of payment. You will be pleased with our method and we will be glad to see you. This is the bank where **YOU WILL FEEL AT HOME.**



Only bank on north side of Monroe avenue

OFFICERS

CHAS. W. GARFIELD, President
FRANK S. COLEMAN, Vice President and Cashier

DANA B. SHEDD, Assistant to President

WILLIAM ALDEN SMITH, Vice President
ARTHUR M. GODWIN, Assistant Cashier

News and Gossip of Grand Rapids Boys.

Grand Rapids, June 4—Saturday evening, June 1, there took place in the U. C. T. hall one of those good old rousing U. C. T. meetings. Business was transacted with the exactness and precision of a well-oiled machine. Good nature and generosity were 200 per cent. above par. In fact, I think anyone could have borrowed money of our tight old Secretary. We also added four more good fellows who possessed the sterling qualities which allowed them to pass the mystic portals of U. C. T.ism.

Charles Francis Mooney was there with his fancy work. Glad you kum, C. F.

Brother "Lily White", Jim Bolen, wants to be careful when doing stunts with a dollar and be careful who he bets with. The deal at Constantine was a frame up with Brother Fred Beardslee as chief crook.

Conductor Bert Clark, of the Pentwater Division of the P. M. Railroad, is a talented musician. He borrowed a mouth organ of a youngster on the train one day last week and amused the kid by playing Turkey in the Straw to him. At least, that is what Bert said it was, so we will have to take his word for it. "Awfully foolish."

Mrs Drake's handsome and talented son, Bill, says he is bringing his boy up to vote for W. J. Bryan for President. The boy at the present writing is nine months old. "Simply nonsense." I'm getting just like R. K. M.

Brother Lovelace is spending a month in little old Chicago. Poor boy, we know he will be lonesome in such a burg. I have requested the editor to send him a copy of the Tradesman to help pass the time away.

It is getting nearly time when our poor old grandmother will have to die again.

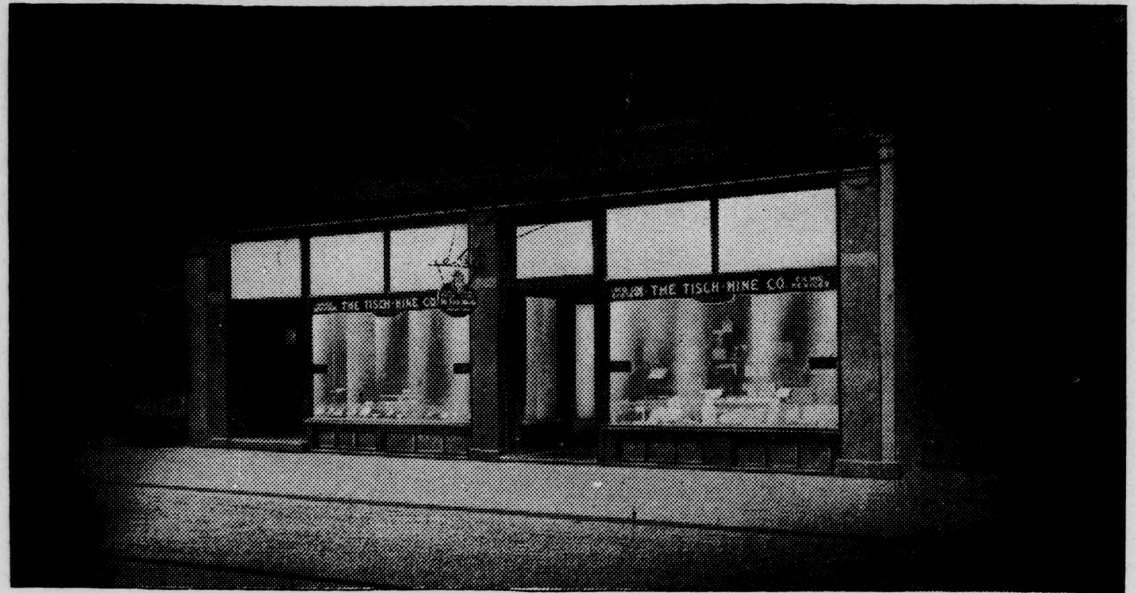
Why?

Because the Grand Rapids team will be here from June 19 to 27. Nothing like being prepared. I have been there.

The special train will leave the Grand Trunk station at Bridge street Friday morning at 7:30 sharp. Don't be late, as the train leaves on time.

Sierd Andrenga, our congenial hardware merchant of West Carlisle, is an ardent admirer of this column. He says it would make a wooden Indian laugh. It is simply awful. Don't be harsh, Sierd. I have a wife and child to support "me."

I don't suppose it is the proper thing to divulge family secrets, but in this age of the downfall of man and the rise of woman to that of supreme ruler, it does one good to know there are some left who dare to assert themselves. "Henry, touch off the slush gun all right. "Bang." Goebel and his better half were having a severe quarrel. No use going into details, but the final remark was this: "Eddie, dear, you do not make a fuss over me like you used to before we were married." "Nope, no use running after a street car after you have caught it." Columbus discover-



"The One Bright Spot on Pearl Street"

The renumbering of streets has been confusing to the extent that some of our friends thought we had moved. We are still at the old place (5 and 7 Pearl St.), with a new store and new stock. Our new numbers are 237 and 239 (near the bridge.) Here you will find "Everything for the Office." It has been our constant aim to make our place attractive. That we have succeeded to a certain degree is evident by the complimentary remarks of all visitors, but we will never stop.

It is our desire, not alone to operate a place where office necessities are on display and for sale, but we want to be of real service to the merchants of Western Michigan. The advice of our superintendent, with fourteen years' experience in all the branches of our business and help from the heads of different departments are yours for the asking.

We are all the time securing devices and investigating new methods that will lighten your labors and expedite office work.

Let our salesmen who are ever pleased to serve you, show you the Numeralpha System of filing, the most accurate system of filing correspondence yet devised. We have many other "Office Helps" to offer you and if your floor space is limited we suggest:

The Desk With Brains (Sectional.)
Uhl Art Steel Typewriter Cabinet.
Folding Tables.

Globe Steel Cabinet Safe.
Vertical Filing Cabinets.
Sanitary Steel Locker.

FOR THE CASHIER OR BOOKKEEPER

Standing Desk.
Sengbusch Self Closing Ink Wells.
Check Protector.

Kalamazoo Binder, with Automatic Index (holds sheets 1 to 1,000.)
Dalton Adding Machine.

For the Credit Man

Advertising Manager

Heads of Sales and Buying Departments

In Fact for Everyone Who Dictates

EDISON DICTATING MACHINES

The economy of the voice writing system will be demonstrated to you in your own office without the least obligation on your part.

For Designing Department

Drawing Materials, Tracing and Blue Print Papers

We operate a fully equipped factory in connection with the store and should you be in need of anything in special bound books, loose leaf outfits, billing systems, snappy printing, or stock certificates, give us an opportunity to serve you.

Our leather goods department where we can furnish you "ANYTHING IN LEATHER" made to your order in any particular grade of leather is open for your inspection. Mr. Franz Moor has complete charge of this department and this alone is a guarantee of strictly high grade work.

Mr. Cooper, who has charge of our Accounting Department, will be glad to confer with you, or make a complete audit of your books. Get his ideas on collections, cost accounting, etc.

Make yourself and your wants known and we will solve your problems.

THE Tisch-Hine Co.

OFFICE OUTFITTERS

GRAND RAPIDS, MICH.

ed America in 1492. I was discovered later.

J. A. Keane, blessed by all the old maids for having introduced delicious tea in the Western portion of Michigan, says it is so lonesome in Dutton that the owls hoot at noon. J. A., we do not like to dispute your word, but possibly it was a coo coo clock you heard.

The nineteenth annual session of the Grand Council of Michigan, United Commercial Travelers of America, to be held in Bay City Friday and Saturday, June 7 and 8, promises to be a bumper meeting, and that Grand Rapids Council, No. 131, will be well represented in an assured fact. A special train will leave Grand Rapids Friday morning, carrying a large delegation of the members and their

families and friends. It will be met there by those who have gone direct from their work on the road. The delegates, together with members of No. 131, who hold office in the Grand Council—Walter S. Lawton, Grand Sentinel; John D. Martin, member of the Grand Executive Committee, and Wilber S. Burns, of the Jurisprudence Committee—will all reach Bay City Thursday evening to attend committee meetings that evening. At the election of officers Friday it is not the intention of No. 131 to ask for any new offices, excepting the election of Walter S. Lawton to one office higher, that of Grand Page, John D. Martin, on the Grand Executive Committee, carrying over for one year more, but it is a fact, and a very positive one, that the Grand Rapids

delegation will, without a doubt, secure for Grand Rapids the twentieth annual session of the Grand Council of Michigan, to be held in 1913. Grand Rapids Council, No. 131, knows how and it will win. Ed. Ryder.

Grand Rapids, June 5—"Happy Bill" Jenkins, proprietor of the Western at Big Rapids, says there is no news at his town. All the boys are behaving fine. Big Rapids is in Mecosta county. Mecosta county is dry.

Brother Chas. P. Reynolds has gone into a new business. He is starting a cat farm for his grandson, C. Reynolds Olin. Henry Murray, the genial Sparta merchant, is gathering up all the stray cats in Sparta and turning them over to Charlie, and Charlie carries them home in his arms.

U. C. T., 16; Y. M. O., 8; was the score of the game played last Saturday afternoon. The boys are just getting in shape and the way they are hitting the ball is certainly great.

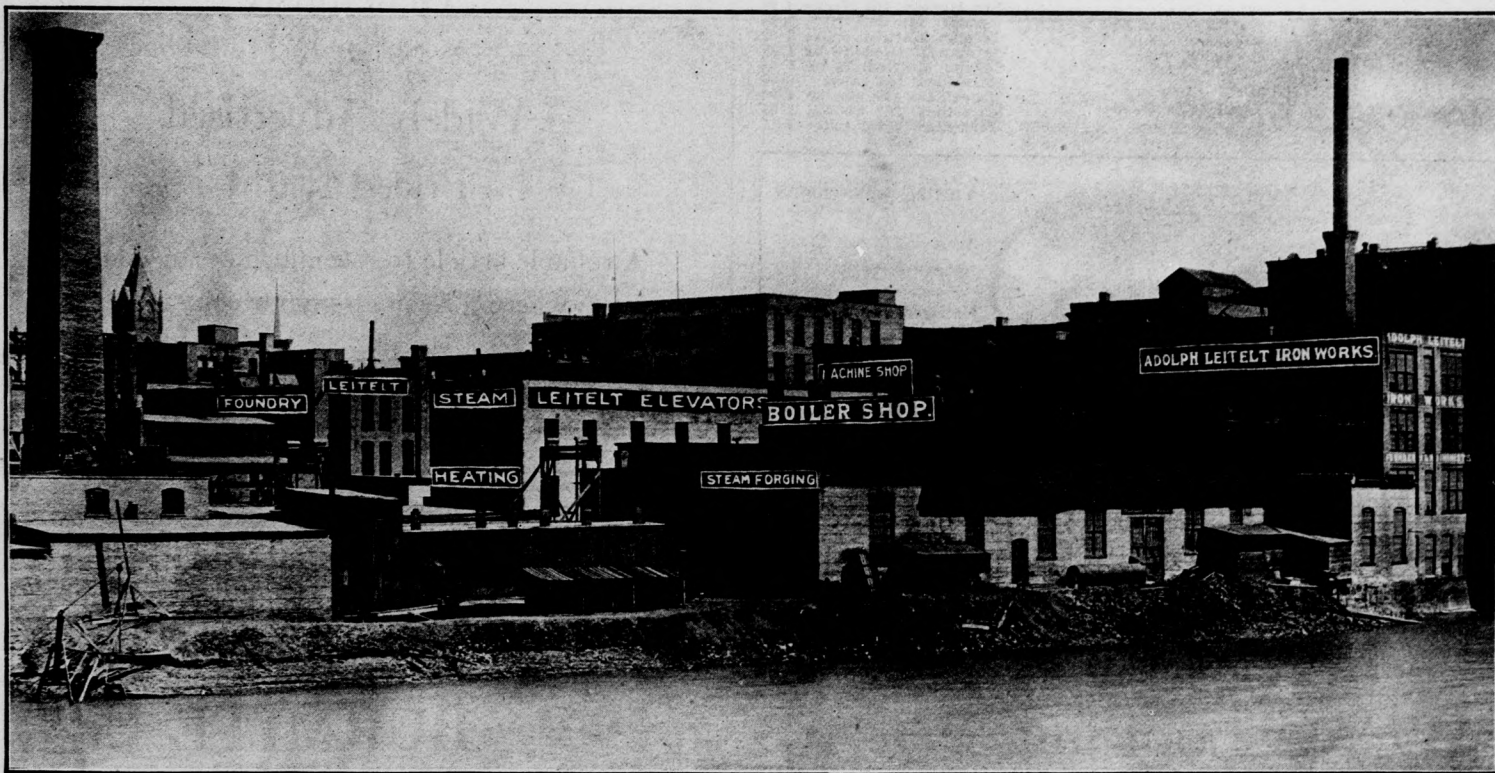
Brother Charlie Reynolds is sure getting old. He hasn't seen a ball game this year and he used to be at all of them.

Be sure and go to Bay City Friday on the special which leaves the Grand Trunk station at 7:30 a. m. Some time guaranteed.

Convention at Grand Rapids in 1913 is the slogan.

"Francis Charles" Mooney is playing right-field for the U. C. T. this season and hitting the ball on the nose.

Walt. F. Ryder.



ADOLPH LEITELT IRON WORKS

ERIE AND MILL STREETS

Established 1862

Incorporated 1891

GRAND RAPIDS, MICHIGAN

Citizens Phone 4465

Bell Phone M 282

We can furnish you with **FREIGHT ELEVATORS** for any purpose and for either power or hand operation. Let us figure with you and advise you as to the most practical equipment for you to install.

We Make Complete

DOUBLE BELT ELEVATORS

(Line Shaft Drive)

SINGLE BELT ELEVATORS

(Electric Motor Drive)

HAND POWER ELEVATORS

CARRIAGE AND AUTOMOBILE LIFTS

(Power and Hand)

HYDRAULIC LIFTS

(Direct Plunger Type)

Our freight elevators are in extensive use. They are mechanically right in every detail. They give continuous satisfactory service under the most severe usage. They are built of the best materials.

Take up the elevator question with us. Let us send you our Catalogue B and other descriptive matter. Write now for this and any other information you want.

Special Price Current

VINEGAR
 White Wine, 40 grain 8 1/2
 White Wine, 80 grain 11 1/2
 White Wine, 100 grain 13
 Oakland Vinegar & Pickle Co.'s Brands
 Highland apple cider .18
 Oakland apple cider .14
 State Seal sugar .12
 Oakland white pickling 10
 Packages free.

S. C. W., 1,000 lots31
 El Portana33
 Evening Press32
 Exemplar32

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

SOAP
 Gowans & Sons Brand.

AXLE GREASE



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

CIGARS

Johnson Cigar Co.'s Brand



White House, 1lb.
 White House, 2lb.
 Excelsior, Blend, 1lb.
 Excelsior, Blend, 2lb.
 Tip Top, Blend, 1lb.
 Royal Blend
 Royal High Grade
 Superior Blend



Single boxes3 00
 Five box lots2 95
 Ten box lots2 90
 Twenty-five box lots2 85
 Lantz 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 cakes2 25
 Big Master, 100 blocks 4 00
 German Mottled3 50
 German Mottled, 5 bxs 3 50
 German Mottled, 10 bx 3 45
 German Mottled, 25 bx 3 40
 Marseilles, 100 cakes .6 00
 Marseilles, 100 cks 5c 4 00
 Marseilles, 100 ck toll 4 00
 Marseilles, 1/2bx toll 2 10



A Strong and Steady Seller

Generously
 Sampled
 Widely Advertised
 Priced Right

A reliable article to recommend. In demand everywhere. Keep up your stock.

FOLEY & CO. CHICAGO, ILL.



Visiting Merchants
 Are invited to visit the factory and showrooms of the Michigan Toy Company
 1 and 3 Ionia Ave. South
 Grand Rapids, Michigan

and inspect their complete and interesting line of WHEEL goods and TOY AEROPLANES. All new designs, not a dead one in the lot. "Built by workmen and made for work."

Ready to Lay BURMITE ROOFING

We Are Looking
 For A Good, Live
DEALER
 in Every Town in
 Western Michigan to handle our
Burmite
Roofing

AGENCY
 READY-TO-LAY
Burmite
 FLEXIBLE-CEMENT-BURLAP

Inexpensive
 Easily Applied
 Cheaper than shingles and will outlast them
 Made to meet every Condition
NOT EFFECTED BY EXTREMES OF WEATHER
 Endorsed by Architects and Engineers as a Roofing of Value
 Equally well adapted to Uprava, Flat or Steep Surfaces—Can be laid over old shingles or tin

INSERTED ROOFING
 SUPERIOR TO ALL OTHERS
 Strong and Durable. Remains Flexible Always.
GUARANTEED FOR 10 YEARS
 ASK FOR SAMPLE AND INFORMATION

BURMITE READY TO LAY
 is a Strictly Quality Roofing.

10 Years' Guarantee

No Up-keep Expense makes it the **CHEAPEST ROOFING** on the market.

Only One Agent in a Town and **WE PROTECT HIM.**

BARCLAY, AYERS & BERTSCH CO., WESTERN MICHIGAN DISTRIBUTORS
 321-323 Bond Ave., Grand Rapids, Mich.

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.

Situation Wanted—New York City expert cutter and fitter in ladies' garments. I wish to make application for position as Manager of three departments in large department store in ladies garment line. First of these three is taking charge of ladies' costume tailoring department. Second is that of giving people free lessons in making of their own garments, which would mean a very large increase in sale of goods and trimmings at this store. Third department is that of making skirts to order. In this department I would save the store from \$1.50 to \$2 per skirt by the sale of special skirt goods. I have been connected with a big firm in Buffalo. I give the best of reference. Have had fifteen years' experience in this line. Mr. S. Engelson, 236 2nd Ave., 121st St., New York City. 166

For Sale or Rent—The only exclusive shoe store building with fixtures, at Reading, Michigan. For particulars write J. E. Kraai, Muskegon, Mich. 189

For Sale—Up-to-date second-hand soda fountain, fixtures and supplies. Eight foot solid oak back-bar and 12 ft. counter. Complete. \$225. F. R. Skinner, St. Charles, Mich. 188

For Sale—Only bakery in a town of 5,000. All day work. Good fixtures, fine location. Good reason for selling. Address Martin's Bakery, Morristown, Tenn. 187

For Sale—Drug store, invoice \$2,500. New iceless fountain. Good business. \$500 down, balance easy. Address G. L., care Michigan Tradesman. 186

Natural Cotton Bolls for decorations and souvenirs. Are great sales attractions. Wrapped in tissue paper. 500 for \$9; 1,000, \$18. Dozen postpaid, 50c; half dozen, 25c; two for 10c. Also whole stalks. Illustrated booklet free. James H. Turner, The Cotton Boll Man, Carrollton, Ga. 185

Preferred Stock For Sale—\$50,000 of the capital stock of this company is offered for sale at \$2.50 per share. Stock has preferred clause, bears 2 per cent interest. Stock participates in profits. Agents wanted. No advertising scheme need answer. Correspondence solicited. Florida Realty Mortgage & Trust Co., 512 W. Adams St., Jacksonville, Fla. 184

Pierre, S. D., offers good opening for a first-class grocery store and for a first-class tailor, for furniture dealer and for another doctor. For information write to Box 36, Pierre, S. D. 183

For Sale—Or will exchange for clear income bearing real estate, a good clean stock of hardware in small town within 100 miles of Chicago. Everything new and up-to-date and will invoice around \$2,000. Address Frank Graves, Rockton, Ill. 182

For Sale—Larch and Catalpa timber, 15 or 20 acres. One foot in diameter and smaller. B. H. Durham, Onarga, Ill. 181

For Sale—Builders supply business, feed mill in connection, in good village of 300. Good growing country. Other business, reason for selling. Address No. 180, care Tradesman. 180

For Sale—The best grocery and shoe business in a city of 5,000, Southern Michigan. Best corner location and low rent. Address B, care Tradesman. 179

For Sale—Stock of general merchandise in town of 1,500; best location; rent cheap, well established, strictly cash business. Reason, have interest in hardware business in another town. No trade considered. Address H. T. Parvin, St. David, Ill. 178

Wanted—A most modern and up-to-date product that is sold to all confectionery stores, retail druggists, etc., which pays 20 per cent. commission to live specialty men. We want one dozen men in Michigan, Northern Ohio and Northern Indiana. If you are a good specialty man calling on this trade, send in your application with references. Small pocket sample. Grab this before it's too late. Address Albion Chemical Works, Albion, Michigan. 177

First-Class Business Opportunity. For rent, store building, corner lot, country town in rich farming community. Long lease. Low rent. Will bear investigation. Address No. 176, care Tradesman. 176

For Sale—At invoice, \$1,200 stock of hardware and groceries in country on railroad. Doing fine business. Wish to sell at once. Address No. 172, care Tradesman. 172

For Sale—Good retail shoe and rubber business. Goods made by Rindge, Kalmbach, Logie & Co., Ltd., Grand Rapids and F. Mayer & Co., Milwaukee, Wis. Owner desires to retire from business. H. Flebing, Muir, Mich. 173

Bargains in soda fountain and metal goods. Andrews new wire chairs, \$1.13, 30 inch tables, \$2.35, 24 inch tables, \$2.65, 24 inch stools, \$1, 26 inch stools, \$1.10. Michigan Store & Office Fixtures Co., 929-931 Ottawa Ave., Grand Rapids, Mich. 154

For Sale—Good clean stock of staple groceries, manufacturing town of 6,000, Southern Michigan. Invoice about \$1,500 cash. L. R. Wertman, Three Rivers, Mich. 168

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 Norring, Auctioneer, Speaks English and German. Cazenovia, Wis. 112

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. 131

Popcorn Crispettes—Stop here. Write me a letter for the story of my success with popcorn crispettes. It's a great reading. The great big pictures illustrating my story are interesting. No matter what you are planning or what advertisements you've answered, get my story anyhow. Unless you can make better than \$500 a month, you'll be mighty glad you sent for it. H. W. Eakins made \$1,500 first month in Louisiana on my proposition. The crispette business is a great thing—a wonderful moneymaker. Now is the best time to start. I tell you how—show you how to get in right. Write me now—just a line. You'll never regret it. Address me personally, W. Z. Long, 67 High St., Springfield, Ohio. 138

Auctioneers—We have been closing out merchandise stocks for years all over this country. If you wish to reduce or close out, write for a date to men who know how. Address Ferry & Caukin, 440 South Dearborn St., Chicago, Ill. 134

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

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

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

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

For Sale—One of the freshest stocks of groceries in Michigan and located in the best town in the State. For further particulars address Lock Box 2043, Nashville, Mich. 976

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

For Sale—In Central Michigan, clean grocery stock and fixtures, corner location, town of 12,000. A bargain if sold at once. Health, cause of selling. Address No. 882, care Tradesman. 882

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

HELP WANTED.

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Foster, Stevens & Co. Wholesale Hardware

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

Don't go through another winter without

STEAM OR WATER HEATING

IN YOUR SCHOOL BUILDINGS } Make Your Children Comfortable
It CAN'T Be Done With Stoves

IN YOUR STORES } FREEZING CLERKS ARE NOT PROFITABLE
PATRONS ARE NOT COMFORTABLE

Our Reputation in Heating, Lighting and Sheet Metal Work is of the Best

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.

Hand and Machine Tools for Machinists

The Largest Stock in Western Michigan of the following Supplies:

- Cap and Set Screws, Nuts and Washers, Drills,
- Taps and Dies, Hack Saws, Files, Brown & Sharp's Cutters,
- Drop Forged Wrenches, Machine Screws,
- Emery Wheels, Carborundum Wheels, Ratchets,
- Armstrong Tools, Vises and Chucks, Bolts and Tool Steel.

ALDEN & JUDSON

329 BRIDGE STREET GRAND RAPIDS, MICH.

How to Get Free Stencils

TO BE USED WITH

Alabastine The Sanitary Wall Coating

Whenever you use Alabastine and require stencils for carrying out your decorative effects, we will furnish such stencil with no charge for same and for any room requiring not less than two packages of Alabastine.

To secure stencil you are to send us the large word "Alabastine" cut from the face of the package and you will be entitled to the stencil for each room you do.

Should you desire us to pack and send these stencils to you, there would be a charge of 10c for each stencil covering package and express or mail charges on same.

New York City ALABASTINE CO. Grand Rapids, Mich.



We can help to make your visit to Grand Rapids during Merchants Week one of pleasure and profit

Our offices and their equipment are at your disposal. Our time is yours, and we will extend every courtesy within our power to make you comfortable and happy.

Voigt Milling Company

West End of Pearl St. Bridge

Grand Rapids, Michigan

Now For the Profit Side

YOU who have been selling VOIGT'S CRESCENT FLOUR realize the success it brings to your customers. You believe in our capacity and our equipment. But do you know WHY Voigt's Crescent Flour is so popular and why we are so successfully marketing the LARGEST AMOUNT OF FLOUR MADE BY ANY MILLER in Western Michigan.

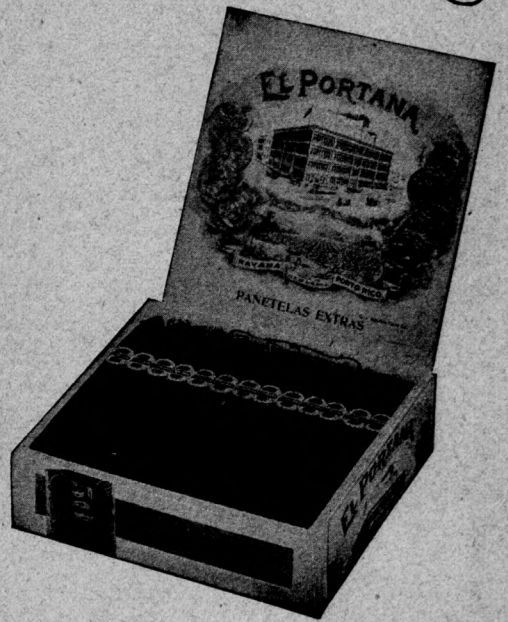
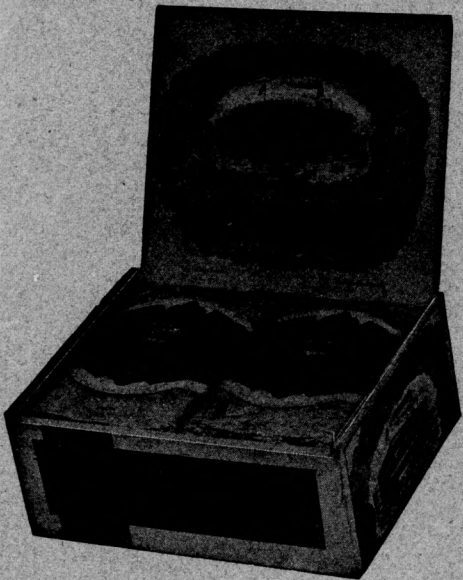
Suppose you take this opportunity to talk with us—get information that will help your sales and be of further benefit to your customers.

Then, too, there can be considerable said concerning methods of producing business. Ways can be devised whereby we can co-operate with you to your advantage.

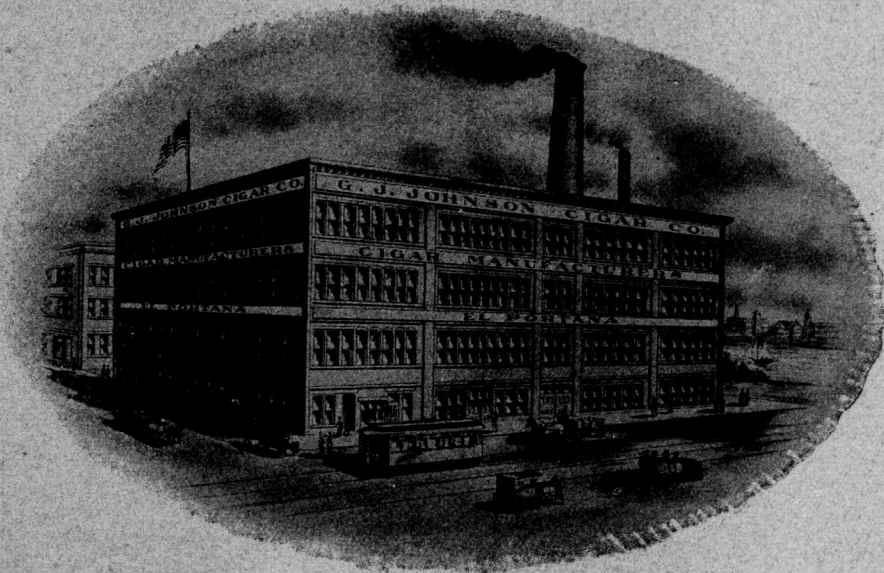
We are waiting for you—and we can help your business to pleasantly remind you of Merchants Week, 1912.

If you haven't sold Crescent Flour, you're just as welcome. A personal talk can convince you that this brand is a necessity and benefit to every dealer in provisions.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

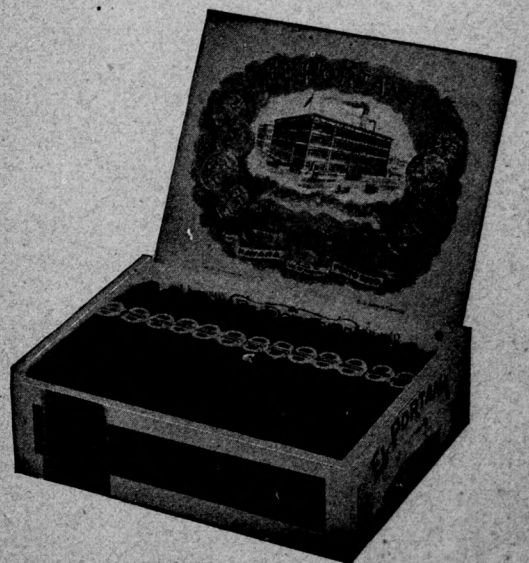
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



ABOUT SHOES

A Message to Retailers

"H. B. Hard Pans" Standard Sewed Line

From the first day the first pair of these shoes were made, the idea has been to make them so good, so comfortable, so serviceable and satisfactory in every way that once a customer bought a pair he would continue to buy them. **H. B. Hard Pans are making good.**

About the "Bertsch" Goodyear Welt Line

When we began making Goodyear welts, our "H. B. Hard Pan" dealers at once had confidence in the new line. They believed that an organization that could turn out "H. B. Hard Pan" quality could turn out only the highest grade of Goodyear Welts when once they started to make them.

Now One of the "Big Ones"

To-day, after developing the "Bertsch" line for nearly five years, it is unquestionably one of the big lines on the market. The lasts are right and up-to-date. The material and workmanship are of the very highest grade, insuring wear service not to be found in other lines and on which you can build a permanent and increasing business.

When you sell a man a pair of shoes for work or dress wear, you should be able to do it with a clear conscience and be proud of the fact that that man is going away with shoes that are going to make him solid, for you, on not only shoes, but every thing else you handle.

We carry both the "Bertsch" and "H. B. Hard Pans" "in stock" so you can order by mail any time and have the goods next day.

Write for salesman or catalogue or we will gladly send samples for inspection at any time.

Better still, when in this city "Merchants' Week", call and see us. We would like to get acquainted with you, and show you through the factory so you can see for yourself how the quality gets in.

Join the happy family, become a "Bertsch" and "H. B. Hard Pan" dealer this season.

THEY WEAR LIKE IRON

HEROLD--BERTSCH SHOE CO.
Grand Rapids, Mich.