

MICHIGAN TRADESMAN

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Thirtieth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 19, 1913

Number 1535

Two Sinners

There was a man, it was said one time,
Who went astray in his youthful prime.
Can the brain keep cool and the heart keep quiet,
When the blood is a river that's running riot?
And boys will be boys, the old folks say,
And the man is the better who's had his day.

The sinner reformed, and the preacher told
Of the prodigal son who came back to the fold.
And the Christian people threw open the door
With a warmer welcome than ever before.
Wealth and honor were his to command,
And a spotless woman gave him her hand.

*The world strewed their pathway with blossoms abloom,
Crying "God bless lady and God bless groom."*

There was a maiden who went astray
In the golden dawn of her life's young day.
She had more passion and heart than head,
And she followed fondly where fond love led.
And love unchecked is a dangerous guide
To wander at will by a fair girl's side.

The woman repented and turned from sin,
But no door opened to let her in.
The preacher prayed that she might be forgiven,
But told her to look for mercy—in heaven.
For this is the law of the earth, we know,
That the woman is stoned, while the man may go.

*A brave man wedded her after all,
But the world said, frowning, "We shall not call."*

Ella Wheeler Wilcox.

The Life Worth Living

THERE is a life that is worth living now as it was worth living in the former days, and that is the honest life, the useful life, the unselfish life, cleansed by devotion to an ideal. There is a battle that is worth fighting now as it was worth fighting then, and that is the battle for justice and equality; to make our city and our state free in fact as well as in name; to break the rings that strangle real liberty and to keep them broken; to cleanse, so far as in our power lies, the fountain of our national life from political, commercial and social corruption; to teach our sons and daughters, by precept and example, the honor of serving such a country as America—that is work worthy of the finest manhood and womanhood. The well-born are those who are born to do that work; the well-bred are those who are bred to be proud of that work; the well-educated are those who see deepest into the meaning and the necessity of that work. Nor shall their labor be for naught, nor the reward of their sacrifice fail them; for high in the firmament of human destiny are set the stars of faith in mankind, and unselfish courage and loyalty to the ideal.

Henry Van Dyke.

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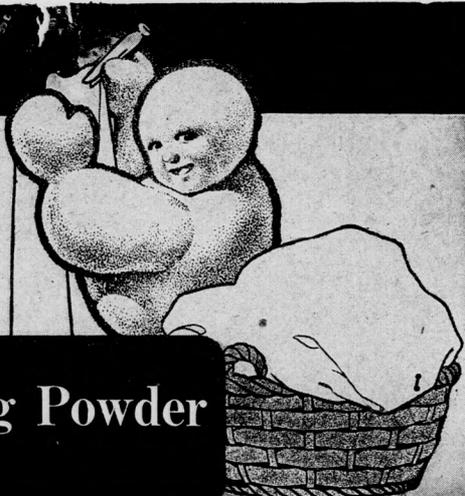
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THE RIGHT STANDPOINT

The progressive man naturally enjoys hard work, especially such work as calls for resource, initiative and skill. He regards his work as a school in which every new experience is an interesting and helpful lesson. He is eager to take new responsibilities, eager to do any piece of unfamiliar work and eager to do more and more skillfully the work he already knows well.

The unprogressive man—poor fellow—often has just as much natural ability as the other, but he has a wrong idea about work. Sometimes he works hard in the wrong direction because he thinks it is the right one. More often his failure to get ahead is due to the fact that he does not bring all his powers and enthusiasm to bear upon the work in hand. His whole heart is not in his task. The unprogressive man does not consider his work a school, but vaguely imagines that it is a sort of punishment to be avoided if possible. It matters not to him that the world needs to have the work done—he thinks only of his own immediate comfort, and in so doing loses the great reward which the world pays to its real helpers—the joy of a useful life.

If you know an unprogressive man—one who slirks because he thinks he gains ease and who works only from necessity—help him to see these two opposite standpoints. One clear glimpse of the true relations between him and his work will sometimes inspire a man—and give to the world another progressive worker.

BEHIND IT ALL.

A vast industrial plant, opening most hospitably its doors from stable to auditorium; boasting of the sanitary conditions and the pure ingredients used in its food products; its kindness to employes; its help in their uplift, financially, physically, mentally and morally; its walls emblazoned with mottoes pure in thought and elevating in purpose; its instruction in art and general culture—and yet back of all this the fact leaks out, not through any omis-

sion or commission of the attentive guide, that there are preservatives used in the pure foods! The great industrial illusion is dispelled. Things are not what they seem; and we fall to wondering how many of the employes know about this. Of course, a few of them must know. And what must they think of it all!

A new principal comes into a flourishing high school, seemingly well equipped for the work. By and by there are mutterings of "hypocrite" from those who should be just emerging into true manhood. Their keen eyes detect in the passings from dullness to extreme excitement, in the irritable temper, the symptoms of which they have read, that he is a victim of the oriental drug; that he is legally debarred from the position of teacher within their state is discussed sub rosa and at last openly. "What is a little hard cider in comparison with this?" they declare. And thus the public high school becomes a breeder of intemperance, rather than culture; for how can such a man at the head help but pull down character, principles and methods!

There may be a skeleton in every closet; but no one has a right to place one there by his own misdeeds; cherish and protect it; pose for what he is not. Examples of this sort are the most harmful of all. Sincerity is the penetrating light which soon discloses the vileness of pretension. Both child and adult eventually look behind the scenes for their real estimate of reality.

THE MORAL FOUNDATION.

Every ambitious worker keenly desires to find what is commonly called "the secret of success." Many writers have endeavored to assist in finding it and much good has been accomplished by their efforts. Each man, according to his experience and purposes, sees the question from a different viewpoint; but however varied may be the views and the manner of expressing them, all men are practically agreed on the indispensable value of moral qualities. The very strength of the mind lies in pureness of heart. Judgment is a perception of the true relations of things, energy is born of purpose, accuracy is the love of perfection and sincerity—the corner stone of every worthy structure—is quarried only from the depths of the truly honest heart.

Any so-called "secret of success" which ignores the moral foundation is either superficial or unsafe. Cleverness without morality deceives most the persons who practice it. To have the letter without the spirit makes machines of men; and to have any spirit less than the best is to miss something in the measure of success. Crafty policies are not wisdom, but are ignorant substitutes for sound

morals. Nothing can ever take the place of those great fundamentals—honesty, sincerity and a pure mind. The real secret of success must ever be, "Think right, do right."

TURNING POINTS.

Courtesy, kindness and thoughtfulness always have their reward. History is full of incidents which show upon what little things careers have turned. And where one such incident is known there are thousands that are unknown. A man is impressed by a lad's polished shoes, makes enquiries which lead to his employment, and the boy becomes a captain of industry. A cheerful smile wins a friend, who introduces us to a circle of helpful men and women whose ideas raise our standards and influence our lives. Even the simplest little acts of courtesy and kindness have been known to open broad channels for good.

The reverse is also true. A man lost a valuable business partnership because he made an unkind remark about another on the day the papers were to have been signed. We never know what friendships and opportunities are closed to us because of unfavorable impressions made by the neglect of the little amenities of life.

We travel a road that branches in many directions. One careless turning may affect our entire journey. Only by making sure that we are taking the right direction at every point can we hope to reach the best that is possible to us. But if each purpose and act expresses the highest standards we know, any hour may become the gateway to a larger field of opportunities.

DO MORE.

The man who makes the best progress is the man who does more than he is told. Some men think they have done their full duty when they perform certain routine work. They consider that they are being paid fifteen dollars a week for fifteen dollars' worth of work—and they measure out the correct amount with as much care as the grocer measures out rice, putting in and taking out a few grains until the scales balance.

But the progressive man goes about his work with the spirit of the athlete. The satisfaction of accomplishing a feat—the knowledge that with each trial more skill is developed—forms one of the best incentives to good work. The athlete does not confine his practice to a certain number of runs and jumps, but keeps at it until he has achieved some greater degree of skill than he ever had before. He delights in attempting harder and harder feats because it means more and more skill.

Thus does the truly progressive man

love his work. He does not consider that he is working merely for his salary, nor for his employers, but for himself—for the development of his individual capacity and skill. He delves into things not required of him, because he wants to gain power to do more—because that is the normal impetus of a progressive mind.

The law has always seemed very alluring to a large number of young men, and that profession has been studied and followed by a good many who would have been more successful and made more money in some other line. Those who think that they can achieve renown and wealth at the bar without just as much ability and just as much hard work as would be required in any other calling make a great mistake. It is wise before entering upon any vocation to look at it from all points and all sides to see what prizes it offers. That there are a great many lawyers who do not make what can be called a good living is unquestionable true, a fact which is brought out with some emphasis by a recent article in Case and Comment, a law publication, which shows that 10 per cent. of the lawyers institute and try 90 per cent. of the cases and naturally divide 90 per cent. of the fees. That leaves the others 90 per cent. of lawyers to go along as well as they can on the remaining 10 per cent. of the pay. To be sure there are a good many so-called office lawyers who do not try many cases and do not go often to court and make a specialty of business that is not litigated, but even with a liberal allowance for that, if the Case and Comment figures are correct, the profession does not hold out very glittering, glowing prospects to the average young man, unless he has a special fondness and fitness.

A man mathematically inclined has figured up that at the last session of Congress 23,206,700 words were uttered. This is a good deal of talk and that is all it amounted to in most cases, in fact nothing very substantial was accomplished. All this talk was taken down by expert stenographers and then rendered immortal by being put into the Congressional Record, several volumes of which were required for this session. There will be interminable talk between now and March 4, but thank goodness, it must be stopped for a few minutes at that time, although, of course, there will then be a new lot of talkers, fresh and willing to be heard. If only the members of Congress would do more and say less, everybody would be pleased.

The fun you pay for is fun to the man you pay it to.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, Feb. 17—Clint C. Collins, who for many years has carried the grip for the National Biscuit Co., has decided to retire from the road and to take up the automobile business at the Soo. Clint is one of Cloverland's most successful salesmen. He has a delightful personality and all the boys on the road are his friends. We will all miss him and he has our best wishes in the new undertaking. He has been succeeded on the road by Charles Haase, of Escanaba, who has previously represented the Cudahy Packing Co. The National Biscuit Co. has been fortunate in securing the services of Charlie to take Clint's place. Success to you, Charlie!

We are very glad to announce that E. A. Marriott, landlord of the Park Hotel, at the Soo has at last yielded to the long and loud appeals of the travelers, but not until many were the imprecations, perorations and ultimatum hurled down on his poor bald head. All's well, however, that ends well.

We regret, however, to report that L. Mallette, landlord of the Ossawinamakee, at Manistique, is still obdurate. Come across, Louie. Don't forever remain a back number. You run a darn good hotel in every other respect.

L. E. Green, formerly with the Hard general store, at Trout Creek, has accepted a position as assistant book-keeper for the Diorite Store Co., at Diorite. Mr. Green will move his family to Diorite as soon as he can procure a suitable house.

It is with genuine regret that we chronicle a sad accident to Attorney John Cumiskey, at Escanaba, whereby he loses his left hand. It seems that as he entered his office he saw a mouse running toward the clothes closet. He kicked at the mouse, but in doing so dislodged a 38/55 rifle that was standing in a case in a corner. The rifle fell forward and Mr. Cumiskey reached out to grasp the gun. In some manner the trigger was released at that instant and the soft nosed bullet was sent crashing into his wrist. The bullet appeared to virtually explode on striking the bones. Medical aid was instantly called and nothing was left undone to relieve his suffering, and, if possible, to save the hand, but he had to yield to the inevitable and the hand had to be amputated. He has the entire sympathy of many thousands of friends in Cloverland who wish for his speedy recovery. At present writing, his condition is quite favorable.

A. E. Archambeau is now comfortably located in his new store in the new Bacon block on South Front street. This store is one of the most up-to-date stores in the State. It has all the latest equipment, the fixtures being all quarter sawed oak. The walls are decorated in a cream color, which not only makes the store very light, but lends a very pleasing effect as you enter. To the right of the entrance is a reception room, ar-

tistically finished. The hat and cap cabinets hold each 1,800 hats and caps respectively. The clothing cabinets have a capacity of over 1,000 suits. The store is beautifully arranged and is, indeed, a tribute to the taste and enterprise of the proprietor and it adds one more to Marquette's more prominent and staple business enterprises. The Tradesman's correspondent congratulates Mr. Archambeau on this his latest step toward the front and wishes him a bright and prosperous future.

The new village of Tula, in Gogebic county, a few miles from the Ontonagon county line, is attracting much attention at present and is a good illustration of the wonderful prospects which await the settler in this favored Cloverland of ours. This village came into existence by the organization of the Tula Lumber Co. The sawmill has a capacity of 40,000 feet a day. The company has a first-class general store and has about completed a fine steam heated and electric lighted hotel, which will be modern in every way. Several new residences are to be built early in the coming season, so that the men employed in the operation can live in comfort with their families. The company is at present employing about 125 men and is preparing to house many more when the building season opens. The general manager is A. J. DeVries. J. D. Foster, a son of the president of the company, is at the head of the clerical department. The company is planning to organize a land selling department and to encourage, by easy terms of payment and in other ways, the business of farming, as the soil in that vicinity is unequalled for farming purposes. Just watch Cloverland grow!

After a year of patient work and waiting, we are more than pleased to announce that the D., S. S. & A. Railway granted us the principal and most important request of the five that we, as a local committee of U. P. Council, No. 186, made in February 1912. At that time Mr. Walker the newly appointed General Manager, came to Marquette from Duluth bringing with him Mr. Maney, General Passenger Agent, Mr. Lewis, General Freight Agent and Mr. Robertson Assistant General Freight Agent, in his private car and called in Mr. Lytle, General Superintendent and Mr. McPherran, Land Commissioner, and met us as a committee by previous arrangement. Our committee was composed of John E. Krafft, our present Senior Counselor, Charles Thompson of Laurium and myself as chairman. We asked for a flag stop for trains No. 7 and 8 at Shingleton; for the privilege of carrying passengers on freight trains No. 55 and No. 56 between Nestoria and Thomaston; for a new train leaving Houghton between 6 and 7 a. m. to connect with their own train No. 5 going to Duluth and to connect at Michigamme with train No. 10 for Marquette; for a faster time schedule on No. 1 and No. 2, between Calumet and St. Ignace and an improvement with regard to a mid-night connection at Nestoria for points east. The experience was a

most satisfactory one and resulted in request No. 1 being granted and operative within a few days. No. 2 was at that time refused. No. 4 was granted and was operative some months later. No. 5 was not at that time urged and No. 3 was taken under consideration. A few weeks after this meeting I was promoted to the position of chairman of the Committee on Railroads and Transportation for the Grand Council of Michigan and this work was placed in my hands on behalf of the Grand Council. I have been for many months patiently but confidently working for and awaiting a favorable outcome. Some two weeks ago I had occasion to write a severe criticism in the Michigan Tradesman on the service of one of their subsidiary lines, the Mineral Range between Mass City and Keweenaw Bay, and it is now with a great deal of pleasure and gratitude that I read in the Mining Journal of Feb. 14 an announcement that a new train will be put into commission on Monday next leaving Houghton at 6:15 a. m., connecting with their train No. 5 at Nestoria for Duluth and with their train No. 10 at Michigamme for Marquette, landing passengers at Marquette at 11 a. m. Then this train returns from Michigamme to Keweenaw Bay, connects there with the trains from both Marquette and the copper country and runs to Mass City, arriving there at 1:15 and leaving Mass City at 3:10 for Houghton, connecting at Keweenaw Bay for Marquette and points east. This gives us to all points an excellent service and the commercial travelers very much appreciate the friendly attitude of the D., S. S. & A. toward them and we will try in as tangible a way as we have the means at our hands to show our appreciation. We have only one more concession to ask of them. That is the scheduling of No. 55 and No. 56 as designated to carry passengers between Nestoria and Thomaston. When they grant us this, we will lay down peacefully.

A. L. Kannewurf, of whom we made mention in connection with a feast on ham and eggs a week or two ago promises us faithfully that never again will he ever accept from the hands of any long whiskered Israelite or son of an Israelite any beverage which either goes by the name of or in any way resembled Yiddish wine. Never again!

Ura Donald Laird.

Bracing Breezes From Muskegon.

Muskegon, Feb. 17—We think most of the boys who belong to Muskegon Council, No. 404, U. C. T., read the letter from our Secretary, as a large majority of our members responded to the call to do honors to the Grand Senior Counselor, J. Q. Adams, and the District Deputy, John A. Hoffman. We were all greatly pleased to meet these genial gentlemen and their visit to us was a source of great pleasure, as well as profit. We have every reason to believe they had a fairly good time, too. After our business session was ended and the new candidates initiated, we had the furth-

er pleasure of listening to very interesting addresses from Brothers Adams and Hoffman. Our regular business meeting closed at 10:30 p. m. and then our own dear brother, E. C. Welt-n, headed a procession which marched to the Occidental Hotel, where he had made the preparations for a real banquet, and if you don't think he did a good job, you can ask Brother Adams and Brother Hoffman. We have always supposed that all of the great orators could talk best before eating, but, after listening to the dinner talks from Brother Adams and Brother Hoffman, we are lead to believe there is no truth in such reports. "Nuf Sed." We also had a genuine booster talk from one of our townsmen, who is not a commercial traveler, but if you could have heard Lawyer Anderson's booster talk you would have thought him eligible to membership in some travelers organization, for he certainly "went some." Brother Welt-n, who had charge of our banquet, showed mighty good judgment when he selected Brother Munroe for toastmaster. Brother Munroe travels for the International Harvester Co. If anyone ever happens to need a toastmaster and doesn't know just whom to select, we recommend that you look up someone who sells spreaders and you won't be sorry for your selection.

We were sorry to miss Brother Stevenson at our banquet, not only sorry he could not be there, but we are all deeply grieved because of the unfortunate happening which necessitated his absence. Brother Stevenson's father died Friday afternoon and we all join in extending to him our deepest sympathy.

We almost forgot to mention it. If any of you expect to have a visit from Brother Adams in the near future, don't forget to serve roquefort cheese. He likes it. J. H. Lee.

Still Full of Hope and Courage.

Marshall, Feb. 17—I am pleased to renew my subscription to the Tradesman for another year.

I can only repeat what I have said, over and over again and again, that the Tradesman is one of the best advertising mediums I ever came to be associated with. My former employer, the late Michael Kolb, did not, for a time, agree with me and requested me to withdraw his advertisement, which I respectfully declined to do, preferring to pay for the advertisement myself, which I did for a few years. Mr. Kolb subsequently saw his mistake and, before he retired to private life, reimbursed me every penny I had paid for advertising in the Tradesman.

If my health picks up during the coming spring—mind you, I am in my 83rd year—I propose to open a wholesale commission ready made clothing business in Grand Rapids. I know I can make it pay—with the help of the Tradesman.

You may think I am flattering you, but I am not and you have my best wishes for the continued success of the Tradesman, which has always been most faithful in its editorials and business news. William Connor.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Feb. 11—In the matter of Lucas Brothers, bankrupt, general merchants of Maple Grove, Missaukee county, the first meeting of creditors was held and creditors failing to elect a trustee, the referee appointing Walter R. Ardis, of Cadillac as trustee and fixed his bond at \$500. Each of the bankrupts were sworn and examined and the first meeting then adjourned, without day.

Feb. 12—In the matter of Daniel E. McVean, bankrupt, of Grand Rapids, an order was made calling the first meeting of creditors to be held at the office of the referee on March 1 for the purpose of electing a trustee, if desired, proving claims, examination of the bankrupt, etc.

Feb. 13—In the matter of Fargo Shoe Manufacturing Co., bankrupt, formerly of Belding, the trustee, Henry A. Smith, of Belding, filed his supplemental final report and vouchers showing compliance with the final order of distribution, and an order was made closing the estate and discharging the trustee.

A voluntary petition was filed by John C. Clark, a laborer, of Grand Ledge, and in the absence of Judge Sessions the order of adjudication was made by the referee. An order was also made by the referee calling the first meeting of creditors to be held at his office on March 4 for the purpose of electing a trustee, if desired by creditors, proving claims, examination of the bankrupt, etc. The bankrupt's schedules show no assets excepting wearing apparel, claimed as exempt. The only creditor scheduled is Frederick W. Ainslie, Grand Ledge, \$1,561.08.

Feb. 14—In the matter of Eugene D. Tangney, bankrupt, merchant at Ludington, the first meeting of creditors was held, and by vote of creditors Frank A. Foster, of Ludington, was elected trustee and his bond fixed at \$4,000. Russell Dawson, James A. Rye and Joseph Reiss, all of Ludington, were appointed as appraisers. The bankrupt was sworn and examined by the referee and the meeting then adjourned, without day.

Feb. 17—In the matter of Chas. V. Huntley, bankrupt, of Grand Rapids, the final report and account of P. W. Hathaway, of Big Rapids, trustee, was filed showing a balance on hand of \$339.08 and certain property remaining unsold, and an order was made by the referee calling the final meeting of creditors to be held at the office on March 6 to consider such report and for the purpose of declaring and ordering paid a final dividend. Creditors are also directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

Feb. 18—In the matter of Alva B. Richmond, doing business as the Richmond-Jarvis Co., bankrupt, of Grand Rapids, the final meeting of creditors was held. The final report and account of Gerrit J. Wissink, trustee, was approved and a final order of distribution made. It appearing that there were not sufficient assets to pay the administration expenses in full, no dividend was declared for creditors.

In the matter of Charles Johnson, bankrupt, formerly merchant at Ludington, an order was made confirming the trustee's sale of real estate belonging to said estate to H. K. Hansen for \$4,504.75, that being the amount of the encumbrance on the property, with interest to date of sale.

One time when a woman was talking to a servant girl she thought of employing she asked her if she was afraid of work. "No, mum," was the reply, "I can lie down and sleep right beside it." This is something like the so-called "working capital" certain storekeepers have in their business. It covers itself up under an old fashioned stock of dry goods, or shop-worn shoes, or stale groceries and sleeps its life away. It should be really at work, turning over and over for the benefit of the business. But it does not. And the fault is with the merchant himself. He should be the alarm clock to arouse it from slumber. But he runs down, and forgets to go off, and the capital sleeps on. After awhile there is a double burial, the capital and the business being both carried out with the storekeeper as chief mourner. Put your capital to work. It is the healthy condition. It will grow fat as it hustles, and will support you instead of giving you nights of worry as to how to find a tonic for it that will make it move along fast enough to cover the necessary ground. It is very cosy to snuggle into a warm corner and take things easy on a rainy day. But the light hid under a bushel goes out for want of air. Capital goes out for want of exercise. Above all things do not call it "working" capital when it is a perpetual sleeper. Speak of things by their right names. Call it idle capital and call yourself lazy, or foolish, or something stronger.

Without any desire to scold we feel like saying a word to certain retail merchants who do not take advantage of their opportunities and then complain because the good they miss does not run to meet them. Just a few days ago the secretary of an association remarked that the members would not use the credit department. They took a chance on new customers rather than ask for a rating. Whether this was indifference or timidity was not known. But the fact remained. They maintained the association for the credit ratings and then failed to use them. When they get stuck by a debt-beater they condemn the organization, no doubt, for what is their own fault. Isn't that just like a certain kind of human nature? The fox said the grapes were sour when he could not reach them, and the human being says something is no good that he has not tried. The secretary referred to said he had stacks of information about persons who had gotten on to the books of the members unnecessarily. Serves them right, but the association is the goat, for it has to bear blame to which it is not entitled.

Instead of going to heaven, most men will be lucky if they land in a fool's paradise.

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 17—Quite in sympathy with the speculative coffee market, the spot article is about as flat as could be imagined. Buyers are simply waiting to see what will turn up and are purchasing only enough to get along on from day to day. If the option market will "behave" for a short time it will help wonderfully in sustaining spot stocks. In store and afloat there are 2,529,086 bags, against 2,503,611 bags at the same time last year. At the close Rio No. 7 is worth, in an invoice way, 12 $\frac{7}{8}$ @13c. Milds seem to sympathize with Brazillian and sales are usually of small quantities. Good Cucuta is held at 15 $\frac{1}{8}$ @15 $\frac{5}{8}$ c.

There is a fairly steady tone to the sugar trade and granulated is held at 4.30c by some refiners and by others at 4.35c. While the margin between raw and refined is not large, a good many seem to think we shall again see lower quotations on refined—possibly 4.25c.

The tea trade is mostly of a jobbing nature. Supplies are not overabundant and quotations are, consequently, well sustained.

Rice is steady and practically without change as to quotations. Buyers are taking very limited supplies, although it would seem rather the part of wisdom to purchase rather more freely. Prime to choice domestic, 5 $\frac{3}{4}$ @5 $\frac{1}{2}$ c.

The demand for spices has been at a low ebb and quotations show not a particle of change.

For February the molasses market has been quite satisfactory. Prices are well sustained on previous basis and supplies are not especially large. Syrups are moving as previously noted.

Canned goods are in light demand. Packers, however, are not willing to make much if any concession and thus the situation stands. Prices are practically without change. Cheap corn is a little easier. No price less than 80c f. o. b. Baltimore is named for standard 3s tomatoes that are capable of standing the test. Goods selling for less are looked upon with suspicion. Future Maine corn is quoted at 87 $\frac{1}{2}$ @90c f. o. b. Portland, as to packer. Peas are in light supply and firm. Beans are quiet. Other goods are about unchanged in any particular.

Butter has shown some decline since last report and is steady at the decline. Creamery specials, 35 $\frac{1}{2}$ @36c; frsts, 33@35c; held extras, 33 $\frac{1}{2}$ @35c; imitation creamery 24@25c; factory, held, 22@23 $\frac{1}{2}$ c; current make, 22 $\frac{1}{2}$ @23c.

Cheese is firm and practically without change. Top grades, 17 $\frac{1}{2}$ @18c.

Eggs have been in more ample supply and quotations have taken a tumble. Best Western whites, 23@26c, and from this the decline is down to 19@21c.

Use the Right Weapons.

Perhaps you can deliver goods at as little cost by mail as it now requires to send them in your delivery wagon. The rate within fifty miles is five cents for the first pound and three cents for each additional pound. In rural routes originating in your

town the additional pounds are one cent each. If these rates do not increase your cost of delivery it may be you can offer to pay the postage and thus get ahead of the mail order house. If you cannot do this, you can at least get the orders from farmers and others at a distance by use of your telephone, and if you extend them credit, charge the postage to the buyer; or you can have the postage remitted with the order. The latter would have to be done with the catalogue house.

It is time for you to call the personal letter into use. Write directly to people near enough to be your trade, and tell them of your advantages. Suggest merchandise they might need and quote a few attractive prices. Then talk of the benefits of parcel post and show you can take care of their trade.

The mail order house wins out where it does win, because it goes after the trade so much harder and so much oftener than the local merchant. It is determination, persistence and willingness to spend a little money in publicity that counts with it, and it will count with you.

So far the parcel post is not giving much evidence of hurting business for the retailer, but it is still new. However, there is sweeping the country such a widespread interest in community affairs that home loyalty is easier to foster than ever before. The merchant who is active in getting his townspeople interested in a civic club is doing much to help himself. The only reason why there is so much apparent indifference to local institutions is because the matter has never been properly placed before the inhabitants. When there is a local improvement association the public attention is directed toward the community, and there is shoulder-to-shoulder work on the part of the merchants and their co-townsmen which creates confidence and reciprocity. There are plenty of people you would like better than you do if you knew them. The only way to accomplish this is by association, and you do not seek the opportunity. Be a good fellow yourself and keep in touch with the other good fellows. Just because you happen to meet a man when he has a bad case of indigestion is no indication that he is always a grouch. You have sore spots of your own that make you dismal company when they are smarting. Give humanity the benefit of the doubt until you have looked at the specimens you meet from all angles. The diamond does not sparkle in the dark. Wait for the light of acquaintance before forming adverse opinions.

If you will exercise as much care in looking ahead as you often do in looking behind, you will not have so unpleasant an outlook behind.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.



Movement of Merchants.

Glen Arbor—D. R. Stocking has engaged in general trade here.

New Era—Mrs. H. T. Gray will open a millinery store here March 1.

Ontonagon—The First National Bank will increase its capital from \$25,000 to \$50,000.

Durand—Arthur Cooling, recently of Owosso, will open a bazaar store here March 1.

Otsego—Glen Adsit has closed out his stock of meats and retired from business.

Greenville—Dan Horrigan, of Fenwick, succeeds Doyle Gilmore in the restaurant business.

Alma—The Alma Grain & Lumber Co. has been succeeded by the Home Lumber & Fuel Co.

Lake Odessa—Brummeler & Goodsell succeed W. S. Briggs & Son in the hardware business.

Manistee—Kienitz & Swenson, marble dealers at Reed City, have opened a branch store here.

Owosso—Johnson & Van Doran succeed Otto Nagal in the meat business at 533 East Oliver street.

Fenwick—David Chase has purchased the Bucanning & Son meat stock and will continue the business.

Plainwell—F. M. Storms has sold his hardware stock to Lyman Ehle, who will take possession March 1.

Negaunee—Daniel McDonald is closing out his stock of general merchandise and will retire from business.

Lake Odessa—Smith Bros. & Velte have installed a bean drying plant in their elevator at a cost of \$3,000.

Provemont—H. Z. Zalsman, who conducts a drug store at Northport, will open a branch store here March 1.

Albion—A. B. Woodley, recently of Eaton Rapids, has purchased the Fred Young meat stock and taken possession.

Clarion—David Geyer, dealer in general merchandise, lost his stock and fixtures by fire Feb. 17. Loss about \$2,500.

Marquette—T. C. Bergerson has opened a restaurant in the Vierling block under the style of the Cloverland Cafe.

Marquette—The Stafford Drug Co. has moved from its temporary quarters to the remodeled store in the Vierling block.

Lansing—J. W. Bullock, druggist at Fenwick, has removed his stock and fixtures here and will continue the business.

Greenville—F. A. Beolio will open a furniture store here March 1 and will handle both new and second hand stock.

Grosse Isle—Mickleborough & Gottwerth have engaged in the general store and coal yard business, with an

authorized capital stock of \$5,000, all of which has been subscribed and paid in property.

Pottsville—J. C. Potter will erect a brick business block this spring to take the place of the buildings destroyed by fire last October.

Leonidas—Grover R. Lowther has sold his millinery stock to James Boussum, who will continue the business at the same location.

Union City—Mrs. D. T. Williams has removed her millinery stock and fixtures from Homer here and will continue the business.

Northport—Charles and Herbert John have formed a copartnership and purchased the John Hessous meat stock and taken possession.

LeGrand—William R. Kimberly lost his entire stock of general merchandise by fire Feb. 16. Loss, about \$8,000, with \$5,000 insurance.

Eau Claire—Lamore & Co., dealers in general merchandise, have filed a petition in bankruptcy. Liabilities, \$1,813.13, with assets of \$729.96.

Marion—T. J. Blevins, dealer in general merchandise, lost his stock and fixtures by fire Feb. 12. Loss, \$8,500, with about \$3,000 insurance.

Eastport—Monford Harvey lost his stock of groceries and store fixtures by fire Feb. 16. Loss about \$2,500, partially covered by insurance.

Waltz—Ernst & Britting, dealers in general merchandise and the Reeves Grocery Co. lost their entire stocks and store buildings by fire Feb. 12.

Lake Odessa—Joseph Breese has sold his grocery stock to Fred A. Urtel, recently of Hart, who will continue the business at the same location.

Plainwell—A. J. Smith, jeweler, has leased a part of his store building to S. B. Smith, who will occupy it with a stock of dry goods and shoes.

Pontiac—J. I. Marcero & Co., wholesale dealer in cigars, tobacco and confectionery, has decreased its capital stock from \$150,000 to \$125,000.

Big Rapids—B. Rau, who conducts two meat markets here, has sold the Main street one to Fred Cole, recently of Hesperia, who has taken possession.

Detroit—The Wayne Clothing Co. has engaged in business with an authorized capital stock of \$5,000, which has been subscribed and paid in in cash.

Mason—Lee E. Joslin, referee in bankruptcy, sold the J. C. Quirk stock of paints and wall paper to Detroit parties Feb. 15 for a consideration of \$580.

Cheboygan—Amo & McManus, dealers in clothing and men's furnishing goods, sustained a \$12,000 fire loss Feb. 12, which was partially covered by insurance.

Romulus—The Romulus Bank has been incorporated into a state bank under the style of the Romulus State Bank, with an authorized capital stock of \$20,000.

Lansing—C. F. Reide & Co. have purchased the dry goods stock of C. Ver Cies & Co., of Kalamazoo, and will remove it here and consolidate it with their own.

New Era—J. C. Ham has purchased the Plescher store building which he will occupy with his stock of hardware as soon as the necessary improvements are completed.

Kalamazoo—The McMahon-Wicks Coal Co. has been organized with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed and paid in in property.

Zeeland—Frank Boonstra, dealer in clothing and men's furnishing goods, has merged his business into a stock company under the style of the Frank Boonstra Mercantile Co.

Charlotte—L. B. Morgan has sold his grocery stock to William Smith and W. R. Lawhead, who have formed a copartnership and will continue the business at the same location.

Dewitt—Victor Clavey has sold his interest in the stock of the Hunt Drug Co. to his partner DeWitt Hunt, who will continue the business at the same location under his own name.

Marion—George E. Orr has sold his interest in the clothing and dry goods stock of Orr & Davis to F. B. Dunham and the business will be continued under the style of Davis & Dunham.

Pottsville—E. M. Barr, who has conducted a grocery store here for the past twenty-six years, has sold his stock and store building to Charles Allen, who will add a line of shoes to the stock.

Alpena—The mills of the Richardson Lumber Co. and the Island Mill Lumber Co. are now in operation. The two mills are cutting about thirty-six carloads of saw logs every twenty-four hours.

Owosso—Alfred T. Thomas, dealer in dry goods and groceries, died suddenly at his home Feb. 12. Death is believed to have been caused by the rupturing of a blood vessel or the bursting of an artery in the heart.

Detroit—M. A. Hayward & Sons Co. has engaged in business for the purpose of buying and selling all kinds of lumber, with an authorized capital stock of \$1,000, of which \$510 has been subscribed and \$250 paid in in cash.

Saginaw—The Saginaw Wood Products Co. has finished an addition, 48 by 100, to its plant, which is to be utilized in the manufacture of broom handles. A modern power plant 50 by 100 feet is also being built for the company.

Buckley—Carl East, William Earl and George Furtch, doing business under the name of the Buckley Mercantile Co., have sold the stock to Wm. W. Smith and Jay Smith, of Traverse City, who will continue the business under the style of W. W. Smith & Son. The Smiths were long connected with the Hannah & Lay Milling Co.

Athens—I. E. Wells & Son have sold their stock of drugs of Von W. Furniss, who conducts a similar store at

Nashville. The business will be continued at the same location under the management of Harry Johnson, recently of Lake Odessa.

Detroit—The German-American Book Store has been incorporated under the style of the German-American Book Co., with an authorized capital stock of \$10,000, of which \$5,500 has been subscribed, \$1,450 paid in in cash and \$3,750 in property.

Detroit—The B. F. Ensley Stove & Supply Co. has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been paid in. The company will handle manufacturers' lines of stoves and ranges, roofing, paints and supplies.

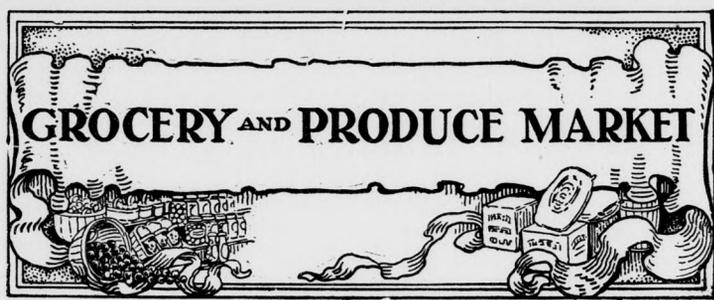
Vermontville—The Lamb Hardware & Implement Co. has been organized with an authorized capital stock of \$5,000 common and \$3,000 preferred, of which \$5,160 has been subscribed, \$859.69 being paid in in cash and \$4,300.31 in property.

Lansing—Clapham Bros., grocers, have dissolved partnership and the business will be continued at the same location by Elmer Clapham, who has taken over the interest of his brother.

Portland—William C. Stone, dealer in hardware and groceries, has purchased the C. C. Ludwig stock of general merchandise and will consolidate it with his own.

Detroit—After being in the lumber business in Detroit for upward of thirty years, F. C. Trowbridge, one of the pioneer lumbermen of the city, is arranging to retire. Negotiations for the sale of his plant are now pending, and are expected to be closed at an early date. The friends of Mr. Trowbridge feel that he has earned a rest, after many years of close application to business. Through energy, enterprise and thrift, he succeeded in building up one of the best trades in the city.

Gladstone—Another blow was dealt to the members of the bankrupt banking concern of D. Hammel & Son, formerly of Gladstone, when three warrants were sworn out by Prosecuting Attorney T. E. Strom for the arrest of David Hammel, W. F. Hammel and Roy J. Hammel on charges of larceny and obtaining money under false pretenses. Aside from this, it is understood additional warrants are being drawn up. The serving of the new warrants came as a complete surprise to the defense. It is said that W. F. Hammel, who directed the affairs of the bank, went to Escanaba last week with the assurance that the Appleton witnesses would not appear against him and in the belief that the charges of embezzlement must be dropped or want of prosecution. Scarcely had the proceedings in Judge Glaser's court been opened when Sheriff T. J. Curran served on him the warrants charging the obtaining of money under false pretenses and larceny. Although surprised at the proceeding, the former head of the defunct bank did not lose his composure and listened quietly to the reading of the complaints. After an ineffectual effort by his attorney to force the immediate hearing of the first case, in which he is charged with embezzlement and in which the court ordered a continuance until Feb. 24. Hammel left the court room with his lawyer to search for new bondsmen.



The Produce Market.

Apples—Northern Spys, \$3 per bbl.; Greenings and Baldwins, \$2.75; Russets and other good varieties, \$2.50.

Bananas—Have advanced to \$2.50 per 100 lbs.

Butter—The consumptive demand for butter continues very active and all receipts are absorbed on arrival. Present receipts are light and the situation is firm and healthy. The holding of butter as reported by the American Warehousemen's Association, which includes about forty of the largest houses, on Feb. 1, were 15,759,700 pounds against 10,419,100 pounds a year ago on same date. Fancy creamery commands 37c. Local dealers pay 25c for No. 1 dairy and 18c for packing stock.

Cabbage—\$2 per bbl.

Carrots—60c per bu.

Celery—\$1.90 per box for California

Cranberries — Late Howes are steady at \$9.75 per bbl.

Eggs—The expected slump has occurred. Last week as high as 26c was paid for strictly fresh candled. To-day the ruling price is 18@19c, and the market is weak at that. Moderate weather will lower the price, while another cold snap would send it up again.

Grape Fruit—\$3.25 per crate for 36s and \$3.50 for all other sizes. Transactions are confined to Florida stock, which is fine in quality. The movement is the heaviest ever recorded.

Grapes—Malaga, \$9.50 per keg of 50 to 60 lbs.

Green Onions—35c per doz. for Southern.

Hogs—9@9½c for dressed.

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

Lemons—\$6.50 per box for choice California or Messina; \$7 for fancy and scarce.

Lettuce—New Orleans head, \$2 per c.; hot house leaf, 14c per lb.

Onions—Spanish are in fair demand at \$1.40 per crate. Home grown command 40@50c per bu.

Oranges—California Navels, \$3.50 @4 per box; Florida, \$3.50 for small and \$4 for good size.

Potatoes—Country buyers are paying 30c at outside buying points. Local dealers quote 40@45c in small lots.

Poultry—Local dealers pay 12½c for springs and fowls over 4 pounds in weight and 11½c for less; 7c for old rosters; 9c for geese; 11c for ducks; 15c for turkeys. These prices are live-weight. Dressed are 2c higher.

Squash—\$1.50 per bbl. for Hubbard.

Sweet Potatoes—Kiln dried Jerseys, \$5 per bbl.; Delawares in bushel hampers, \$1.75.

Tomatoes—\$3.25 per crate of 6 baskets—Florida.

Veal—Buyers pay 10@12½c, according to quality.

The Associated Manufacturer's Company, which has operated a branch in Michigan during the last year under the management of M. A. Miller, has leased the Eikenhout property, at 208-210 Ellsworth avenue, for a term of five years, and now has a neat office and sample floor, where its line is on display, carrying its own stock and transferring same itself. This part of the work was formerly done by the Elston Packing & Storage Co. The rapid growth of the business in the State justifies the occupancy of larger quarters.

The Rindge, Kalmbach, Logie & Co., Ltd., has recently made two additions in its traveling force. A. C. Young, of Big Rapids, takes the Michigan territory heretofore covered by Harry C. Rindge, who will spend some time in the house and confine his traveling to his rapidly growing trade in the South. Albert Frey, who has been connected with the retail store of Rindge, Krekel & Co. for several years, takes the territory heretofore covered by Wm. G. Logie, who succeeds his father as buyer.

William Judson left Tuesday for Newark, N. J., whither he was called by the sudden death of F. W. Hannahs, who was Vice-President of the National Wholesale Grocers' Association at the time Mr. Judson was President. Mr. Hannahs had been the foremost wholesale grocer of New Jersey for many years and was widely known and universally respected. The funeral occurs at 2 o'clock this afternoon at the residence of the deceased in Newark.

The Gelder Millinery Co. has engaged in business to deal in millinery and ladies' wearing apparel, with an authorized capitalization of \$5,000, all of which has been subscribed and paid in in cash. The stockholders and the number of shares held by each are: Maurice Gelder (trustee), 25 shares; Maurice Gelder, 23 shares; Adrienne Gelder, 1 share and Gustave A. Wolf, 1 share.

Theron Forbes has sold his drug stock at 1425 Coit avenue to Dale Morgan, who will continue the business at the same location. Mr. Morgan has been employed in the Look drug store, at Lowell, for the past three years.

If a man has no money to speak of it's up to him to do his own talking.

The Grocery Market.

Sugar—No change in price from a week ago. New York granulated is steady at 4.20c and Michigan firm at 4.10c. There has been quite an active business in sugar during the week, which may be due to the fact that prices are the lowest they have been in many years. The retailer need not hold off buying with the idea that a change in the present tariff would make any great change in quotations, for as a matter of fact if the duty should be all removed, the date at which it would go into effect will be set far enough ahead to allow holders at the present time to unload. The raw and refined prices are nearer together than usual. In all probability there will be a very unsteady market during the next few months.

Tea—The Japan market remains steady and firm, especially on the higher grades, for which only enquiries are made. Sales are only for immediate wants and without much activity. Chinas are easy and some good values are offered cheap. Ceylons and Indias remain the same as last report. Good qualities bring good prices and the low grades are not wanted.

Coffee—Rio and Santos are ½c lower. The dullness of the demand and coffee failures abroad have contributed to the weakness. Mild grades are unchanged and in moderate request. The resumption of revolutionary conditions in Mexico seems reasonably sure to affect the market for Mexicans, although it has hardly done so yet. Java and Mocha are quiet and unchanged.

Canned Fruits—Apples are dull and unchanged. The canners of California are sending out reports to the effect that all lines of canned fruits are badly broken and that prices are firm. Lemon cling peaches are getting scarce on the coast, but the price is unchanged as yet. Small Eastern staple canned goods are dull at ruling quotations.

Canned Vegetables—The tomato market is unchanged and quiet. Nobody is taking any interest in future tomatoes except for some fancy grades. Corn, both spot and futures, are unchanged and quiet. Every one seems at a loss to know where the pack of peas has gone. The pack was large, but still canners only filled future orders in part.

Dried Fruits—Peaches and apricots are dull and unchanged, prices on both, however, being steady. Raisins and currants are both in seasonable demand, prices unchanged. The medium and small size prune is selling at prices below the average during past years, and as the new crop in California was large and there was a large carry-over from the previous year, it is possible prunes, with the exception of large sizes, will hold at very reasonable prices. Evaporated apples are selling at prices lower than seldom seen, but it is possible that later in the season, when green apples are cleaned up, prices may advance.

Pickles—The market is still firm on account of small supplies, especially in small sizes. The demand is of about the usual size for the month of February.

Cheese—The consumptive demand

is only fair and the comparatively light stocks are still large enough to go round. The demand is likely to improve in the near future, but prices are already high and will likely not advance. Under grades are slow and draggy.

Syrups and Molasses—Although there was some expectation of an advance, owing to the strong corn situation, glucose is unchanged. Compound syrup has been stimulated somewhat by the cold weather, but sugar syrup and molasses are both quiet and unchanged in price.

Rice—Prices are unchanged as well as market conditions. Reports from the South state that millers are still refusing to make buyers any concessions from the asking price. The Consular report from Siam is to the effect that the crop will be 20 per cent. smaller than last year. Exportations are set at from 700,000 to 800,000 tons.

Spices—The market is firm in sympathy with reports coming from primary points. The demand is very good, but hardly as large as some time ago.

Canned Fish—The low grades of salmon are still cheap and as this is the year for a big run of Sockeye and Columbia River Chinook, which are holding at very high prices at present it may mean lower prices at the opening of the season.

Salt Fish—Cod, hake and haddock are fairly active at ruling prices. The demand for mackerel during the past week has been somewhat better and holders are feeling a little stronger in their ideas. There is no special keenness to the demand however. Holland herring is firm.

Provisions—Smoked meats are firm. Pure lard is firm at an advance of ¼ @½c over a week ago and with a good consumptive demand. Compound lard is firm with a better consumptive demand. Dried beef, barrelled pork and canned meats are unchanged and in moderate demand.

Wayland to Have a Band.

Wayland, Feb. 18—Local business men have organized the Wayland Military Band, with thirty-five members, each member to furnish his own instrument. Six directors have been elected to handle the business end of the organization. The officers elected are as follows:

President—G. V. Fales.

Vice-President—Guy Smith.

Secretary—Charles R. Yeakey.

Treasurer—Wilson H. Mosher.

Director—A. D. Barnes.

W. H. Mosher.

W. E. Lovelace, formerly with Barclay, Ayers & Bertsch, has taken a position with the Associated Manufacturers' Company, covering twenty-one counties in the Southern part of Michigan, and is meeting with excellent success. Bill is one hustler and the Associated people were fortunate in enlisting him in their cause.

Dr. J. W. Dunlap, who recently erected a new store building at Clare, will occupy one of the stores with a drug stock. The Hazeltine & Perkins Drug Co. has the order for the stock.



Evidently Wanted to Begin at the Top.

What may seem like the plodding life is not much to the liking of the average American young man, and one of the hardest duties of the high up bank officials is to keep heart in the young men who in doing routine work may get it into their heads that the future contains nothing very brilliant for them. One of the local bank presidents, one who takes great interest in his "boys" and often talks to them, relates a little incident. A bright young man who had been in the bank about six months and had received two promotions in that time, came in one afternoon with the remark that he thought he would quit, as he saw nothing ahead of him that seemed worth while. "You like the work?" he was asked, and he replied in the affirmative. "You would like to continue in it if you could hold such a position as that of Wm. H. Anderson or Clay H. Hollister or James R. Wylie or L. H. Withey, or some of the others?" and the young man's face fairly glowed as he admitted that that met his ideas exactly. "I am glad you have ambition," continued the banker in his smoothest and most encouraging tones. "You have been with us I think about six months, but have you ever thought how long Mr. Anderson, Mr. Hollister and others worked before they reached their present positions? Mr. Hollister began as a clerk, just what you are to-day, and worked up and he has been about thirty years at it. Mr. Anderson has required thirty years to come up, and Mr. Wylie has been at it about forty years and so has Mr. Withey. And you have been working six months and are discouraged that you have not overtaken those who started so long ago." This was a new idea for the young man, and he returned to work, and when he finally left the bank it was to accept a position of responsibility which the training he had received in the bank fitted him for.

The local money market is tight, and it may be added that the same conditions apply elsewhere. The local situation has been brought about by several conditions. One factor has been the small returns from the country banks. Last year was not a bumper season for the farmers. The peach crop was a failure, the other small fruits were short, while apples were so universally abundant that the prices were down. Potatoes were low in price and in many districts short in yield, beans have been down, hay has

been cheap and the grain crops were damaged by the wet weather. The deposits from up state banks is something like \$600,000 below the record at this time last year. There has been a considerable withdrawal of local capital, also, for outside investment. The Dennis-Canadian Lumber Co. took \$500,000 out of Grand Rapids in a single lump. The Kelsey, Brewer & Co. financing of the American Public Utilities Co. called for about a quarter of a million Grand Rapids capital, the additional financing of United Light and Railways absorbed about \$50,000, and in other investment or speculative ventures there has been a drain upon Grand Rapids resources. In addition to these causes, the manufacturers are requiring more money than usual to carry them through the season, and various real estate operations and building enterprises are calling on the banks for financial aid. The tightness of the money market has not reached the dignity of a famine, but the banks are more closely loaned up than usual and are turning away loans that do not represent real business needs. They are taking care of all actual business requirements, but offer no encouragement for speculative enterprises, and in ventures that are not speculative are advising some degree of conservatism. The merchants are not making much of a demand on the banks at this time. For that matter more of them are working on their own capital, instead of depending on the banks to carry them through than ever before, and the banks are encouraging this policy, because it represents safety.

Clay H. Hollister, of the Old National, has been elected President of the Grand Rapids Clearing House Association for the coming year. He was Vice-President last year, with Dudley E. Waters in first place, and now he is advanced to first place, and Frank S. Coleman, who was Secretary last year, is put forward to the Vice-Presidency. L. Z. Caukins is the new Secretary and Clyde Ross is started at the foot of the official roster as Treasurer, with the prospect of reaching the Presidency in about eight years if nothing happens in the meantime. The new Clearing House Committee is made up of Henry Idema, chairman, Dudley E. Waters, Chas. W. Garfield and Wm. H. Anderson, and E. H. Hunt retains his old position as manager. The Presidency of the Clearing House is an honor which Mr. Hollister appreciates not only for the honor itself but for association's sake. His father, the

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.

We recommend

Public Utility Preferred Stocks

(as a class) for conservative, profitable investments, to net 5½% to 7½%. Circulars of the various companies mailed upon request.

HOWE, CORRIGAN & COMPANY

Citizens 1122

339-343 Michigan Trust Building
Grand Rapids, Mich

Bell M 229

Fourth National Bank

Savings Deposits

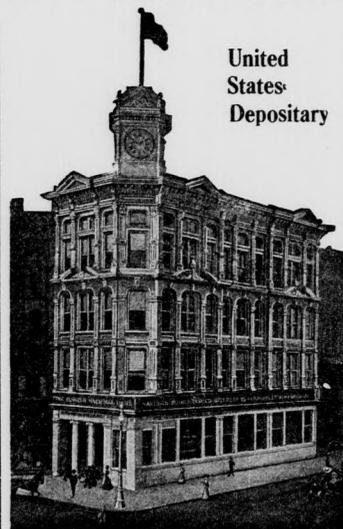
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Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

United States Depository



Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

late Harvey J. Hollister, was one of the organizers of the Clearing House and served his term as its President.

Henry Knowlton, Cashier of the Cadillac State Bank ever since its organization, has resigned to become manager of the personal affairs of F. A. Diggins. He retains his connection with the Bank as member of the Board and Vice-President, but C. J. McHugh, for many years paying teller in the Bank, will occupy his old desk. Mr. Knowlton began as collection clerk in the old private bank of D. A. Blodgett & Co. twenty-six years ago and when the bank was re-organized as the Cadillac State he became its Cashier. The Bank has had a very prosperous career under his management.

The new Trust Company is still in process of organization, but there are yet many details to be worked out. It is likely that Thos. J. O'Brien, now Ambassador at Rome, who has been mentioned for the presidency, will not accept the position, as it seems to be on the cards that he will continue in the diplomatic service. Several names have been suggested for the place, including Senator William Alden Smith, Stephen A. Sears and Wm. E. Elliott. It is likely that a choice will be reached this week. Who will hold the active positions in the company has not been announced, but it is said that Hugh E. Wilson will be one of the staff.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	81	84
Am. Gas & Elec. Co., Pfd.	45	47
Am. Light & Trac. Co., Com.	395	405
Am. Light & Trac. Co., Pfd.	108	111
Am. Public Utilities, Com.	64	66
Am. Public Utilities, Pfd.	77	78
Can. Puget Sound Lbr.	3	3
Cities Service Co., Com.	130	134
Cities Service Co., Pfd.	86½	88½
Citizens' Telephone	92	93
Comw'th Pr. Ry. & Lt., Com.	69¾	70½
Comw'th Pr. Ry. & Lt. Pfd.	89	91
Elec. Bond Deposit Pfd.	76	79
Fourth National Bank	212	
Furniture City Brewing Co.	50	
Globe Knitting Works, Com.	125	135
Globe Knitting Works, Pfd.	100	100
G. R. Brewing Co.	175	
G. R. Nat'l City Bank	180	181
G. R. Savings Bank	216	
Kent State Bank	266	
Macey Co., Com.	200	
Lincoln Gas & Elec. Co.	28	32
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.	96	97
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	90	91
Old National Bank	208½	
Pacific Gas Elec. Co., Com.	60½	61
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	22	24
Tennessee Ry. Lt. & Pr. Pfd.	77	78
United Light & Railway, Com.	84	85
United Lt. & Ry., 1st Pfd.	80	82
United Lt. & Ry., 2nd Pfd., (old)	82	85
United Lt. & Ry., 2nd Pfd., (new)	74	76
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95½ 96½
Flint Gas Co.	1924	96 97½
G. R. Edison Co.	1916	98½ 100
G. R. Gas Light Co.	1915	100½ 100½
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99

*Ex-dividend.
February 19, 1913.

"That's Just What Every Grocer Needs."

Written for the Tradesman.

That's what one of the best-known grocers in the United States said about a department of 5, 10 and 25 cent goods. And he meant every word of it. If you want to hear his reasons, here they are:

"A department of such goods would do more to save the grocer from those terrific lessons that result from

price-slashing staples than anything I have ever heard of. They would give him a weapon with which to fight the syndicate and their popular prices would help convince his trade that he is not a highwayman and a pirate."

Here is an extract from a speech delivered before a convention of grocers by one of the most prominent association men in the country:

"I contend, gentlemen, that the salvation of the retail grocer will come from the adding of a new department to the business. To my way of thinking, we should all add a line of tin-ware, enameled ware and home-goods. Thus we are using a commodity to bring business to our stores that does not, in any way, interfere with the sales or profits of our original lines, which are food stuffs."

At the present writing there are 10,000 grocers who the using 5, 10 and 25 cent goods to save their staples from the chopping block. These grocers are finding a department of these goods a better advertisement for them than any price-cut on staples that they ever made.

No place on earth is more appropriate for a department of 5, 10 and 25 cent merchandise than a grocery store. They fit in as snugly and smoothly as if they were food-stuffs. And they are second cousin to food-stuffs.

I would like to know where a steward could be more suitable than in the very store where the fruits cooked in stew-pans are displayed?

Where is there a better place to sell lamps and lamp goods than in the establishment where kerosene is vended?

If a grocery sells the goods that are transformed into food in the kitchens of a neighborhood, why shouldn't that same store sell the kitchen utensils that are used to prepare these foods?

A table, a counter, a department, of 5, 10 and 25 cent goods in a grocery store helps push groceries, and groceries help to push them. The two lines pull together. Each makes the other easier to sell, and each helps the other make a better profit for the grocer.

A department store succeeds because it carries enough different lines of merchandise to enable shoppers to buy everything under one roof, and the shoppers of this country are trained in this habit.

They prefer to buy everything in one place if that is possible. By adding a line of 5, 10 and 25 cent goods, you merely cater to the tendency that every day grows stronger.

Furthermore, a department of 5, 10 and 25 cent goods is designed to give you maximum variety at minimum cost, so that it will have a very wide appeal for your trade.

Properly speaking, such a department is also a feature that makes it easy to spend money in your store. Why? Because it features only those prices that involve little or no hesitation on the part of the buyer.

A properly displayed line of 5, 10 and 25 cent goods is a tonic that will bolster up and stimulate any sort of grocery store.

And the initial cost is very low.

We have been informed that a fair assortment of 5, 10 and 25 cent goods may be purchased for \$50, while a little more lavish assortment, with tables and fixtures to display it, would cost approximately \$100.

What we have said in this talk is worth your most careful attention and you'll do well to consider it thoroughly before abandoning the question.

Write us if you wish fuller information, Anderson Pace.

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Grand Rapids, Michigan Wm. A. Watts, Secretary and General Manager



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Published Weekly by
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E. A. STOWE, Editor.

February 19, 1913.

There is an Honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of every one. His friendships are serene and secure. His strength is like a young tree by the river.

STRONG HAND NECESSARY

The Mexicans seem to be holding another caucus, and it is a caucus that is highly characteristic of the people of the Latin race. For many years President Diaz was at the head of the Mexican government and under his administration Mexico prospered industrially commercially and in the development of the attributes of modern civilization. His reign, however, was not a reign of love and affection. He had risen to his high position by defeating in battle every rival for the place, and it was his very summary and effective method of dealing with would-be aspirants that enabled him to hold on. When advancing years had made him less forceful and, perhaps, less vigilant, the opposition suddenly gathered and the old President was compelled to flee. A few months of revolutionary agitation followed and then President Madero was elevated to the executive office. Now President Madero is a prisoner. The new president will rule until another rival appears in the field, and this will continue until Mexico has a President who is the undisputed cock of the walk. This will be the programme unless, of course, the United States or some other country forcibly intervenes and compels the Mexicans to keep the peace. That this should be true is unfortunate, because Mexico is a country of infinite wealth in resources and possibilities, but revolution is in the Mexican blood and it is sure to break out as soon as the mailed hand disappears. Diaz with his fighting abilities was able to keep the spirit of revolution in check, but the strong man to take his place has not yet appeared, and until he does appear with a practical demonstration of his power to whip all his foes, Mexico will be a land good to keep away from.

PROTECT THE NAME.

A bill is pending in the Legislature to permit farm and ranch owners in Michigan to register the names they give to their places with the county clerk and to give them a proprietary right to the use of such names. This is a desirable piece of legislation and should be given favorable consideration. When a farmer bestows a name upon his farm—and it is becoming more and more common to do so—it implies that he has some pride in his place, and if he markets his products under the name of his farm, as is often done, it is right that he should have some method of protecting himself against the use of the same name by others. Many of the farmers around Grand Rapids have named their farms, and the better the farm and the more prosperous the farmer the more likely it is to have a name. In these cases the wagons and other appurtenances are all marked with the farm name and usually the choice products of the farm, whether fruit, butter, eggs or potatoes, go out under the label, which virtually becomes a guarantee of quality. The name becomes a brand that should mean something and there should be some method of reaching the unscrupulous who may adopt the same name to market his inferior products. Registering the name would be a protection, and, with the passage of such a law, there should be a wider adoption of the custom of bestowing names, and then an encouragement to the farmers to make the name mean something.

In this connection it might be suggested that the naming of rural highways would be desirable, and that if legislation is needed to make the road names permanent now is the time to act. The rural free delivery makes some sort of road naming almost as necessary as street naming is in the cities, and the building of good roads with their increased use by city people will add to the desirability of some intelligent method of designating them. The roads out of Grand Rapids are all named—Walker, Alpine, Robinson, Clinton, Burton, South Division, Kalamazoo, etc.—but the rural highways, as a rule, are unnamed and this leads to many perplexities for strangers

EAR-MARKS AT THE DOOR.

Old customers, as well as new ones, are usually influenced by the little things which greet them at the door, and any positive violation of good usage is very possibly resented by a passing to the other side. The condition of the walk means more than any other thing to many in these days when ice abounds unless the utmost precaution is used, and the danger of slipping upon B's stone steps will be remembered unless you are constantly on the alert. If ice is bound to cling, a generous sprinkling of salt may mend matters. Use it without stint night and day if necessary. Ashes remedy the danger of slipping, but they are a foul means of saving broken limbs. Salt is cleaner and melts the ice by a chemical process, while ashes merely give a rough surface.

Keep the walks clean. It is a vexation to any woman to be compelled to

wade through slush to reach your store. Even if it does not creep above the tops of her low rubbers, her skirts become more or less draggled, and danger of cold is threatened in addition to the enforced untidy apparel. Of course she might hold her dress up—that is, if she is not so heavily loaded down with packages—but if compelled to do this, she may buy less, remembering that one hand must be left free.

There is no excuse for a muddy walk in front of the door. It is an injustice to yourself as well as to all patrons. With the hose and city water at hand, house cleaning around the entrance is an easy matter. If you are in the country store and must depend upon the broom, use it freely, even though brooms are high priced. The price of allowing dirt to accumulate is still higher. Do not rest satisfied with a cleaning up in the morning. Sweep oftener if it is needed. The outside of your door counts more to the man outside than what you may have within. The forbidding exterior may deter the fastidious from investigating the inside.

BLIND STORE-KEEPERS.

A recent visit to the School for the Blind at Pittsburg, Pa., impressed the writer with the special drill afforded in the commercial department through a real store, kept and managed entirely by blind pupils. Two are kept in position a month, and then give way to two others. The store is open on Friday evening for the teachers, and on a portion of Saturday for pupils. It is well stocked with notions and the small articles which pupils away from their own homes would be likely to wish.

Teachers buy on the credit system. Each month a bill is rendered and the payment receipted for in a business manner, no matter how small the item. One of the teachers says that in the two and one-half years which she has been on duty there she has never found a single error in their accounts. Accuracy is learned to the smallest fraction, while at the same time becoming familiar with the forms pertaining to a business conducted on the credit system. The pupils are required to pay cash for their purchases, and here comes the drill for both buyer and seller in the making of change. As in the credit department mistakes are a rara avis.

Just before the store opens the packages of candy, stationary, etc., for which there is likely to be the most demand, all previously prepared in quantity to retail for a nickel or some uniform price, are taken from the cases in which they were packed for the week of rest, and the store is ready to do business. They cannot go on the slip-shot method of Mr. Ne'er-do-well. Everything has its place and is put there. System is the key to success throughout. Nothing goes by chance. With this perfect system it would be as difficult to cheat one of those blind salesmen as to defraud the keenest one of you.

The Grand Rapids business men have expressed themselves as in favor of an appropriation being made by the Legislature to give Michigan an adequate representation at the Panama-Pacific ex-

position at San Francisco in 1915. The appropriation bills this year will be unusually heavy, reaching a total heretofore without precedent in the history of Michigan taxation, with every State institution calling for increased allowances and many new demands being made. Conditions are such that the granting of an appropriation for the exposition and thereby increasing the total might well cause some hesitation, but in Grand Rapids the opinion is expressed that Michigan can not afford to stay out. Up to date thirty-three other states and twenty-two foreign countries have arranged for representation, and Michigan, with her wealth, resources, industries and hopes of increased population would be the laughing stock among the states if she remained out. Not to be represented would be a cause of shame—for the thousands of Michigan people who will attend the exposition, and it can be imagined how the Michigan people who have moved to the coast to live would feel if the State they are proud of and still brag about were not in line. Her agricultural resources, her minerals, her great industries, her summer resorts, her educational and other institutions, and her thousands of fertile acres awaiting development enable her to put up a show equal to the best that any other state in the Union can do and, from the Grand Rapids viewpoint, it would certainly be missing a great opportunity not to make a display. If it is necessary to exercise economy, that taxes may be kept within bounds, let it be done by cutting off a few of the useless commissions which were created primarily to give jobs to cheap politicians and union labor grafters.

Richard J. Prendergast has been named as chairman of the Wholesale Dealers' Committee of the Association of Commerce for the coming year, as successor to William B. Holden who declined a third term. This choice will meet the cordial approval of the trade. Mr. Prendergast has been identified with the Grand Rapids wholesale trade for many years, is thoroughly familiar with the field and has been an active factor in all the activities ever since the wholesalers have had an organization. More than this, he is popular. The coming year will be a very important one for the Grand Rapids trade, with many new opportunities to be opened with the completion of the Kalamazoo interurban and the building of the new railroad to Ludington by way of Fremont and Hesperia. There will be other opportunities in the improved service which the various railroads out of Grand Rapids will be spurred on to give by their own competition as well as by interurban rivalry. It is important that the wholesalers have at their head a man who will be alive to every opening, and in Mr. Prendergast such a man has been found.

Are you as courteous to your employees as you are to people who come in to buy goods? If not, you are making a mistake.

Plain food and plenty of sleep have more to do with the making of a successful business man than most of us realize.

THE SPRING OPENINGS.

The spring openings in Grand Rapids will be simultaneous. The dates fixed for the interesting function are March 11, 12, 13 and 14, the second week before Easter. The dry goods, millinery, and ready to wear stores will naturally be the centers of interest, but the clothing stores and haberdasheries will be with them in special displays, decorations and in inviting the public to come and see what the new season has in store for them in the way of new styles. The Grand Rapids merchants agreed upon simultaneous dates for their openings last fall, instead of having them come scattering along as suited the convenience or fancy of the individual merchants, and so satisfactorily did the plan work that it is to be repeated this spring. The experience last fall was that the co-operation among the merchants to make one big show brought out more city customers and more out of town visitors than any of them had ever had before when the individual plan was followed. The expenses were no greater and the returns larger and more satisfactory. A further benefit was from the fact that nobody suffered in his own trade by reason of off date openings next door. The example of the Grand Rapids merchants may well be considered by the merchants in other towns. If the plan works satisfactorily here it ought to work with equally good results elsewhere. All that is necessary is for the local merchants to get together and agree on the dates and all will reap the benefit. If they find that they can profitably get together in this simple matter it is possible they may discover other lines of activity in which friendly co-operation is more productive than throat cutting. It may be added that the Grand Rapids agreement goes no further than the dates. Each merchant is free to do as little or as much as he pleases to make his own opening attractive. There are no restrictions on decorations and no limitations on the advertising that shall be done. Each merchant will go his own gait, but they will all do it at the same time.

Easter comes unusually early this year, March 23, and it may be suggested that this is not without its advantage for the merchants. It will in effect give them a double header spring season. Those who shop for Easter will have to shop again when the warm weather comes. The Easter bonnet suitable for March 23 will not do for the Fourth of July. No doubt the possibilities contained in the early Easter have already suggested themselves to the up-to-date merchants. They should work these possibilities to the limit.

BE A MAN FIRST.

Before one can be a sound business man he must first be a sound man. When an artist paints a picture containing human figures he must not try to hide defective proportions of a figure by the clothing, but must first make sure that the outline of the figure is correct before he attempts to paint the clothing. One of the

worst faults a picture can have is to be "out of, drawing." No amount of wonder-work in color or conception can atone for faults in the proportion of the figures. There are few to defend a picture in which such faults are to be found.

There are some persons in business life who think they can cover up the evidences of a defective manhood by laying on thick the colors of an outward business success. They think that if they can only get the place and the power they will also get the honor and the satisfaction that come from worthy achievement; but, like the unskilled artist, they deceive themselves most of all. Nothing can atone for defective character and nothing can hide it. A few superficial persons may give undue credit to mere appearances, but the critics whose opinions determine the real standing of the work will not be deceived—and their criticisms will take away any shallow satisfaction that may be found in superficial applause. Nothing but sound manhood can win the true reward of sound manhood.

A MOTIVE FOR ACTION.

To allow ourselves to be cheated out of an opportunity is not only unfair to ourselves, but it is unfair to others, for it also cheats them out of the good we might be able to do them if we had taken the advantage of the opportunity.

Let us hope that there are few men selfish enough to think that a man owes nothing to his fellow men. It is a commonly accepted thought that a man has certain moral obligations to others and that he who willfully neglects them forfeits his right to the respect of his fellows.

The endeavor to attain proficiency in any wholesome line of work, to surpass the standards of merit that have been attained by others and to improve continually on our own past achievements is the spirit of the honorable life. It is not for ourselves alone that we strive to attain a high standard, but because we should do our share toward the general progress of the world. To see it thus gives new energy to our endeavors and makes success more sure. A man's interest cannot be entirely separated from that of his fellows. The highest success cannot be attained without something of altruism in our motives, for that lifts our thoughts to a higher capacity than selfishness can possibly do. In order to do your best for yourself you are forced to be an altruist.

There is no virtue in argumentation, no heroism in resentment, no beauty in intolerance. Be patient, forgiving and hospitable to other views not akin—even antagonistic—to your own. For we are all one, and the most ignorant, as well as the most wise, must be taken into account in the summing up of things.

Any man ought to get three square meals a day if he is able to work a day able to keep from being worked.

The man who minds his own business has a good steady job.

HAS THE RIGHT IDEA.

The colored porter on the Pere Marquette parlor car to Detroit has a philosophy that is worth while. He is one of the pleasantest and most accommodating porters in the service and whether or not he is to receive a tip seems to make no difference in the care and attention he gives to the travelers in his car. One day a passenger asked him if everybody remembered him at parting. "Sometimes they do and sometimes they don't" was the reply, "but I always tries to be so nice to everybody that if they don't give me something its their own fault and not mine."

The store clerks may not like the idea of going to a colored porter for a lesson in right conduct, but it might be suggested to them, humble as may be the source there is something in this colored man's philosophy that is worth taking to heart. If every clerk were of his disposition, if they, too, strove to be so nice to everybody that it is the customer's fault and not theirs if purchases are not made, the business would be more prosperous and promotions would come faster. It is the careless clerks—those who will not exert themselves unless a sale is certain, those who will not be pleasant unless they see an immediate reward—who make life a burden for employers and, incidentally, stand in the way of their own advancement. The colored porter may not be high up in the social scale, but he has the right idea and the chances are that he pulls down his full share of the coin.

FUTURE ELECTRIFICATION.

It does not require much prophetic vision to see all the railroads in this country operated by electric power. It would cost many millions of dollars to change the system from steam to electricity, millions for track reconstruction and more millions for equipments, but as soon as it appears that the economies to be effected are sufficient to return a substantial income on the investment, it is likely that capital will find a way to bring the change about. Progress is, in fact, already being made in this direction. The New York Central has about 30 miles of electric railway. The New Haven Railroad has electrified to the extent of about 40 miles. The Pennsylvania has done considerable electrification where electric service can be used effectively. The New York terminals are all operated by electricity. The terminals in Washington are similarly operated. Plans are already made and putting them into execution will be begun this year for the electrification of the terminals in Chicago. These are comparatively small jobs, although the cost runs high, but they represent what it is easy to believe is a start toward universal electrification. A still larger start will be the electrification of the Puget Sound division of the Chicago, Milwaukee & St. Paul Railroad. This division is 450 miles in length, from Harlowton, Montana, to Avery, Idaho, and it is estimated the cost will be \$7,000,000. There will be nine power generating stations along the line and the route will be over three mountain ranges.

One of the reasons for electrifying this line is the high cost of coal. With hydro electric power instead of coal the power cost will be reduced more than half, and it is this economy that makes the expenditure of \$7,000,000 worth while. It is but a question of time when the same reasons which lead this Western road to electrification will be appealing strongly to roads in other sections of the country. No danger is in immediate prospect that the coal supplies will be exhausted, but every ton that is taken out of the ground is just so much gone forever. Most of us can remember when those who predicted an exhaustion of the timber supply in Michigan were laughed at and ridiculed and yet to-day Michigan is largely dependent upon other sections of the country for her supply of building materials and for her wood working industries. Is it not possible that what happened to Michigan timber may be in store for the coal supply and that the end may be reached before we fairly appreciate the danger? As coal becomes more scarce and higher in price, the railroads will electrify not from choice but from necessity. Perhaps it is the possibility of railroad electrification that has caused the widespread interest in electrical development in recent years. When the coal supply runs low and coal prices run high those who control the hydro electric power of State and Nation will be pretty near monarchs of all they survey.

WHAT IS SUCCESS?

The definition of success is undergoing a change. The publicity given to the methods and practices of many men of wealth and business control has done much to arouse the better nature in every man to question the validity of such success. The ridiculous utterances of certain specialists whose devotion to a theory has warped their common sense have made plain to the practical man that specialism may become the reduction to absurdity. The man who thinks so much about his business that he cares nothing about literature is also losing caste. The man who is so deeply schooled in the theoretical side of life that has no practical point of contact with the world may also be regarded as out of the race for true success.

By their observation of extreme types men are being forced to the conclusion that moderation in all things is essential to a true judgment of all things and that the ideal life is the well-rounded life, with broad views, broad culture, broad sympathies and broad purposes for good—the ability to separate the good from the bad in all lines of thought and activity. In this broader view business loses rank as an end and becomes a means to an end—a means for making a livelihood, a field of wholesome activity and a school for the development of character and mental vigor.

There are two unpardonable sins in the world—success and failure. Those who succeed can't forgive a fellow for being a failure and those who fail can't forgive him for being a success.



Attractive Easter Dry Goods Window Trim.

To make this Easter day goods window here is what you will need in merchandise and equipment:

Merchandise.

- Two pieces figured ribbon.
- One dozen women's handkerchiefs.
- One dozen boxes women's hosiery.
- One half dozen pairs of kid gloves.
- One dozen jabots.
- One dozen belts.
- One dozen pieces of miscellaneous neckwear.
- Three coat sets.
- Three silk waists.
- Four parasols.

Fixtures.

- Five rolls of red or purple crepe paper.
- Two lath.
- Four metal T-stands.
- Two pedestals with two shelves and a sloping top.
- One pedestal with a 36 inch top.
- One pedestal with a 24 inch top.
- One small pedestal with a sloping top.
- A paper of pins.
- A few nails.
- Plenty of price tickets.

In making this Easter dry goods window trim the first proposition is to cover the background and floor neatly with red or purple crepe paper.

If you have two windows we suggest you use purple crepe paper for the Easter novelties and red crepe paper for Easter dry goods. In case you have only one window and wish to combine both dry goods and the novelties it would be best to have the

background in purple as this is the regular Easter color.

After you get the background covered, nail two lath to the top of the window as shown in the drawing. On this you can festoon two pieces of ribbon in the manner shown in the photograph making one festoon long and the next short, and so on. Leave the salvage back of the ribbon to make it stand out.

How to Display Handkerchiefs.

Next pin three handkerchiefs to the center of the background between the two ribbon units. Pin them corner to corner and at the top put a folded handkerchief as we have done.

Then build the big center unit. For this purpose we have used two pedestals and two T-stands. If you do not have the pedestals use two boxes and you will get practically the same effect. Arrange the boxes and T-stands to follow the drawing. On top of the T-stands put a white waist, and on either side of it a coat set.

For the lower part of this unit put two pairs of gloves on the T-stand. Back of the T-stand put another coat set and in front of the T-stand on the board stand three folded handkerchiefs. Then drape three belts from under the T-stand down to the floor.

Building the Left Unit.

Next fix up the unit on the left. This can be made up from boxes or fixtures just as you prefer. On the big shelf we have put a waist in a box and three boxes of women's hosiery. On the shelf should be arranged three other boxes of hosiery. Put two boxes of hosiery on the floor

leaning against the lower shelf of this unit.

If you do not care to show waists you can put hosiery or lace collars in place of where we have shown the waists.

The unit on the right is made of the same fixtures and practically the same merchandise.

The floor plan is an arrangement of neckwear, handkerchiefs and similar small articles.

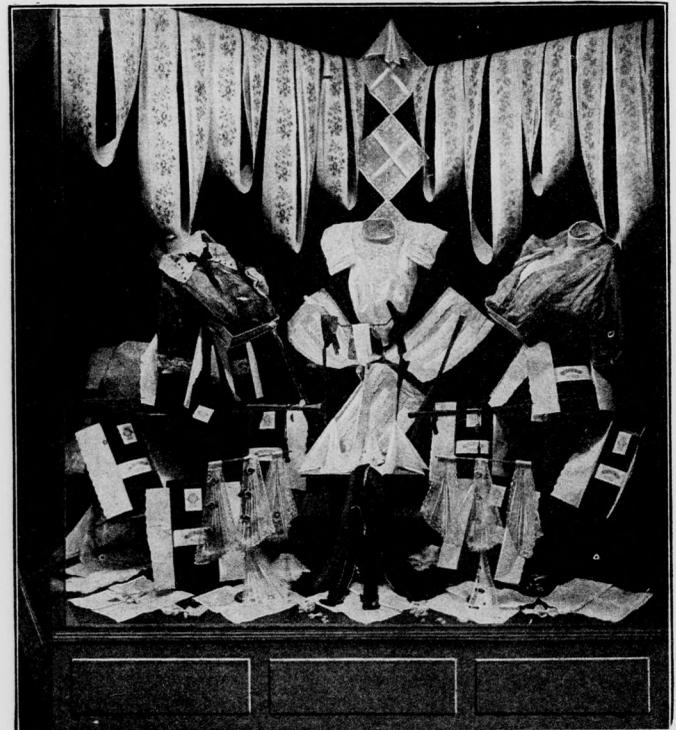
For this purpose we have used two low T-stands one on either side of the center unit. Each of these contains four jabots.

Then spread some handkerchiefs flat on the floor, using as many as you need in proportion to the size of your window, taking up the space

Japan's Trade in Song Crickets.

Selling crickets is a lucrative business in Japan, where the insects are valued for their songs and kept in cages like canary-birds. In Tokio there are two wholesale merchants who send their agents into the streets of the large cities. The insects are carried in little bamboo cages. A good seller clears approximately from eighty cents to a dollar a day. An insect valued for its music brings from two to seven cents. The Kusa hibari is the most valuable of all the songsters, but the common cricket and the grasshopper are considered excellent singers.

The singers are collected from the fields in September, before laying-time. They are taken from the grass



The Display Photographed.

between by small dainty pieces of neck wear.

Little Merchandise is Required.

The window is finished now with the exception of four parasols. One of these can be laid on each side of the center unit and two behind the center unit.

This is one of the most satisfactory Easter window trims we have ever seen—considering the very small amount of merchandise required. While there is not much in the window the methods of making it are exactly the same as those used in the big city stores. Therefore, if you follow our pattern faithfully you will find that you have a real window trim and one that is sure to draw plenty of attention to your store.—Butler Way.

Old Method.

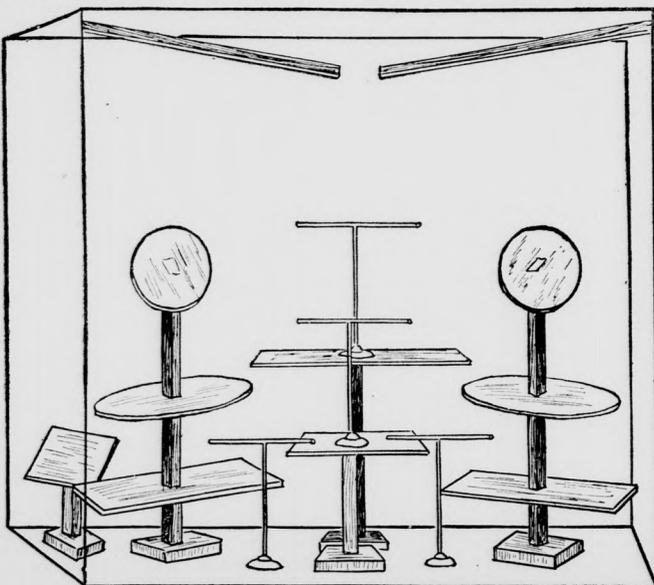
"How did Skimmels make his money?"

"He was one of those old-fashioned dairymen who left you in doubt whether water had been put in the milk or milk had been spilled in the water."

No Alternative.

Wife—Why did you tell the Basons that you married me because I was such a good cook, when you know I can't even boil a potato?

Hubby—I had to make some excuse, my dear, and I didn't know what else to say!



Drawing of the Fixtures.



CLOTHING

Condition That Is Getting to Be Intolerable.

Judging from the remarks of many salesmen recently returned from their trips, a large percentage of the buyers of even the best shops in the country are becoming downright brazen grafters. While we do not like to think of representative men in the trade in such a light, the facts are too well substantiated to be open to question. It seems to be no longer a case of a salesman having a pleasant luncheon or dinner with a buyer, with mutual benefit and good will, but the buyer is inclined to drag in his assistant and sometimes one or two others, and there must be not one but two or three costly social "sessions" if the salesman hopes to book a substantial order.

When the buyer visits the market he also makes a point of visiting the salesman whether he is buying or not, and the cost of additional entertainment thus deemed necessary often exceeds the manufacturer's profit on the fill-in orders placed.

More often, however, the large part of the cost of "buying the buyer" comes out of the income of the salesman. When on the road he is given an allowance of modern amount to cover his expenses. This allowance is based upon the number of days he travels, and ranges usually from \$7.50 to \$20 per day, depending upon the length of his "jumps," of railroad journeys, and volume of his orders.

As a result of this growing practise many a road man, anxious to maintain an appearance of prosperity, which counts much, and eager to roll up an even larger volume of business, and knowing that nowadays the latter is vitally affected by his social proclivities, winds up his trip either indebted to his house or actually out of pocket. The young and single salesmen are excessively liberal and the salesmen with families must keep the pace or lose their hold upon their trade.

Manufacturers know this condition to be getting intolerable, yet they are unable to check it out of considerations of self-preservation. The entertaining expenses to-day far exceed those of the days when it was customary to get a buyer pretty well saturated before broaching business.

The system is wrong and should be stopped. We could name buyers of reputable concerns who get most of their table board and most of their evenings' pleasures out of traveling men, and take pains to so manage things.

We want to urge merchants to look to this abuse of position. We believe

a house should dispense immediately with the services of a buyer or manager of department who habitually accepts gratuities of any sort from salesmen. Such a buyer or manager sooner or later inevitably gets to the point where he "lets down easy" the salesman who is not lavish by criticizing his line, even though it may be the one line best adapted to the concern that employs him, and switches to another whose representative is generous beyond reason.

The day is coming when every substantial and honorable retail firm, whether a specialty shop, general outfitters or department store, will make it known to buyers and managers that they dare not take advantage of their position to impose upon men who need their incomes as much as they, upon pain of instant dismissal.

It is claimed that the majority of traveling men in our trade are within three months of starvation—in other words, that if they lost their place and couldn't get another in that time they would virtually be fit objects for charity, because they have not had a fair chance to save. We believe it!

A more despicable misuse and abuse of place and power never existed than that of the buyer and merchant who sponges upon traveling men.

It is usual rather than rare. Let it stop!—Haberdasher.

The "Fashion Dolls."

Perhaps the most interesting innovation that has been brought to the attention of window trimmers lately is the new fashion doll. The tiny size of these figures (they stand barely 15 inches high), and their chic pose and rather saucy expression make them wonderfully attractive to the public. And the trimmer who has been draping with the full size forms will get more real fun and pleasure in making these little miniature drapes than in any other detail of his window work.

The small size of the dolls makes it impossible that they be used in the same way as full size forms are used—for they would never fill the space. The logical way is to use them in connection with some stand or box drape to show the connection of the draped stand with the made up gown.

The Best Time to Go.

"Aye vant to buy a ticket to Sweden," said the blond young person to the clerk at the booking office. "Aye vant a ticket to Gothenburg."

"When do you want to go?" asked the clerk, in an impatient tone.

"Aye vant," she said with simple directness, "to go van the boat starts."

A Famous Pie.

Of all the pastry ever cooked, none has attained the magnitude of the pie ordered by Frederick the Great 180 years ago for a feast given in honor of 30,000 soldiers at the end of a campaign. The pie was brought to the table in the most dramatic manner. Toward the conclusion of the meal a strange vehicle drawn by eight horses drove into the camp grounds. The load seemed heavy and every one was consumed with curiosity to know the nature of His Majesty's "surprise." The pie, which completely filled the vehicle, contained a ton of flour, 5,000 eggs, and 900 quarts of milk. It was cooked in an oven built for the purpose in the woods. After the soldiers had partaken of the pie, enough was left to give a portion to every one in the village near which the army had been quartered.

Sea-food.

"What's daughter doing?"

"Making shrimp salad."

"I didn't know we had any shrimp in the house."

"We haven't, but there is one going to call on her this evening."

Spring Lines For 1913 Now Ready



Hats, Caps Straw Goods

G. H. Gates & Co.
Detroit

Write for Catalogue



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



OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS



237-239 Pearl St. (near the bridge), Grand Rapids, Mich

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



BECOME AN EXPERT IN BUSINESS EFFICIENCY
Accounting, Auditing, Systemizing, System Building, Commercial Law, Business Economics—everything pertaining to Accountancy and Business thoroughly taught through CORRESPONDENCE INSTRUCTION by Experts. Instruction open to business men, bookkeepers, clerks. Questions may be asked as freely as in the classroom. Our circulars—no matter how a postal will bring them. Address Department, E. CLEARY COLLEGE YPSILANTI MICH.

Lowest

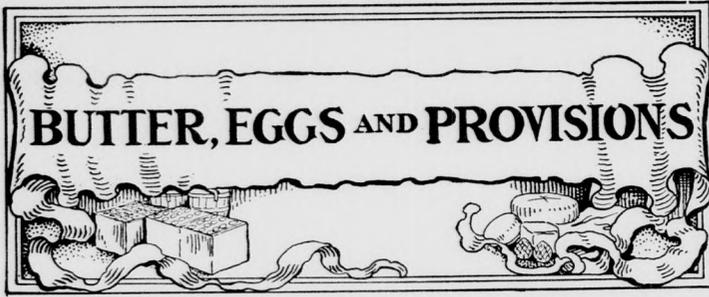
Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

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

We sell to merchants only.

Ask for current catalogue.

Butler Brothers
New York Chicago
St. Louis Minneapolis
Dallas



The Controversy Will Go On.

Written for the Tradesman.

The perennial controversy as to drawn vs. undrawn poultry is due in part, at least, to a misunderstanding on the part of the consuming public as to why the dealers prefer the latter. The consuming public always more or less suspicious, imagines that the dealer wants to get the benefit of the additional weight, and there is also an impression that to leave the poultry undrawn is insanitary, that the partly digested matter in the crop and intestines will ferment and contaminate the flesh. As to the additional weight proposition, this is hardly worth considering, as the difference is not enough to warrant the dealer to make a determined stand, especially as it is always within his power to make up the loss by adding to the price. The sanitary question is the only real difference between dealer and consumer, and while the latter has his impressions the dealer bases his line of action on experience. Undrawn poultry will keep longer and better than the undrawn, with less shrinkage and less danger of taint. The undrawn poultry is sealed from the air, with the flesh protected from outward contamination by the skin of the fowl. As soon as it is drawn the fowl is open to atmospheric influences, inside and out, with a very large surface exposed, and nearly half this surface is unprotected by outward skin or membrane, and deterioration begins almost at once. The ferment of the juices in the undrawn fowl, it is contended, cannot possibly do any damage in the short time the fowl is held in stock, but drawn poultry is almost impossible to keep in good condition, even for a few hours, even when the conditions are most favorable. The dealers base their action on what experience has taught them, while consumers—and very often the health officers—let emotions or theories guide them, and so long as this difference exists between them the controversy will, no doubt, go on.

L. G. S.

Firmly Believes in Undrawn Poultry.

Buffalo, N. Y., Feb. 17—Noticing your article of Feb. 12 in regard to drawn and undrawn poultry, we wish to say a few words in favor of undrawn poultry and against drawn poultry for market.

The writer has handled poultry on the Buffalo market for forty years. The first fifteen years we handled nearly all drawn poultry, and if ever there was trouble in handling poultry, it was in those days.

About one-half of the receipts ar-

rived in a sour or musty condition, and such poultry many times had to be dumped or sold for two or three cents a pound.

Buyers were constantly returning poultry, for it would be perfectly sweet on the outside, and would be musty or sour inside.

With undrawn poultry we never have any trouble, because it will sour outside, and be perfectly sweet inside. Undrawn poultry will keep two or three times as long as drawn poultry.

A large part of the poultry marketed these days is placed in cold storage for spring and summer use, when it is impossible to get fresh killed poultry to supply the demand.

The writer worked for ten years to get the people of Buffalo to buy the undrawn poultry and finally succeeded. Now it is almost impossible to sell a package of drawn poultry. We never buy drawn poultry for our own use, as we prefer all undrawn poultry, that has not been fed for twenty-four hours.

Drawn poultry will not keep in cold storage.

To go back to drawn poultry, would kill the poultry trade and mean millions of loss yearly to the farmers throughout the country.

Rea & Witzig.

Leaving the Heads on Poultry.

Washington, D. C., Feb. 17—In reply to your letter concerning the advisability of removing the heads from dressed poultry before they are sent to market, I beg to say that the objections to this practice are exactly the same as the objections to removing the viscera; namely, that the skin is broken and the flesh, which is readily attacked by bacteria, is exposed to contamination. We consider the practice of removing the heads highly undesirable. They should, however, be cleaned after killing; that is, the blood should be removed from the mouth and any which has splashed on the head should be washed off.

M. E. Pennington,

Chief of Food Research Laboratory.

The State Board of Agriculture in Ohio has a plan which it is hoped will induce girls to stay on the farm. A free trip to Washington is promised to the girls who make the best records raising crops and flowers the coming summer. For the boys' corn growing contests are held. The boys and girls in the farming communities seem to think that the poets have overestimated the joys of rural life.

A man who is in love with himself need fear no rival.

Holding Her.

"The cook threatens to leave tomorrow."

"We must interest her."

"How can we interest her?"

"I'll have a new set of China sent home."

Things that are offered to us free are usually the dearest.

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

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

POULTRY AND EGGS WANTED

Make us your shipments. We get top prices; make quick returns.

M. O. BAKER & CO.

TOLEDO, OHIO

— ESTABLISHED 1876 —

When wanting to sell Beans—White, Red Kidney or Brown Swedish Beans—write and mail sample to

MOSELEY BROTHERS

Both Phones 1217

GRAND RAPIDS, MICH.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Potato Bags

New and second-hand, also bean bags, flour bags, etc.

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

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

Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

Atwood Grape Fruit

IS QUALITY GRAPE FRUIT

With the first suggestion of the use of this grape fruit in rheumatic and fever conditions came a quick endorsement from physicians and the public. We say "as found in the Atwood Grape Fruit," for Atwood Grape Fruit is so far superior to the ordinary kind that it is admittedly in a class by itself when used either as a luxury or medicinally.

Its superiority is not an accident. From the beginning the Atwood Grape Fruit Company (the largest producer of grape fruit in the world) has sacrificed everything for QUALITY. An initial expense of hundreds of thousands of dollars was incurred: everything that science or experience could suggest was done to produce QUALITY; even then, many trees, as they came to maturity, bore just good, ordinary grape fruit, but not good enough for the Atwood Brand. Therefore thousands of big, bearing trees were either cut back to the trunk and rebudded to Superior Varieties or dug out entirely.

So through the various processes of selection, cultivation and elimination has evolved the ATWOOD FLAVOR, as hard to describe as it is difficult to produce.

If you desire, your grocer or fruit dealer will furnish the ATWOOD Brand in either bright or bronze. It may be procured at first-class hotels, restaurants and clubs. Ask for ATWOOD Brand. For home use buy it by the box; it will keep for weeks and improve. The standard box contains 36, 46, 54, 64 or 80 grape fruit, according to the size.

ATWOOD Grape Fruit is always sold in the trade-mark wrapper of the Atwood Grape Fruit Company.

ATWOOD GRAPE FRUIT CO., 80 Maiden Lane, New York City



Building Up a Trade in Pork Sausage.
Written for the Tradesman.

There are many grocers who do not handle fresh sausages at all. There are others who handle them in a haphazard, indifferent fashion. Such grocers do not realize the possibilities of this line of business or the best way in which to attain the full possibilities.

In this line the same truth holds as with any other specialty that whatever is worth handling at all is worth handling in a thoroughly efficient and creditable fashion. This involves care in ordering and keeping and wide-awake alertness at the selling end.

Grocers advantageously situated in regard to refrigeration and display can handle fresh sausages the year round. With others, sausages, like oysters, are impossible in the warm weather. But, no matter whether this line is handled regularly or merely in season, there are certain important points to observe.

The first is, that every effort should be put forth to secure a regular clientele. Grocers who depend on casual purchases to make the sausage trade will find the venture a losing one. Selling here consists, not merely in inducing the customer to buy once, but in inducing him to buy regularly. If, however, the line of goods you handle is well selected, it will be a little more difficult to induce the customer to buy a second and a third time than it is to make the first sale.

Newspaper advertising and the circularizing of regular customers will do much to pave the way; but personally calling attention to the new line is the most effective selling stunt on the grocer's repertoire. The other day a customer chanced to be making a few purchases in a grocery where he deals occasionally.

"Would you like something tasty for supper?" the grocer enquired. "Yes? Then try some of this clear pork sausage. It is a very superior article—far ahead of the common variety."

He went on to urge the superiority of the article in a few chosen words.

That formula, or something like it, applied to every one of several hundred customers as opportunity offered would sell a great many pounds of clear pork sausage. Add that you have fresh shipments every Wednesday and Friday and that you'll be glad to fill telephone or other orders on the day's mentioned and you'll be paving the way for regular orders. The Saturday dinner offers a good field, since with a large number of families the Sunday roast is cooked on Saturday afternoon and not cut till the next day. For the same reason, grocers often find it unprofitable to stock fresh sausages early in the week; owing to the fact that for the first two or three days of the work-a-day week, families are finishing the Sunday roast.

Those stores which employ order-takers can handle this line to good advantage through their house-to-house salesmen. The latter will not merely build up a trade in sausages, but, by featuring them, will often find them helpful in securing orders. The

value of a good "starter" is appreciated by any ordertaker who has experienced the difficulty of inducing the housewife to start the weekly or semi-weekly list.

Similarly, when it becomes known that you handle this line as a regular feature, the fact will help, in some measure, to bring you other sales. A specialty of any kind always helps to draw trade.

As with all specialties, the grocer must be aggressive in calling this line to the attention of customers.

Another essential is cleanliness. The tightly-closed glass show-case with the clean display shelves and the close-fitting door is a valuable accessory. It is poor business to leave any kind of perishable meat-product lying loosely upon the counter. Flies must be kept at a safe distance; and not merely actual dirt, but even the suspicion of dirt, must be eliminated. Care in ordering and alertness in selling will avoid the danger of the goods spoiling before they are sold, and the even worse danger of selling them after their quality has been impaired.

In displaying and selling, price cards can be used to advantage. Aggressiveness in selling is very necessary, particularly at the start. The grocer who is not willing to put a little of his personal energy and enthusiasm behind the selling problem should shun specialties of any kind; particularly specialties of a perishable nature. But the grocer who is always alert and on the job will find them profitable. William Edward Park.

Digestibility of Cheese.

In cheese is found proteid constituents, corresponding to eggs, meat and fish, which must be supplied with the bulk in which it is lacking in order to overcome a tendency to cause constipation. It should be used as a meat substitute rather than as an adjunct for a heavy meal, savories, cheese, custards, soups, Welsh rarebits, souffles, or fondus, offering almost unlimited combinations to the imaginative housewife. A green salad and graham or entire wheat meal bread with a tart dessert and simple cake are suitable accompaniments to cheese dish.

American factory cheese is usually selected for cooking because it contains the most nourishment for the least money, the grated Parmesan, Romano, or Sap-sago are sometimes used with macaroni or passed with soups.

There are certain times when cheese adds perfection to a meal—in fact, there are many who think that, no matter how limited the dinner, cheese must never be omitted. Brillat-Savarin says that "a dinner without cheese is like a beautiful woman with but one eye"—but Savarin speaks from the standpoint of the epicure rather than of the physiologist.

Grateful.

"Oh, Jack, I'm awfully glad you proposed."

"Then you accept me?"

"Well, no; but, you see, your proposal puts me even with Kitty Cobb, who had the most of any girl in our set."

Methods in Foreign Poultry Markets.

The French method of preparing poultry for market is acknowledged, in some respect, superior to ours. The birds are made very fat and plump, and are manipulated to increase plumpness. A few feathers are left on tail and neck. The skin is white and delicate. Each carcass is tied with a ribbon, and is shown back up-permost, instead of breast up, according to American and English usage.

The chief peculiarities of the English method of dressing poultry are: Killing by wringing the neck, not by chopping or sticking; feathers left on the neck for a few inches from the head, also a few feathers on the tail and tips of wings; the breast bone is sometimes broken down by pressing it to one side with the thumbs, and the wings are twisted to the back of the bird.

Produce Buyers Due in Detroit Next Month.

Mason, Feb. 17—We are anxious to get as many of the produce buyers in Michigan as possible out to our meeting in Detroit March 6 and 7 and ask you to kindly extend an invitation to every produce dealer in the State to be with us on that occasion.

We have noticed many very good articles on quality eggs in your paper and we appreciate them very much. The quality plan has come to stay and it gets easier every day to buy that way.

Jerome Waggoner,
Sec'y Mich. Poultry, Butter and Egg Car-Load Shippers Assn.

A young woman fell out of the third story window of a confectionery factory and landed in an empty candy packing case. She wasn't hurt a bit, yet some people say that candy is hurtful.

Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

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

FOR SALE

Stock of general merchandise in good growing town doing annual business of \$22,000 on stock of \$5,000. Profits about \$2,000 per year. Must sell on account of health. Good new brick building with lease of four more years if wanted. Low rent. Electric lights. Leading store in town. For quick sale will sell at a bargain. Will take about \$4,000 to handle it.

Address F. L. REYNOLDS, Middleton, Mich.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs more plenty and selling slow at declining prices.

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.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Tanglefoot



Gets

50,000,000,000

Flies a year—vastly more than all other means combined.

The Sanitary Fly Destroyer—Non-Poisonous.



SUGGEST

Mapleine

To your customers as a change of "Flavour." It can be used like lemon or vanilla.

It makes delicious table syrup when added to white sugar and water.

Order of your jobber or Louis Hilfer Co. 4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

Watson - Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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

THE SWEATER TRADE.

Increasing at Rate of 50 Per Cent. a Year.

The sweater lines for the new year have been shown to the trade now for a few weeks, and so far, the business is reported as being quite satisfactory. A few novelties have been introduced and considerable interest is shown in these. Retailers every year are beginning to realize the importance of early buying of these lines, so beside the natural increase in this direction, additional advance purchasing is expected.

Manufacturers tell the trade each season of the utter impossibilities of filling orders late in the season. The retailer usually gets the best prices of the season early, so it is to his advantage to anticipate as far ahead as his conservative judgment will allow. Too much stress cannot be laid on the importance of this early buying, for every season as cold weather approaches, the big demand for sweaters cannot be filled from the lines of the best manufacturers. As a result, the store that has established a trade on certain reputable lines is compelled to buy wherever he can find the merchandise in stock.

In this case, he pays the highest price, and buys a line that he is not familiar with the wearing or fitting qualities. Big mills cannot afford to make up big stocks of merchandise that they have no orders for and run a chance of having these certain numbers left on their hands. They cannot anticipate the wants of retailers in every section of the country, but many of them have expressed their opinion regarding the retailer doing more of this. The retailer is in close touch with the trade of his community, and he can tell pretty well what he can sell under ordinary conditions.

Every retailer in the country is doing a greater business on men's, women's and children's sweaters than he ever did. Statistics show that in the last fourteen years in which the sweater and sweater coat business has been most active, that the increase has been over 700 per cent. This is an average increase of 50 per cent a year. If this is true with the manufacturers it is certainly the condition with the retailers. Practically every live retailer can be pretty safe in booking advance orders of 50 per cent. more than the initial orders of the previous year, where his stock is in a reasonably clean condition.

Besides the increased demand for sweaters for fall and winter wear, they have become a staple item for spring and summer as well. Tourists do not consider their wardrobe complete without a sweater coat, and the athletic man or woman needs their sweater as much in the spring as they do in the fall and winter. They are used on many occasions in the summer, and their sale extends into the summer months to considerable extent.

While new novelties are introduced each season, the changes in them are not so radical but what a sweater of one season will find ready sale the

next, if it is kept in perfect condition. Because of this staple demand on sweaters, it is not necessary for the retailer to take a great sacrifice, or in fact, none at all unless he has an exceptionally heavy stock at the end of the big selling season.

Mannish Styles Favored.

The heavy effects predominate in sweaters for both men and women. The ruff necks and Byron collars predominate in the new fall lines. In this respect, the styles will remain very similar to those of last season.

The style element is, of course, an important feature in sweaters, and the more mannish styles and the further use of Norfolks for next season are of the most principal note in this respect. The athletic sweater with the half-open front is prominent in the new fall lines. This is shown in plain, heavy weaves, and is produced in garments for popular-priced retailing. Another extremely new thing is shown in a plain color coat, which has a high buttoned collar, cuffs and pockets of fancy plaid knitted material in harmonizing colors.

Of considerable importance in the new spring lines is the Jersey sweater. These are shown in the fine worsteds, the grays and cardinals being foremost in demand.

Auto hoods, caps and toques among the novelties have been in good request during the past season, and they promise to be favored to a greater extent next fall. Stocks of this class of merchandise are almost depleted, and due to the open winter all other lines of fancy knit goods have been in exceptional demand. This leaves the winter stocks in a generally clean condition, justifying the liberal purchasing for immediate spring merchandise and for advance fall.

Spring Underwear in Big Demand.

The demand for spring knit underwear has been of enormous volume and the manufacturers of the best lines have been unable to take more orders for some time. Practically all mills are now busy on the fall lines, which are selling well on advance, and the situation on these goods is at a point where some of the better makers who sell to jobbers have been obliged to take a firm stand in refusing to accept further business which jobbers insist upon sending them.

The situation on spring goods at the present time is such that the retailer who has not covered his needs, will have to look to the jobber for his immediate requirements and re-orders, for practically all mills are sold up. There is no mistaking the fact that with a normal spring business there will be considerable shortage of the most desirable merchandise.

The Hosiery Situation.

The hosiery market is in much the same condition as that of knit underwear. There is a difference, however, in that the deliveries of hosiery are spread over a greater period and the big rush and demand for immediate deliveries is not so liable to be experienced. Some slight advances have been made on the heavier grades of cotton over the old low figures of

last year. This condition, however, has had no apparent effect on the demand, which has been good on all lines.

Silks continue in big request for spring, and the better grades are fast replacing the lower numbers. This is largely due to the higher price of raw silk which has a tendency to freeze out the cheaper grades. Some manufacturers of these goods are putting a heavier grade of cotton in the top and foot of these stockings to bring up the weight.

The demand for women's silk hose has been almost wholly on plain black, white and tan, in the order named. In half-hose black, tans and grays are leaders. The sales of women's silk hose from 50 cents downward are falling behind, while the better grades are jumping ahead faster than ever. Men's silk plated goods at 25 cents are selling strong, as are the grades retailing at 50 cents upward.—Dry Goods Reporter.

Reception Given to Farmers.

Battle Creek, Feb. 17—About the middle of last summer our Industrial Association, as it was then called, put on a campaign to increase the membership and inject new enthusiasm. We changed the name to Chamber of Commerce, which was a matter only incidental, but seemed to be a wise change, as the old name had become stale.

Our city had become metropolitan, and traffic rules had to be adopted, which at first were very objectionable to the country folk. They did not enjoy being ordered around, and sometimes threatened with arrest because they persisted in driving on the wrong side of the street, or cutting the busy corners, as they have always done, and they naturally became sore and argued that the city people had got "high-toned" and did not care for their trade.

One of the first questions asked, after the new membership was organized and set in motion, was: "What can we do to get in closer touch with the farmers?" Several plans were proposed, but the first one adopted was a trade extension trip of thirty miles. Twelve autos, decorated with banners, and occupied by about fifty wide-awake merchants and newspaper men, made the trip, stopping at every house, making a short visit, leaving some printed matter and souvenirs and inviting every farmer to come to Battle Creek and trade. Two of these trade extension trips were made, and then came the reception.

Our Board of Commerce issued eleven hundred invitations and mailed them out to farmers to come to the city Oct. 15, and be our guests and enjoy a free entertainment to be given them at the Bijou Theater in the afternoon. With the invitations were enclosed "free hitch" tickets and tickets for the show. A large auditorium was opened for the convenience of our guests, as a place of reception, and where they could leave their wraps and belongings for safe keeping while they were doing their shopping and attending the entertainment. A committee of representative business

men received the guests and gave out show tickets to all who were not already supplied.

Between the time of issuing the invitations and the day of the reception, several conservative old farmers who visited our store, remarked: "You fellows think you are smart, trying to fool us farmers into believing you are interested in us, only to get our money; why, the whole thing will be a frost." No frost came, however, but the people came, for it had been so extensively advertised through our enterprising newspapers that everybody for twenty miles in every direction had their curiosity aroused, and when they were all seated and crowded into every inch of standing room in the theater, the count was 1,600, all farmers, their families and hired help.

Before the regular entertainment commenced, Prof. Shoemith, of the Michigan Agricultural College, gave a talk on corn culture, and several business men explained why it would benefit both farmer and merchant if they did their trading in Battle Creek. As the crowd passed out of the theater, each person, young and old, was presented with several packages of pure food and candies donated by our food and candy factories, for which Battle Creek is so well known, also souvenirs and useful articles, given by the merchants. To say all this pleased them is just putting it mildly. It certainly was very interesting to study the faces and hear the remarks of the delighted throng.

The secret of the success of this reception was due largely to the united efforts and co-operation of all the leading business men and newspapers of our city—not the least being the publicity given the affair by the editors of our enterprising dailies, who contributed columns and pages of space.

Some will be curious, no doubt, to know what all this cost. I was curious to know myself, for this was the particular item in connection with the affair I was asked to mention. To my surprise I found everything had been donated except two or three items, which totaled less than three dollars.

From our country patrons we have heard nothing but words of appreciation and kindness towards the merchants who so royally entertained them. After four months' reflection, I am convinced that the reception came little short of accomplishing the object of its conception—the bringing together of country and city.

F. E. Strong.

Platinum in Jewelry.

In the setting of many precious stones platinum is now greatly favored over gold. Platinum possesses the property of not detracting from the beauty of any jewel. Settings of it are well-nigh invisible, whereas gold is most obtrusive and injures the effect of the finer settings. The price of platinum is, however, about twice that of eighteen-karat gold and the waste is greater.

Platinum exhibits such a degree of ductility that one ounce of wire made of it may be spun so thin that it will reach many miles.

Ha-Ka-Rac

When you see this name on
**Gloves, Mittens, Sweater Coats
 Boys' Caps, Girls' Caps
 Automobile Bonnets**



It Stands for Something

For eighteen years we have been making knit goods and nothing else. Our employes are experts, gradually culled from thousands tried and found wanting.

By quantity buying and quantity manufacturing we reduce all costs to rock bottom.

One price—the lowest, quality for quality—to all.



Ha-Ka-Rac Gloves and Mittens are unequalled by any other line in America. They have reinforced, patented thumb and finger tips, and have no outside fore-finger seam to rip and cause annoyance to wearers. They give good service and long wear.

Our seventeen salesmen are now out with their samples, but if you would like to inspect our line now, we will gladly send samples on approval charges prepaid. Drop us a card and we will very soon convince you that our goods are fast sellers.



The Perry Glove and Mitten Co.

PERRY, MICHIGAN



Dictionary of Words Used in Dry Goods Business.

Faille—A soft, flat-ribbed silk.
Khaiki—A Japanese silk of plain weave, not so fine a habutai.

Ladies' Cloth—A dress fabric of plain weave, similar to a flannel in construction, but with a high-finished surface, which gives the fabric a broad-cloth effect.

Liberty—A light-weight silk having a satin finish.

Louisine—A silk fabric having an uneven surface, like that of an armor, but finer in effect.

Maline—A fine silk net of gauze-like texture. Practically the same as tulle.

Marquisette—A sheer, plain-weave fabric of silk or cotton, having a mesh more open than that of voile.

Matelasse—Having a raised pattern, as if quilted or wadded.

Melange—The French word for "mixture."

Melton—Stout, smooth woolen cloth, similar to broadcloth, but heavier.

Mercerizing—A chemical process by which a silklike luster is imparted to cotton yarns and fabrics.

Messaline—A light-weight satin of fine quality.

Mohair—The fine, silk hair of the Angora goat. A lustrous fabric, made from this material.

Moire—A watered design applied to silks by pressure between engraved rollers.

Mousseline de Soie—A sheer, soft fabric of silk, similar to chiffon, but of more open weave.

Ottoman—A silk of cotton weave having thick ribs at various intervals. Originally, the thick cord ran cross-wise. When the cord runs lengthwise the fabric is known as an "Ottoman cord."

Ombre—Having graduated stripes in color which shade from light to dark, or vice versa.

Oxford—Originally a wool fabric in dark gray and white mixtures. Of late years, heavy cotton and linen fabrics have been known by this name.

Paillette—Round spot patterns on fabrics.

Panne—A light-weight velvet with "laid" or flattened pile.

Pastel—Applied to tones of any color when exceptionally pale.

Pastille—A round or oval spot.

Peau de Cygne—A closely woven silk having a lustrous, but uneven, surface.

Peau de Soie—A closely woven silk having a somewhat uneven, satin-like surface.

Pekine, or Pekin Stripes—A color

design in stripes of equal width and equal space between.

Percalé—A plain-weave cotton fabric of fine or medium count, used for shirtings, dresses, linings, etc.

Pile Fabrics—Materials of silk or cotton wherein the surface is woven with raised loops, which are afterwards cut, forming a raised "pile." They include plushes, velvets, velveteens and corduroys.

Pique—A cotton fabric having wide or fine welts. With wide welts it closely approximates a cotton Bedford cord. See "Welt."

Plisse—Pleated.

Plumetis—A sheer cotton fabric ornamented with tufts at intervals.

Pointille—Having a design in small dots.

Pompadour—Small floral designs.

Pongee—A light-weight fabric made of the silk produced by wild silkworms that feed on oak leaves.

Poplin—A fabric having a silk warp and a wool weft, with a corded surface. Goods in which a similar effect is produced, but made in all silk, all wool or cotton are also called "poplins."

Ramie—A plant of Chinese and East Indian origin, from which a strong, lustrous fiber is obtained. Used to an increasing extent in the manufacture of dress goods, underwear, sail cloth, fishing line, etc.

Ratine—A wool material similar to a chinchilla, but having smaller tufts with wider spacings between.

Raye—Striped.

Rep—A style of weaving in which the surface has a cross-wise, ribbed appearance, in distinction from "cords" which run lengthwise of the fabric.

Shantung—A heavy grade of pongee silk.

Sicilienne—A mohair of heavy weight.

Sponge Cloth—A fine cotton or wool fabric having a surface resembling that of a small sponge.

Surah—A light, soft, twilled silk.

Terry Cloth—A weave in looped effect. A velvet in which the loops have not been cut. Frequently applied to cotton fabrics on the order of agaric and sponge cloth.

Tulle—A plain, fine silk net. Practically the same as maline.

Tussah—The wild silk from which shantung and pongee are made. Applied to these fabrics when heavy and coarsely woven.

Venetian—A wool fabric, closely woven, in a fine twill.

Vigogne—The French form of the word "vicuna;" applied to a soft woolen dress material.

Vigoureux—A worsted material

printed in the warp so as to produce a melange, or mixture, effect in coloring.

Voile—A sheer, semi-transparent, plain-weave fabric of silk, wool or cotton—plain, or ornamented with stripes or figures.

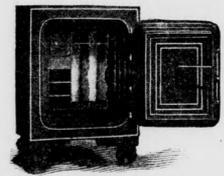
Warp Print—See "Chine."

Welt—A fabric having thick, raised cords at close intervals, as in the case of Bedford cords and piques. In cotton goods, when the cords run lengthwise of the piece the fabric is known as a "warp welt." Sometimes called "wale."

Zibeline—A dress or cloaking material having a hairy surface—Dry Goods Economist.

Many a man has had a close shave who never patronized a barber.

Safes That Are Safe

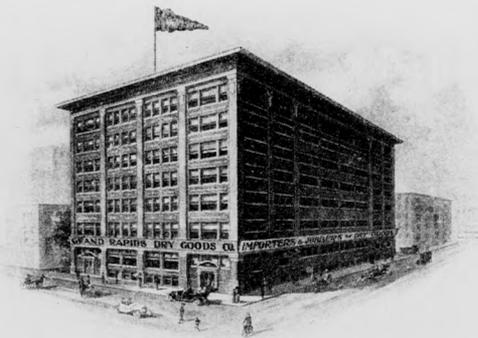


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"Why do your safes save their contents where others fail?"

SAFE SAFES

**Grand Rapids Safe Co.
Tradesman Building**



ART DEPARTMENT ITEMS

Peri-Lusta Slipper Cotton Silknitin Slipper Cotton
Silknitin Embroidery Cord Lustrous Lacecord Macreme Cord
Clark's O N T Pearl Cotton Barbour's F D A Crochet Linen
Peri-Lusta Floss Columbia Pearl Lustre
H B Lustrous Floss and Rope American Beauty Floss and Rope
Crystal Rope Sylvia Floss Peri-Lusta Filoselle
Art 115—D M C Cotton Perle Nos. 3 and 5
Art 128—D M C Cotton Floche Nos. 6, 8, 10, 12, 14, 16, 18, 20
Art 151—D M C Mercerized Crochet Cotton, white, Nos. 1, 2, 3, 5, 10, 15, 20, 30, 40, 50, 60, 70, 80, 100, 150.
Art 18—Peri-Lusta Mercerized Crochet Cotton, white, Nos. 10, 15, 20, 30, 40, 50, 60
Art 18—Peri-Lusta Mercerized Crochet Cotton, ecru, Nos. 1, 2, 3, 5, 10, 15, 20, 40
Belding Royal Floss, etc., Belding Embroidery Outfits, American Beauty Outfits, Stamped Towels, Waist Patterns, Center Pieces, Table Covers, etc. Our salesmen are showing the samples.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

Laces---Embroideries

We are showing attractive lines American, Oriental, Valenciennes, Cluny and Torchon Laces.

Swiss, Nainsook and Cambric Embroideries. Matched Sets for Infants' wear, Lingerie, Dresses, Corset Covers and Shirt Waists.

Ask to see our
1913 WONDER ASSORTMENT

PAUL STEKETEE & SONS

Wholesale Dry Goods

:::

Grand Rapids, Mich.

How to Conduct a Successful Credit Business.

Corunna, Ind., Feb. 17—This is a very comprehensive subject, one met with many difficulties. First, we have men without business training who have no idea of the pitfalls that beset the way. They sell goods without any assurance of when they are to receive their pay. "Just charge it" is a threadbare statement. Many a merchant has his books filled with these conditional accounts.

Banks do the largest credit business in our land. Suppose a bank did a credit business as merchants do, what would be the result? When you ask for an accommodation or a loan at a bank, you are asked how long a time you want and get your accommodation according to the terms agreed upon.

Many men in business have no understanding when book accounts are to be paid. Notice I say "men in business," because business men would not do that, but we become only men in business when we lose sight of the essential thing. To have sufficient ready money to discount our bills, better have the money in the bank at our command than on book accounts. We, as retail merchants, have to take off our hats to the mail order houses; they have a safe system, money in advance or a thorough understanding when the bill is to be paid.

To do a credit business you must be a good collector and the more careless you are in extending credit the better collector you must be. If you can not run your own business you had better stay out of business, because it will only be a matter of time when you will reap the reward of letting the trade run your business. Making Definite Terms on Credit.

The terms we have will not suit conditions with all merchants. We deal mostly with the farming trade who do not have monthly pay days. Our terms, printed upon our sales slip and statements, are not to exceed sixty days unless otherwise arranged for at time of purchase. Some of you will say that is too long a time, possibly your conditions differ from ours. You may be in a manufacturing town where pay days come every two weeks, that is all the better for you.

The main theme in this subject is to make terms on all sales that your customers may know when they should pay and then require it.

A question: When have you a legal right to make a demand for an open book account when you are doing a slip-shod credit business without any terms? When our customers require more than our regular terms then we make a note bearing interest or not as agreed upon.

We have been conducting a credit business for the past twenty-five years in a little town and lost more the first ten years than we have the last fifteen. We are not afraid to say "no" if conditions do not suit us, just as the banker would. So must you, brother dealer, if you don't want your business wrecked and strewn upon the shoals of misfortune. You must be

at the head and dictate the terms of your business. Many a time have we made sales when goods and prices were satisfactory and the customer would ask to have them charged, when we have bolted and got the cash even when we have offered to take their note with interest.

How to Build Up Confidence.

The time is here and has been here when merchants must do business as business men do or quit in disgust.

Therefore, to be successful in conducting a credit business, you will have to have credit terms and make them as short as conditions will allow. Close all deals on special terms by note; make your own promises good with the trade at any cost; avoid guaranteeing goods to do better work or to last longer than can be reasonably expect, so that the trade will have implicit confidence in you as their dealer and so that you can make settlement as the deals are made.

Milo J. Thomas,
President Indiana Retail Hardware Ass'n.

Ceylon Tea.

Tea plantations in Ceylon have been in existence only thirty years, yet the annual exports of black tea amount to nearly \$20,000,000 in value. Formerly coffee constituted Ceylon's main industry, but after a disease of the plant in 1880 its cultivation was discontinued. Many planters, however, recouped themselves by tea and rubber. Thanks chiefly to the former article, the island's old prosperity revived. To-day Ceylon boasts 1,500 plantations.

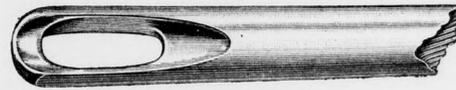
Plant necessary to tea cultivation is costly but very labor-saving. The work itself is not hard; only the climate makes it irksome. What is wanted mainly of employes is to watch machinery and feed it from the stock of tea leaves awaiting treatment. The workers are not Singhalese, but natives of Southern India. A laborer's wages vary from eight to sixteen cents a day, while a foreman's salary averages \$200 a month.

Flowers From Cold Storage.

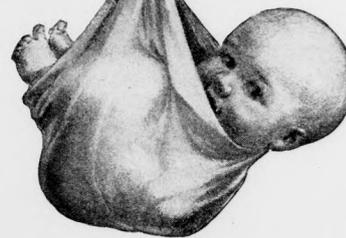
The exportation of refrigerated plants from China to France has met with much success. The least success has been had with violets and roses. Other flowers kept in cold storage now find their way to European markets in a state of perfect preservation. The Horticultural Society of Paris has recently received peonies from the Orient in excellent condition, though they were cut three months before.

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.

Excelsior Gold Eye Needles



Large Round Eyes
Put up in Attractive Wrappers
100% profit



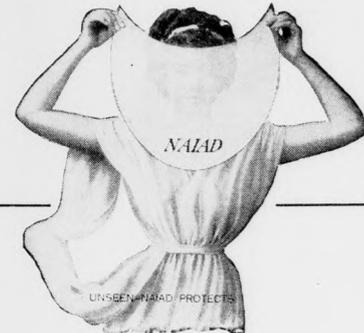
Stewart's Duplex Safety Pins

Best Quality
Extra Heavy Wire
Superior Nickel Finish

Write to your jobber for samples and prices

PRATT & FARMER CO.
473 BROADWAY NEW YORK

"The Crowning Attribute of Lovely Women is Cleanliness"



The well-dressed woman blesses and benefits herself—and the world—for she adds to its joys.

NAIAD DRESS SHIELDS

add the final assurance of cleanliness and sweetness. They are a necessity to the woman of delicacy, refinement and good judgment. NAIAD DRESS SHIELDS are hygienic and scientific. They are ABSOLUTELY FREE FROM RUBBER with its unpleasant odor. They can be quickly STERILIZED by immersing in boiling water for a few seconds only. At stores or sample pair on receipt of 25c. Every pair guaranteed.

The only shield as good the day it is bought as the day it is made.

The C. E. CONOVER COMPANY
Manufacturers
Factory, Red Bank, New Jersey 101 Franklin St., New York
Wenich McLaren & Company, Toronto—Sole Agents for Canada



Changing Shoe Business From Credit to Cash.

Cash or credit, which? That is the subject. If any man asked himself the question, Cash or Credit, Which? what would the answer be? Would you rather do a credit business, or would you rather do a cash business? That presents a common proposition a little differently from what many of us think of it or about it. The answer generally is that any dealer, if he could do as much business for cash, would prefer to have his business on that basis.

Almost everybody who is doing a credit business says, "My condition, or my location, or my grade of shoes, compels me to do credit business; I could not do business for cash. I believe in giving credit because I feel that I sell people more merchandise. The women, who do the buying, buy easier, and the head of the house is good, and he has to settle the bills." Cost of Maintaining Charge Accounts.

These dealers think they can sell more goods, but I do not know that they make the claim that they can sell them faster. The dealer who gives credit has various excuses which make you believe that he could not change over. There is the man who says, "I do a cash business," and then there is the man who has anywhere from \$5,000 to \$25,000 on his books, and without expressing his great desire to do so, thinks, as I have just said, that he can't change over. But I tell you that a cash business helps wonderfully. It helps us, first, in settling claims, because the goods are paid for and the customer does not return them without comment or criticism. It also makes it possible for us to do business at a much lower cost.

Let us consider some of the items of expense involved in doing a credit business. If a bill is sent out ten times under a two cent stamp, and counting the cost of running the business, the expenditure for the material used, such as stationery and labor, it eats up the net profit on the sale of a \$3.50 pair of shoes. I make that statement from figures compiled of doing business close, on a close margin for cash.

This was what I ran up against, and it was something that made us resort to figures right away to see where we were coming out.

The saving of the expense described above, if put to your advertising account, or if you do not have an advertising account, into your bank account, is a substantial amount.

Now we come to the changing over process to help the man who says,

"I could no more think of changing my business over to a cash basis than anything at all." He is discouraged, but if he will go about it in the right manner, I am sure that, in most cases, it could be accomplished. Perhaps there may be exceptions among dealers who do a very high grade business, when one must be governed wholly by the grade of merchandise he handles and by what his competitors are doing in this regard.

How It Was Done.

Let me outline, briefly, how it was done in my case. It was accomplished in a manner something like this: After we had started a cash store, we notified all the charge customers of our oldest store, which was established about forty years ago, that we would not open any new charge accounts. We informed them that as they maintained their accounts with us we would allow it to stand, but that if they closed it, even for a brief period, we would not allow them to re-open it.

This explanation satisfied our regular charge customers, and it also helped to make them settle their bills on the tenth of each month, or earlier.

The final result was that in three years a store that always had at least \$5,000 in monthly accounts reduced its charge business to about \$300.

Reduced Cost of Doing Business.

The change improved our business and proved forcefully to us that if a man is aiming to do a large business, on a small capital, he must do it for cash, particularly if the business is done on medium-priced shoes. The owner of such a business will find that instead of his cost of doing business amounting to 30 per cent. it will drop to as much as 28 per cent., or relatively lower, for if he can now do business for 28 per cent., the cost would be 26 per cent. on a cash basis. In other words, we have successfully proved that you can do business on a closer margin for cash than for credit. I really think, or believe, that about 90 per cent. of all shoe stores are doing a credit business. It may be 95 per cent., but I do not wish to convince 90 per cent. that a cash proposition is a good one, but I think that a good look at this side of your shoe business would help solve the conditions in certain localities, and particularly among certain retailers who find it uncomfortable to operate on a small capital.

Irving B. Howe.

Owing to the difference in weight, people now invest in fake mining stocks instead of buying cumbersome gold bricks.

Putting the Curb On.

The passengers in an accommodation train which was winding its way through New Hampshire were interested and amused by an elderly couple in the car.

They talked as if there were no one else in the coach; therefore, having heard most of the private plans, no one was surprised to have the old man take the assembled company fully into his confidence. At one station he rose and addressed the passengers.

"Can anybody change a five-dollar bill for two twos and a one, or five ones?"

"I can," said a brisk woman, and the transfer was quickly made.

"Now could anybody change this one-dollar bill for four quarters or tens or fives?" asked the old man.

"I can give you two fifties," said a man from the rear seat, "unless somebody else can do better."

Nobody seemed able to do so, and the old man lurched down the car to the possessor of the two 50-cent pieces.

"Thank you," he said as he took the money. "I'm obliged, Marthy has set her mind to stop off at Nashua, while I go on up to my brother's with the eggs and truck, and though she don't mean to be a spendthrift woman, when she's let loose among a lot of stores she'll run through fifty cents in an hour easy, and I kind of have to put a curb on her."

Rheumatism has all the artists beaten to a frazzle when it comes to drawing limbs.

Absolutely Correct.

Evansville, Ind., Feb. 15—I read your editorial entitled Pure Shoe Nonsense, which appeared in your Feb. 12 issue of the Tradesman, and I think you are absolutely correct in every statement.

It appears to me that every shoe dealer in your State should take an interest in this bill, for such a law would eliminate many shoes that are needed by thousands of working people.

It should be remembered that most people can't afford a pair of shoes that are strictly solid in every respect.

Edward Miller, Jr.

An international conference for the regulation of the use of the saccharine and analogous substances was opened in Paris recently. Delegates from France, Germany, Russia, Switzerland, Italy, Holland, Belgium, Portugal and Greece participated. Louis L. Klotz, French minister of finance, in opening the proceedings, said that it was not a question of protecting the cane and beet industries that they had met to discuss, but it was a question of the health of the community, since it had been demonstrated that saccharine was not a food, but traversed the digestive organs without being assimilated and also retarded the natural digestive processes.

The Sweet Thing.

"This piece of lace on my dress is over fifty years old."

"It's beautiful. Did you make it yourself?"



You can sell shoes like this at a

Profit

and you will sell the same customers again

Rouge Rex Shoes

please both dealer and consumer and it is a pleasing quality that stays

Order now for spring trade

HIRTH-KRAUSE CO.

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.



Recent Manufacturing News All Over the State.

Detroit—The Central Cigar Co. has increased its capitalization from \$3,000 to \$25,000.

Lansing—The Afox Auto Lighter Co. has changed its name to The Furgason Manufacturing Co.

Saginaw—The Saginaw Silk Garment Co. has increased its capital stock from \$16,000 to \$25,000.

Detroit—The M. G. M. Manufacturing Co. has changed its name to the American Air Compressor Co.

Detroit—The capital stock of the D. M. Pickett Cheese Co. has been increased from \$3,000 to \$3,700.

Detroit—The capital stock of the Detroit Carburator Co. has been increased from \$25,000 to \$50,000.

Detroit—The Vanadium Saw Manufacturing Co. has changed its name to the Detroit Pneumatic Tire Co.

Detroit—The Durable Co., manufacturer of auto top trimmings, has changed its name to Bauer-Lewis Co.

Kalamazoo—The North & Coon Lumber Co. has changed its name to the North Lumber & Manufacturing Co.

Kalamazoo—The capital stock of the Kalamazoo Vegetable Parchment Co. has been increased from \$100,000 to \$250,000.

Detroit—The Fairview Brick Co. has been incorporated with an authorized capitalization of \$50,000, of which \$30,000 has been subscribed and paid in in cash.

Marquette—The Cloverland Auto Co. has engaged in business with an authorized capital stock of \$15,000, of which \$11,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The Bank Jewelry Co. has been organized with an authorized capital stock of \$10,000, which has been subscribed, \$5,000 being paid in in cash and \$5,000 in property.

Battle Creek—The National Fence Machine Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,510 has been subscribed and \$5,525 paid in in property.

Detroit—The Detroit Tungsten Lamp Co. has been organized with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed, \$2,400 being paid in in cash and \$5,100 in property.

Blissfield—A new company has been incorporated under the style of the National Bundle Tyer Co., with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$2,000 paid in in cash.

Centerville—The Brinker Rotary Gas Engine Co. has been organized with an authorized capital stock of \$30,000, of which \$27,000 has been subscribed, \$7,020 being paid in in cash and \$19,980 in property.

Wyandotte—The Moore Truck & Manufacturing Co. has engaged in business with an authorized capital stock of \$15,000 common and \$5,000 preferred, of which \$10,000 has been subscribed and \$7,650 paid in in property.

Detroit—The Timken-David Brown Co. has engaged in business to manufacture and sell drive gears and worm wheels, with an authorized capital

stock of \$250,000, of which \$175,000 has been subscribed and \$25,000 paid in in cash.

Lansing—The W. F. Bohnet Electric Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$400 being paid in in cash and \$4,600 in property.

Detroit—The Gordon Keenedge Co. has engaged in business to manufacture, sell and lease razor sharpening machines and other machinery, with an authorized capital stock of \$30,000, of which \$16,000 has been subscribed and \$15,650 paid in in property.

Detroit—The Peter Smith Heater Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$250,000 common and \$250,000 preferred, all of which has been subscribed and paid in in property.

Detroit—The Aldrich Manufacturing Co., manufacturer of low water alarms, garbage wagons, garbage receptacles and ash receivers, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed, \$49,980 being paid in in property and \$20 in cash.

Will Be Headed By One of Their Own.

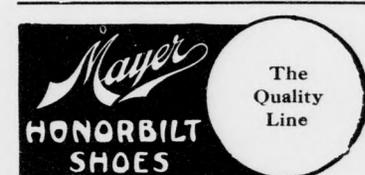
Meyer S. May will be chairman of the Grand Rapids Retail Merchants Association the coming year, and his choice seems to give general satisfaction. It is significant of the change that has taken place in the relations of the retailers that they have a chairman from their own number. They have had two years of co-operation under the chairmanship of a friendly outsider and have found that it is a good thing and the old jealousies, though some of them still linger, have, to a large degree, disappeared. Through their Association they have become better acquainted and upon matters that concern them all they have found that it is both profitable and enjoyable to work together. The first meeting of the Association for the year was held last week and a number of suggestions were made for trade extension work for the coming year and committees were appointed to start the development of some of them and others will be taken up from time to time. One of the propositions was the issuing of a co-operative retail trade catalogue for distribution along the rural routes out of Grand Rapids. The catalogue, as proposed in the discussion would be descriptive and illustrated, with prices given, and the aim would be to have it used by the farmers in ordering goods to be delivered by parcel post. The publication of the catalogue will not be an Association affair, but some advertising agency will take hold of it and those who wish may go in, taking as many pages as they desire, probably at so much a page to cover publication expenses and postage. Another suggestion was to have a series of trade extension excursions over the rural delivery routes by automobile to give the Grand Rapids merchants

opportunity to become better acquainted with their farmer customers and to keep in closer touch with their needs. This idea may not be taken up by the Association, but many of the merchants will run little excursions of their own during the summer season. Co-operative rural deliveries of merchandise such as cannot be sent by parcel post was also discussed and it is possible something of this kind will be undertaken. The furniture dealers are especially interested in this plan, as it is notorious that a farm wagon delivery of a sideboard and other pieces of furniture is almost invariably unsatisfactory, the farmer not knowing how to handle the goods properly. One good motor truck, it was suggested, could make trips over certain routes at regular intervals during the week and farmer customers could place their orders accordingly. The parcel post and its possibilities in trade extension also came up for consideration and Postmaster W. Millard Palmer outlined the provisions of the law and quoted the rates. The local rate applies to the city and to all the rural routes out of Grand Rapids, with two deliveries daily in town and one on the rural routes. He described the system as a great opportunity for small merchants who cannot maintain a delivery system of

their own, and told the big merchants how they, too, could make use of the new service.

One of the incidents of the meeting that was interesting, as showing the modern attitude of business men, came up with the question as to how often meetings of the Association should be held. One of the members suggested that dinner meetings once a month would be desirable. Another conceded that the dinner meetings in the evening were enjoyable, but that he regarded them not as social functions, but as business sessions and as for him he believed in doing business in business hours; he favored lunch meetings at noon or afternoon sessions and to have his evenings to himself. His views seemed to meet with everybody's approval. The time used to be when evening work was customary, but business men now insist upon having their evenings to themselves.

Even light wine has been known to produce a dark brown taste.



Supply your trade with the popular

SANDOW BOOTS

DUCK VAMP WITH PURE GUM UPPERS

This is one of the Famous

WALES-GOODYEAR BEAR BRAND

You simply cannot go wrong on it.

Orders Solicited

Herold Bertsch Shoe Co.

Mfg. "Bertsch" and "H.B." Hard Pan Shoes

Grand Rapids, Mich.

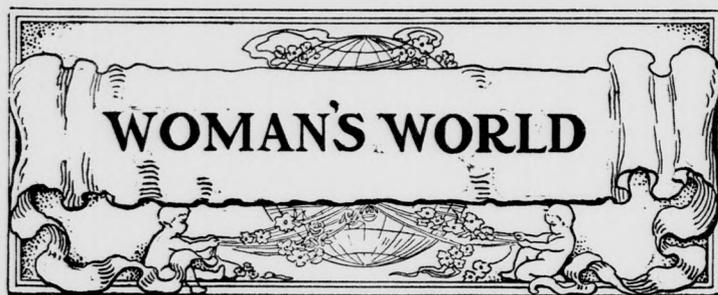
Klingman's Sample Furniture Co.

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



The Grace That Belongs to Middle Age.

Written for the Tradesman.

Some years ago a shrewd essayist using as her topic "The Middle-Aged Woman" made this comment: "If you ask any artist to paint for you the genius of the commonplace, he will make you a portrait of some middle-aged woman." The writer then went on to say that by the time a woman has reached forty she has settled down to the practical things of life. She no longer talks of sunsets and starlight. If ever she speaks of roses it is to ask some question about raising them, or to mention a brand of fertilizer that she has found extra good, or some poison that will kill slugs or other pests that feed on them. In her further description of the middle-aged woman this writer pictured her as a very excellent, very necessary, very substantial, very self-abnegating, and in every way worthy and estimable sort of character, but also as hopelessly prosaic and lacking in picturesqueness and charm.

We know that youth, "ever new and beautiful youth," has an all but irresistible fascination. The miss in her teens or the young lady in her early twenties, be she never so thoughtless, never so selfish, never so shallow, never so crude, has a certain charm simply because she is young, and this even though she be plain of face and without especially engaging qualities of manner or of mind. In the same way we like the boyish enthusiasm, the optimism, the courage that has in it a touch of recklessness, and even the self-conceit of the young fellow who has not yet attained his majority or is but little past it, even though we see that his ideas are somewhat visionary and his judgment as yet immature. They may be lacking in experience and in a hundred other things of which we have good and plenty, but still we older ones feel that the boy and the girl have something of which the years have robbed us.

We read a good deal now-a-days about "growing old gracefully" and about how age may be beautiful, and we see living examples of persons who are young in mind and heart at seventy years or older. The old age of a refined and forceful character possesses a dignity and distinction peculiar to this time of life alone—a sacred quality which we not only admire but reverence.

But middle life has for its protection neither the glamour that invests youth nor the halo that sur-

rounds age. The mists of morning have cleared; the long shadows of late afternoon have not yet fallen; it must stand in the high light of noon.

The middle-aged woman, if she doesn't take care to prevent the misfortune, is likely to be a somewhat pathetic figure in life. To her husband she is no longer the unsolved mystery that she was in the early years of their marriage. He has become acquainted with her utterly, he knows what to expect and depend on, she can not possibly manifest any novel or unexpected phase of disposition or mood. When he married her he regarded her as a divinity, a creature without the faults and failings of other mortals. He soon discovered his error, and though he still has for her a deep and honest affection, he knows perfectly well just how human she is. And in the hurry and stress and hard work of life, he is apt to forget to tell her how dear and precious she really is to him, or how he would miss her if she were to be taken away. If she were to be taken away—he does not think of this as he will in fifteen or twenty years from now. The love of an aged couple often is particularly close and tender because they know that they can not go much further on the way of life together. But now, poor man, he is so busy and engrossed with affairs that he has little time to think that his home will not always be as it is now.

Very likely the middle-aged wife has lost the special beauty of features or of hair or of complexion that in her girlhood captivated her good man's fancy. Probably she is struggling along under a load of household cares that would stagger a less heroic spirit. Possibly she is the mother of sons and daughters in whose eyes "ma" is merely a drudge, her sacrifices failing entirely of proper appreciation.

What is the middle-aged woman who finds herself thus shelved as to all that makes life worth living to do? And what is the woman who is passing along the road from youth to middle-age to do that she may never find herself in that unhappy situation?

Some will tell you that a woman has no business ever to lose the charm of youth; that by exercise and massage and an assiduous practice of beauty hints she may still retain at forty all the beauty and litheness she had at twenty.

Have a care as to banking too much on these assurances. A wom-

an who has the usual duties of a housewife and mother can not spend several hours a day in taking care of her looks. It requires time and a lot of it to be massaged and manicured and shampooed and have one's hair dressed as the dictates of Fashion demand, an even for the simple and homely process of rolling on the floor for the purpose of reducing superfluous flesh.

And these beauty-preserving processes have to be kept up with great vigor and persistence. I knew a stout matron of forty-seven who formed a determination to weigh no more on the day of her silver wedding than she had twenty-five years before. By confining herself almost wholly to a diet of lean meat she succeeded in her efforts. But on resuming her customary fare she quickly went back to her previous one hundred sixty pounds.

And after all is said and done, youthfulness and beauty preserved by ever so strenuous methods lack the exquisite freshness of the original. The least observant eye can detect the difference.

To the woman in ordinary circumstances I would say just this. Fake all the care of your looks that the discharge of other duties will allow. You need not be nor can you afford to be old in face or form at forty. But you can not give up all of your time to following the directions of the beauty column, nor can you expect that the years will leave no trace of their passage on your countenance and figure.

Dress as tastefully as your means will allow. Don't let your daughters have all the new hats and gowns while you wear your old shabby clothes. Don't sink into being a drudge even for those you love. Don't kill yourself scrimping and saving for your husband's second wife to spend. Preserve some of your girlish enthusiasm. Shake off your cares occasionally and try to retain a youthful hopefulness and cheerfulness of spirit.

This much you can do and should do in the way of trying to remain young. Beyond this your best resource lies in cultivating what for want of a better name I call the graces of middle age.

The matron of forty may not have the peachy complexion nor the sup-

ple grace of movement of the girl of twenty; but she should have a broader mind, more richly stored with knowledge; she should be better read; she should possess tact, patience, a self-control.

She should have deeper insight and keener penetration and a better understanding of human nature; she should think more clearly than the girl and talk more entertainingly; she should be tenderer at heart and wittier of tongue.

Youth is narrow. Lacking experience it can not be otherwise. Old age is apt to be bigoted, set in its ways and opinions. Middle age should be tolerant and able to see things from the other person's point of view.

The piece de resistance, the long suit of the middle-aged woman who has lived up to her privileges and taken what life had to give her, is sympathy and comprehension. She has seen, she has known, she has lived. She was joyed, she has suffered. Here lie her strength and source of power. Her hair may be streaked with white and her cheeks may have lost the girlish dimples which once her husband so admired, but he comes to her with his difficulties and perplexities. He may be so occupied with what seem to him weightier matter that he forgets to whisper sweet and airy nothings in her ear; but he listens to her wise suggestions and to her words of gentle sympathy, and from them gains renewed courage for the great battle of life. Quillo.

Electroplated Porcelain.

The electroplating process by which glassware is decorated with a network of silver designs has been extended in Germany to the plating of porcelain dishes, such as platters, bowls, turquoise, and tea and coffee sets. Vessels thus treated are said to wear better than either simple porcelain or solid silver, being less fragile than porcelain and less subject to indentation and deformation than silver. The product is called electro-porcelain and is cheaper than plated silverware. The plating is usually of silver, but sometimes of nickel. In some cases, instead of covering the entire vessel, the plating is confined to the handles, knobs, and edges; and cooking-pots are usually left uncovered within, because porcelain can more easily be kept clean than a surface of metal.

FLEISCHMANN'S YEAST is to-day sold by thousands of grocers, who realize the advantage of pleasing their customers and at the same time making a good profit from the goods they sell. If you are not selling it now, Mr. Grocer, let us suggest that you fall into line. You won't regret it. 🌿 🌿 🌿 🌿 🌿

Foreword at Wisconsin Hardware Convention.*

Another year has rolled on and we are again assembled in session, it being for the seventeenth time since the organization of this most worthy body.

Let us come together as brothers and with a feeling of friendship and loyalty one for the other and make these few days that we will be together as pleasant and profitable for each other as can be. If this spirit is shown a great deal can be accomplished to our mutual benefit.

Considerable time and thought has been given by the officers, especially the Secretary, to the programme we are about to carry out, and with the co-operation of the Committee and members at large, I see no reason why we cannot have one of the best conventions, if not the best ever held by the Wisconsin Retail Hardware Dealers' Association. If each and every one of us put our shoulders to the wheel and push, the result will be spontaneous and effective.

I hope to see each session with as full a representation in attendance as possible. You cannot afford to stay away from the meetings, for the reason that you will lose too much, both socially and educationally, which may mean dollars and cents to you. Promise yourself that you will get all you can out of these meetings.

The Executive Committee proposes to keep tab on all the membership attending the different meetings, as you have been advised by your Secretary in his letter of Jan. 11 to each member. In this way a full record is kept and a report made and the President and Secretary can then see who are interested and who are not. This will assist them very materially in making up the committees and deciding on whom to call for assistance. This is an invention and I see no reason why it will not result in considerable improvement in attendance.

Our annual meetings are held for the sole purpose of making better merchants of members of the Association and the few hours that we will spend together in intimate, friendly discussion with men engaged successfully in the same line of business is of extreme importance to our respective interests.

Let me appeal to you again to be present at each session—a part of it, at least, if not convenient to attend the whole session.

We expect to work the question box much stronger this year than formerly and I am quite positive that it will bring a lot of enthusiasm.

This convention is what you make it. This is your convention. Your officers are your servants. It is up to you as to what benefits and pleasures you get from these sessions and I trust that, when each and all of us have returned home to our respective business places, we will have carried with us something that will be of lasting benefit.

Occasionally the sense of humor can be exchanged for dollars.

*Annual address of President Jones at seventeenth annual convention of the Wisconsin Retail Hardware Association.



MICHIGAN MUTUAL LIFE BUILDING
Corner Jefferson Avenue and Griswold Street, - DETROIT

**Forty-Fifth
Annual Statement**
OF THE OLD
MICHIGAN MUTUAL
LIFE INSURANCE
COMPANY
OF DETROIT

For the Year Ending Dec. 31, 1912

ASSETS

Cash on deposit in banks - - - - -	\$ 205,713.53
First mortgage loans on real estate - - - - -	9,425,066.54
Real Estate, including Home Office building - - - - -	100,631.51
Loans to policy holders secured by reserves - - - - -	1,697,376.00
Bonds, cash value - - - - -	25,000.00
Loans on collateral - - - - -	10,000.00
Interest and rents due and accrued - - - - -	155,430.06
Net outstanding and deferred premiums secured by reserves - - - - -	125,126.33
Due from other Companies on Reinsurance Account - - - - -	10,000.00
	<hr/>
	\$11,760,343.97

LIABILITIES

Reserve fund (computed by the Michigan Insurance Dept.) - - - - -	\$10,605,437.38
Premiums, interest and rents paid in advance - - - - -	33,016.32
Installment policy claims not yet due - - - - -	46,064.70
All other policy claims - - - - -	70,835.81
Reserved for taxes and other items payable in 1913 - - - - -	27,424.38
Other liabilities - - - - -	2,942.75
Surplus fund - - - - -	974,622.63
	<hr/>
	\$11,760,343.97

Amount of insurance in force December 31, 1912 - - - - - \$51,138,368.26

In connection with the foregoing statement, the Management of the old Michigan Mutual Life invites the attention of the discriminating public to the following record of payments to policy holders during the past year:

Paid death claims during 1912 amounting to - - - - -	\$ 552,132.55
Paid to living policy holders in 1912 - - - - -	942,904.81

Total amount paid to policy holders in one year - - - - -	\$ 1,495,037.36
Total amount paid to policy holders since the organization of the Company - - - - -	\$21,871,788.17
Total amount paid to policy holders since organization plus the amount now held for their benefit - - - - -	\$32,477,225.55

A record of actual results which speaks for itself.

Special attention is also invited to the high character of the assets of the Michigan Mutual, which is unsurpassed by any Insurance Company in the United States.

All the policies written by the Michigan Mutual are approved by the Commissioner of Insurance of Michigan; all its policies contain the Standard Provisions required by the laws of the States in which it operates, and all the obligations of its policy contracts are secured by carefully invested assets of over \$11,750,000.00, including a surplus fund of \$974,000.00.

The definite policy contracts issued by this Company appeal to all men who are looking for absolute protection and investment in life insurance at the lowest rates permitted by the standard and legalized tables of mortality.

The Michigan Mutual Has Some Lucrative Field Positions Open for Men of Integrity and Ability

- | | | |
|---|---|---------------------------------------|
| O. R. LOOKER, President | C. A. KENT, First Vice-President | R. P. WILLIAMS, Second Vice-President |
| A. F. MOORE, Secretary | T. F. GIDDINGS, Supt. Agents | G. W. SANDERS, Actuary |
| T. E. McDONOUGH, Asst. Secretary | | J. P. DAWSON, Cashier |
| W. B. MARSHUTZ, Supervisor of Agencies for Michigan | H. Z. WARD, Gen'l Agt., Michigan Trust Bldg., Grand Rapids, Mich. | |



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

Annual Meeting Michigan Retail Hardware Association.

The nineteenth annual convention of the Michigan Retail Hardware Association was held at Detroit, February 11, 12 and 13. It was one of the most largely attended conventions the Association has ever held, and it is doubtful if there could be found a single man in all the host of out-of-town dealers present who was not enthusiastic over the reception accorded him and intensely interested in every detail of the three days' proceedings.

Tuesday morning the Detroit Light Guard Armory, where the hardware exhibits were on display, was opened and almost as soon as the doors swung open the dealers were on hand to receive their identification badges, admission cards, etc.

The opening session of the convention in the afternoon was held in St. Andrews Hall, with a big crowd in attendance. After the invocation by Charles M. Alden of Grand Rapids, America was sung by the delegates, and an address of welcome made by a representative of that city, Charles A. Ireland, Ionia, responded to this address in a pleasing manner. President Charles H. Miller, of Flint, then delivered the annual President's address as follows:

It gives me great pleasure to have the honor to welcome you to this, our nineteenth annual convention. Conventions are gatherings of men who are actively interested in the same line—and to those who attend, the information received and exchanged, with brother hardware men, is of great value.

Modern students of evolution have dispelled the theory of the survival of the fittest. It is organization that counts. Some men are too narrow-minded to give their ideas to others—not realizing that learning is like love—the more you give the more you have, it is not the object of our association to teach or encourage combinations or price regulation—but through honorable means to obtain a square deal for all our members.

A greater part of our time after to-day will be given over to the Question Box and to the discussion of subjects that are right at the root of our business. While a number of questions have been sent in—there will be many others that will suggest themselves, and I hope that, for our mutual benefit, you will place them in the box or hand them to the chairman, Mr. Abbott—that we may endeavor to find a solution to our difficulties. We have with us on the Question Box Committee President L. C. Abbott and Vice-President Chas. A. Ireland of the National Retail Hardware Association, and I predict that this part of our programme will be as much enjoyed as it will be instructive.

This is a day of advertising and specializing and we must be in the front rank or awake too late to the fact that our competitors have beaten us to the post. Therefore I urge you to be in your seats each day at the opening of the sessions, and to take an active as well as a personal interest in all discussions.

At the last two conventions we passed

resolutions declaring for one-cent letter postage. To me this is one of the most important subjects to be considered. Do you realize that one-half of the 2c letter postage is a tax? It would be a great saving if all of us could get free under that tax. This condition has existed for years and we have simply submitted to it. We must do more than pass resolutions. We must get busy and take a more active interest in politics. It is still too early to predict the effect of parcel post on trade conditions, and as to what line trade development will pursue. Time alone can tell. I would recommend that we use our efforts to have the Government give the present system a thorough trial—before extending the same.

I hope that you have all brought along your want books, and that you will spend most of your time, when not attending the meetings, in carefully studying the exhibits in the Armory—placing as many orders as possible so that our friends, the manufacturers and jobbers, may be fully repaid for the time and expense they have been to in arranging this exhibit.

To be expert in demonstrating the superior qualities of our merchandise—and to learn of the new goods in the market—I know of no better way than to give



Chas. H. Miller.

liberally of our time to the gentlemen who have charge of the exhibits, learning all the good points possible, so that we may return to our business better able to explain the excellent qualities of our wares—and in this way be better prepared to meet all competition—securing a legitimate profit for ourselves.

You have already been informed of the prizes your officers have thought best to offer in connection with the buying contest—and I hope that every member will take an active interest and secure a prize.

During the past year we had the pleasure of entertaining the National Association—and later we will listen to a report of this convention from our Vice-President, F. J. Rechlin. But at this time I would like to commend our Secretary, Mr. Arthur J. Scott, who was chairman of the entertainment committee, for the manner in which our guests were cared for—and to thank him for the large amount of hard work he did in arranging for their entertainment.

In company with Secretary Scott I had the pleasure of attending the conference of State Association Secretaries in Chicago, Oct. 8 and 9, and I will say that it was a huge success. At this conference it was decided to form a permanent organization to be known as the "National Association of Retail Hardware Secretaries." Our own Arthur Scott was chairman and the work was carried on in a most capable manner. I have since received letters from President L. D. Nish, Vice-President J. B. Carson, and Secretary W. P. Lewis, urging that we take action during this convention to authorize our President and Secretary to become members of this Association. I would recommend that their request be granted.

On Oct. 10 we went to Argos, Indiana, as the guests of the National officers. It being the first time I had enjoyed the privilege of inspecting the National offices, I was agreeably surprised to find such a complete equipment. During the afternoon we were informally entertained at the home of National Secretary Corey, where we all did justice to an ample lunch.

In conclusion, I would say that our past year has been one of prosperity and harmony. I want to thank the officers, and the executive committee and members of this Association, for their ever readiness and cheerful assistance during my term of office.

After the announcement of the special committees a special hardware song was sung by the delegates, after which an address, Hardware vs. Hardware, was given by Dr. E. H. Pence, of Detroit. This address will appear in full in a subsequent edition of the Tradesman.

Several short but interesting talks on various subjects of interest to the trade were given by L. C. Abbott, W. J. Baker, S. R. Miles, Daniel Stern and Edward G. Baltz. At the close of these talks President Miller awarded the first prize for having sent in the most new members to the association during the past year to F. E. Wooley, of Ann Arbor. The prize was a handsome leather traveling bag. The meeting then adjourned and the crowd went over to inspect the exhibits, which were open until 6 o'clock.

Tuesday evening, theater parties at the Temple and Lyceum were the features, and were well attended. The attraction at the Temple was an interesting vaudeville bill, while Thurston, the magician, held the boards at the Lyceum, and proved equally entertaining.

Wednesday morning a closed session, open to retail hardware dealers only, was called to order at 8:30 by President Miller at the Cadillac Hotel. After the singing of the hardware song by the delegates the annual report of the Treasurer, William Moore of Detroit, was listened to, and at the conclusion of this report Secretary Arthur J. Scott, of Marine City, delivered his report for the year, as follows:

The past year has been one of prosperity, of which the hardware trade from all reports, has received its share. We hear, of course, from the occasional pessimist but from practically all sections of our own State, we learn that business conditions have been satisfactory and we have no reason to anticipate anything but a continuation of these conditions during the year upon which we have entered.

One of the occurrences which has been close to the thoughts of every man engaged in the retail business was the inauguration on January 1st, of a zone system of parcels post.

We have fought the parcels post idea since it was first suggested and there can be no doubt that its arrival was delayed many years as the result of this active opposition. What is equally important is the fact that our attitude has made it possible to prevent the enactment of what was known as a general parcels post law, the iniquitous effect of which, from the standpoint of the small towns and cities can not be even estimated.

The interests which have sought to fasten parcels post in this country, openly concede that a zone system bill is in no way satisfactory to them and our energies will consequently have to be devoted to preventing any extension of the parcels post idea, either in the matter of reduction of rates or in the raising of limitations now placed upon mailable matter.

The zone system of parcels post offers opportunities which, particularly those of us who are located in rural communities must take full advantage of. I have heard some merchants already have taken steps to utilize the service thus placed at their disposal and it is to be hoped at this Convention, the delegates will discuss the subject from all standpoints. We will thus be able to profit by the good ideas which have brought results for some of our members.

Let us bear in mind the fact that we still have a fight on our hands in op-

posing a general parcels post and when the secretary calls upon you and shows you where your influence can aid the cause, be sure to present your protest promptly.

Developments of importance to the retail hardware man in his effort to be placed upon a basis which will enable him to meet on even terms, all forms of unjust competition have occurred within the past few months. Only two months ago in the city of Chicago, a conference was held at which the three important branches of the hardware trade were represented by the leading officers of their respective associations. The National Bulletin in its December issue published a report of this history-making conference, at which the retailer, the wholesaler and the manufacturer all presented their views on the conditions which now maintain and handed without gloves the subject which is so important to every retailer and which was summarized by President Abbott as follows:

"We are not attempting to dictate to any manufacturer or jobber what his policy shall be or how his business shall be conducted. All we ask is that the dollar of the retail hardware men shall buy just as much as the dollar of the other fellow who competes for his local market."

I am sure that we will hear from our National officers at this meeting in regard to the possible results which we may expect from the Chicago Conference.

Various movements have been started to keep the retailer informed as to where he can buy in the best advantage, merchandise that can be used by retailers to offset the special offerings made by our foreign competitors. It ought to be a solemn duty with each one of us to keep mail order catalogues on hand and to thoroughly familiarize ourselves with the prices and the values that they are offering. It is a fact that we can not only meet but beat their prices in innumerable instances but we won't get the business unless we know this fact and utilize it to advantage in talking with our customers.

It is not infrequently found that merchants do not co-operate to the fullest extent with the other dealers located in their own and nearby towns. There are many ways in which dealers can work together for their mutual advantage and as the competition from outside sources becomes more keen, it would seem obvious that the local retailers should work in harmony and intelligently use their combined efforts to keep the trade of their communities at home. Where feasible a local or county association of dealers ought to be maintained and such associations should receive the same loyal support that is tendered to the State association.

We have given our support to the movement which has been inaugurated for the purpose of securing a reduction in the rates charged for first class letter postage to 1c an ounce. The post office department admits that it makes an abnormal profit on this branch of the service and there is no logical reason why those who use this service should contribute to a surplus fund which is applied to other departments which are not self sustaining. The rates on each class of postage ought to be so fixed as to make that branch self supporting.

Each year, it becomes more apparent that there is need for a federal law to prevent the dissemination of false or misleading advertising. Descriptions of merchandise and statements in regard to their quality are colored to the point where the purchaser of goods which he does not see before he buys, thinks that he is ordering a better grade of goods than is actually the case. With a federal law, which required advertisers to be exceedingly careful about giving out a false impression in regard to their goods, a man who has to show his merchandise would be placed upon a more equal footing, for his customer would be better able to compare quality than he is under the present conditions.

A word about hardware mutual fire insurance would not be amiss at this time in view of the gratifying statements issued by the several strong companies engaged in this line at the close of business for their last fiscal year. These statements all show large increases in the volume of business carried and also healthy additions to their surplus funds.

The mutual companies are more firmly entrenched at the present time than they have ever been. The saving which is annually made by their policy holders as compared with what protection would cost them in the old line companies, amounts to several hundred thousand dollars per year. Mr. Davis who represents the leading hardware mutual companies is present at this Convention and will be glad to talk personally with any dealer who has not so far placed any of his insurance with them.

The retail hardware man, like all other employers in Michigan has been affected during the past year by the enactment of the Workmen's Compensation Law. The insurance companies in establishing a rate have apparently not forgotten to provide a profit for themselves and the employer who only has a few men working for him finds that in order to secure protection from a liability company, he is obliged to

add quite an important item to his annual expense account.
Judging by the statement issued recently by the State Insurance Commissioner, the rates charged by the liability companies are a great deal too high.
The State has been handling the insurance for a large number of employers and during the first three months found that the expense of handling this business was only 5% of the amount of premiums received. It has been suggested that the hardware men form a mutual liability company but it would seem that if the State can handle this business at such a low ratio of expense and undertakes to handle it at cost to those who participate, it would be a much better plan for our members to let the State look after this business. In order to form a mutual company, it is necessary first to have employers interested, the combined number of whose employes must number 5,000.

It would be quite a problem at the outset to interest enough hardware dealers so that this requirement could be complied with.

We are all satisfied to see the other fellow make a fair margin of profit on what he sells us but it looks as though we are justified in complaining against the rates which we are obliged to pay if we desire to secure protection from the stock liability companies.

Last June, Michigan had the honor of entertaining the delegates to the National Convention which was held in Detroit. While perhaps, modesty should prevent us from commenting upon the fact, it is only fair to state that from expressions received since the convention, all of the delegates appeared perfectly satisfied with the treatment accorded them while in the Wolverine state. We enjoyed this opportunity to have with us for a few days, the leading retail hardware men from all parts of the country and we hope that in the not-far-distant future, we may again have the privilege of entertaining the National body.

For a number of years, the State Secretaries have held conferences at various times and a great deal of good has been accomplished as a result of these meetings. There has been no regular date set for these conventions, but the benefits to be derived therefrom, are so apparent that when the last conference was held in the city of Chicago on October 8th and 9th a permanent organization was effected with Mr. L. D. Nish, of Elgin, Illinois, as President, J. B. Carson of Dayton, Ohio, as Vice-President and W. P. Lewis, of Huntingdon, Pa., as Secretary-Treasurer.

The presidents and secretaries of each state association are eligible for membership in this organization and I consider it exceedingly important that the Michigan association authorize its president and secretary to become affiliated.

The growth in the association movement has made it imperative that your officers be kept very closely in touch with the manner in which the work is conducted in other states and the opportunity presented through this newly formed association to exchange ideas and profit by the educational advantages thereby presented should be taken advantage of.

Our bargain department has been continued throughout the year and a number of our members are availing themselves of this opportunity to keep their dead-stock moving. There are ways in which this feature can be improved and the Secretary would appreciate suggestions along this line. When a dealer has on his shelves a quantity of merchandise for which there is no local demand, it is a big advantage for him to be able to list the goods at a fair price and to know, without expense to him, a memorandum of the articles will be placed in the hands of 900 other hardware men, some of whom, at least may have a ready sale for the same.

Now in regard to membership. Since our last Convention, we have kept pace with the gratifying record which we have made during each of the past few years.

The last report of the Secretary showed a membership of 825 firms.
Since the Convention 56 of these have either sold out or gone out of business. 17 have been dropped through failure to pay their dues while 5 have seen fit to resign from the organization. This makes 78 of the members altogether dropped from our list and leaves us 747 of our old members who are still on the list.

We have added 161 new members which has enabled us to pass the 900 mark which we set as our goal a year ago and gives us a present membership of 908.

The new members have been brought into the organization in the following manner:

Thirty-five made application at the time of last Convention, 58 have been secured through the personal efforts of Mr. Davis, 32 have made application by mail and 36 have been brought in through the co-operation of our associate members.

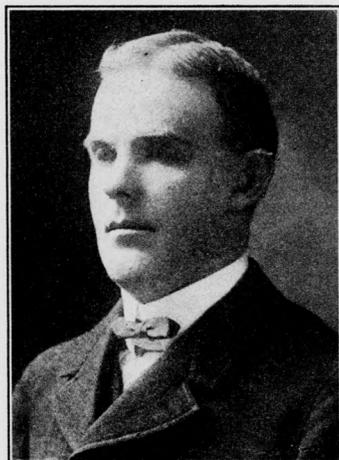
While all of our associate members have not actually brought in signed applications, we have reason to feel that in addition to those new members who have made application to the travelling men, there are others who have been influenced to join as the result of the good words in behalf of the association, which they have heard from some men who call upon them to sell goods. As Secretary, I want to extend a word of thanks to all of our associate members

for the help which they have extended in this and other ways.

The past year like all of its predecessors since the writer assumed the office of Secretary, has found the officers of the organization always on hand to administer, to the best of their ability, the important work which has come before them from time to time. President Miller, Vice-president Rechlin and Treasurer Moore and every one of the Executive Committee have devoted to the work a great deal of their invaluable time and their example should be an inspiration to every member to co-operate whenever called upon.

The exhibit committee has had a big task upon its hands for several months and we should recognize the personal sacrifices which these men have made in order to ensure the success of this feature of the Convention.

In closing I would like to add a word which might be better directed at the



A. J. Scott.

non-members of the organization for I take it that our membership constitutes the cream of the hardware trade and is made up of men who realize the necessity of employing every agency that is at our command to better fit us for our daily business experiences. I am a great believer in the educational value of the trade papers and think that every retailer ought to read two or more of these publications. Our members should particularly study the National Hardware Bulletin and thereby keep in touch at all times with the plans which the National association has on foot for improving the position of the individual merchant. If we don't keep up to date on trade matters and learn what is transpiring in our line of business in other sections of the country, we cannot expect to place ourselves in the best possible position to serve our community to advantage.

Let me once more thank all of the officers individually for the personal consideration extended to me during the past year, and also those members who have responded so promptly to requests made upon them through this office.

I hope that this Convention will bind us all closer together and that we will return to our respective homes, inspired by a desire to maintain and increase the efficiency of this association.

Frank E. Strong, of Battle Creek, read an interesting paper telling how Battle Creek merchants enlisted the good will of the farmers in that section. The paper appears elsewhere in this week's paper.

Roman I. Jarvis, Benton Harbor, came next on the programme with his address, "Michigan Federation of Retail Merchants," and after another song by the delegates, Adrian De Windt, Grand Rapids, gave an address on "Store Arrangement, Delivering and Wrapping," which was published in full in the Tradesman of last week.

Fred A. Rechlin, who was later elected President of the Association, then read his report of the National Convention, held at Detroit, June 18 to 21, 1912.

Then came an enthusiastic discussion of trade topics brought out by the question box, after which the meeting adjourned at noon.

From 1 o'clock until 6 o'clock p. m. the delegates devoted their entire

time to familiarizing themselves with the exhibits at the Armory. At 7:30 p. m. another closed session was held at the Cadillac Hotel, and the entire session was devoted to the question box.

At 9:30 this meeting adjourned, and at 10 o'clock a buffet lunch at the Pontchartrain Hotel closed Wednesday's programme. This lunch was given to the retailers by the jobbers and manufacturers of Detroit, and was a well arranged and thoroughly enjoyable affair.

Thursday morning another closed session of the convention was held at the Cadillac Hotel. Reports were heard from the Auditing, Constitution and By-Laws and Legislation Committees. After the report of the Committee on Nominations was heard, the election of officers took place, and resulted as follows:

President—Fred A. Rechlin, Bay City.

Vice-President—A. M. Dickinson, St. Joseph.

Treasurer—William Moore, Detroit.
Secretary—Arthur J. Scott, Marine City.

The committee on place of meeting reported that they had unanimously selected Kalamazoo for the next meeting place. A short session of the question box was then held and the final session of the convention brought to a close.

Thursday afternoon the exhibits were the center of attraction, while a meeting of the newly elected executive and advisory committees was held in the Flemish Room at the Cadillac Hotel. Thursday evening the annual ball given by the Detroit Retail Hardware Dealers' Association closed the convention activities in a most pleasant way, and terminated what was perhaps the most successful annual meeting in the history of the Association.

Our Stock is Always Complete on the Following Lines

Compo and Perfection
Certainteed Roofing
Also Michigan Rubber Roofing
Genuine Fibretto, Protector
And
Red Rosin Sheathing
Blue Plaster Board
And
Tarred Felt

Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

H. Eikenhout & Sons
Jobbers of Roofing Material
GRAND RAPIDS, MICH.

We carry a large stock of the well known CERTAIN-TEED Roofings, in the Weatherproof and Red Ring brands. Guaranteed for 5, 10 and 15 years.



Grand Council of Michigan U. C. T.
 Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—E. A. Welch, Kalamazoo.
 Grand Past Counselor—Geo. B. Craw, Petoskey.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Wittliff, Detroit.
 Grand Conductor—M. S. Brown, Saginaw.
 Grand Page—W. S. Lawton, Grand Rapids.
 Grand Sentinel—F. J. Moutier, Detroit.
 Grand Chaplain—C. R. Dye, Battle Creek.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEchron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

Michigan Knights of the Grip.
 President—Frank L. Day, Jackson.
 Secretary and Treasurer—Wm. J. Devoreaux, Port Huron.
 Directors—H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.

News and Gossip of the Grand Rapids Boys.

Grand Rapids, Feb. 17—All those who receive notice from W. S. Lawton to call and see him on Saturday, February 22, at the Association of Commerce rooms from 9 to 12 a. m. and 1 to 4 p. m. must not forget to do so. This is very important business and must be attended to on that date.

It pleased us to hear from our friend and brother, James Goldstein. He wants a ticket for the annual banquet to be held March 1. We hope Brother Goldstein will be with us at the business meeting 10 a. m., the same date.

We always supposed that items sent in by correspondents from the different councils should be pertaining to traveling men or news regarding their order, hotels and their accommodations, railroads and so on, but should not be advertisements for particular merchants. We hope Mr. Stowe will put us right on this subject.

The Banquet Committee informs us that 185 tickets have been sold. Remember, brothers, there is only a limited number that can be taken care of. Don't wait until the last minute to secure your tickets. You may be turned away.

If any of you ever go to Beaverton, be sure and stop at the new Hotel Pierce. The proprietor has spent \$20,000 in building this hotel. It is 60x100 feet and has two stories and basement, hot and cold water, bath and steam heat, new beds and bedding.

Brother Ed. Kraai had the misfortune of breaking a small bone in his right hand. Brother E. E. Parbee had a similar misfortune. We hope both of these brothers will not suffer any bad results from the accidents. If they are left handed, they can still write orders.

On Saturday evening, February 22, there will be a dance at Herald hall. These parties are always well attended and enjoyed by all. If you can, make arrangements to come. Only four more parties this season.

Brother and Mrs. Frank Ewing, from Grant, expect to spend a few days with relatives and friends in this city the latter part of the week. They also intend to attend the dancing party on Saturday evening.

Wm. D. Bosman.

Wafted Down From Grand Traverse Bay.

Traverse City, Mich., Feb. 17—Our committee is busy planning for our next regular Council meeting, which will be held Saturday, February 22, at which time the Grand officers will be with us and from all appearances there will be some surprises sprung. Meeting called at 2:30 p. m. Banquet in the evening. Something doing every minute. Ten initiations.

Rodney Eaton, Secretary of Flint Council, has been under the doctor's care at Alden, but when last seen was applying gasoline and camphor gum on Joe Carscadden's head to keep Joe from taking cold, while Joe was fishing for his hat, which had blown into Rapid river. Both of the above are members of Flint Council and make that city their home.

Traverse City Council enjoyed another one of its series of winter parties last Friday evening and everybody reports this the best yet, considering that there were other social events pulled off in the city the same night. Only two more left and the committee would be pleased to see you attend.

Lawrence Brown will succeed John Arata on this territory in the interests of Armour & Company. Mr. and Mrs. Brown attended our last party and we assure you that we were glad to see you with us. Come again.

Bert Cole has re-opened the Hotel Compton, at Tustin, and will endeavor to make the boys a homelike place to stay. The hotel is equipped with steam heat, gas light, hot and cold water and bath. Give Bert a call. He will use you right.

We had the pleasure of meeting Byron Sheeler, brother of that once famous Bill Sheeler. Byron sells meat for S. & S. in this territory and is trying also to become popular by introducing himself as Bill Sheeler's brother. Success, Byron.

Perry McDougal now carries a grip for the National Grocer Co., of Cadillac, and we are pleased to see you looking so fine and that you are with us once more. Best of wishes, Perry.

We are pleased to report at this time that with such good medical attention Verta Jourdan's illness did not reach the typhoid stage and Archie once more wears the smile that doesn't come off.

By the way, Archie Jourdan wishes to announce at this time that his hat is in the ring and that he will place his name before this membership for the high honored office of chairman of the entertainment committee. Well, it just seems as though he was the man for the job. We are all with you, Archie. Don't worry.

A. E. Ford has started a "category." Mrs. Ford says cat-be-gorry. Nuff sed. Ask Al.

Wm. W. and Jay Smith, formerly with the Hannah & Lay Milling Co., of our city, have engaged in the mercantile business at Buckley, and we all wish you all the success there is due you.

Mr. and Mrs. Wm. E. Bennett are happy over the arrival of a nice young man at their home, who will answer to the name of Roy.

Assessment No. 115 expires February 24th. Don't delay, its dangerous.

About the first sign of spring that we have noticed are the American and National League base ball schedules for the coming season. Have you picked the winner yet?

Al. Sorenson, of Manistee, who has recently taken upon himself a wife, did not show up at the Musselman office yesterday. Don't take it so to heart, Al., for we all have been through the same experience. The bunch were laying for you.

Fred C. Richter.

Juicy Jottings From Jackson Council.

Jackson, Feb. 17—The meeting of Jackson Council, No. 57, last Saturday evening was largely attended. Even some of the charter members and old-time workers were present again, after quite an absence. Initiation, business, several good talks and refreshments served by the Ladies Social Club, were on the programme for the evening. Kirk S. Dean, chaplain and veteran member of our Executive Committee, was there and, in fact, Kirk is always there unless something unusual happens to keep him away. How important it is to have an active Executive Committee, for they are the business end of the Council and mediators between the individual members and the supreme office, protecting the personal interests of the one and the constitution and by-laws of the other. Our Executive Committee is all that could be asked for and its high standard of efficiency will surely be maintained in the future. Then there is the office of Secretary, another important place and, perhaps, the hardest of all to fill to a full degree of perfection. Maurice Heuman is a born Secretary and if he lacked any of the qualifications of nature, he has acquired them, for it would seem that he had them all. He is a good penman, an expert accountant, a master of details and is thoroughly in love with the work. The members all appreciate him and most always are on hand with their money inside of the

time limit when assessments are called.

The Ladies Social Club has sent out invitations for a dancing party to be given Saturday evening, February 22, at their hall. They are noted for giving enjoyable parties and, as this will be the first in the new hall, special interest is being taken to make it one long to be remembered.

Dean S. Fleming has been confined to his home this week by sickness.

Mathew Steele, of Albion, representing M. B. Bryant Co., New York, was our candidate last Saturday evening. E. C. Gale brought him over, adding one more to the long list of members we have in that city.

Election of officers will be a part of the programme for the March meeting. This will be the annual meeting, calling for reports of committees and officers and a general review of the work of the past year and plans for the coming one. Let every member come who possibly can. Spurgeon.

The Fastest-Growing Tree.

Hard, fine-grained, durable wood usually grows slowly. A most remarkable exception is the eucalyptus, and this it is that gives the tree its great value as a means of reforestation. It is said that the eucalyptus grows five times as rapidly as any other tree. Seedlings have been observed to make an average growth of six inches in height a day; and one tree in California attained a height of one hundred and twenty-five feet and a diameter of thirty-six inches in nine years. The eucalyptus will not thrive where there are frosts, but in the South it promises to go a long way toward filling the place once occupied by other hardwoods, which have been greatly reduced by demands for furniture, carriage, and cooperage stock.

In writing business letters adhere to formal styles unless you are well enough acquainted with the recipient to know what informalities will be well received.

Parcels Post Zone Maps

We are prepared to furnish local zone maps, about 10 x 14 inches in size, showing towns located in first and second zones from the place of computation (similar to the map printed in the Michigan Tradesman of Dec. 11), as follows:

500.....	\$11.00
1000.....	13.00
1500.....	15.00
2000.....	17.00

This includes the making of an engraved plate about 8 x 10 inches in size and the printing at top or bottom of plate several lines setting forth who is responsible for the distribution of the map. On account of the timeliness of the map, due to the interest in parcels post at this time, no souvenir would be more generally appreciated than this.

Tradesman Company
 Grand Rapids, Mich.

SUCCESSFUL SALESMAN.

**William E. Besancon, Representing
Hochschild-Kelter Co.**

W. E. Besancon was born in Grand Rapids, Oct. 19, 1873. His father was a native of France. His mother was a French-Canadian. He attended the public schools of Grand Rapids and after completing the tenth grade in the high school, left to learn the trade of hand carver with the Stickley Bros. Co. A year later he took up marquetry work, which he pursued for a year. He then allied himself with the wholesale paper house of W. F. Holmes, with whom he remained about



a year. In 1898 he obtained employment with the Hazeltine & Perkins Drug Co. and was assigned to the position of keeping track of the traveling salesmen. Three years later he was promoted to the sundry department, where he worked five years under the instruction of J. H. Hagy. In July, 1906, he was offered a position on the road, carrying the sundry line of that house, and he has since covered Southern Michigan and portions of Western Michigan regularly. Believing that a change of houses would be advantageous, he has lately signed with the Hochschild-Kelter Co., of Chicago, to cover Northern Michigan. He expects to see his trade regularly every three months.

Mr. Besancon was married July 6, 1900, to Miss Ella May Stone. They have a boy 11 years old and reside in their own home at 731 Franklin street.

Mr. Besancon is an attendant at Grace Episcopal church, where his son sings in the choir. He is a member of Daisy Lodge, B. P. O. E., but has no other fraternal associations. His hobby is fishing and he attributes his success to hard work.

Chirpings From the Crickets.

Battle Creek, Feb. 17—Mr. Disenroth, Jr., of the firm of Disenroth & Son, Eden, goes to Lawrence March 1 to take possession of an elevator at that point. He has sold his stock of goods at Eden to a Mr. Rolfe who will take possession about March 1.

Longyear Bros., druggists at Mason, are enterprising and progressive. They have the Rexall store in Mason and their business with Rexall preparations was the thirty-fifth largest in the State last year. Mason has a population of about 1,600 and this is a very good showing for a small town. They are fine people to call upon and

it is easy to see why they are prosperous.

Merchants at Climax and Scotts are getting very unsatisfactory freight service from Kalamazoo via Pavilion on the Grand Trunk. The freight gets out of Kalamazoo all right, goes to Pavilion and lays there awaiting for east bound locals to pick it up. Freight crews at Vicksburg, with just a little while yet to serve on their 16 hour limit, will rush into Battle Creek, speeding past Pavilion and leaving unmoved the freight at that point billed to Climax or Scotts. This condition should be adjusted at once, as it is hurting Kalamazoo jobbing houses in this district.

P. W. Rice, Yorkville, will be better prepared than ever before the coming season to serve his many patrons around beautiful Gull Lake and I will undertake to give our readers a detailed account of this man, his business and his service to his big summer clientage at an early date. Mr. Rice has told me his plans, but at this writing I do not know if he wishes to have them written up.

Willis Rockwell, of Hickory Corners, took the time to show the writer through the now nearly completed Masonic Temple at the Corners. The structure is of brick and cost a tidy sum. They have a reading room, banquet hall, kitchen and ante rooms on the ground floor and lodge room and ante room on the second floor. All is finished in dark oak and sure is swell. The order has about seventy members and all can well be proud of their new home.

Montague & Johnson succeed W. W. Baldwin, as dealer in general merchandise and celery shipper at Comstock. They have bought the real estate and all are starting out under very healthy conditions. Success to you, boys. May you prosper as did Mr. Baldwin!

Herbert Ireland has established himself with the jobbing house of Redner & Cartright. At present he is inside looking up stock and getting acquainted with the line. Later on Brother Ireland will cover a territory for this house. Herb. has traveled out of this city before and has a wide acquaintance with the general business interests in many of the surrounding cities and towns.

John Steinel, of our Council, is carrying a beautiful bag, the present of an Eastern concern John is representing in this section. Brother Steinel won this bag in a sales contest which was put on by his house.

Mrs. Chas. R. Foster spent Sunday with relatives in Jackson. Charles was away down in Indiana and had to Sunday out on the road. Charles has had dandy success with his readings down in Indiana and has several engagements to fill each time he goes that way. We all glory in your success along these lines. Charlie!

Feb. 15 was a red letter day in the history of Battle Creek Council, No. 253. Men from Lansing and Kalamazoo Councils were with us at our regular February meeting. Our business session was taken care of in the afternoon and at night we had three men who took the work. Committees

appointed by our Senior Counselor, J. N. Riste, met the Lansing and Kalamazoo boys and escorted them to our council chambers. After J. D. Henry, J. Spaulding and R. L. Greenman had been put through, we adjourned to the banquet hall, where we had refreshments. J. N. Riste appointed Grand Chaplain Chas. Dye as toastmaster and he called upon Brothers Colton, Simpkins, Hammell and a Past Grand Officer of Lansing; also on Brothers Crane, Lee and others of Kalamazoo and Brothers Riste, Ireland and Longman of our Council. The Kalamazoo car was held until 11:40 and our visitors from Kalamazoo left us with a good friendly clasp and in the best of good nature. A brother from Boston Council, No. 44, came over with the Kalamazoo boys and his presence meant a lot to the success and pleasant after thoughts of our meeting. His delivery of "The Ray of Hope" lecture was as fine as you will ever hear and made an impression on all who heard it. His remarks at the banquet board were fine and it did all good to see him lead the cheering when the Kalamazoo boys had to leave for their car. The Lansing boys could not get out of town until 2:55 a. m., so we adjourned to the lodge rooms, where we all joined Brother Ireland in singing popular airs. Chairman Dye then continued the programme and all the boys had a chance to tell a story or sing a song. The recitations and reading of Robert Longman and Brother Frank Maltby were especially fine. An original poem written by Brother Chas. R. Foster was read by the Secretary. Charles was unable to be with us and his poem was full of fine thoughts. We all missed Charles, but his poem made us feel his presence. A wire was received from John Q. Adams, wishing us a pleasant evening and a good harmonious session. Several fine tributes were paid John by his deputies during the evening session. Geo. Van Tuyle, now of Decatur, Ill., one of 253's charter members, was a visitor and had a chance to be with a good number of his former associates. We locked our council chambers at 1 a. m. Sunday, all, to a man, declaring it truly was some session.

The local boys are indebted to and wish to extend many thanks to Mesdames Wm. Masters, Cortright, Schoonmaker and L. D. Johnson for the help we had from them Saturday.

Our charter is draped with a black wreath out of regard for our deceased brother, Charles Fleming. Resolutions were sent the family and placed upon the minutes.

The officers and committee heads of Battle Creek Council, No. 253, are going to have a photo taken in a week. I shall mail one to Mr. Stowe and if he sees fit to publish same we will be appreciative.

Brother Hoskins, Secretary of Kalamazoo Council, was over, took in a wedding, spread and council meeting all in a few short hours. Going some.

Roy Lee, Senior Counselor Kalamazoo Council, has made a change in his business connections. We know Roy to be a live one and we wish

him all kinds of good business on his new territory with his new house. Don't forget your old neighbors, Roy-Guy Pfander.

Honks From Auto City Council.

Lansing, Feb. 17—The Lansing postoffice has been moved to the E. Bement's Sons office building on Grand avenue, north, while the contractors are remodelling and enlarging the Government building on Michigan avenue, west.

The next of the series of parties given by our Council will occur next Saturday evening.

Norman Larkin, of the firm of Larkin & Kruger, Howell, drew the traveling bag. He now wears a broad smile and is looking for a job on the road, so he can make good use of the grip. Good luck is liable to come with everything bought of Senior Counselor Hastings.

Brother L. L. Colton, with the Perry Barker Candy Co., has had his territory changed and left this morning for a two weeks' trip in the northern part of the State. Rum players at Cheboygan, beware!

Those of our Council who attended the Council meeting and banquet at Battle Creek last Saturday night report a royal good time and insist that the members of Battle Creek Council are masters in the art of entertaining. Grand Trunk train No. 16, which brought the visitors home, was nearly two hours late and there happened to be only one carriage at the station and many walked home in preference to further waiting. The practical joker was ever present and promptly, upon their arrival in Lansing, Brothers James F. Hammell and D. J. Dailley were taken in charge by the chief of police. Both, however, were released in time to attend church Sunday morning.

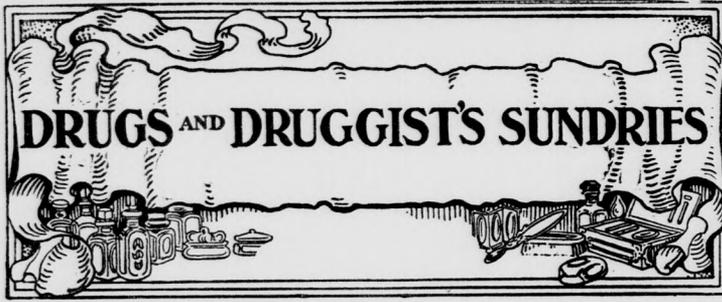
On March 1 will occur our annual meeting. Let every member get busy and round up those backward candidates. We only need a few more to show Brother Adams where to place his flag.

Brother M. E. Sherwood attended the hardware dealers' convention at Detroit last week and displayed his line in a conveniently located booth in the exhibit hall. He admitted that he became deeply interested in a certain kind of interior finish carried by one of his competitors, who was unusually generous with his samples.

Somewhere we have read the new definition of the word hope. We are unable to give the exact wording, but it is exemplified many times a day by pulling the roller towel around and looking for a clean spot.

Brothers C. S. Watters has discarded the whiskers from his upper lip and his friends take a second look before speaking. He is, however, now able to eat limburger cheese with the rest of us. H. D. B.

J. E. Kraft, one of the best known traveling men in the Upper Peninsula, who for the past fourteen years has represented Burnham, Stoepel & Co., of Detroit, has resigned his position with that house and will henceforth represent H. Stern, Jr., Bros. & Co., of Milwaukee.



Michigan Board of Pharmacy.
 President—John J. Campbell, Pigeon.
 Secretary—W. E. Collins, Owosso.
 Treasurer—Edwin T. Boden, Bay City.
 Other Members—E. E. Faulkner, Del-
 ton; Sumner J. Koon, Muskegon; Del-
 March meeting—Grand Rapids.

**Michigan State Pharmaceutical Associa-
 tion.**

President—Henry Riechel, Grand Rap-
 ids.
 First Vice-President—F. E. Thatcher,
 Ravenna.
 Second Vice-President—E. E. Miller,
 Traverse City.
 Secretary—Von W. Furniss, Nashville.
 Treasurer—Ed. Varnum, Jonesville.
 Executive Committee—D. D. Alton,
 Fremont; Ed. W. Austin, Midland; C.
 S. Koon, Muskegon; R. W. Cochrane,
 Kalamazoo; D. G. Look, Lowell; Grant
 Stevens, Detroit.

**Michigan Pharmaceutical Travelers' As-
 sociation.**
 President—F. W. Kerr, Detroit.
 Secretary-Treasurer—W. S. Lawton,
 Grand Rapids.

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

The Way to Open a Retail Drug Store.

General advice to a young man, wishing to start a drug store of his own?

Much would depend upon the young man himself. There are men and men in the drug business, many of whom find it more profitable to leave the prescription counter and embark upon some line of endeavor for which they possibly would be far better fitted. I wouldn't want to undertake to advise any ambitious young man as to the best methods to pursue to become his own boss in the retail drug business unless I first studied the young man and learned his qualifications.

The question of general advice to the young man who desires to open his own retail store bears a strong family resemblance to advice on marriage in general. Until your young man has found his store or his girl, to advise him would be wasted energy, for there are about as many kinds of drug stores as there are marriageable young women, and about as many varieties of desirable ones. What might be words of wisdom to the man who starts a pharmacy with a bacteriological laboratory would be ranked folly for him who is to run a thinly disguised sandwich emporium.

Extreme Caution Urged.

If the young man has turned his thoughts to establishing himself in his own store in a small town, the best word I can give him would be to earnestly advise him to wait. I would tell him to be cautious in the extreme and not to take the first alluring offer that presents itself. Most of us are born impatient, and we're too prone to accept chance for opportunity. As

a consequence the majority of us are not always satisfied with what we succeed in getting. No mathematician ever could compute the valuable time a great many of us have spent in the pursuit of the elusive.

The young man who has been thrifty and saved his money should first determine just where he desires to open his store. If he first would seek employment as a clerk in a desirable store in a pleasant location, such time would be advantageously spent. Having become acquainted with the residents of the town and having acquired a knowledge of the proper conduct of a drug store through personal application, he then would be qualified to seek to become the proprietor of his own establishment. In short, the experience will be worth even more than money—and he is apt to need both.

Should Be Able to Buy Store.

He ought to have money enough to buy his store when he finally finds it. He possibly might find some one who is willing to assist him in starting his own business providing he has two-thirds or three-fourths of the capital essential to open a new or take over an established store. But, speaking from the standpoint of intimate knowledge of such affairs, he ought to thank any one who has judgment enough to refuse to permit him to commit commercial suicide by trying to start on less than the amount I have stated.

The site chosen, the young man should study his town and location as he never before has studied anything. He should ascertain beyond peradventure whether the trade in the town he has selected is transient or residential. Another important question he should seriously consider is whether he expects to count on employes of a large factory that may shut down or those of railroad shops that may be moved to other towns or that may find it necessary to lay off some their skilled labor.

And there are innumerable other features into which he should probe before investing his money in his own store.

Is the town growing towards him or away from him?

Can he count on the physicians and do these doctors prescribe or dispense?

His expense account, his operating expenses, aside from replenishing his stock, ought not to exceed 20 per cent. of the sales, and that percentage should include a liberal allowance for the unexpected. For, contrary to the general idea, the drug business is done

on a comparatively small margin of profit.

Annual Inventory Essential.

The amount of credit we could conscientiously extend this young man would be based rather more on the moral hazard than upon the amount of money he possesses. We would, of course, demand a letter from his bankers showing that he had on deposit a sufficient amount to warrant the extending of credit. He would be advised to meet our regular terms of all bills payable in thirty days. It doesn't take a student of character to determine satisfactorily whether or not the young man is going to make good. I would feel safe in opening accounts with some men for almost unlimited credit; to some others I would give little leeway. I base my judgment on the moral hazard.

The young man will not be in business long before he discovers that proprietorship brings with it responsibilities that the mere clerk rarely dreams of. A man may be an accomplished pharmacist and fail as a druggist. He may know his profession, but not his business. There is a distinction which experience alone will teach him to draw.

The new retail druggist cannot know his business without taking an inventory conscientiously and taking it annually—an inventory not of his stock alone but of what he owes, what he has, and what he is. He always should bear in mind that credit is one of his most invaluable assets and that his credit is earned not alone by the amount of his name in a banking institution but by his industry, his reputation, and his habits, both commercial and personal.

He should be aware of buying too much because of an attractive price. Above all, he should guard against owing many small accounts. Overstocks and the unexpected total of small debts have put many a good man out of business. Conservative buying and the gain of discounts through meeting his obligations promptly help swell his bank balance.

Should Be Sure of Insurance.

An insurance policy does not always insure. A store owner should not only see to it that he has enough insurance, but he must be sure that the policy covers his property, that the description and amounts are right, and that the company issuing his policy is a reliable one. It is inconceivable the number of so-called business men who neglect these simple precautions; and many a man has discovered after a fire that his policy was little more than a creditable specimen of the printer's art.

The profession of pharmacy is properly controlled by state and national laws. Every druggist should know them and obey them to the letter from the standpoint of prudence, if he hasn't a proper sense of his obligations to the public whom he serves.

J. W. Morrisson.

Is your voice cheerful? Plenty of men are cheerful enough in their minds though they have voices that seem to carry a habitual whine in them. Cheer up your voice.

A Light Lunch List.

For the benefit of druggists who are contemplating adding light lunch to their soda water departments, we give a light lunch list now being used by one of our large Eastern drug stores. To the writer's mind, there is nothing so interesting as that which is actually being done by a successful druggist. What man has done man can do. Theory is all very well, but if another druggist is actually making money out of a certain line, the changes are that you can do the same thing. True, what goes in one locality does not always go in another locality, but a list already in use by a successful druggist makes an excellent foundation to build on. The drug store in question offers the following:

Bouillons.

Beef	10c
Chicken	10c
Clam	10c
Tomato	10c
Tomato and beef	10c

These are served with two salted crackers or wafers to each cup of bouillon; also one olive. The olive is an added touch and is very popular with ladies. Small orders of olives are also served separately.

The Weight of Personality.

It has been said that there are three elements in salesmanship; the man who offers the goods, the man who wants them and the price and quality of the merchandise. Each has an importance, yet there are various degrees in the comparative values, depending upon the situation. If someone really wants a certain article, wants it badly and can find it for sale, he is not going to scrutinize the face of the seller to note whether his hair is red or auburn. If the demand is urgent, he will even put up with a substitute with fairly good grace. But if one or both of the elements impelling are lacking, the personality of the dealer has much weight in the success of the sale.

Cordiality opens the way to the very best intercourse. The attendant who reluctantly comes forward, as though hoping some one else would relieve him, loses ground on the start. You have all known the one whose face is beaming with pleasure and good will, who has the "Glad to see you" air, even though he never saw you before. Such a person has half made the sale before he ever found out what you wanted.

You expect the owner of such a face to be in earnest and are rarely disappointed. You feel instinctively that he will do his best to serve you. He wants to please, even more than you want to be pleased. He wants the satisfaction to be permanent—for how could he come to you next time you call with such a whole-souled greeting, knowing that the last deal was just a bit "of." It would stamp him as a hypocrite of the most pronounced type. The man whose personality counts puts his customers at ease; he proves himself a home in his field; and he equally proves his willingness to make others at home—Kalamazoo Telegraph-Press.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing. and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Anise Oil
Glycerine

Beans—Brown Holland
Flour
Wheat—Kansas Hard

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column letters A through Y.

1 2

Main table of grocery prices, organized into columns 1 and 2, listing items like Ammonia, Clams, and various oils.

3 4 5

Continuation of the main table of grocery prices, organized into columns 3, 4, and 5, listing items like Chewing Gum, Extract, and Sweet Goods.

6

Superba 8 1/2
Triumph Cakes .16
Vanilla Wafers .17
Wafers Jumbles can. 18
Waverly .10

In-er Seal Goods

Albert Biscuit per doz. 1.00
Animals .10
Arrowroot Biscuit .10
Baronet Biscuit .10
Bremmer's Butter .10
Wafers .10
Cameo Biscuit .10
Cheese Sandwich .10
Chocolate Wafers .10
Coconut Dainties .10
Dinner Biscuits .10
Excelsior Butters .10
Faust Oyster Crackers .10
Fig Newton .10
Five O'clock Tea .10
Frotana .10
Ginger Snaps, N. B. C. 1.00
Graham Crackers, Red Label, 10c size .10
Graham Crackers, Red Label, 5c size .50
Lemon Snaps .50
Oatmeal Crackers .10
Old Time Sugar Cook. 1.00
Oval Salt Biscuit .10
Oysterettes .50
Premium Sodas .10
Pretzeltes, Hd. Md. 1.00
Royal Toast .10
Rykon Biscuit .10
Saltine Biscuits .10
Saratoga Flakes .10
Social Tea Biscuit .10
Sultana Fruit Biscuit 1.50
Soda Crackers N B C 1.00
Soda Crackers Select 1.00
S. S. Butter Crackers 1.00
Unedea Biscuit .10
Unedea Jinxer Wafers .10
Unedea Lunch Biscuit .50
Vanilla Wafers .10
Water Thin Biscuit .10
Zu Zu Ginger Snaps .50
Zwieback .10

Other Package Goods
Barnum's Animals .50
Chocolate Tokens .50
American Beauty .25
Ginger Snaps .25
Butter Crackers, NBC family package, .25
Soda Crackers, NBC family package, .25
Fruit Cake .30
Cracker Meal .75

In Special Tin Packages
Festino Wafers .10
Nabisco, 25c .25
Nabisco, 10c .10
Champagne Wafer .25
Sorbetto .75
Festino .15
Bent's Water Crackers 1.40

CREAM CARTAR
Barrels or drums .33
Boxes .36
Square Caddies .41
Fancy caddies .41

DRIED FRUITS
Apples
Evapor'd, Choice bkg 6 1/2
Evapor'd, Fancy pkg 7 1/2
California .12@14
Ciltron .15
Currants
Imp'd 1 lb. pkg. .9
Imported, bulk .8 1/2
Peaches
Muirs-Choice, 25 lb. b 9
Muirs-Fancy, 25 lb. b 10
Fancy, Peeled, 25 lb. 18

Peel
Lemon, American .12 1/2
Orange, American .12 1/2
Raisins
Cluster, 20 cartons .2 25
Loose Muscatels 3 Cr 5 1/2
Loose Muscatels 4 Cr 6
L. M. Seeded, 1 lb. 7@7 1/2
California Prunes
90-100 25lb. boxes @ 6
80-90 25lb. boxes @ 6 1/2
70-80 25lb. boxes @ 7
60-70 25lb. boxes @ 7 1/2
50-60 25lb. boxes @ 8
40-50 25lb. boxes @ 9

FARINACEOUS GOODS
Beans
California Lima .7 1/2
Michigan Lima .6
Med. Hand Picked .2 45
Brown Holland .1 65
Farina
25 lb. packages .1 50
Bulk, per 100 lbs. .4 00
Original Holland Rusk
Packed 12 rolls to container
3 containers (36) rolls 2 85
6 containers (60) rolls 4 75
Hominy
Pearl, 100 lb. sack .2 00
Maccaroni and Vermicelli
Domestic, 10 lb. box .60
Imported, 25 lb. box .2 50
Pearl Barley
Chester .2 60
Empire .2 60

7

Peas
Green, Wisconsin, bu. 2 30
Green, Scotch, bu. .2 25
Split, lb. .5 5

Sago
East India .5
German, sacks .5
German, broken pkg. .5

Taploca
Flake, 100 lb. sacks .5
Pearl, 130 lb. sacks .5
Minute, 36 pkgs. .2 25

FISHING TACKLE
1/2 to 1 in. .6
1 1/2 to 2 in. .7
2 to 2 1/2 in. .9
3 to 3 1/2 in. .11
3 in. .15
Cotton Lines
No. 1, 10 feet .5
No. 2, 15 feet .7
No. 3, 15 feet .9
No. 4, 15 feet .10
No. 5, 15 feet .11
No. 6, 15 feet .12
No. 7, 15 feet .13
No. 8, 15 feet .14
No. 9, 15 feet .15

Linen Lines
Small .26
Medium .20
Large .34
Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

FLAVORING EXTRACTS
Jennings D C Brand
Terpeness Extract Lemon
No. 1 F box, per doz. 75
No. 2 F box, per doz. 90
No. 3 F box, per doz. 1 75
No. 4 F box, per doz. 1 50
2 oz. Flat, F M per doz. 1 50
Extract Mexican Vanilla
Jennings D C Brand
No. 1 F Box, per doz. 90
No. 2 F Box, per doz. 1 25
No. 3 F Box, per doz. 2 25
No. 4 F Box, per doz. 2 00
2 oz. Flat F M per doz. 2 00

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent .5 70
Jeal of Minnesota .4 75
Sunburst .4 75
Wizard Flour .5 40
Wizard Graham .5 60
Wizard Grain Meal .4 40
Wizard Buckwheat .6 00
Rye
Valley City Milling Co.
Lily White .5 60
Light Leaf .5 30
Graham .2 30
Granena Health .2 40
Gran. Meal .1 60
Bolted Med. .1 50
Voigt Milling Co.
Graham .4 60
Voigt's Crescent .5 50
Voigt's Flourist .5 50
Voigt's Hygienic .5 90
Voigt's Royal .5 90
Watson-Higgins Milling Co.
Perfection Flour .5 50
Tip Top Flour .5 10
Golden Sheaf Flour .4 80
Marshall's Best Flour 4 85
Warden Grocer Co.
Quaker, paper .5 40
Quaker, cloth .5 50
Quaker Buckwheat bbl 5 40
Kansas Hard Wheat
Warden Grocer Co.
American Eagle, 1/2s .5 20
American Eagle, 1/4s .5 10
American Eagle, 1/8s .5 00
Spring Wheat
Roy Baker
Golden Horn, family .4 75
Golden Horn, bakers .4 65
Wisconsin Rye .3 75
Judson Grocer Co.
Ceresota, 1/2s .5 30
Ceresota, 3/4s .5 50
Ceresota, 1/4s .5 40
Warden Grocer Co.
Wingold, 1/2s cloth .5 50
Wingold, 1/4s cloth .5 30
Wingold, 1/8s cloth .5 30
Wingold, 1/4s paper .5 35
Wingold, 1/8s paper .5 30
Bakers' Patent .5 15
Wykes & Co.
Sleepy Eye, 1/2s cloth .5 85
Sleepy Eye, 1/4s cloth .5 75
Sleepy Eye, 1/8s cloth .5 65
Sleepy Eye, 1/2s paper .5 65
Sleepy Eye, 1/4s paper .5 65

MEAL
Bolted .4 20
Golden Granulated .4 40
Wheat
Red .1 10
White .1 10
Oats
Michigan carlots .36
Less than carlots .38
Corn
Carlots .52
Less than carlots .56
Hay
Carlots .13 00

Less than carlots .15 00
Feed.
Street Car Feed .33
No. 1 Corn & Oat Feed .33
Cracked corn .32
Coarse corn meal .32
FRUIT JARS
Mason, pts., per gro. 4 00
Mason, qts., per gro. 4 40
Mason, 1/2 gal. per gro. 6 75
Mason, can tops, gro. 1 40
GELATINE
Cox's, 1 doz. large .1 75
Cox's, 1 doz. small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Knox's Acid'd, doz. 1 25
Nelson's .1 50
Oxford .75
Plymouth Rock, Phos. 1 25
Plymouth Rock, Plain 90
GRAIN BAGS
Broad Gauge .19
Amoskeag .18
HERBS
Sage .15
Hops .15
Laurel Leaves .15
Senna Leaves .25
HIDES AND PELTS
Hides
Green, No. 1 .11 1/2
Green, No. 2 .10 1/2
Cured, No. 1 .13
Cured, No. 2 .12
Calfskin, green, No. 1 15
Calfskin, green, No. 2 13 1/2
Calfskin, cured, No. 1 16
Calfskin, cured, No. 2 14 1/2
Pelts
Old Wool .30
Lambs .50@1 00
Shearlings .50@1 00
Tallow
No. 1 .4
No. 2 .5
Wool
Unwashed, med. .20
Unwashed, fine .15
HORSE RADISH
Per doz. .90
JELLY
5lb. pails, per doz. .2 20
15lb. pails, per pail .48
30lb. pails, per pail .90
JELLY GLASSES
1/2 pt. in bbls, per doz. 15
3/4 pt. in bbls, per doz. 16
8 oz. capped in bbls, per doz. 18
MAPLEINE
2 oz. bottles, per doz. 3 00
MINCE MEAT
Per case .2 85
MOLASSES
New Orleans
Fancy Open Kettle .42
Choice .35
Good .22
Fair .20
Half barrels 2c extra
MUSTARD
1/2 lb. 6 lb. box 16
OLIVES
Bulk, 1 gal. kegs 1 15@1 25
Bulk, 2 gal. kegs 1 10@1 20
Bulk, 5 gal. kegs 1 00@1 15
Stuffed, 5 oz. .1 35
Stuffed, 8 oz. .1 35
Stuffed, 14 oz. .2 25
Pitted (not stuffed)
14 oz. .2 25
Manzanilla, 8 oz. .90
Lunch, 10 oz. .1 35
Lunch, 16 oz. .1 25
Queen, Mammoth, 19 oz. .4 25
Queen, Mammoth, 28 oz. .5 75
Olive Chow, 2 doz. cs, per doz. 2 25
PICKLES
Medium
Barrels, 1,200 count .7 75
Half bbls., 600 count 4 38
5 gallon kegs .2 00
Small
Barrels .9 50
Half barrels .5 25
5 gallon kegs .3 00
Gherkins
Barrels .14 50
Half barrels .7 75
5 gallon kegs .2 25
Sweet Small
Barrels .14 50
Half barrels .8 00
5 gallon kegs .3 25
PIPES
Clay, No. 216, per box 1 75
Clay, T. D., full count 60
Cob .90
PLAYING CARDS
No. 90, Steamboat .75
No. 15, Rival, assorted 1 25
No. 20, Rover, enam'd 1 50
No. 572, Special .2 00
No. 98 Golf, satin fin. 2 00
No. 808, Bicycle .2 00
No. 632, Tourn't whist 2 25
POTASH
Babbitt's .4 00
PROVISIONS
Barreled Pork
Clear Back .22 00@23 00

8

Short Cut Clear 19 50@20 00
Bean .17 50@18 00
Brisket, Clear 22 00@22 50
Pig .23 80
Clear Family .26 00

Dry Salt Meats
S P Bellies .13
Lard
Pure in tierces .11 1/2@12
Compound Lard .8 1/2@8 1/2
80 lb. tubs .advance 1/4
60 lb. tubs .advance 1/4
20 lb. tins .advance 1/4
50 lb. pails .advance 1/4
10 lb. pails .advance 1/4
5 lb. pails .advance 1/4
8 lb. pails .advance 1/4
Hams, 12 lb. av. 15 1/2@16
Hams, 14 lb. av. 15 1/2@15 1/2
Hams, 16 lb. av. 14 1/2@15
Hams, 18 lb. av. 14 1/2@15
Skinned Hams .16 @16 1/2
Ham, dried beef sets .20 @20 1/2
California Hams 11 @11 1/2
Picnic Balled Hams .15
Boiled Hams .24 @24 1/2
Minc'd Ham .12 1/2@13
Bacon .16 @16 1/2

Sausages
Bologna .9 1/2@10
Liver .7 1/2@8
Frankfort .10 @10 1/2
Pork .13 @14
Veal .11
Tongue .11
Headcheese .9
Beef
Boneless .18 00@18.50
Rump, new .19 00
Pig's Feet
1/4 bbls. 40 lbs. .2 00
1/2 bbls. .4 00
1 bbl. .8 00
Tripe
Kits, 15 lbs. .90
1/4 bbls., 40 lbs. .1 60
1/2 bbls., 80 lbs. .3 00
Casings
Hogs, per lb. .35
Beef, rounds, set .17@18
Beef, middles, set .90@95
Sheep, per bundle .80
Uncolored Butterline
Solid Dairy .12 @16
Country Rolls .12 1/2@18
Canned Meats
Corned beef, 2 lb. .4 20
Corned beef, 1 lb. .2 20
Roast beef, 2 lb. .4 20
Roast beef, 1 lb. .2 20
rotted Ham, 1/2s .50
Potted Ham, 1/2s .90
Deviled Ham, 1/2s .50
Deviled Ham, 1/4s .90
Potted Tongue, 1/2s .90
Potted Tongue, 1/4s .90
RICE
Fancy .6 @6 1/2
Japan Style .5 @5 1/2
Broken .4 @4 1/2
ROLLED OATS
Rolled, Aveia, bbls. .4 35
Steel Cut, 100 lb. sks. 2 25
Monarch, bbls. .4 10
Monarch, 90 lb. sacks 1 90
Quaker, 18 Regular .1 45
Quaker, 20 Family .4 00
SALAD DRESSING
Columbia, 1/2 pt. .2 25
Columbia, 1 pint .4 00
Durkee's, large, 1 doz. 4 50
Durkee's, small, 2 doz. 5 25
Snider's, large, 1 doz. 2 35
Snider's, small, 2 doz. 1 35
SALERATUS
Packed 60 lbs. in box.
Arm and Hammer .3 00
Wyandotte, 100 lbs. .3 00
SAL SODA
Granulated, bbls. .80
Granulated, 100 lbs. cs. 90
Granulated, 36 pkgs. .1 25
SALT
Common Grades
100 3 lb. sacks .2 60
70 4 lb. sacks .2 40
60 5 lb. sacks .2 40
28 10 lb. sacks .2 25
28 lb. sacks .40
28 lb. sacks .40
Warsaw
56 lb. dairy in drill bags 40
28 lb. dairy in drill bags 20
Solar Rock
56 lb. sacks .25
Common
Granulated, Fine .1 05
Medium, Fine .1 10
SALT FISH
Cod
Large, whole .7 1/2
Small, whole .7
Strips or bricks .7 1/2@10 1/2
Pollock .4 1/2
Halibut
Strips .15
Chunks .16
Holland Herring
Y. M. wh. hoop bbls. 12 00
Y. M. wh. hoop 1/2 bbl. 6 50
Y. M. wh. hoop kegs 72

Y. M. wh. hoop Milchers
kegs 73
Queen, bbls. 11 00
Queen, 1/2 bbls. 5 75
Queen kegs 63
Trout
No. 1, 100 lbs. .7 50
No. 1, 40 lbs. .3 25
No. 1, 10 lbs. .90
No. 1, 8 lbs. .75
Mackerel
Mess, 100 lbs. .16 50
Mess, 40 lbs. .7 00
Mess, 10 lbs. .1 85
Mess, 8 lbs. .1 50
No. 1, 100 lbs. .10 00
No. 1, 40 lbs. .6 20
No. 1, 10 lbs. .2 10
Whitefish
100 lbs. .9 75
50 lbs. .5 25
10 lbs. .1 12
8 lbs. .92
100 lbs. .4 65
40 lbs. .2 10
10 lbs. .75
8 lbs. .65
SEEDS
Anise .14
Canary, Smyrna .6
Caraway .120
Cardomom, Malabar 1 20
Celery .40
Hemp, Russian .5
Mixed Bird .5
Mustard, white .8
Poppy .16
Rape .5 1/2
SHOE BLACKING
Handy Box, large 3 dz 3 50
Handy Box, small .1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders .37
Maccaboy, in jars .35
French Rappie in jars .43
SODA
Boxes .5 1/2
Kegs, English .4 3/4
SPICES
Whole Spices
Allspice, Jamaica .9
Allspice, large Garden 11
Cloves, Zanzibar .27
Cassia, Canton .14
Cassia, 5c pkg. doz. 25
Ginger, African .9 1/2
Ginger, Cochin .14 1/2
Mace, Penang .70
Mixed, No. 1 .16 1/2
Mixed, No. 2 .45
Mixed, 5c pkgs. doz. 40
Nutmegs, 70-90 .30
Nutmegs, 105-110 .22
Pepper, Black .13
Pepper, White .25
Pepper, Cayenne .22
Paprika, Hungarian .45
Pure Ground in Bulk
Allspice, Jamaica .12
Cloves, Zanzibar .30
Cassia, Canton .12
Ginger, African .18
Mace, Penang .75
Nutmegs, 75-80 .35
Pepper, Black .15
Pepper, White .35
Pepper, Cayenne .24
Paprika, Hungarian .45
STARCH
Corn
Kingsford, 40 lbs. .7 1/2
Muzzy, 20 lb. pkgs. .5 1/2
Muzzy, 40 lb. pkgs. .5
Gloss
Kingsford
Silver Gloss, 40 lbs. .7 1/2
Silver Gloss, 16 3lbs. .6 1/2
Silver Gloss, 12 6lbs. .8 1/2
Muzzy
48 lb. packages .5
28 lb. packages .4 75
12 lb. packages .6
50lb. boxes .3 1/2
SYRUPS
Corn
Baprels .26
Half barrels .28
Blue Karo, No. 2 .1 80
Blue Karo, No. 2 1/2 .2 06
Blue Karo, No. 5 .2 10
Blue Karo, No. 10 .2 00
Red Karo, No. 2 .1 91
Red Karo, No. 2 1/2 .2 40
Red Karo, No. 5 .2 35
Red Karo, No. 10 .2 25
Pure Cane
Fair .16
Good .20
Choice .25
TABLE SAUCES
Halford, large .3 75
Halford, small .2 25
TEA
Japan
Sundried, medium .24@24
Sundried, choice .30@33
Sundried, fancy .36@40
Basket-fired medium .30
Basket-fired, choice .35@37
Basket-fired, fancy .40@43
Nibs .30@32
Siftings .10@12
Fannings .14@15
Gunpowder
Moyune, medium .35
Moyune, choice .35
Scrap
All Red, 5c .5 76
Am. Union Scrap p. .5 40
Bag Pipe, 5c .5 88
Cutlas, 2 1/2 oz. .2 50
Globe Scrap, 2 oz. .30
Happy Thought, 2 oz. .30
Honey Comb Scrap, 5c 5 76
Honest Scrap, 5c .1 55
Mail Pouch, 4 doz. 5c 2 00
Old Songs, 5c .5 76
Old Times, 1/2 gro. .5 50
Polar Bear, 5c 1/2 gro. 5 76
Red Band, 5c 1/2 gro. 5 76
Red Man Scrap 5c 1 43

Choice .30
Fancy .40@50
Young Hyson
Fancy .40@50
Colong
Formosa, Fancy .50@60
Formosa, medium .25
Formosa, choice .35
Pingsuey, fancy .50@55
English Breakfast
Medium .25
Choice .20@25
Fancy .40@45
India
Ceylon, choice .30@35
Fancy .45@50
TOBACCO
Fine Cut
Blot .1 45
Bugle, 16 oz. .3 84
Bugle, 10c .11 00
Dan Patch, 8 and 16 oz .22
Dan Patch, 4 oz. .11 52
Dan Patch, 2 oz. .5 76
Fast Mail, 16 oz. .7 80
Hiawatha, 16 oz. .60
Hiawatha, 5c .5 49
May Flower, 16 oz. .9 36
No Limit, 3 oz. .1 78
No Limit, 16 oz. .3 55
Ojibwa, 8 and 16 oz. .3 85
Ojibwa, 10c .11 19
Ojibwa, 5c .1 85
Petoskey Chief, 7 oz. 2 00
Petoskey Chief, 14 oz. 4 00
Peach and Honey, 5c 5 76
Red Bell, 16 oz. .3 96
Red Bell, 8 foil .1 98
Sterling, L & D 5c .5 76
Sweet Cuba, 5c .9 16
Sweet Cuba, 5c .5 76
Sweet Cuba, 10c .9 93
Sweet Cuba, 1 lb. tin 4 90
Sweet Cuba, 16 oz. .4 20
Sweet Cuba, 1/2 lb. foil 2 85
Sweet Burley, 5c L&D 5 76
Sweet Burley, 8 oz. .2 45
Sweet Burley, 24 lb. .4 90
Sweet Mist, 1/2 gro. .5 70
Sweet Mist, 3 oz. .11 10
Sweet Mist, 8 oz. .35
Telegram, 5c .5 76
Tiger, 5c .6 00
Tiger, 25c cans .2 35
Uncle Daniel, 1 lb. .60
Uncle Daniel, 1 oz. .5 22

Plug
Am. Navy, 16 oz. .32
Apple, 10 lb. butt .38
Drummond Nat Leaf, 2 and 5 lb. .60
Drummond Nat Leaf, per doz. .96
Battle Ax .23
Bracer, 6 and 12 lb. .30
Big Four, 6 and 12 lb. .32
Boot Jack, 2 lb. .88
Boot Jack, per doz. .85
Bullion, 15 oz. .48
Climax, Golden Twins 48
Climax, 14 1/2 oz. .44
Climax, 7 oz. .47
Days' Work, 7 & 14 lb. 37
Creme de Menthe, lb. 62
Derby, 5 lb. boxes .28
5 Bros., 4 lb. .65
Four Roses, 10c .90
Gilt Edge, 2 lb. .50
Gold Rope, 6 & 12 lb. 58
Gold Rope, 4 & 8 lb. 58
G. O. P., 12 & 24 lb. 36
Granger Twist, 6 lb. 46
G. T. W., 10 1/2 & 21 lb. 36
Horse Shoe, 6 & 12 lb. 45
Honey Dip Twist, 5&10 45
Jolly Tar, 5 & 8 lb. 40
J. T., 5 1/2 & 11 lb. 35
Kentucky Navy, 12 lb. 32
Keystone Twist, 6 lb. 45
Kismet, 6 lb. .48
Maple Dip, 20 oz. .25
Merry Widow, 12 lb. 32
Nobby Spun Roll 6 & 3 58
Parrot, 12 lb. .34
Parrot, 20 lb. .28
Patterson's Nat Leaf 93
Peachey, 6-12 & 24 lb. 40
Picnic Twist, 5 lb. .45
Piper Heidsieck, 4 & 7 lb. 69
Piper Heidsieck, per doz. 96
Polo, 3 doz., per doz. 48
Red Lion, 6 & 12 lb. 30
Scrapple, 2 & 4 doz. 48
Sherry Cobbler, 8 oz. 32
Spear Head, 12 oz. .44
Speer Head, 14 1/2 oz. 44
Speer Head, 7 oz. .47
Sq. Deal, 7, 14 & 28 lb. 28
Star, 6, 12 & 24 lb. 48
Standard Navy, 7 1/2, 15 & 30 lb. .34
Ten Penny, 6 & 12 lb. 35
Town Talk, 14 oz. .30
Yankee Girl, 6, 12 & 24 30

Am. Navy, 16 oz. .32
Apple, 10 lb. butt .38
Drummond Nat Leaf, 2 and 5 lb. .60
Drummond Nat Leaf, per doz. .96
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J. T., 5 1/2 & 11 lb. 35
Kentucky Navy, 12 lb. 32
Keystone Twist, 6 lb. 45
Kismet, 6 lb. .48
Maple Dip, 20 oz. .25
Merry Widow, 12 lb. 32
Nobby Spun Roll 6 & 3 58
Parrot, 12 lb. .34
Parrot, 20 lb. .28
Patterson's Nat Leaf 93
Peachey, 6-12 & 24 lb. 40
Picnic Twist, 5 lb. .45
Piper Heidsieck, 4 & 7 lb. 69
Piper Heidsieck, per doz. 96
Polo, 3 doz., per doz. 48
Red Lion, 6 & 12 lb. 30
Scrapple, 2 & 4 doz. 48
Sherry Cobbler, 8 oz. 32
Spear Head, 12 oz. .44
Speer Head, 14 1/2 oz. 44
Speer Head, 7 oz. .47
Sq. Deal, 7, 14 & 28 lb. 28
Star, 6, 12 & 24 lb. 48
Standard Navy, 7 1/2, 15 & 30 lb. .34
Ten Penny, 6 & 12 lb. 35
Town Talk, 14 oz. .30
Yankee Girl, 6, 12 & 24 30

Choice .30
Fancy .40@50
Young Hyson
Fancy .40@50
Colong
Formosa, Fancy .50@60
Formosa, medium .25
Formosa, choice .35
Pingsuey, fancy .50@55
English Breakfast
Medium .25
Choice .20@25
Fancy .40@45
India
Ceylon, choice .30@35
Fancy .45@50
TOBACCO
Fine Cut
Blot .1 45
Bugle, 16 oz. .3 84
Bugle, 10c .11 00
Dan Patch, 8 and 16 oz .22
Dan Patch, 4 oz. .11 52
Dan Patch, 2 oz. .5 76
Fast Mail, 16 oz. .7 80
Hiawatha, 16 oz. .60
Hiawatha, 5c .5 49
May Flower, 16 oz. .9 36
No Limit, 3 oz. .1 78
No Limit, 16 oz. .3 55
Ojibwa, 8 and 16 oz. .3 85
Ojibwa, 10c .11 19
Ojibwa, 5c .1 85
Petoskey Chief, 7 oz. 2 00
Petoskey Chief, 14 oz. 4 00
Peach and Honey, 5c 5 76
Red Bell, 16 oz. .3 96
Red Bell, 8 foil .1 98
Sterling, L & D 5c .5 76
Sweet Cuba, 5c .9 16
Sweet Cuba, 5c .5 76
Sweet Cuba, 10c .9 93
Sweet Cuba, 1 lb. tin 4 90
Sweet Cuba, 16 oz. .4 20
Sweet Cuba, 1/2 lb. foil 2 85
Sweet Burley, 5c L&D 5 76
Sweet Burley, 8 oz. .2 45
Sweet Burley, 24 lb. .4 90
Sweet Mist, 1/2 gro. .5 70
Sweet Mist, 3 oz. .11 10
Sweet Mist, 8 oz. .35
Telegram, 5c .5 76
Tiger, 5c .6 00
Tiger, 25c cans .2 35
Uncle Daniel, 1 lb. .60
Uncle Daniel, 1 oz. .5 22

Plug
Am. Navy, 16 oz. .32
Apple, 10 lb. butt .38
Drummond Nat Leaf, 2 and 5 lb. .60
Drummond Nat Leaf, per doz. .96
Battle Ax .23
Bracer, 6 and 12 lb. .30
Big Four, 6 and 12 lb. .32
Boot Jack, 2 lb. .88
Boot Jack, per doz. .85
Bullion, 15 oz. .48
Climax, Golden Twins 48
Climax, 14 1/2 oz. .44
Climax, 7 oz. .47
Days' Work, 7 & 14 lb. 37
Creme de Menthe, lb. 62
Derby, 5 lb. boxes .28
5 Bros., 4 lb. .65
Four Roses, 10c .90
Gilt Edge, 2 lb. .50
Gold Rope, 6 & 12 lb. 58
Gold Rope, 4 & 8 lb. 58
G. O. P., 12 & 24 lb. 36
Granger Twist, 6 lb. 46
G. T. W., 10 1/2 & 21 lb. 36
Horse Shoe, 6 & 12 lb. 45
Honey Dip Twist, 5&10 45
Jolly Tar, 5 & 8 lb. 40
J. T., 5 1/2 & 11 lb. 35
Kentucky Navy, 12 lb. 32
Keystone Twist, 6 lb. 45
Kismet, 6 lb. .48
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Formosa, choice .35
Pingsuey, fancy .50@55
English Breakfast
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Fancy .40@45
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Fine Cut
Blot .1 45
Bugle, 16 oz. .3 84
Bugle, 10c .11 00
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Dan Patch, 4 oz. .11 52
Dan Patch, 2 oz. .5 76
Fast Mail, 16 oz. .7 80
Hiawatha, 16 oz. .60
Hiawatha, 5c .5 49
May Flower, 16 oz. .9 36
No Limit, 3 oz. .1 78
No Limit, 16 oz. .3 55
Ojibwa, 8 and 16 oz. .3 85
Ojibwa, 10c .11 19
Ojibwa, 5c .1 85
Petoskey Chief, 7 oz. 2 00
Petoskey Chief, 14 oz. 4 00
Peach and Honey, 5c 5 76
Red Bell, 16 oz. .3 96
Red Bell, 8 foil .1 98
Sterling, L & D 5c .5 76
Sweet Cuba, 5c .9 16
Sweet Cuba, 5c .5 76
Sweet Cuba, 10c .9 93
Sweet Cuba, 1 lb. tin 4 90
Sweet Cuba, 16 oz. .4 20
Sweet Cuba, 1/2 lb. foil 2 85
Sweet Burley, 5c L&D 5 76
Sweet Burley, 8 oz. .2 45
Sweet Burley, 24 lb. .4 90
Sweet Mist, 1/2 gro. .5 70
Sweet Mist, 3 oz. .11 10
Sweet Mist, 8 oz. .35
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Keystone Twist, 6 lb. 45
Kismet, 6 lb. .48
Maple Dip, 20 oz. .25
Merry

SPECIAL PRICE CURRENT

12

13

14

Table with 2 columns: Item Name and Price. Includes items like Scrapple, Sure Shot, Yankee Girl, Pan Handle, Peachy Scrap, and various types of tobacco and cigars.

Table with 2 columns: Item Name and Price. Includes items like Pilot, Prince Albert, Prince Albert, Queen Quality, and various types of cigars and tobacco.

Table with 2 columns: Item Name and Price. Includes items like 4 1/2 inch, Cartons, Humpty Dumpty, No. 1, complete, No. 2, complete, and various types of cigars and tobacco.

15

16

17

CIGARS Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots... El Portana... Exemplar... Worden Grocer Co. Brand Ben Hur

Old Master Coffee



Old Master... San Marto... Pilot

TEA THE BOUR CO. TOLEDO, O.

Royal Garden 1/2, 3/4 and 1 lb. 40

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



White House, 1 lb... Excelsior, Blend, 1 lb... Royal High Grade

Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

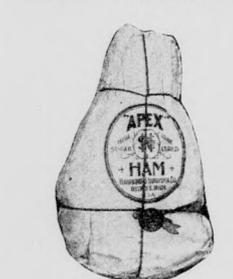
COCOANUT Baker's Brazil Shredded



10 5c pkgs., per case 2 60 36 10c pkgs., per case 2 60 16 10c and 38 5c pkgs., per case 11 60

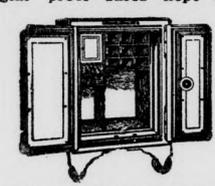
The only 5c Cleanser

Guaranteed to equal the best 10c kinds



Apex Hams... Apex Bacon... Excelsior Hams... Excelsior Bacon... Silver Star Lard... Family Pork... Fat Back Pork

SAFES Full line of fire and burglar proof safes kept in



stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State.

SOAP Lautz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 4 00 Acme, 100 cakes 3 00 Big Master, 100 blocks 4 00 German Mottled, 5 bx 3 15 German Mottled, 10 bx 3 10 German Mottled, 25 bx 3 05 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck 7 11 00 Marseilles, 1/2 box toll 2 10

Proctor & Gamble Co.

Lenox 5 oz. 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 85

Tradesman Co.'s Brand

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

A. B. Wrisley

Good Cheer 4 00 Old Country 3 40

Soap Powders

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

Soap Compounds

Johnson's Fine 5 10 Johnson's XXXX 4 25 Rub-No-More 3 85 Nine O'clock 3 80

Scouring

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

Advertisement for American Seating Company. Includes text: 'We Manufacture Public Seating Exclusively', 'Churches', 'Schools', 'Lodge Halls'. Features images of chairs and tables. Address: 215 Wabash Ave. CHICAGO, ILL.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—An up-to-date shoe repairing shops in Romeo. Good business. Address J. McParland, Romeo, Mich. 729

For Sale—A stock of general merchandise, invoicing about \$4,000. Sales about \$35 per day. Reason for selling, sickness. Address No. 728, care Michigan Tradesman. 728

Will buy, for spot cash, stock clothing, shoes or general stock. Want location. Address Lock Box 143, Station D., St. Joseph, Mo. 680

For Sale—\$2,000 to \$5,000 long established safe and fully solvent general merchandise business in Michigan. Reason, death and age and infirmity of survivor. Full investigation invited. Address No. 725, care Tradesman. 725

We offer for sale, farms and business property in nearly all counties of Michigan and also in other states of the Union. We buy, sell and exchange farms for business property and invite your correspondence. J. E. Thom & Co., 7th Floor Kirby Bldg., Saginaw, Mich. 659

Merchandise sale conductors.—A. E. Greene Co., Box 266, Lansing. Advertising furnished free. Write for date, terms, etc. 549

For Sale—A general merchandise stock and fixtures, invoicing \$5,000. Doing a business of \$18,000 a year. In a hustling little town, surrounded by rich farming country. Address No. 691, care Tradesman. 691

For sale or exchange for improved farm. Ninety barrel flouring mill. Good location and doing a big and profitable business. Good residence goes with the property. Price \$12,000. Health reason for selling. Address No. 770, care Michigan Tradesman. 770

Must Sell Soon—240 acres; 200 in cultivation; 3-room house; near school; 6 miles from good town; 30 acres alfalfa land; price \$5,000. Robert L. Knie, Cordell, Okla. 772

I bring buyers and sellers together. Write me if you want to buy, sell or exchange any kind of business or real estate anywhere. Established 1881. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Illinois. 357

Business Wanted—I am looking for a good opening for cash; agents and speculators need not answer; give full particulars in first letter. Address M. Tradesman, Box 1261 Cherry Valley, Illinois. 478

For Sale—Controlling interest in a profitable shoe store, old established, in best town in Northern Wisconsin; \$8,000 required. Write to F. A. Halbert, 233 S. Lake St., Duluth, Minn. 784

For Sale—Fine, slightly used outfit drug store fixtures, show cases, soda fountain, etc. G. Van Arkel, Muskegon Heights, Mich. 783

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

Farm For Exchange—Will trade a nice farm for stock of merchandise. Describe, with particulars. Porter Phillips, Manchester, Tenn. 669

Mr. Merchant—Clean out your store and send your odds and ends to the Reedsburg Auction House. We will buy them for cash if cheap, or sell them for you on commission. Also turn into cash very quickly stocks of merchandise anywhere in the U. S. or Canada by the auction methods. Best service guaranteed. Speak English and German. For dates and information address The Reedsburg Auction House, Reedsburg, Wis. 675

For Sale—General stock merchandise, \$15,000 required, located in town 2,000. Best farming section Central Michigan. Cleanest, safest investment, capable man. Everything favorable. Furnish references. Address 779, care Tradesman. 779

For Sale—A good paying candy factory in the best city in Michigan. We have good reasons for selling. Address Mascott, care Tradesman. 699

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

For Sale—A desirable stock of dry goods, groceries, shoes. Located in town of 1,400 population, Eastern Michigan. Investment \$6,000. Business good. Address No. 648, care Tradesman. 648

For Rent—Store suitable for dry goods or general stock. No better store or location in the city. Good opening for dry goods store here now. H. M. Williams, Mason, Mich. 754

For Sale—Nice clean stock groceries for cash, in good town 1,200. Will sell at invoice. Reason, inside work not agreeable. Address 802, care Tradesman. 802

For Sale or Exchange—A good large farm, 1/2 down, can take good country stock \$3,000 to \$4,000, balance cash. Address 801, care Tradesman. 801

Wholesale confectionery in live city of 25,000; established 3 years; last year's business nearly \$30,000; inventory about \$5,000; must sell account of previous business connections and failing health, possibly once in a year's time you have the opportunity of getting in on this class of business; investigate now; no agents. Address No. 800, care Michigan Tradesman. 800

Big Profits—Open a dyeing and cleaning establishment, little capital needed. We teach by mail. Write for booklet. Ben-Vonde System, Dept. 13-E, Charlotte, N. C. 799

For Sale—Factory plant, consisting of three two-story buildings, all connected, area 42,000 sq. ft., with 3 acres land; boiler, engine, heating apparatus; situated Adrian, Mich. Apply 1120 Penobscot Bldg., Detroit, Mich. 798

For Sale—A small up-to-date stock of men's clothing and furnishings. One of the best resort towns in the fruit belt of Northern Michigan. Write No. 797, care Michigan Tradesman. 797

For Sale—Bakery and restaurant; town of 1,500; good business. Reason for selling, have other business. Address Mrs. F. Arnold, Box 594, Chenoa, Ill. 796

For Sale—At once, dry goods store of L. W. Mills, Jr. & Co., Mason, Mich. Clean stock now of \$5,000 to \$10,000. Spot cash business. Best location in town. First floor and basement, size 33x80. Can be had at \$500 per year. Rare chance for right man. Reason for selling is that L. W. Mills, Jr., who has been running this branch store is needed with Mills Dry Goods Co., in Lansing, Mich. Write or come to Lansing, Mich., or Mass. at once. 795

For Sale—The John Z. Evans Mfg. & Supply Co., located on main line of the C. B. & Q. R. R., also on the Wabash and M. & St. L. railroads, at Albion, Iowa. Fine display room and office. Roomy garage and well-equipped machine shop. We carry a line of automobiles and supplies. Manufacture Pit cars and handle all kinds of mining equipment and supplies. Located in heart of the Iowa mining district. Subject to investigation. Address P. H. Hynes, Avery, Iowa. 794

Party desires to purchase stock general merchandise, about \$2,000 to \$4,000. Must be payer. Address 793, care Tradesman. 793

For Sale—The Petoskey Home Bazaar at reasonable price. Sell for cost price. Good chance for man who wants to go into business and good location. Reason for selling, am going to leave the state. Good stock on the market. Call or write Simon Joseph, 314 Lake St., Petoskey, Mich. 792

For Sale—A 15-light F. P. gasoline lighting machine with fixtures; machine in perfect working order; price \$30. Address M. S. Taliaferro, Watseka, Ill. 789

For Sale—Established shoe business. Small stock. Low rent. Location: Moline, Illinois. Address Wynes Bros., Moline, Ill. 788

To Exchange—\$5,000 11-room house and barn, for groceries or merchandise; need more stock. Address G. H. Christensen, De Witt, Iowa. 787

For Sale—A rare chance, high grade bakery, 20 miles from Grand Rapids. Business in splendid shape, increasing all the time. Just finished a \$4,000 home, the profits of 2 1/2 years' business. Positively the only bakery in the town. Good building, located next to city hall. Rent reasonable. Day work. Power mixer. Established 14 years. Population 2,200. Invoice \$2,500. Want to enter another line of business. Address No. 786, care Tradesman. 786

Look Here! We will buy all your old bags and burlap. Write us what you have. Pekin Co., Detroit, Mich. 804

For Sale—A good clean stock of shoes, etc. Good location. Brick store, low rent. A moneymaker for someone. Stock about \$2,000. Address Shoes care Tradesman. 803

Wanted—Clean stock of dry goods for cash. Must be cheap. Address No. 805, care Tradesman. 805

Bakery, with lunch counter preferred, city of 10,000 or more, near Lake Michigan or Detroit and vicinity. Turning out 1,000 or more loaves daily. Address R. W. Stanley, Three Oaks, Mich. 773

For Rent or Sale—Splendid opening for hardware business in Northern Michigan town, on railroad. Fast improving farming country. Fourteen miles to nearest city hardware. Address H. Reinberg, McBain, Mich. 806

Becker, Minnesota; general merchandise stock \$10,000 to \$12,000; population 300, mixed nationalities; good business point. Write L. Snow & Sons, Becker, Minn. 807

For Sale—First-class grocery, with \$1,500 stock and good trade. Also two nice two-story houses with three lots and one big barn. Address Geo. Karg, Battle Creek, Mich. 746

Florida Realty—The best investments for 1913. Florida realty, the investor's Eldorado. We have no lands to "boost" but are the investor's confidential agent. We protect you in the best paying investments offered. Southern Investment Bureau, Arcadia, Florida. 757

For Sale—A general stock of hardware, paints and oils, in Grand Rapids, Michigan. Stock is well assorted, no old shelf-worn goods. Tin shop in connection. Will inventory about \$5,000. Best of reasons for selling. Address No. 755, care Tradesman. 755

Wanted—For cash, stock of general merchandise, clothing or shoes. Address Box 112, Bardolph, Ill. 750

To Exchange—200 acre farm in Perry Co., Ind., price \$6,500; want stock general merchandise up to \$4,500, balance cash or will take mortgage back on farm. Address J. C. Waggoner, Royal Center, Ind. 764

For Sale—Only drug store in Southern Michigan town. Population 300. Invoice \$1,500. New stock and fixtures. Good living rooms, neat and clean store on railroad. Will sell or rent store. Best of reasons for selling. Address Druggist, care Michigan Tradesman. 762

For Sale—California drug store; old established corner, on the best street and in the best live city in the State. Well stocked, good business, and moneymaker. Stock and fixtures invoice \$10,000; will sell for \$8,500. A bargain for the right man. Address W. L. Helke, Sacramento, Calif. 761

Blacksmith and wagon shop and tools for sale; building and lot. Write to Box 756, Eldorado Springs, Mo. 777

Imitation Bank Notes—Your advertisement neatly printed on 1,000 \$3.50; express prepaid. Quantities cheaper. Federal Book Co., Washington, D. C. 673

For Sale—Clean well-assorted stock men's and boys' clothing, shoes and furnishings. Will inventory \$20,000. The best corner location in growing town 2,300 population, with three good factories, surrounded with best farming country in Southern Michigan. Paying profit \$6,000 to \$7,000 year. Will sell to responsible parties, one-half down, balance on time. You can't afford to let this go by. I have other business that requires my attention. Address No. 780, care Tradesman. 780

For Sale—First-class shoe stock in lively manufacturing town, excellent location, rent reasonable, liberal discount if sold soon. Business increase last year, \$3,200. Stock and fixtures about \$6,500. Must be seen to be appreciated. Good reason for selling. Address No. 782, care Tradesman. 782

300 feet from the busiest corner in Grand Rapids. I have a new, first-class ground floor, double store, suitable for house furnishing, furniture or department store. Address Remington, 501 The Campau. 776

Send for our proposition to sell your business or farm property. Entire cost \$25. Pardee Business Exchange, Traverse City, Mich. 778

Timber Investors—All kinds timber and timber lands, all parts United States. For complete list write J. J. Crandall & Son, Wellsville, N. Y. 781

AUCTIONEERS.

Auctioneer—Stocks of merchandise closed out or reduced anywhere in U. S. or Canada; expert service, satisfaction guaranteed. For terms and date address R. G. Hollman, Harvey, Illinois. 763

Free—Investing for profit magazine. Send me your name and I will mail you this magazine absolutely free. Before you invest a dollar anywhere, get this magazine. It is worth \$10 a copy to any man who intends to invest \$5 or more per month. Tells you how \$1,000 can grow to \$22,000—how to judge different classes of investments, the real earning power of your money. This magazine six months free if you write to-day. H. L. Barber, Publisher, 433-28, W. Jackson Blvd., Chicago. 615

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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

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

HELP WANTED.

Married man, 37 years old, wants position. Twelve years experience in general store and produce business. Can furnish best of references. Address No. 741, care Tradesman. 741

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Experienced salesmen, with dry goods following to carry line of tub silk waists. Also to carry line of silk petticoats. State territory wanted. References required. Smart Set Co. Pottstown, Pa. 774

Wanted—Men experienced in grocery and other mercantile lines to sell merchants the Champion complete accountant (fireproof-guaranteed), combination safe, desk, account system with money drawer and complete recorder; you can, without capital, build a permanent business and make more money selling this system than by having a store of your own. The Champion Register Co., 405 State for Savings Bldg., Cleveland, Ohio. 769

For Sale!

Stock of general merchandise inventoring \$6,500, including full and complete lines of

- CLOTHING
- GROCERIES
- DRY GOODS
- BOOTS and SHOES
- FURNISHING GOODS

Fixtures inventory \$400.

Rent only \$11 per month.

Stock located in substantial railroad town in Kent County, surrounded by good farming district.

Will sell for cash or exchange for property in Muskegon.



Michigan Tradesman
Grand Rapids, Mich.

Recent Manufacturing News All Over the State.

Carp Lake—Fire completely destroyed the J. Hultz saw mill. Loss about \$3,000.

Wayland—The Wayland Creamery, recently purchased by A. E. Chapman, will re-open March 1.

Bad Axe—The Orton & Brierton Lumber Co. has been succeeded by the Bad Axe Lumber Co.

Morrice—Bancroft & Davis have installed a sifter system in their flour mill at a cost of \$3,000.

Holland—The Van Eyck-Weurding Milling Co. has increased its capital stock from \$20,000 to \$40,000.

Saginaw—The Farmers Handy Wagon Co. has changed its name to the McClure Co. and increased its capital stock from \$300,000 to \$500,000.

Solon—The W. J. Chase sawmill was completely destroyed by fire Feb. 15. The plant will be rebuilt at once.

Saugatuck—The Saugatuck Spray Rod and Nozzle Co. will erect a plant and manufacture its devices on a large scale.

Alpena—Thomas F. Nicholson has bought the interest of George R. Nicholson in the Northern Planing Mill and will operate the plant alone.

Detroit—The Tilden Saw Co. has engaged in business with an authorized capitalization of \$30,000 all of which has been subscribed and paid in in property.

Ishpeming—Elmer Ellsworth has sold a half interest in his roof paint factory to Louis F. Case and the product will now be manufactured on a more extensive scale.

Springport—W. H. West and son, Rollo, have formed a copartnership for the purpose of manufacturing sweeping compound and paints. The plant is now in operation.

Buchanan—The Lee & Porter Manufacturing Co. plant has been completely destroyed by fire. The loss is estimated at \$75,000, with \$40,000 insurance. A stone and concrete plant will be erected at once.

Detroit—The G. E. Schwab Chandler Co. has been incorporated under the same style, with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed, \$100 paid in in cash and \$7,200 in property.

Detroit—The Superior Foundries Corporation has been organized to engage in the general foundry business, with an authorized capital stock of \$30,000, of which \$15,040 has been subscribed and \$3,000 paid in in cash.

Bay City—The Richardson Lumber Co. is steadily operating its three camps and mill. Last year it manufactured 328,000 feet of pine, 9,459,000 feet of hemlock and 4,865,000 feet of hardwood lumber; also 3,058,150 pieces of lath.

Michelson—The N. Michelson Lumber Co. is making a good showing. The company manufactured last season 300,000 feet of pine, 3,000,000 feet of hemlock, 600,000 feet of hardwood lumber, 2,000,000 pieces of lath and 20,000,000 shingles. The company is logging extensively this winter.

Cadillac—The lumber industry here sleigh-hauling from a large tract south-east of Cadillac and a large number of contractors are lumbering and hauling for the Cummer-Diggins Co. It is safe to say that at least 300 teams are at

work in Wexford county in the lumber interests at the present time.

Cadillas—The lumber industry here is exceptionally busy. Large amounts of logs are being received, an unusually heavy amount being received by sleigh haul, due to the favorable weather. There is a shortage in many items, especially of certain hardwoods and hemlock in shipping condition.

Boyer City—While the western portion of the State is covered with from one to two feet of snow and the logging interests are working hard to make up for lost time, the opposite condition prevails on the eastern side. There it has been impossible to make a sleigh road so far this year and as a consequence the small jobbers will have considerable difficulty in fulfilling their contracts.

Detroit—The recent cold snap has had no ill effect on building operations, the value of permits taken out last week being greater than those of the preceding week. The permits of the last week represent an expenditure of \$372,585, while those of the week before were valued at \$267,950. The builders say there is such a demand for new houses, stores and factories that they can not afford to let weather or anything else interfere with their work.

Greatest Glory of the M. K. of G.

Jackson, Feb. 18—Did it ever occur to you that when your business was on the eve of reverses, if you would hesitate or turn back that your business would meet with disaster? Never turn back.

Did it ever occur to you when you read the financial report made at our annual meeting that the Michigan Knights of the Grip was insolvent; that reverses had come to us and that we were without a dollar's insurance?

Did it occur to you that by re-organizing, making our death benefit \$100, with not to exceed two assessments a year, so at no time would the dues and assessments amount to over \$5 a year, we would not cut off our beneficiaries entirely and by getting in new members we would be able to perpetuate the name of the Michigan Knights of the Grip which has been inscribed on our record books for the past twenty-four years, and in the near future by concentrated efforts on the part of our officers and members we might be able to bring our membership back to even a higher standing and pay our beneficiaries at least the original amount of \$500?

Did it ever occur to you what the Michigan Knights of the Grip has done for you? If so, you will stick by the ship.

Did it ever occur to you that the Michigan Knights of the Grip has paid \$200,000 in death claims in the past twenty-four years?

Has it ever occurred to you that a brother in distress has never appealed to this association without receiving aid in amounts ranging from \$5 to over \$500.

Has it occurred to you that we have to-day a relief fund amounting to nearly \$600?

Has it occurred to you what the difference has been in the conditions of years ago and to-day and the bet-

terments as brought about by the Michigan Knights of the Grip? Regulation of hotels, buss and baggage, railroads and legislation.

If all this is appreciated, I know you will concede the sincerity of the members assembled in convention in Kalamazoo, Dec. 27 and 28, 1912, in the strong endeavor to perpetuate the name and build up the Michigan Knights of the Grip.

"Our greatest glory is not in never falling, but in rising every time we fall."

F. L. Day, Pres.

Classes Retailer's Catalogues as Mail Order Agents.

Chicago, Feb. 18.—I note that in the past you have questioned the advisability of using the so-called retailers' catalogues which are sold to the retailer for re-distribution, thus making him a sort of mail order agent, and if you are not aware of the facts, I believe you will appreciate the tip that this letter gives.

Several prominent retailers have recently come to me with requests that I scatter broad-cast a warning about the dangers and disadvantages which attend the use of these retailers' catalogues.

I can most appropriately sound the warning, but I felt that it might gain in forcefulness if it came from a source that merchants would consider disinterested. Of course, I am vitally interested in the welfare of merchants, but some things I say are colored by my own evident interest.

The February number of the American Lumberman Commissary Supplement has an article about retail catalogues. Even though the Lumberman caters only to commissary stores which handle merchandise of every character, it shows no hesitancy in condemning this plan. I quote from their article:

"As applied to the ordinary retail community the catalogue plan of the Merchants Syndicate Company is subject to most severe criticism. Even the commissary manager does not care to be giving aid and comfort to the enemy and it is undoubtedly true that a very large amount of the merchandise in this catalogue comes from manufacturers who also supply the big mail order houses. The retailer's chief weapon in the catalogue fight is the goods which he has on his shelves ready for instant delivery."

A. Pace.

Charlotte—As a sequel to the attachment recently placed on the goods of the Charlotte Bargain Co. by a local publishing firm, a criminal warrant was issued for the arrest of W. Fishel, alleged owner of the stock of goods. The complaint charges Fishel with doing business under an assumed name, in that the names of the members of the Charlotte Bargain Co. were not filed with the county clerk as required by law. Fishel is said to be in Kalamazoo and officers are trying to locate him. The store was opened here a few weeks ago, but did very little business and the goods are said to have been packed in the night the latter part of last week and placed in the depot early the next morning where they were attached by Sheriff Storrs.

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

Buffalo, Feb. 19.—Creamery butter fresh, 32@36c; dairy, 22@30c; poor to good, all kinds, 18@24c.

Cheese—Fancy, 17@17½; choice, 16@16½c; poor to common 10@15c.

Eggs—Choice, fresh, candled, 20@21c, at mark 19c; cold storage, candled 18c.

Poultry (live)—Turkeys, 18@21c; cox, 12c; fowls, 16@17½c; springs 16@17½; ducks, 17@19c; geese, 15@16c. Poultry dressed, turkeys, 20@25c; ducks, 18@20c; geese 15@16c; chicks, 17@19c; fowls, 16@17½.

Beans—Red kidney, \$2.25@2.50 white kidney, new \$3.25; medium, new \$2.40@2.45; narrow, new \$3.25; pea, new \$2.40@2.45.

Potatoes—50@60c per bu.

A Perry correspondent writes: Preston Praay, who travels for the Perry Glove and Mitten Co., found himself without funds on reaching Vinton, Ia., but with a check from the Perry Glove and Mitten Co. On presenting it to the bank he found that they had received no waiver of identification from Mr. Marling here, so they would not cash it. Mr. Praay visited the postoffice and found a couple of home papers mailed him by his family. In one of these Michigan papers was a little item setting forth the fact that Mr. Praay had gone into Iowa as salesman for the company. This little item saved Mr. Praay much time which would have been spent in waiting, as he showed the paper to the cashier, who thereupon cashed his check for him.

A man is tolerant of another man's bad habits if they are similar to his own.

BUSINESS CHANCES.

Laundry Machinery For Sale—I have a quantity of second-hand laundry machinery which I have taken on a debt and will sell at a bargain. Machinery is in good condition and well cared for. Address Charles B. Carver, Elk Rapids, Mich. 810

Elegant drug fixtures and stock; can locate to suit; little money needed. Russell B. Thayer, Bearinger Bldg., Saginaw, Mich. 809

Used church furniture and equipment. First M. E. church must vacate. We offer for sale: 570 sittings, circular golden oak pews; 168 opera chairs, wood back and seat; 22 cane seat chair; two natural oak leather upholstered pulpit chairs; 1 thirty-seven light electric chandelier; 45 two, three and five light electric chandeliers and bracket lights, 14 one light gas brackets; one pipe organ; heating plant consisting of one Ideal sectional boiler, steam piping, valves, etc., tempering coils, 18-inch disc fan, 3-horse power motor, pump, pulleys and belts, galvanized iron air piping registers, etc., cast iron radiation; altar rail; church windows. Address F. S. Robinson, 450 Houseman Bldg., Grand Rapids, Mich. Citizens phone 5142. 808

A Gilt Edge Investment. Oil company just organized with immense possibilities for development of land in the Proven Field, Caddo Parish, La., which said field produced over 15,000,000 barrels of oil in 1912, and pronounced by the United States Government as one of the largest oil and gas fields in the Union to-day and only in its infancy. Company desires capital for drilling purposes. Stock \$30 a share and to be paid on installments. Officers of company endorsed by National Bank. A share of stock may make you independent for life. Opportunity of a lifetime. Company stands right investigation and this is a bona fide business proposition. Write for full particulars at once. Address 402 Codchaux Bldg., New Orleans, La. 812

For Sale—\$6,500 general merchandise in one of the best towns in State. Will take farm up to \$4,500. Address W. H. care Tradesman. 811

J. L. McKennan, Omaha, noted merchandise auctioneer; twenty years devoted directly to selling stocks of merchandise; my reference will satisfy you. Home address Box 478, Omaha, Neb. 813

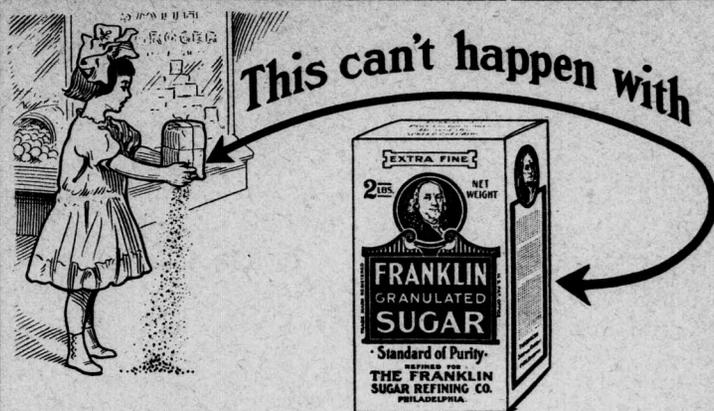
Judson Grocer Company

Only sugar thoroughly and perfectly refined according to the highest standards is completely white and pure. This absolute purity is the distinguishing feature of **all** the **sugar** we sell. 🍷 🍷 🍷

THE SUGAR HOUSE

Judson Grocer Company

Grand Rapids, Mich.



When sugar bags burst it displeases your customers, but *before they get a chance to burst they cost you money*, the twine costs you money, so does the *overweight*. It's a waste of energy to put sugar in bags—you might as well spend your time *canning tomatoes*. Sell **FRANKLIN CARTON SUGAR** and use the time you save to arrange a display of it on your counter. The neat blue cartons sell on sight. **FRANKLIN CARTON SUGARS** include **FRANKLIN GRANULATED**, **FRANKLIN POWDERED**, **FRANKLIN DESSERT AND TABLE**, **FRANKLIN XXXX CONFECTIONERS'** and **FRANKLIN CUBE SUGAR**; all the fast selling grades, in cartons of convenient size for your customers, packed 24, 48, 60 and 120 lbs. to the container—all for *your convenience*.

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA, PA.

"Your customers know **FRANKLIN CARTON SUGAR**
is **CLEAN sugar**"



The Karo Demand is Increasing Everywhere

Karo sales are jumping. Effective advertising in the magazines, newspapers, bill-boards and street cars is proving a powerful sales maker. It is influencing millions of housewives to use more Karo than ever—telling them about the great food value of Karo, its purity, its nourishment, the energy it supplies and what's all important, its economy.

With the cost of living so high, these Karo facts strike home with double force, they are increasing sales quickly.

Karo is the great household syrup—the syrup of known quality and purity—specially wholesome and delicious, and of highest food value.

Your customers know it—they know that the Karo label stands for highest quality, best flavor, and full net weight. Stock generously with Karo. It sells quickly, is easy to handle and pays a good profit.

Corn Products Refining Company

New York



Extra Style and Extraordinary Wear



Your patrons' feet will always be warm, comfortable and dry in any sort of bad weather clothed in a pair of our No. 48½. Your best trade is best satisfied with the best. They are willing to pay a little more for just what they want. Here it is.

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



"START SOMETHING"

That's the vernacular—meaning that incessant activity is absolutely necessary for successful business. *Start something* with "WHITE HOUSE" COFFEE—it's MIGHTY GOOD COFFEE; and instead of merely "carrying it in stock," PUSH IT OUT—TALK about it—HAND IT OUT when people merely ask for "coffee." GET THE HABIT. ☞ ☞

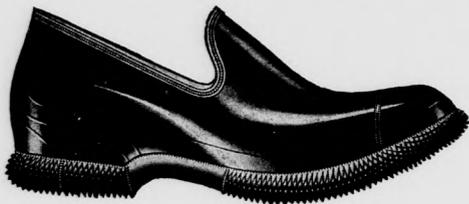
JUDSON GROCER CO.—Grand Rapids, Mich.
Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS

Hood's Plymouth Line

An *extra quality* line of heavy Rolled Edge Rubber Shoes. Made with a *Double Toe Cap*, *Double Heel Stay*, *Double Side Stay*, and in fact is *doubly* reinforced and

Extra Quality in Every Respect

There are numerous other lines of Rolled Edge Rubbers, but they are not genuine *Plymouths* unless they have the name *Plymouth* on the back of the heel.



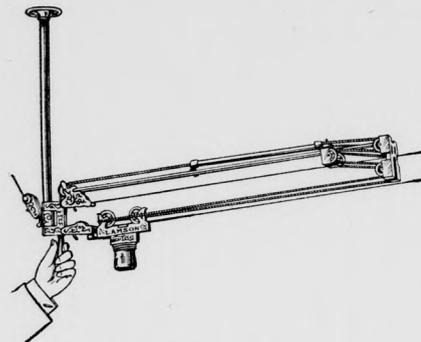
The High front is called Plymouth Waverly.
The Low cut is called Plymouth Over.
This style is the Plymouth Waverly at 92 cents for men.
Special "early order" discount of 5% now in force—in addition to our special prompt payment 5% discount.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

LAMSON



Dispatch, Economy, Safety

Lamson Cash Carriers improve your service by common-sense centralization and equal distribution of labor.

Cut out lost motion, reduce the payroll and speed up the work.

Give the cashier the quietness and isolation that ensures *correct* records.

And double-check every sale whether it be cash, charge, C. O. D. or transfer.

ASK YOUR NEIGHBOR

THE LAMSON COMPANY
(Dept. 3) Boston, U. S. A.

Representatives in all Principal Cities.

SERVICE