

MICHIGAN TRADESMAN

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Thirtieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 5 1913

Number 1537

THE MAN AND HIS JOB

I haven't much faith in the man who complains
Of the work he has chosen to do;
He's lazy or else he's deficient in brains,
And, maybe, a hypocrite, too;
He's likely to cheat and he's likely to rob—
Away with the man who finds fault with his job!

But give me the man with the sun in his face,
And the shadows all dancing behind;
Who can meet his reverses with calmness and grace,
And never forgets to be kind;
For whether he's yielding a scepter or swab,
I have faith in the man who's in love with his job.

JOHN L. SHOREY.

How Easily Things Go Wrong

Alas! how easily things go wrong;
A sigh too much or a kiss too long,
And there follows a mist and a weeping rain,
And life is never the same again.

Alas! how hardly things go right!
'Tis hard to watch on a summer's night,
For the sigh will come and the kiss will stay,
And the summer's night is a winter's day

And yet how easily things go right,
If the sigh and the kiss of a winter's night
Come deep from the soul in the stronger ray
That is born in the light of a winter's day.

And things can never go badly wrong
If the heart be true and the love be strong;
For the mist, if it comes, and the weeping rain
Will be changed by the love into sunshine again.

George MacDonald.

Life's Mirror

There are loyal hearts, there are spirits brave,
There are souls that are pure and true;
Then give to the world the best you have,
And the best will come to you.

Give love, and love to your life will flow,
A strength to your inmost need;
Have faith, and a score of hearts will show
Their faith in your word and deed.

Give truth, and your gift will be paid in kind,
And honor will honor meet;
And a smile that is sweet will surely find
A smile that is just as sweet.

For life is the mirror of king and slave,
'Tis just what we are and do;
Then give to the world the best you have,
And the best will come back to you,

Madeline S. Bridges.

Many, many storms there are that lie low and hug the ground; and the way to escape them is to go up the mountain side, and get higher than they are.

Henry Ward Beecher.

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo



This is Horehound
Weather

YE "DOUBLE A"



OLDE FASHION

Horehound Candy

Is the peer of them all. Our
trade mark on every piece.

PUTNAM FACTORY
ORIGINATORS
National Candy Co.
Grand Rapids, Michigan



DO IT NOW!

We don't wish to be TOO abrupt; but the psychological time to do anything is when you have that thing in mind. IF you are reading this, "White House" is THE thing in mind; and it will be the proper thing for you to tell your boys to give that mighty fine COFFEE an EXTRA push—an EXTRA introduction to people "fussy" in their coffee tastes. 🍵 🍵 🍵 🍵

JUDSON GROCER CO.—Grand Rapids, Mich.

Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS



**What's Your
Time Worth?**

Any man who is worth the room he takes up in a grocery store can find something more profitable to do, even in his spare time, than putting sugar in bags. Add to the waste of energy the cost of bags and twine and the loss from overweight, and you'll see why it's a losing proposition. The right way to handle sugar is in FRANKLIN CARTONS, because FRANKLIN CARTON SUGAR is ready to sell when you get it; no scoop, no scales, no bags, no twine, no bother, no loss, but a neat carton that's a pleasure to handle. All the fast-selling grades of sugar are packed in FRANKLIN CARTONS—Granulated, Powdered, Confectioners' XXXX, Dessert and Table, Cube—and you can buy to suit your convenience in containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA, PA.

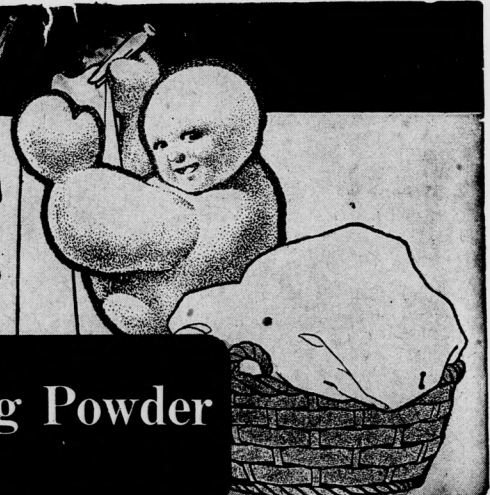
"Your customers know FRANKLIN CARTON SUGAR
means CLEAN SUGAR"

next time

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

Lautz **Snow Boy** Washing Powder

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



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PLACING PREMIUM ON CRIME.

The annual meeting and election of officers of the international bridge and structural workers' union will soon be held at Indianapolis. This is the union whose officers were recently convicted of dynamiting conspiracy and whose president, Frank M. Ryan, was sentenced to the Leavenworth prison for a term of seven years. Ryan and his associates in crime are now out on bail, pending an appeal to a higher court, and they are taking a great interest in the coming meeting. Ryan is candidate for reelection to the presidency and the indications seem to be that he will be triumphantly returned, and it is likely that the other convicted officials will also be retained in their positions. This shows the spirit of union labor or, rather, the spirit of the leadership of union labor. In any other walk of life, in business, in the professions, in manufacturing, a man convicted of crime is looked upon as under a cloud and is compelled to step aside and the places of honor, trust and responsibility go to others. But in labor union circles conviction of crime appears to carry with it no taint or disqualification. That Ryan was at the head of a conspiracy which destroyed millions of dollars' worth of property, that cost twenty-one lives in the Los Angeles Times explosion, that spread terror all over the country and that was as desperate and ruthless as a Black Hand crew—this seems to be regarded as a merit worthy of the recognition which reelection will give, instead of a discredit. There is probably enough honesty and right thinking in the rank and file of the structural workers' union to repudiate Ryan and his gang of dynamiters, but the trouble is the rank and file have little to say with anything beyond paying their dues, walking out when the walking delegate tells them to do so, and committing crime when ordered to do so by the unscrupulous criminals who naturally gravitate to the head of labor organizations. The management

is in the hands of "professional laboring men"—those who gain prominence not by honest work or ability at the trade, but who can talk the loudest, hit the hardest in a knock down fight and can most influence the thoughtless and reckless by their rabid utterances and wild promises. It is this class that is most potential in all the union labor organizations and which makes labor unions the synonym of all that is crooked and disreputable.

TWO GOOD FEATURES.

Two features of the parcels post commend the system to shippers generally. One is the refusal of the Government to permit its employees who act as carriers in the parcels post department to forge the names of consignors to shipments, as the express companies have been in the habit of doing.

The other is the extreme care with which shipments are handled. The express companies have, particularly of late years, employed such cheap help that it is the exception, instead of the rule, for a package to reach its destination intact and without injury. While some parcels post shipments are damaged in transit—due, largely, to the inexperience of the shippers in packing them properly—yet in a large proportion of the cases the shipments are handled carefully and delivered to the recipients uninjured.

These two features are certainly very much to the credit of the Post-office Department. So long as they are maintained, parcels post will be regarded with favor, just as the express companies have been regarded with disfavor for pursuing the opposite course.

Doings in the Hoosier State.

Written for the Tradesman.

A bill giving the Railroad Commission power to make amends for overcharges by the railroads, also one that brings the freight business handled by interurban lines under the control of the State Railroad Commission, have passed the House.

The Ft. Wayne Brick Co. has increased its capital stock from \$36,000 to \$100,000 and will enlarge its plant.

Grocers and jobbers of Evansville have forced a temporary organization and are taking stock in a co-operative bakery, to be established in that city. The cost of such a plant and equipment will be about \$50,000 and about \$15,000 in stock was taken at the first meeting.

The Sherman syndicate of clothing stores has opened a store in Evansville. Almond Griffen.

It is easier to rest too much than work too hard.

Proceedings Begun Against Corn Products Refining Co.

Dissolution of the Corn Products Refining Company—an alleged starch, glucose, and syrup "trust"—is sought by the Federal Government in a civil anti-trust suit filed in New York charging the \$80,000,000 combination with entering conspiracies and contracts to destroy competition in violation of the Sherman law. It is alleged to have kept the prices of corn products at unreasonable low figures to harass and discourage independent manufacturers.

Controlling 66 per cent. of the entire American production of starch and glucose, and 80 per cent. of the inter-State trade in mixed syrups, the alleged trust is charged with fixing re-sale prices; with manufacturing cheap grade candy at unreasonably low prices in retaliation against confectioners who buy starch and glucose from independents; with practically suppressing the private brands of mixed syrups of grocers by quoting low prices on its own syrups; and with unlawful threats and contracts to destroy competition.

Aside from dissolution, the Government asks for an injunction prohibiting the alleged restraint of trade.

The suit recalls the long drawn out fight between the Department of Agriculture and the Corn Refining Products Company over the branding of its corn syrup.

It is alleged that the defendant combination dismantled many of the starch and glucose factories it absorbed, selling the properties in most instances under covenants that the land conveyed should never, or not for a long term of years, be used in connection with the manufacture of similar products. The alleged Trust and its predecessors are charged with having taken contracts from officers and directors not to engage in the business for a period of years.

When the Royal Baking Powder Company acquired control of the American Maize Products Company, the defendant combination, it is alleged, threatened to engage in the making of baking powder, resulting in an agreement whereby the Maize Company sold to the defendant the surplus product not consumed by the baking powder company. To suppress competition, the combination is alleged to have employed the firm of Stein, Hirsh & Co. in 1908 and 1909 to sell glucose at low prices, as independent manufacturers.

When the National Candy Company, organized in 1906 the Clinton Sugar Refining Company, whose output would come in competition with that of the Corn Products Refining Company, the latter, the bill says, in-

formed candy manufacturers throughout the country that unless they bought a sufficient percentage of the glucose they needed from the defendant combination it would go into the candy business itself in competition with them. In consequence, it is alleged, the Corn Products Refining Company acquired control of the Novelty Candy Company to retaliate against the National Candy Company, and manufacturing confectionery companies that procure glucose from independents.

Until prohibited by the Interstate Commerce Commission the company is alleged to have secured from railroads an excessive share of the through rates on account of its own switching lines, which was alleged to amount to rebates.

E. T. Bedford, President of the Corn Products Refining Company has issued a statement commenting on the Government's suit in which he maintains that the defendant concern has had only a "fair share" of the country's business, and has been a factor in reducing the cost of living. "We state these facts," he says, "in the hope that our shareholders, particularly the small holders, may not get unduly alarmed in consequence of this action, and be induced to part with their holdings at less than their value.

"The filing of a bill by the Government against this company is certainly a great surprise. I understand it is their contention that the several re-organizations (which include that of the Corn Products Refining Company), were an attempt at monopolization. It is generally known these were necessitated as a result of overproduction and were acts of the shareholders. In result they conclusively proved this is an industry (consuming little more than 1 per cent. of the corn products) that cannot be monopolized, but these acts of our predecessors the present management of this company cannot be held responsible for."

Saginaw—Edward P. Stone, lumberman, has filed a petition in bankruptcy in the United States Court and included with it was a petition involving the firm of Loveland & Stone, for years engaged in the lumber business in Michigan and Canada. The latter turned all its business over to the Stone-Grant Lumber Co., of Toronto, last fall, the new concern agreeing to pay all debts but it went into the hands of a receiver in January and its affairs are being settled in the Canadian courts.

Detroit—The Nelson-Peterson Manufacturing Co., manufacturer of auto parts, has increased its capital stock from \$20,000 to \$100,000.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, March 3.—On Saturday morning, March 1, the Marquette Mining Journal issued a souvenir edition as a gratuitous supplement to the regular daily edition. It differs widely from all previous supplements in many respects, in that for one thing is not only distances all previous efforts of its own in this regard, but it is the most comprehensive and elaborate production in the form of a newspaper supplement that the writer has ever seen. It is printed on highly calendered paper throughout, profusely illustrated with halftone cuts made from photographs, most of them made especially for the edition. The edition in its entirety was printed in the office of the Mining Journal. It differs from previous supplements also in one very important regard, in that it shows that as the years and the decades fly by they bring to us material and substantial advancement and development. This issue finds us well on in the development of a new and, after all, the really most substantial industry which twenty-five years ago we gave little or no thought. I refer to the agricultural development of the Upper Peninsula and a perusal of this souvenir edition would convince the most skeptical that this Cloverland of ours is the land of opportunity and promise for the agricultural settlers of the four corners of the earth. The Mining Journal deserves the thanks and praise of its subscribers and of the people of Cloverland for having done them such a lasting and substantial a service as the publication of this souvenir edition.

Don't get discouraged, take new heart and keep everlastingly at it. Old Noah was 600 years old before he knew how to build an ark. Keep on trying.

The hotel keepers tell us that the Hebrews are the hardest class of transients to satisfy and here is the latest: A young Jewish traveling man recently stopped at the Hotel Point Comfort, at Rapid River. On paying his bill he complained that he found a hair in the ice cream, hair in the honey and hair in the apple sauce. The genial proprietor explained that the hair in the ice cream must have come from shaving the ice, the hair in the honey must have come off the comb, but couldn't understand how a hair could be in the apple sauce, because the apples were purchased under personal supervision as "Bald Wins." The explanation only enraged the Hebrew and the proprietor, getting a little ruffled, addressed him thus: "Young man, with your unusual aversions, I don't believe you will ever make a good traveling man and I would advise you to look up a job in a billiard ball factory."

What has become of Representative Wilcox's pet measure to have a branch prison built at Ontonagon and our own ably-managed and well-patronized branch prison at Marquette turned into a home for the feeble minded? This is a well-meaning and

pardonable move on the part of Brother Wilcox to "do something" for his constituents in distant Ontonagon, but to the experienced politician it savors of the act of the novice in politics who, when he takes on the responsibilities of a representative, has but a faint conception of how hard a matter it is for a single representative without influence or acquaintance to be even noticed, much less sway the Legislature over to such a gigantic undertaking as this would prove to be. Say, Cap., why not build the home for the feeble minded at Ontonagon? You know they will be sure of one inmate to start with. That will help some.

Dr. J. A. Barry, father of Mrs. Chas. Hartman, of Marquette, passed away at his home at Harrietta last week. Dr. Barry was 64 years of age and a pioneer physician of Wexford county. He had been a very active man, both in the practice of his profession and in politics, having served several terms in the Legislature and ten years on the Board of Supervisors. He was also President of his village for several terms. He was born in Livingstone county, where he spent the earlier years of his life. He is survived by a son, C. W. Barry, of Henrietta, and a daughter, Mrs. Hartman. Death was due to a stroke of paralysis.

Schmile und the vurtl schmiles mit you; Laugh und the vurtl will roar. Howl und the vurtl will leaf you Und nefer come back no more. Fur all of us couldn't peen handsome Nor all of us veer goot clothes; But a schmile vos not oxbensive Und covers a vurtl of woes.

So much for the smile, but there is a time to cut the smile out. Here 'tis: Phyn a sufferaggette comes to ye wid a tale of woe about bein chaited out av the suffrige be the' crookedness av the 'liction boords in the glawrious shtate av Michigan, forgit the smoile.

Phyn ye are motherin along some quiet country road, and ye come acrost a man wid a busted tire, the gasoline tank laikin to bate the cars, the childher all a baulin to bate the band an his ould laidy givin him the divil, for the love of heaven, don't do enny smoilin.

Phyn ye mate a man who has been goin the pace so danged fast that his father forgets to mention him in the "lasht will and testamint" and he is pourin his tale av woe into yer ears, tishn't considered exactly the very bist display av aithecat to do enny smoilin.

Phyn shtocks are down an ye mate a man comin out av the broakers ofis, and he tells ye that he has cut out shumokin, for it was ruin' his health, tis a great deal better that ye shouldn't smoile. T. F. Follis.

Mistakes Years for Numbers.

The teacher asked: "When did Moses live?" After the silence had become painful she ordered: "Open your Old Testaments. What does it say there?"

A boy answered: "Moses, 4,000." "Now," said the teacher, "you have all seen that before. Why didn't you know when Moses lived?" "Well," replied the boy, "I thought it was his telephone number."

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, March 3.—Roasters of coffee are making purchases from spot stock, but they are fighting mighty shy of buying more than they really need to do business with. The whole coffee district has been greatly upset over the condition of the article and some tremendous losses have been sustained by the continued decline of options. Upon the whole, the spot coffee market may be characterized as dull. In an invoice way Rio No. 7 is quoted at 12½c. In store and afloat there are 2,442,251 bags, against 2,426,701 bags at the same time last year. In sympathy with Brazil varieties mild coffees have moved in the routine way only, good Cucuta closing at 14½c.

Teas are steady. Sales individually are small in quantity, but orders seem to come with frequency and the outlook is cheerful. It is hoped that with the new administration some questions will be really settled that have agitated tea trade a long time and that the market will then be steadier.

Refined sugar seems to be more firmly held than last week and some refineries were advanced from 4.25 to 4.30. The volume of business was quite large. Refiners are probably not netting much if any profit and no surprise will be occasioned if another advance occurs.

Rice is very quiet. Prices are steady, with a lower range here than at primary points. Good to prime, 5@5¾c.

No change whatever in spices. Stocks are not especially large, but there seems to be enough to meet all requirements. Singapore black pepper, 10½@10¾c; white, 17½@17¾c.

Not an item of interest in the molasses market. There is an average demand and quotations show no change. Good to prime centrifugal, 35@40c. Syrups are quiet and stocks moderate.

Future Maine corn opens at 87½ f. o. b., Portland and at this figure quite a buying demand has been recorded, although some big dealers are holding back. Spot corn is very quiet, although the market has a steady tone. The demand for spot tomatoes continues light and 80c seems to be about the right mark for really good standard 3c. Other goods are simply moving in a routine manner and practically without change.

Butter is quiet and unchanged for fractional differences in some grades. Creamery specials, 36c; firsts, 33½@35c; held extras, 34@34½; imitation creamery, 24@24½; factory, 22½@23c.

Cheese is unchanged at 17½@18c for whole milk. The market is fairly steady.

Lighter supplies of eggs have stiffened the market and caused some advance in prices. Best Western whites, 25@29c; fresh gathered extras, 24@25c; firsts, 20@23c.

Why Use the Poorest When You Can Have the Best?

IF you feel that you must adopt the trading stamp system to enable you to compete with your neighbors in trade who are putting out system stamps, go your neighbor one better by adopting **YOUR OWN STAMPS**, bearing your own name or the name of your store, and thus avoid all chance of substitution which has caused hundreds of merchants large losses and much annoyance. These stamps can be redeemed by articles from your own store or cash from your till, thus enabling you to absorb the enormous profits which middlemen derive from their imperfect and wholly one-sided systems. We are prepared to make specially designed and engraved plates for this purpose for \$15. This done, we can then furnish the stamps in sheets of 100, bound in books of 50 sheets each as follows:

125,000 stamps.....	\$15
250,000 "	25
500,000 "	45
1,000,000 "	85

The small books in which the stamps are attached can be furnished on equally favorable terms and on short notice.

TRADESMAN COMPANY

Grand Rapids

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Feb. 25—In the matter of Simpson Automobile Supply Co., alleged bankrupt, of Grand Rapids, a special meeting of creditors was held to consider the alleged bankrupt's offer of composition at 30 per cent., allowance of claims, etc. Edward W. Simpson, President and Treasurer of the company, was sworn and examined, and the meeting was adjourned to March 12 for further consideration of the offer of composition.

Feb. 26—In the matter of John Harris, bankrupt, of Elberta, the first meeting of creditors was held. No creditors were present or represented, and the referee appointed Wm. D. Geddes, of Frankfort, as trustee, and fixed his bond at \$100. The bankrupt was sworn and examined and the meeting then adjourned, without day.

A voluntary petition was filed by Joseph B. Russo, a wholesale and retail groceryman and baker at 748 Division avenue, Grand Rapids, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order has been made by the referee calling the first meeting of creditors to be held at his office on March 13, for the purpose of electing a trustee, examining the bankrupt, proving claims, etc. The bankrupt's schedules showing the following assets:

Cash on hand	\$ 17.00
Stock in trade	350.00
Household goods, etc.	210.00
Horse and wagon	100.00
Machinery, tools, etc.	400.00
Debts due on open account ..	612.07
	\$1,689.07

Out of the above assets household goods valued at \$210 and stock in trade to the amount of \$250 are claimed as exempt.

The following creditors are scheduled:

B. L. Pagano & Co., Albany.....	\$ 399.81
Armour & Co.,	150.00
Roy Baker	145.35
Blue Valley Creamery Co.	15.50
G. R. Grain & Milling Co.	262.00
Ideal Clothing Co.	105.00
Johnson & Wortman	100.00
Mich. Lithographing Co.	15.75
Moneyweight Scale Co., Chicago	45.00
Mallick & Azkoul	185.40
Omaha Packing Co.	100.00
Ermino Parodi & Co., New York	109.05
Phoenix Sprinkler Co.	19.87
Frankington Packing Co., Milwaukee	50.00
W. J. Quan & Co., Chicago	230.00
F. Romeo & Co., New York	523.51
Giuseppe Rocca	2,708.95
Valley City Milling Co.	200.00
Washburn, Crosby Co.	257.00
Wykes & Company	6.00
Youngstown Macaroni Co., Youngs-	
town	627.28
T. H. Condra & Co.	15.90
Morris & Company	55.00
Viviano Brothers, Chicago	55.00
Valley City Supply Co.	106.50
	\$6,558.34

Feb. 27—In the matter of Homer Klap, bankrupt, formerly merchant at Grand Rapids, the adjourned first meeting of creditors was held. No creditors were present or represented and the referee appointed John W. Hilding, of Grand Rapids, as trustee and fixed his bond at \$50. The meeting was then adjourned to April 29, at which time the bankrupt was ordered to appear for examination.

March 1—In the matter of Daniel E. McVean, bankrupt, of Grand Rapids, the first meeting of creditors was held. It appearing from the examina-

tion of the bankrupt that there were no assets above exemptions, an order was made that no trustee be appointed. Unless further proceedings are desired by creditors the estate will probable be closed at the expiration of twenty days.

In the matter of Montague Iron Works Co., bankrupt, of Montague, the first report and account of James F. Knowlton, trustee, was filed, showing total receipts of \$8,567.19, disbursements for preferred labor and tax claims of \$2,056.01 and administration expenses of \$591.72, and a balance of cash on hand for distribution of \$5,919.46. An order was made by the referee calling a special meeting of creditors to be held at his office on March 18 for the purpose of considering such report, and for declaration of a first dividend for general creditors.

In the matter of the Coronet Corset Co., bankrupt, of Grand Rapids, the second report and account of George C. Brown, trustee, was filed, showing a balance of cash on hand for distribution of \$5,866.62, and an order was made by the referee calling a special meeting of creditors to be held at his office on March 17 for the purpose of considering such report and for declaration of a second dividend for general creditors.

March 3—In the matter of Hans J. Fisher, bankrupt, formerly druggist at Grand Rapids, the adjourned first meeting of creditors was held. The bankrupt was sworn and examined by attorneys, and the first meeting then adjourned, without day.

Chance for Team-work.

The retailer owes the advertising manufacturer a tremendous debt of gratitude. He should pay that obligation like a man. Among other aids to success, the advertising manufacturer provides him with "Quality" goods; supplies him with ready-to-deliver packages—attractive, convenient, sanitary; he combs the dealer's territory with the fine teeth of publicity, and lands customers inside his door; he constitutes himself, practically, a co-operative partner—spending time, energy and money for mutual business advantage and profit. Isn't the retailer in duty bound to meet the advertising manufacturer at least half way?—N. E. Grocer and Tradesman.

An Advertising Truth.

What would we think of the housewife who would prepare a dinner for twenty guests and when the dinner was ready to serve, happen to think that she had forgotten to invite the guests. This is a parallel case to the merchant who fails to advertise. He will spend much time and use great care in selecting and putting in order a stock of merchandise, only to sit down and wait for the people to invite themselves in to buy. Let us repeat—this is a day and age of going after business.

Compel attention and from the beginning be prepared to at all times politely and gracefully refute and disprove every objection raised.

BUSINESS SENTIMENT.

Is Political Misgiving Behind the Situation?

While it is commonly remarked that the disposition among the large business interests is to keep close to shore, and to watch out for possible troublesome developments, every one also admits that nothing is the matter with the present conditions. They are undoubtedly healthy, and a larger volume of business is in sight than a year ago. This is true of every line of manufacturing, as well as in the jobbing trade. For the immediate future there is a prospect of a continuation of a satisfactory run of orders from all sections of the country.

It is the future that is considered debatable here and throughout the West, where mercantile interests are still awaiting light on the intentions of politicians toward the tariff, the currency, and the corporations. The change in the National Administration is naturally discussed with more or less uncertainty—largely because of the desire to regulate everything, and the steady increase in operating expenses in all lines of manufacturing and general business. Some of the largest concerns are preparing for a lighter run of business by doing new financing, in case of a setback in general business.

For the present, however, railroad earnings are larger than last year. The steel and iron mills are as busy as they can be. Bank clearings are running well ahead of last year. Labor is well employed at fairly profitable wages. Real estate operations in the big cities are on a liberal scale. Building operations throughout the country exceed those of last year. Farmers are securing fair prices for their grains, although less on the average than last year. What offsets this is a feeling of distrust over what is to happen to business interests, should radical legislation be carried out. Business interests will not get rid of this deterrent influence until more is known as to what is to be done in Congress, and how the various reform measures are to be carried out.

Between these conflicting opinions, the outsider is perplexed rather than discouraged. It is manifest that a large amount of idle money is awaiting investment, but the owners of it seem to be in no great hurry to invest it. This hesitancy doubtless was encouraged by the acute shrinkage in newer industrial stocks. The decline in these stocks had a naturally bad effect on sentiment, and again directed attention to possible adverse results from prospective legislation and change in the National Administration. Bankers are inclined to think, however, that the small speculative commitments of the outside public have so far minimized losses on this decline as to deprive it of any very widespread influence.

But back of such more or less temporary influences, there can be no doubt that the question of the President's attitude towards business affairs is engrossing more attention than all other considerations at the moment. Will a radical or conserva-

tive policy be pursued by the new Administration? This is a question on which opinion is divided. There are men of large business and financial associations who entertain no forbodings concerning the course likely to be pursued on National problems by the new Chief Magistrate; there are others who simply regard Mr. Wilson and his policies as an unknown quantity. This is due very largely to the fact that he has not given any plan or concrete thought of what his purposes are regarding the tariff or currency questions. Against this stands a rather general belief that he has shown readiness to hold himself open for revision of previous impressions if convinced that a given policy will operate against the welfare of the Nation.

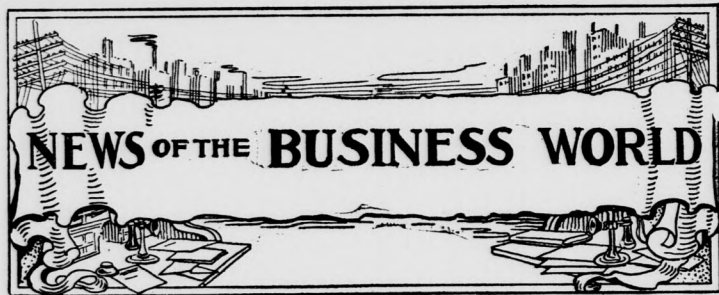
On the other hand, one hears often enough in financial circles the gloomy prediction that the new Chief Executive, in his effort to curb such evils as exist in the business world, is likely to become unmindful of the harm he might do to legitimate business and finance. Those arguing on these lines declare that business affairs have already shaped themselves in accordance with that belief, and will move slowly until they can see what the situation really is. Some of these people believe Mr. Wilson reached the zenith of his power as a leader when he succeeded in passing the Seven Sisters bills at Trenton and that, in the four weeks between inauguration day and the convening of Congress, all sorts of political combinations will be made calculated to checkmate legislation really inimical to business interests.

All these impressions I give for what they are worth. They are not worth much, except for their effect on the momentary attitude of financial interests. Broadly speaking, this business community feels, as it did last November, that the fact of the coming change of Administration need not prevent banker or manufacturer or merchant from mentally deciding his own general policies for the future. When it comes to the question of larger and more extensive financial plans, there is an unmistakable disposition to wait for a more clearly defined view of the course to be taken by the incoming Congress. It is strongly felt that any reassuring note that the new President himself may strike will quicken confidence. Per contra, any hint of excessive radicalism might, in the present sensitive state of the business mind, have distinctly bad results. Frank Stowell.

This is Awful.

"I met my fiancee in a department store."
 "That's where Eve first met Adam."
 "What nonsense you're talking."
 "Not at all. It's just been discovered that Adam met Eve at the rib encounter."

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.

Ontonagon—John H. Heffner has opened a shoe repair shop here.

Alma—M. J. McPhee has added a stock of cloth to his tailor business.

Portland—Willard Reed succeeds Byron Welch in the feed business.

Williamston—Spitzeg & Griebler have engaged in the upholstering business here.

Bath—Millard Sleight has closed out his stock of meats and retired from business.

Alma—Fred Slater has opened a clothing and men's furnishing goods store here.

Howard City—E. H. Brayman succeeds Fred Harrison in the second-hand business.

Eaton Rapids—Arthur Holmes, formerly of Charlotte, has opened a restaurant here.

Evening—The Jenson Mercantile Co. has increased its capitalization from \$10,000 to \$15,000.

Perry—Mrs. W. J. Conklin has added a line of women's furnishings to her millinery stock.

Coopersville—E. D. Wright & Son are building an addition, 25x100 feet, to their store building.

Reed City—Hemmund & Haist succeed Weimrich, Hoffmeyer & Co. in the hardware business.

Lake Linden—Joseph Wise, recently of Hubbell, has engaged in the hardware business here.

Greenville—The Greenville Lumber Co. has increased its capital stock from \$10,000 to \$15,000.

Detroit—The Standard Lumber & Coal Co. has increased its capital stock from \$25,000 to \$50,000.

Freeport—The capital stock of the State Bank of Freeport has been increased from \$20,000 to \$25,000.

Howard City—O. J. Knash has added lines of dry goods and confectionery to his cigar and tobacco stock.

Ionia—G. B. Fleming has sold his grocery stock to F. J. Heany, recently of Wayland, who has taken possession.

Jackson—Henry Carragher has sold his jewelry stock to Rudolph Kantlehner, who will continue the business.

Newaygo—Frank Newlin, who conducts a plumbing business at Fremont, has opened a branch establishment here.

Coopersville—Charles P. Lillie & Son, dealers in general merchandise, are remodeling the front of their store building.

Vassar—Leon R. Grossell, who conducted a grocery store here, died at his home Feb. 27 of heart trouble, aged 44 years.

Linden—Merritt Johnson has formed a copartnership with his brother, Harley, and engaged in the hardware business here.

Ann Arbor—Herman Folske, for six years an employe of John E. Wagner, grocer, has purchased an interest in the stock.

Lowell—The J. Howard Payne stock of general merchandise was bid in at forced sale by F. C. Burk, of St. Johns, for \$2,820.

Fremont—John W. Oosting has sold his grocery stock to Jake Mulder, recently of Wooster, who will continue the business.

Pierson—Willis Harvey and Charles Sawtell, both of Alpine, have formed a copartnership and engaged in the implement business here.

Charlotte—The creditors of David B. Sautosky, formerly engaged in the mercantile business here, received final dividends of 3.9 per cent.

Millett—Claire Carpenter has sold his stock of groceries to Mrs. Flora Moyer, who will consolidate it with her stock of general merchandise.

Charlotte—H. H. Dyer is remodeling his grocery store and will add lines of working men's clothing and dry goods sundries to his stock.

Coral—Chas. A. Will, formerly engaged in the hardware business at Williamsburg, has purchased the hardware stock of J. A. Holcomb.

Ovid—Lewis Boyd has sold his interest in the meat stock of Boyd & Sheldon, to his partner, Louis Sheldon, who will continue the business.

Bancroft—Edward Hutchings has sold his grocery stock to W. A. Straight, of Springport, who will add lines of shoes, dry goods and notions.

Mancelona—F. M. Parmalee & Son lost their grocery stock and store building by fire Feb. 27. Loss, about \$1,700, partially covered by insurance.

Hudson—The Gates Clothing Co., of Morenci, has purchased the G. J. Perkins clothing stock and will continue the business as a branch store.

Dowagiac—James Ferrell has purchased the Fred Young bankrupt stock of bazaar goods, shoes and men's furnishings, being the highest bidder.

Saginaw—Dr. A. Stealy, of East Tawas, and Guy Gongwer have formed a copartnership and engaged in the drug business at 801 Genesee avenue.

Hubbell—C. Finck, who conducts a fruit and confectionery store at Lake Linden, has opened a branch store here under the management of Morris Finck.

Rochester—F. J. Warner has sold his stock of crockery and bazaar

goods to C. C. Colby, recently of London, England, who will continue the business.

Charlotte—T. L. Gillette, who has conducted a hardware store here for the past twelve years, has sold his stock to R. P. Kutsche, recently of Grand Rapids.

Grand Ledge—C. L. Tucker, who conducts a department store here has sold his furniture stock to L. W. Richards who will consolidate it with his hardware stock.

Saranac—M. F. Farrington has purchased the jewelry stock and fixtures which he sold to U. H. Davenport, nearly a year ago and will take possession immediately.

Bellevue—Lloyd Elwood has purchased the interest of his brother, R. W., in the grocery stock of Elwood Bros. and will continue the business at the same location.

Durand—Arthur T. Cooling has purchased the A. E. Smith dry goods stock and will continue the business at the same location under the style of A. T. Cooley & Co.

Battle Creek—Jacob Weickgenant, who conducts a department store here, has purchased the glove stock of E. E. Locklin & Son, which he will close out at special sale.

Battle Creek—W. J. Mulford, of Mulford & Gustke, dealers in furniture, died Feb. 27 as the result of injuries sustained recently when he was thrown from his bicycle.

Charlotte—A. J. Doyle, who conducts a department store here, has sold his millinery stock to Mrs. R. Clever, who will continue the business at the same location.

Coldwater—The Coldwater Packing Co. has been organized with a authorized capital stock of \$25,000, of which \$15,000 has been subscribed and \$10,000 paid in in cash.

Mattawan—B. M. Olson has sold his half interest in the general stock of Hosmer & Olson to his partner, who will continue the business under the style of Chas. F. Hosmer

St. Johns—Mrs. Abrams, who conducts a millinery store at Lansing, has purchased the Boucher & Petsch stock and will continue the business at the same location as a branch store.

Lansing—J. W. Bullock has purchased the interest of Russell B. Thayer in the stock of the J. S. Bennett Drug Co. and will assume the management of the business.

Ionia—William Slye is erecting a store building at the corner of Lincoln avenue and Jefferson street, which he will occupy with a stock of general merchandise about May 15.

Hart—George and Frank Anderson, recently of Omena, have purchased the Milo Reynolds grocery stock and will continue the business under the style of Anderson Bros.

Fowlerville—The grocery and shoe store of Copeland & Goodrich was entered by burglars Feb. 28 and the contents of the cash register taken.

Menominee—Michael G. Seidl has purchased the interest of Mr. Spencer in the implement stock of Spencer & Riley and the business will be continued under the style of Riley & Seidl.

Holland—Visser & Dekker, dealers

in paints and oils, have dissolved partnership and the business will be continued by Leonard Visser, who has taken over the interest of his partner.

Owosso—L. H. Thompson has taken over the interest of his partner, M. C. Lathrop, in the grocery stock of Lathrop & Thompson and will continue the business under his own name.

Ann Arbor—Fischer & Finnell, grocers at State and Packard streets, have sold their stock to Clinton Davis and Nathan Arnold, who have formed a copartnership and will continue the business.

Hesperia—Gardner M. Eldridge, who has conducted a furniture store here for the past thirty years, has sold his stock to Grant Keeney, recently of Walkerville, who will continue the business.

Nashville—Ward and Charles Quick have purchased the interest of their father, F. M. Quick, in the grocery stock of C. R. Quick Co. and the business will be continued under the same style.

North Adams—Percy B. Young has sold his interest in the furniture and wall paper stock of H. E. Young & Son, to his brother Harold, and the business will be continued under the same style.

Three Rivers—Clyde S. Fuller, recently of Saginaw, has purchased an interest in the Caldwell & Co. stock of general merchandise and the business will be continued under the same style.

Fennville—James P. Mohler & Co. write the Tradesman that the report that they have disposed of their undertaking business is incorrect. They sold their furniture stock to Geo. L. Dutcher & Son, but retain the undertaking business.

Saranac—Edwin Wallington has retired from the firm of Watt & Wallington, general dealers. The business will be continued by S. A. Watt. W. A. Covert has been secured as managing salesman.

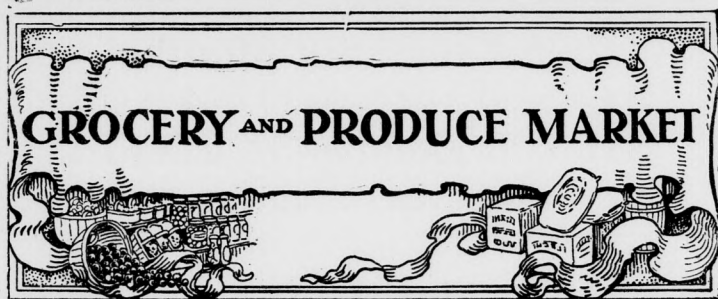
Lansing—Arthur A. Carmer and Harry A. Oaks have formed a copartnership and engaged in the jewelry business at 316 South Washington avenue. They will specialize in watches and diamonds.

Battle Creek—James Nelson, William B. Gorsline, Elmer and Harry Iluggett have purchased the V. C. Wattles & Son hardware and implement stock and will continue the business under the same style.

Sault Ste. Marie—The Gamble, Robinson, Shaw Co. has engaged in business to buy and sell fruits, produce and other merchandise, with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$24,000 paid in in cash.

Grand Ledge—Simeon R. Cook has sold a two-thirds interest in his grocery stock to Eli Taylor and J. Mason Soper and the business will be continued at the same location under the style of S. R. Cook & Co.

Charlevoix—The Charlevoix Lumber Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$35,000, all of which has been subscribed and paid in in property.



The Produce Market.

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

Bananas—Steady at \$2.50 per 100 lbs.

Butter—The consumptive demand for butter is absorbing all fresh receipts on arrival at ruling prices. Stocks in storage are rapidly reducing and the market for that grade, as well as for fresh, is firm. From present outlook, if there is any change it will be a slight advance. Extra creamery is held at 36c in tubs and 37c in cartons. Local dealers pay 25c for No. 1 dairy and 18¼c for packing stock.

Cabbage—\$1.75 per bbl.

Carrots—60c per bu.

Celery—\$1.90 per box for California; \$2.90 per crate for Florida.

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

Eggs—The market apparently reached bottom the latter part of last week and with the change in the weather, prices advanced 1@2c per dozen. Receipts, while not as large as during the past two weeks, have been of fair size and it is thought that as soon as the weather turns warm again prices will show a slight decline, but the market is so low at the present time that it would seem impossible for prices to show any great change. Local jobbers pay 17@19c for strictly fresh candled.

Grape Fruit—The supply of Florida fruit is still large and with prices ranging from \$3.25 for 36s and 42s to \$3.50 for all other sizes the demand continues of good size. Wholesalers state that the consumption of this fruit has increased more than ten times over what it was five years ago.

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

Green Onions—50c per dozen for Southern.

Hogs—10c for dressed.

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

Lemons—\$6.50 per box for fancy Messinas. Californias are entirely out of market.

Lettuce—New Orleans head, \$2 per bu.; 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—The market does not show any change in prices, but is much firmer than a short time ago. The demand is only fair as many retailers seem to be of the opinion that they cannot get an orange of fine quality, but this is a mistake, as there are plenty of good quality oranges

on the market at the present time. It is expected, however, that there may be a shortage later in the year. California Navels, \$3.50 per box for unfrosted and \$2.50 for frosted; Florida, \$3.50 for small and \$4 for good size.

Parsley—30c per doz.

Potatoes—Country buyers are paying 30c at outside buying points. Local dealers quote 40@45c in small lots. From present indications it would seem that there is no possibility of a shortage, as nearly every state has a good supply. In Idaho potatoes have been selling at from 15@18c per bushel, sacks included.

Poultry—Local dealers pay 12½@13c for springs and fowls over 4 pounds in weight and 12c for less. 7c for old roosters; 9c for geese; 11c for ducks; 15c for turkeys. These prices are liveweight. Dressed are 2c higher.

Radishes—25c per doz.

Squash—\$1.50 per bbl. for Hubbard. Sweet Potatoes—Kiln dried Jerseys, \$5 per bbl.; Delawares in bushel hampers, \$1.75.

Tomatoes—\$2.75 per crate of 6 baskets—Florida.

Veal—Buyers pay 10@12c, according to quality.

Application for Franchise Withdrawn.

Boyne City, March 4—Wagner Bros., who recently made application for a franchise to furnish gas to Boyne City, have signified their desire to withdraw the application. The report of their engineer disclosed the fact that wood fuel is so cheap here that little if any gas would be used for heating or cooking, while the lighting field is already occupied by the Boyne City Electric Co. so acceptably that no gas company could successfully compete with water power electricity. The local electric company is very popular with the people here, not only on account of the excellent service rendered, but also because of the low rates maintained and the generous policy the company has always pursued with its patrons. In reaching the decision they did, it is understood that Wagner Bros. considered the experience of the neighboring cities of Cheboygan and Petoskey, where the stockholders of the local gas company lost their entire investment in undertaking to compete with water power electricity.

Fasoldt Bros., overall manufacturers, have dissolved partnership, Charles Fasoldt continuing the business in the same location under the name of Charles Fasoldt.

The Grocery Market.

Sugar—The market is a little firmer than a week ago. New York refiners are holding for 4.30 f. o. b. New York, but it is intimated that offers of 4.25 might not be turned down. From present indications the next change in quotations will hardly be an advance. The Cuba crop of cane sugar, according to consular reports of a few weeks ago, will be the largest in the history of the country. Stocks of beet sugar are also large, but most of the barrel supply has been consumed and what is left in first hands is held at the same price as cane. The low market on sugar is usually reached during March, but with present conditions it would be an impossibility for anyone to say just when the low point will be reached.

Coffee—The market on all grades is about on the same level as a week ago. Prices on most varieties hold firm, as operators at source of supply in the South are not making concessions to get business.

Canned Goods—Tomatoes are in small demand and standards are unchanged. Corn and peas, both spot and future, are dull and unchanged. California canned goods are still in fair consumptive demand at unchanged for small Eastern staple canned goods and there is a seasonable demand.

Canned Fish—Salmon of all grades is quiet and unchanged. Imported sardines scarce and firm. Domestic sardine packers have notified the wholesalers that there will be an advance in sardines, as the prices of the past year have been below the cost of production. Reports from the Coast state that packers of pink salmon are asking higher prices.

Dried Fruits—Evaporated apples were never cheaper than at the present time and wholesalers look for a great increase in the demand late in the spring. Evaporated raspberries, which usually advance 5c by this time of year, are still selling at opening prices. The trade in peaches is only of fair size. Prices are low, but as stocks are large an advance is not looked for. Reports from the Coast state that the foreign demand is very light. Prunes are about the same as last report, being still easy, with prices ranging about 1c cheaper on the four sizes than they were a month ago. For the larger sizes a small premium is being asked. The market for raisins is still dull and unchanged. Hallowii dates are still cheap, the quotations in a large way being around 4c per pound. There is a seasonable demand for currants and prices remain unchanged.

Cheese—Trade has been quiet, but somewhat more active during the past week or two. Winter made cheese and part skims have been exceptionally dull and hard to find buyers. Stocks of high grade cheese available are small and holders are not inclined to shade prices at the moment, but it is to the interest of all concerned to get prices down to a lower basis as early as possible.

Starch—Best bulk and package and Muzzy bulk have been advanced 15c per 100.

Syrups and Molasses—Maple sugar and syrup have been moving as well as usual although the demand for them is limited. Prices on molasses and corn syrup are unchanged for the week.

Provisions—Smoked meats are firm at ¼@½c per pound advance over a week ago. This is due to the high cost of pickled meats. The demand for smoked meats is only moderate. Pure lard is firm at ¼c advance, and with a good consumptive demand. Compound shows a moderate consumptive demand at ¼c advance. Dried beef, barreled pork and canned meats are all quiet at ruling prices, canned meats being strong.

Salt Fish—The Lenten movement is not very satisfactory. Cod, hake and haddock steady at ruling prices. The demand for mackerel is dull and the market is inclined to be in buyer's favor.

An Ishpeming correspondent writes: H. P. Annen, who for several years traveled in this section for the Annen Candy & Biscuit Co., of Green Bay, which went out of business a few weeks ago, was in Ishpeming recently calling on his former patrons for the Gunz, Durler Candy Co., of Oshkosh, and Bremmer Bros., Cracker Co., Chicago. Mr. Annen's two brothers who were associated with him in the Green Bay enterprise, have also entered the employ of the Gunz, Durler Co.

"May Go Further and Fare Worse."

Business men of Munising may go further and fare a great deal worse than they will if they subscribe for such an ably edited trade paper as the Michigan Tradesman, published at Grand Rapids. The Tradesman is doing more than any other paper published outside the Upper Peninsula to boost Cloverland.—Munising News.

An Eaton Rapids correspondent writes: Ernest Moag, who has been employed as traveling salesman for a Toledo wholesale grocery house, during the five years or so he has resided here, has tendered his resignation and accepted a like position with the Bay City branch of the National Grocer Co., and enters upon his duties with that house at once.

S. E. Barrett, of Clarkston, who has represented the Grand Rapids Shoe & Rubber Co. in Southeastern Michigan and Northern Ohio, has had the Thumb added to his territory, so that hereafter he will cover the entire Eastern Michigan. He expects to see his trade, under the new arrangement, about once in three months.

M. Piowaty & Sons, who have been in the produce business in Chicago for sixteen years, and have branches at Fort Wayne, Ind., Lockport, N. Y., and Wolcott, Ind., have leased the double store at 38 and 40 Ottawa avenue—formerly occupied by the defunct Yuille-Carroll Co.—and will engage in the produce business.

The C. W. Mills Paper Co. has increased its capital stock from \$30,000 to \$50,000.



Increase in Value of Local Bank Stocks.

Bank stocks are highly esteemed in this city for conservative investment purposes. They represent stability, easy marketability and that sure income which good management insures. The income based on market values and after the taxes are paid is not much above what the savings banks allow on savings certificates, but steadily growing surplus and undivided profits accounts add something each year to the book value and this gain in value taken with the dividends represents as handsome returns as could be desired. Following are the quotations on the Grand Rapids bank stocks now, as they were a year ago at this time and two years ago, together with the gain in two years.

	Mar. 1, 1913	Mar. 1, 1912	Mar. 1, 1911	Gain 2 years
Old National	208½	200	195	13½
Fourth National	210	190	185	25
G. R. National City	181	180	161	20
G. R. Savings	216	175	221	
Kent State	266	251	250	16
Peoples	250	215	210	40
Commercial	201	180	150	51

The Grand Rapids Savings declared a stock dividend of 33½ per cent. in 1911, which makes accurate comparison difficult, but one way of figuring the relative values shows a gain of about 60 points. The gain per year in the market values of the stocks, plus the dividends paid, it will be seen, makes bank stocks highly desirable as investments. The only trouble is that the increase in value cannot be realized in a form that is good at the grocery store without selling the stock. It is only on the "clean up" that the holder has a chance to realize what a good thing he has had. The bank stocks in this city are closely held and any offerings are quickly taken up. When it is recalled how much of the stock is out, \$3,150,000 par value and a market value of more than twice that, it can be better appreciated what this means in a city of this size.

Bank stocks for investment purposes seem to move in waves. It is rarely that any two issues are active at the same time. One bank stock may be in strong demand with new high marks in the bids and the others are neglected, with neither offerings nor demand, and then this issue goes cold and another takes its place. The Kent State had such a period of activity three years ago and at a jump the quotations went from 180 to 200, and then to 250, and then it became inactive. There has been more doing in Kent State the past year, but the rise in the quotations has not been so

rapid. The Old National has not had a boom in three or four years, but, nevertheless, has made steady gain and it ought to be due to a jump before long. The Grand Rapids National City has been on the neglected list for a year or more, but some day somebody will feel the want of a block of it and it will be strange, indeed, if the quotations do not go to 200 or better. The Fourth National has had a steady rise, with all offerings quickly absorbed, but no boom. The Commercial Savings has recently had a sharp rise and this is attributed in part at least to the realization that the Commercial has about \$100,000 in assets that do not appear on the books. This concealment of assets is not deliberate, but forced upon the Bank by the State law and circumstances. The banking law forbids a bank holding more than 50 per cent. of its capital in banking house and fixtures. The Commercial owns its property with 44 feet frontage at Monroe avenue and Lyon, also owns its branch on South Division, a handsome two story two-store building and likewise the property at Bridge and Front which its west side branch will occupy when the present leases expire. These properties actually cost \$115,000, and the increase in real estate values make them easily worth \$200,000, but they can be carried on the books at only \$100,000. Counting this concealed or suppressed value, the Commercial stock has an actual book value of nearly 200, which explains why the quotations have reached their present level and are likely to go still higher. In the matter of suppressed value the People's is having some of it forced upon it. Its banking house cost \$85,000, which is \$35,000 above the limit, and the excess is being written out of the surplus and undivided profits on the installment plan. When this process is completed the Bank will still have surplus and undivided profits of over 100 per cent. and it will have 35 per cent. more that is not in evidence but which is there just the same, and probably increased to 50 per cent. by the appreciation in real estate values.

If all the banks had to clean up on their real estate holdings the Peoples and Commercial would not be the only ones to have substantial additions to make to their surplus and undivided profits account, through increased values. The Fourth National has its corner booked at \$165,000, which includes the heavy expense of remodeling the first floor when the bank moved in. The Grand Rapids National City has its property listed

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

533-535 Michigan Trust Building
Grand Rapids, Mich

Bell M 229

Fourth National Bank

Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

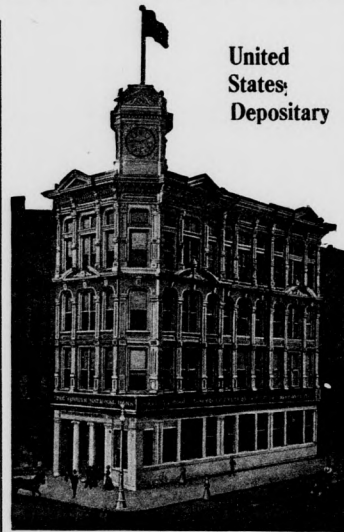
United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000



GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

at \$345,431, which also includes the considerable amount expended in fitting up the present quarters. Could either of these properties be purchased to-day at anywhere near these figures? The Old National lists its holdings at \$293,234, including the Pantlind Hotel property and the Weston building adjoining; extending through Campau avenue. All but 57 by 100 feet on the corner of this will be turned into the new hotel, but at what figure has not yet been announced, but at current real estate prices the bank on a clean up would turn a handsome profit. The Kent State owns the old Kent corner which is to be turned in to the hotel and is held at \$60,000. The Grand Rapids Savings Bank does not own any real estate and has "written off" its furniture. The banks have all been lucky in their real estate deals and holding desirable corners have seen values go up to a degree that to ordinary citizens would be very satisfying.

The tightness of the money market is leading the banks to let go of some of their bonds and other investments that funds may be available for loans and discounts. The Old National is advertising some of its securities for sale and its offerings are of a nature that should please conservative investors who want good income as well as safety. Its list includes Grand Rapids Gas Light, Grand Rapids Railway, Saginaw Gas, Flint Gas and various others of a similar nature, all 5 per cent. gold bonds, and on a basis of assets and earning power back of them as good as Governments. The only objection to these offerings is that most of them are very near maturity, with from two to five years to run. This, however, may not be so serious an objection after all. Most of the issues are quite likely to be refunded and the holder will undoubtedly have the choice of receiving cash or new long time securities in their place and upon the most favorable terms. Other banks are also reducing their holdings of bonds and securities to better accommodate current demands, but they are marketing them in other markets instead of with local investors.

The incident of greatest interest in the financial world the past week was the report of the so called Pujó committee of Congress investigating the alleged money trust. The committee started out with the firm conviction that there was a money trust. Its investigations were all in the direction of proving that the money trust did exist and the country should not be surprised, and probably is not, that the report confirms the committee's worst fears. The committee makes various recommendations for legislation regarding the merging of financial institutions, interlocking directorates, etc., and now the question is before the country and the next administration for consideration and discussion. The investigation was not needed to let the country know that New York is the country's financial center and that a few men have great influence in the shaping of finan-

cial affairs. This influence is wielded, however, not by the fact that these men are immensely wealthy themselves or that they serve on the same directorate, but is based solely upon their ability, high character and general standing. A dishonest man, a crook, a man without principle—even an unduly selfish man—could not command leadership in finances and, no matter how wealthy he might be, he would soon drop from view as an important factor in the business world. The Pujó committee may have unearthed some evils that need remedying, but its chief effort to make the country believe that it is in danger of being gobbled up by a money trust will fall short of entire success. No matter what laws may be enacted there will still be leadership in finance, just as there is leadership in all other activities, and an unwise leadership will be short lived for money will not follow the fool.

Fitting the Case.

With a face that vainly endeavored to appear mournful, and eyes that vainly strove to produce a respectable flow of tears, Patrick Murphy O'Dolan strolled into a dry goods store.

"I want yer to tell me," he murmured, "phwat the custom is for th' wearin' iv mournin'?"

"Well," mused the assistant, "of course, it varies. If it's a less near relative, a band of black on the sleeve or hat; or, if it's a friend, just a black tie."

For some moments, Patrick Murphy O'Dolan considered.

"Well," he whispered at length, "give me a shoe lace. It's me wife's mither!"

Right In Line.

In a section of Washington where there are a number of hotels and cheap restaurants, one enterprising concern has displayed in great illuminated letters, "Open All Night." Next to it was a restaurant bearing with equal prominence the legend:

"We Never Close."

Third in order was a Chinese laundry in a little, low-framed, tumble-down hovel, and upon the front of this building was the sign, in great, scrawling letters:

"Me wakee, too."

High foreheads are not always a sign of brains. Neither are high collars.

Quotations on Local Stocks and Bonds.	Bid.	Asked.
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Am. Gas & Elec. Co., Pfd.	45	47
Am. Light & Trac. Co., Com.	380	385
Am. Light & Trac. Co., Pfd.	107	110
Am. Public Utilities, Com.	64	66
Am. Public Utilities, Pfd.	76½	77
Can. Puget Sound Lbr.	3	3
Cities Service Co., Com.	135	140
Cities Service Co., Pfd.	87	89
Citizens' Telephone	92	93
Commercial Savings Bank	215	
Comw'th Pr. Ry. & Lt., Com.	68½	69½
Comw'th Pr. Ry. & Lt. Pfd.	89	91
Elec. Bond Deposit, Pfd.	74	77
Fourth National Bank	212	
Furniture City Brewing Co.	50	
Globe Knitting Works, Com.	125	135
Globe Knitting Works, Pfd.		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.,	30	35
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.		55
Michigan State Tele. Co., Pfd.	100	101½

National Grocer Co., Pfd.	90	91
Old National Bank	208½	
Pacific Gas Elec. Co., Com.	58	60
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Fr., Com.	21	23
Tennessee Ry. Lt. & Fr. Pfd.	75	77
United Light & Railway, Com.	82	85
United Light & Railway, Com.	80	82
United Lt. & Ry., 2nd Pfd., (old)	79	81
United Lt. & Ry., 2nd Pfd., (new)	73½	74
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	
*Ex-dividend.		99

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E. A. STOWE, Editor.

March 5, 1913.

TAFT'S BEST ACT.

One of the very last of President Taft's official acts was the veto of the sundry civil appropriation bill, carrying with it appropriations to a total of \$113,000,000, and in all his four year's administration a more creditable act cannot be found. This appropriation bill was put through in the closing days of the congressional session and in the hurry a rider was attached forbidding the Department of Justice to use any part of its funds for the prosecution of anti-trust cases against labor unions or organization of farmers. It was on account of this rider that the bill was vetoed. The farmers need not entertain any great fear of prosecution on account of combinations that they may make. There are too many of them and the country is too big to ever render any combination they may make much of a menace to the public welfare. But assuming that they could effect a combination that would make the consuming public pay tribute to their greed or starve, is there any reason why the farmers should not be subject to the same prosecution under the laws that are supposed to be for all the people, as those who may be engaged in other lines of industry or production? To exempt the farmer from the operations of the law was in the first place useless, and in the next place it would be unjust and discriminatory and President Taft's veto would have been timely in either instance. But the exemption of the labor unions would have been a still greater injustice, for this would have removed whatever protection may be embodied in the law against the exactions of organizations which have been repeatedly demonstrated to be greedy, arrogant, dishonest and cruel. The labor union does not represent all the workers in the particular industry affected. The union element is only a part of the entire body of workers and not the most skillful or the most intelligent part either. It is usually that part which is most susceptible to the vicious preachings of the professional agitators and the least worthy. The union, however, no matter how small it may be, has organization, unity and force and the unorganized non-union workers, no matter how great may be their ma-

majority, have little chance in coping with it. When the union goes on strike not only do its members quit work, but no matter how willing other men may be to take the places made vacant, they are forbidden to do so under penalty of having their heads broken, their lives taken away, their children maimed for life and their homes burned. The argument of the labor union is not moral suasion, appeals to reason or the workings of public opinion, but is to be found in the shot gun, the stick of dynamite, the shower of stones and the bludgeon. The aim to the labor union is to curtail production, to increase the cost, to levy tribute upon the consuming public. It is in spirit and purpose as much a trust as the worst of the combinations of capital. It is not only a combination in restraint of trade, but, worse still, it is a combination in restraint of honest men earning a living for themselves and their families. To exempt the labor unions from the operations of anti-trust laws would be not only unjust, but it would be the rankest kind of un-Americanism—a discrimination for which no excuse in right could be found.

PLANNING FOR ACTION.

The annual spring dinner meeting of the local wholesalers and jobbers will be held Monday night at the Pantlind, and it promises to be a session of more than usual interest. The Wholesalers Committee, of which Richard J. Prendergast is the new Chairman, will recommend that the annual merchants week festival be given this year as usual and at the meeting Monday night committees will be appointed to arrange the dates and details. The dates, no doubt, will be in June as in former years and the plans this year will be to offer an entertainment containing many new and enjoyable features and one which all the patrons and friends of the Grand Rapids market will want to attend. The annual trade extension excursion to be held in the fall will also be given and Heber A. Knott will suggest several different routes which might with advantage be covered for the meeting to select from. The excursion last year was in the territory south of Grand Rapids and west of the Grand Rapids & Indiana Railroad. Two years ago the trip was north on the G. R. & I. to Mackinaw and the year before the Pere Marquette north was covered. In addition to the traditional big excursion, it is possible there may be one or more one-day excursions to Muskegon, Kalamazoo or other important points in the Grand Rapids territory. The one-day excursions will also be suggested for the Association as a whole to discuss. The wholesalers and jobbers have started their new year under the happiest auspices and with every prospect of an active and successful year.

Some men like to talk because it requires no previous thought.

Every time a pessimist dies people forget to miss him.

PASSING OF LANDMARKS.

The old landmarks are going from the city's chief thoroughfares, and for this Grand Rapids should be profoundly thankful. In the past Grand Rapids has shown such veneration for its landmarks that any building, no matter how old and dilapidated, provided only that it had a roof that would keep out the rain, has been regarded as entirely too good to tear down. As a result, this city's chief thoroughfare is lined with two, three and four story buildings which may have been creditable enough to Grand Rapids as a village or small town, but which have given the town a hopelessly village appearance. Except the Kendall building, which was pulled down to make room for the annex to the Herpolsheimer, three years ago, not a building on Monroe avenue from Division to Michigan has been removed except under compulsion in a generation. But the new order has arrived. The old Fuller building, recently vacated by the May bazaar, is now being torn down to make way for the new five-story building which the Wurzburg Dry Goods Co. will occupy. By this time next month the wrecking of the building from the Pantlind Hotel to the corner of Lyon will be well started to clear the site for the new hotel. The rasing of the old buildings that still have tight roofs will be a shock to the old settlers and will do violence to the traditions of the old-time property owners, but it will be a great thing for Grand Rapids and will mean a handsomer and more modern city and one in which we will all take more pride. It is likely there will be much tearing down of old landmarks in the next five or six years. In fact, ten different undertakings in this line are now on the list and no doubt as soon as property owners find that they can tear down an old building and not be struck by lightning it is likely the list will rapidly be extended.

THE FLINT CONVENTION.

The annual convention of the Retail Grocers and General Merchants' Association, which was held at Flint last week, passed into history without serious interruption or incident. It was a little unfortunate that a food show was held in the same hall with the convention, because more or less interruption necessarily occurred in consequence, but, taken as a whole, the convention was one long to be remembered and the wholeheartedness with which the people of Flint entertained their guests entitles them to much praise.

Under a different form of organization, with an official list more thoroughly representative of the great interest the Association assumes to stand for and with a stronger treasury, the Association ought to be the means of doing the members an enormous amount of good. Some good has already been accomplished, but ten times as much could be accomplished if the lines were strengthened in the directions indicated.

One great defect in the conventions held by this organization is the lack of previous preparation. The best

work done by any meeting is that which has been carefully considered by competent authorities and committees in advance of the general gathering. This element has been almost entirely overlooked in the working plans of the organization and, as a result, many subjects are passed on hastily and superficially which should require serious consideration, based on actual knowledge instead of sudden thought and instant inspiration.

Another feature which has worked against the success of the organization is the disposition of the Secretary to discriminate in the giving out of the reports of the proceedings, with a view to confining the dissemination of complete reports to a single publication.

The next convention will be held in Grand Rapids and it goes without saying that the proverbial hospitality of the Second City will find full play in entertaining the members who attend.

FREE ORANGES FOR HEALTH.

A London school board has voted to give an orange a week to each of the 600 school children in the Lambeth Poor-law schools as a preventive against influenza. A London physician was inclined to take a much stronger view of the situation, declaring that while the allowance might not be sufficient to ward off "this very infectious disease," and wishing that it might be increased to two oranges a day, he was emphatically of the opinion that it was a step in the right direction.

"The orange," he continues, "is perhaps the most valuable of all fruits obtainable in this country. The juice abounds in valuable acids, besides containing sugar in an easily digestible form, and mineral salts which are invaluable in building up bone. The aromatic principles in the orange also have a stimulating effect on digestive juices, and when eaten as dessert lead to the more rapid digestion and more complete absorption of the other foods eaten previously."

If the orange is good for the school children of London, it is at least equally good for those at home, our nearer source of supply being that much in our favor. Almost every child likes oranges. They are easily packed into the lunch box, with no possible danger of any other article therein being damaged by them in the transit. They are now so cheap that the average housewife, if she counts her time, will certainly vote them ahead of pastry. They allay thirst, a most important feature where the water found in the school room is a little below par. The child who has a couple of sandwiches, with an orange for dessert, need not fear that his lunch will not compare favorably with that of associates.

Avoid for purely personal reasons, if for no other, making a sale which you know will be looked upon as a mistake. Place yourself in the position of the buyer. And in your dealings with your customers never take advantage of their ignorance. It is one thing they will neither forgive nor forget.

THE LOST CAUSE.

Some Fallacies of Senator Schafroth's Attack on Conservation.*

For over twenty years the Government of the United States, under Republican and Democratic presidents alike, has set aside National forests and has worked out a policy and a service to properly care for these forests in the best interests of all the people, but particularly the people of the West. These National forests, as everyone knows, are not shut off or held in disuse, or in any sense taken out of the hands of the people. Prospecting for minerals and mining is in no wise affected; agricultural lands can be taken up by any person really and honestly wishing to get lands for settlement; roads and railroads can be built; canals constructed or any other improvement made by any bonafide operator.

Such grazing lands, old burns and open parks as occur in these forests are used for grazing, and the U. S. service men have already introduced improvements in the ranges which are of material value to the live stock industry. The forests are for use—literally thousands of timber sales are under way every year. And last, but not least the U. S. pays 25 per cent. of all gross income to the counties as local taxes. That this is a liberal, even an extravagant tax is clear when we remember that 10 per cent. of the net income is the usual rate in European states.

But the National Government does not allow any more bogus land and timber claim business; no more mining fake for getting timber; no wholesale alienation of timber and coal lands and water power sites under all sorts of false pretenses; it has set its face to decent methods and honest enforcement of law.

Under the present conditions these resources are to be used well and used in the interest of all the people. The mountain forests are not to be devastated and millions of acres converted into unsightly waste, as for instance exist to-day in Pennsylvania. The water powers are to remain the people's property and not, as again in Pennsylvania, become the property of great railway corporations; and the coal mines are to be leased, so that the people may say at any time what is best to do with them, instead of having the miserable monopolistic conditions of Pennsylvania, Michigan, Ohio, etc., where the people are taxed for "all the traffic will stand."

How much of such royalties as the people may care to charge shall be paid to the country or state in which the lands or mines or power sites are located is a matter for the people to decide and can be re-adjusted at any time. That Uncle Sam will be just and liberal needs no proof; history demonstrates him a free giver.

In the same way the lands and forests remain in the hands of the people, and if later on Colorado needs portions of these lands and is in shape really to use them for the good of the people, there will be little trouble in

getting them transferred to Colorado.

This does not suit the "grabber"—the big interests and their agents and attorneys. They want it in the good old way where the Senator of Washington could get thousands of acres taken out of the Olympic Reserve under pretext of agricultural settlement needs and then have them become property of lumber companies without 1 per cent. of the lands being actually settled and without the possibility of getting them for settlement. For these very lumber companies are not going to sell an acre of these lands until they get ready to log them, which may be in twenty—may be in fifty years. If these lands have stayed in the hands of Uncle Sam any settler could get a homestead for the mere asking. But then that would be for the good of just ordinary folks and these are not the people the Senator from Washington was interested in.

For years Senator Carter, of Montana, Heyburn, of Idaho, Representative Mondell, of Wyoming, and others have faithfully labored to pull the wool over the eyes of Congress and the people to get them back to the "good old way," but Uncle Sam has a well defined policy and is going forward and not backwards.

Now comes an upheaval in politics. The plunderbund sees one last chance. The agents, fighters and spellbinders are called to arms and there is another onslaught to get possession of the people's property.

One of the advance guards, Senator (ex-governor) Schafroth, spoke in the University Hall at Ann Arbor, Feb. 10, denouncing conservation and asking for "fair play," as he puts it. His ignorance of actual conditions in Colorado was equal to Heyburn's proverbial lack of information. His "timber line" at 7,000 feet altitude, his 30 per cent. of the lands above the timber line, are merely illustrations. He claimed that fifteen million acres of Colorado lands were reserved, playing constantly on the people's credulity and making it appear as though this condition never could be changed or was hopelessly out of the hands of the people.

Of these fifteen million acres he said 30 per cent. (first 40 per cent.) were above timber line. Just what he or anyone else proposed to do with the barren rock wastes above timber line, did not appear. Naturally this leaves only ten millions of acres any one cares for. He then lamented the fact that forestry was impracticable, if not impossible, as it would take 200 years to grow a tree. Here, again, he did not seem to see that if it is so cold and seasons so short that a spruce tree (the usual trees) takes 200 years to grow into merchantable size that this was hardly a suitable place for pineapples; that these high mountain forests are particularly in need of liberal and efficient care, for the very reason that they reproduce and grow slowly and are subject to storm and cold. This, also, did not seem clear to him. In Europe, with the free people of France and Switzer-

land, it is exactly these high mountain forests which are designated as "protection forests" to be specially guarded and preserved. They are not money makers and never will be, and if Colorado is wise she will gladly leave them with Uncle Sam, whose broader interests warrant an extra expense and care.

Equally far from the point and mark was his grand proclamation of the inexhaustible supplies of coal in Colorado. The people of Michigan know all about the inexhaustible supplies of timber and the people of Pennsylvania know how inexhaustible their coal.

But, he laments, it kinders development, it prevents big business, it makes us pay an unjust royalty, it keeps out capital, it keeps us from having cheap power for manufacture and, lastly, it makes us pay an unjust tax. Here are fifteen million acres of land over which we must maintain a government and we receive no taxes. Now Mr. Schafroth could go right along and speak emphatically of these lands not paying taxes all through his speech and then at the end, in a very subdued way, admit getting 25 per cent. of the gross income, merely shows the purpose and the intent of the whole speech. Most of the hearers went away believing these great properties of Uncle Sam as non-taxpaying, while the truth is that they now pay three times as much income tax on the gross receipt than is usually demanded in the old world on the net income. In 1912 Colorado received \$76,000 dollars on this account.

But the water power and the coal! These are great stores on which the poor people of the West must pay a royalty which in time will amount to billions.

That all this is a misstatement of the facts, and of the motives of the National Government seemed immaterial to the speaker. The object clearly is to mislead the people of the United States as to the nature of properties and the policy and work of our National Government.

It is also clear that this kind of talk should arouse the people of the West, by making them think that they are being mistreated by the people of the East, while the truth is that the people of the East are more than willing and glad to see the people of the West enjoy every advantage and benefit which can come from those mountains and the only aim is to keep out the spoiler.

If these lands and forests, coal supplies and water powers go out of National control at the present time, it is safe to predict that the people of the West will suffer most. Their legislatures will be besieged and laws passed to give these resources into private hands. Michigan and Pennsylvania history will be repeated. And then what?

1. Every ordinary man will pay for what he gets, whether land, water, power, range or coal.

2. He will pay to private concerns interest on all property on watered and bogus stock, and he will pay the

profits just as we are paying them now on coal, oil, etc.

3. On the range, the politician and big outfit will resume the amiable method of settlement with the six shooter.

4. The mountain forests will not pay big profits to the man who will spend money to protect and re-stock. They will be cut, burned and devastated according to approved Michigan methods.

5. If these poor mountain lands (including Schafroth's 30 per cent. above timber line) remain in the hands of the State, the local people, county and town, will keep on paying the taxes, except that the 25 per cent. now paid by the U. S. will no longer be forthcoming.

6. The citizen of Colorado will pay for horsepower exactly all that the concern can squeeze out of him. "He can reduce rates by law" says Schafroth. Yes, the people of Colorado know just how easy that is, the "Beast" is fresh in their memory.

7. What is true of powers, will be true of coal. The small operator will "not get cars" he will "not get rates," he will be treated "gently but firmly" after the Rockerfeller method.

8. The mountain forests will not be big paying things. If it takes 200 years to grow a spruce, it is not likely that other crops grow at all. Not paying a profit, they will not be protected and the barren waste will replace the beautiful mountain scenery.

All this Mr. Average Citizen in the West knows perfectly well. For this reason he has not asked for this transfer to the states; he was not anxious to pull chestnuts for the Colorado Fuel and Iron Co., for the Amalgamated or any other of the hundred grab concerns. He knows that he can and will get the benefits from these properties at any time and any way he likes. The citizen of Colorado, Montana or Idaho knows that these mountains are his mountains, far more than anybody else; and that they are truly his as long as they are in the hands of Uncle Sam. But he also knows that they will not be his whenever the corporation sets the price. So far he has looked on complacently. Will he take the bait now?

But how about Senator Schafroth? He took the oath to serve the people of Colorado and now takes the oath to serve the people of the United States in the important office of Senator.

Is this the service he proposes to render to the people? The intemperate, untrue and seditious rantings of Heyburn and Carter were, without the slightest doubt, part cause of the forest fires of 1910, where hundreds perished and millions were lost in property. Does Mr. Schafroth realize how closely his rant and misrepresentation approaches the same danger line? Certainly, his speech against conservation is no service to the people; it resembles the pleading of the lawyer, who cares little for fact or law, but must win the case of his clients. And the clients of Schafroth are evidently not the people of Colorado, nor the people of the West, any more than the people of the United States.

*Address by Prof. Ellbert Roth at the Forest Club of the University of Michigan.

MEN OF MARK.

H. S. Jordan, the Veteran Furniture Manufacturer.

Many men have attempted the analysis of commercial success, as though success were something to be either analyzed or defined. The world, having stamped a man successful, longs to know the details of how that success was attained. The explanation offered is generally predicted on some accredited or actual dominant characteristic of the person under discussion.

He is credited with one or all of numerous success-breeding qualities. It may be natural genius; it may be initiative; it may be energy; it may be resourcefulness and invention; it may be courage; it may be steadfastness, or judgment, or originality; sometimes it even may be said that he was merely the creature of environment or that his career only reflects good fortune.

It is true that one man may possess all or many of these qualities or advantages and that each of them is a distinct aid to success, but the most potent, the most important, the very vital element that enters into every commercial success is often very lightly passed over and sometimes ignored in the consideration of the little bog word "success" and that element is most expressively defined as Management.

There have been but few successful enterprises that have not been well managed. Men may have lacked many of the qualities above enumerated; they may have had no particular talent; they may have had courage without originality; they may have had resourcefulness without initiative. If they have lacked any or many of these concomitants of character and have succeeded it probably has been because they have known well how to manage.

It must be admitted that badly managed or unmanaged concerns sometimes succeed, but they are as exceptional as the well managed concerns that fail. An unusually favorable business project may succeed with no management, but good management will easily make a less promising enterprise eclipse it.

This argument is not presented here to prove that the subject of this article lacks any of these qualities, but to prove that in the possession of the power of management he possessed that quality that was most essential. He had energy, initiative and courage, and good judgment and other qualities essential to the foundation of success, but, above all, he possessed the keystone.

Harry S. Jordan was born in Moira, Ireland, seventy years ago. When he was 5 years of age his family removed to this country. At the age of 7 years his father died, leaving six children to the care of the mother. At the age of 9 he obtained employment in a chair factory at Rochester, N. Y., run by a man named Robinson. He worked ten hours a day and drew the princely wage of \$1 per week. About this time he realized that he

ought to have some education, in order to meet the problems of life as they presented themselves, so he paid 12 cents per week for the privilege of attending night school three winters. In 1864 he went to Chicago, where he obtained employment in a furniture factory. He returned to Rochester, where he was employed in a furniture factory until 1871, when he went to Chicago to introduce the step ladder chair. He subsequently worked for a few months in St. Louis. He then came to Grand Rapids with a Rochester friend, intending to go on to Minneapolis, but instead of doing so he obtained employment in the Phoenix Furniture Co., which was then located on the corner of Ottawa and Fairbanks streets. He afterward secured employment in chair factories at LaPorte and South Bend, Indiana, where he remained nine months. In

ated for two years, when the Grand Ledge plant was sold to Edward Trumbull. The original incorporators continued together until a few years ago, when Edward Crawford sold his interest to Mr. Jordan and Mr. Garratt. During the past week Mr. Jordan has sold his interest in the company to Thomas F. Garratt, his son, Charles, his brother, F. F. Garratt, Maynard A. Guest and Charles B. Parmenter. The latter three have been long and faithful employes of the company and are very deserving of the interest they have acquired.

Very few factory men can show such a long record as Mr. Jordan, proving, to some extent, that the factory is not the destroyer of health that many suppose it to be.

Mr. Jordan can relate many changes during the sixty-one years he followed

city and the country roundabout are sufficient to keep him actively employed for some years to come.

The career of Mr. Jordan affords a striking example of what can be accomplished by a man who starts out early in life with a determination to succeed. There is a wide difference between an income of \$1 a week and \$1,000 a week, but it is no more than the difference between the boy who stands on the street corner with turned-up trousers and a cigarette in his mouth and the boy who goes to work in a factory, with the earnest determination to master the rudiments of the business and acquire a technical and general knowledge that will be of vital value to him in later life. Mr. Jordan has devoted much thought to the solution of the boy problem, so-called, but he has nothing but contempt for the boy who will not work when he is given a chance and who is always looking for an easy job, with high wages and short hours.

Mr. Jordan will spend the remainder of the winter in California, taking in the fragrance of the orange blossoms and an occasional Killarney rose. He expects to return in the spring in better health and spirits, if that is possible, and the Tradesman joins his numerous friends in wishing him many years of health and happiness.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The M. Rumley Co., of Battle Creek will add 500 men to its working forces in the spring, which will mean a pay roll of 1,500 names.

Owosso is hoping to secure a plant for the manufacture of automobile parts.

The Michigan Central Railway will enlarge the Junction shops at Jackson in the spring and will add at least 300 men to its pay roll in that city.

The recent crossings fatality at Jackson has stirred the Council to take action towards compelling steam and electric roads to install safety devices at the crossings. The State Railroad Commission will be asked to make an investigation.

The golden jubilee of the Saginaw Board of Trade will be celebrated June 9 at the Auditorium. Gov. Ferris will be the principal speaker in the afternoon and in the evening a banquet will be held with Gov. Ferris, Senator Townsend, of Michigan, Harry A. Wheeler, of Chicago, President of the Chamber of Commerce of the United States, and Hon. Ezra Rust as the principal speakers.

Word comes from Muskegon that the Montague Iron works will resume, the new company being known as Housler & Wilson. A specialty will be made of marine engines.

New parks for the city and new industries are the principal matters in hand before the Pontiac Commercial Club at present. The city is asking the Grand Trunk for a piece of triangular land at the junction of the Air Line and the Grand Trunk Railroad, to be fitted up for park purposes.

The Order of Moose of Michigan will hold its annual convention June



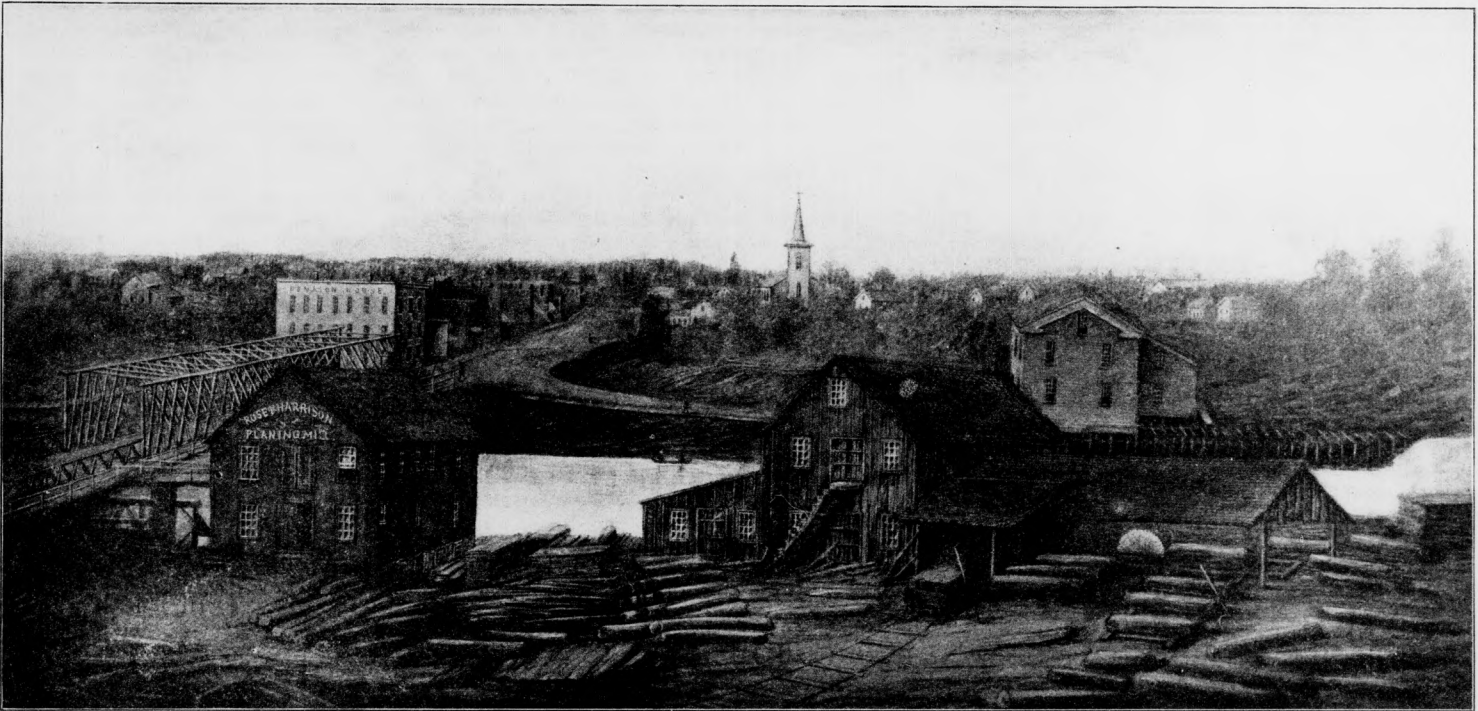
1873 he entered the employ of the Grand Rapids Chair Co., which had just been started by Messrs. Farlick and Worden. In 1874 he re-engaged with the Phoenix Furniture Co., as cabinet maker. He remained in this position until 1883, when he formed a copartnership with Thos. F. Garratt and Edward Crawford and organized the Grand Ledge Chair Co. The Grand Rapids Chair Co. abandoned the manufacture of cheap chairs about that time to engage in the manufacture of other furniture. The Grand Ledge Chair Co. took up the lines thus abandoned and rapidly gained an important following in the trade. The business grew so rapidly during the first seven years the company was in business that in 1890 the name of the company was changed to the Michigan Chair Co. and a factory was erected on Godfrey avenue, Grand Rapids. Both factories were oper-

ated in factory life. There were no dry kilns to dry lumber in those days except the stove and the sun; no blowers of any kind or description, and a comfortable factory in the winter was unknown.

Mr. Jordan was married about thirty years ago and has one daughter, who is now married. The family reside in a beautiful home at 230 Cherry street and have a commodious summer home on Walloon Lake.

Mr. Jordan has the bearing and appearance of a man of 50 years, due largely to the fact that he is a devoted believer in physical culture and maintains an athletic room in his own home which he patronizes liberally and continuously.

Mr. Jordan has accumulated a large portion of this world's goods, all of which is judiciously invested. He has large holdings of real estate on the Pacific coast and his interests in this



About thirty years ago Harry S. Jordan, Thomas F. Garratt and Edward Crawford, with a joint capital of \$3,000 started the Grand Ledge Chair Co., occupying an old sawmill which they leased for the purpose. The roof leaked and the sideboards were so shrunken that the partners suffered fearfully in cold weather. Until the copartnership could make a showing of profits the three partners drew only \$1 a day each to live upon. They were all thorough chair men, skillful in every detail of the business and the new company prospered from the start. About twenty years ago, Jordan, Crawford and Garratt had plans all made to build a large factory in Grand Ledge, but were deterred by inability to secure full water power owing to Mudge's dam holding back the water. One morning it was discovered that the dam had been blown out with dynamite during the night, and an

injunction was asked for to keep him from rebuilding it; but on the Sunday morning following more than 100 citizens went to work and replaced the dam. The owners of the chair factory were indignant at the interference of the citizens and within a year located in Grand Rapids. B. R. Smith, C. A. Aldrich and Chas. Putterille took charge of the affairs of the Grand Ledge factory, which was carried on in a small way until about eighteen years ago, when E. A. Turnbull and George W. Fletcher purchased the plant and good will of the Grand Ledge Chair Co., Mr. Turnbull a little later purchasing Mr. Fletcher's interest. This institution, the pioneer of Grand Ledge's present industrial establishments, has had a successful and prosperous career and has laid the foundations for the making of three millionaires up to the present time.—*Grand Ledge Independent.*

10 to 13 in Saginaw. An attendance of 1,500 is expected.

Battle Creek's newest industry is the King-Saxton Clamp Co., with \$25,000 capital, organized for making a hose clamp.

Prospects point to great activity in building circles in Jackson this year and it looks as though Jackson would have 50,000 population within two years.

Officers of the Buick and the Weston-Mott companies, of Flint, are expecting the busiest summer they have ever known in the shops.

Headquarters of the Pt. Huron Salt Co. have been removed from Pt. Huron to Detroit.

Dowagiac has adopted an ordinance requiring a license fee of \$8 per year for each pool and billiard table operated there. In addition, no pool room may remain open later than 10 p. m. week day nights, except on Saturday, when the closing hour is placed at 11.

All firemen of Flint have petitioned the Council for an increase in wages. They are getting from \$60 to \$70 a month.

Members of the Merchants' Association of Holland have voted to close their places of business the second Wednesday of March for the annual day of prayer. The schools will also close on this day.

Dowgiac business men have taken first steps toward organization and co-operation.

The Lake Shore Club met recently at Douglas and Mr. Kitzinger, of the Pere Marquette line of steamers, said

he had bought the steamer Tennessee intending to use her in another place, but he was willing to leave her at Saugatuck if he could form a company and sell about \$8,000 worth of stock in Saugatuck, Douglas and vicinity. He will look up the question of dockage in Chicago and meet with the Allegan county men again.

Pontiac has passed a gas ordinance requiring a double standard for heating and lighting and creating the office of gas inspector. The measure calls for a better quality of gas than has previously been required.

The Bureau of Social Service of Muskegon has adopted new by-laws, which vests greater authority in the Board of Directors. Garments to the number of 1,087 were given out during the past year and 256 children were clothed. The Secretary made personal investigation of 225 cases.

A. E. Cross has been appointed Mayor of East Jordan, filling the unexpired term of two months due to the sudden death of Mayor Steffes.

Chippewa county is being boosted through booklets issued by Pomona Grange and the Soo Business Men's Association. Chippewa is noted for its hay and grasses, its peas, oats and other crops.

Business firms of Litchfield, who were recently burned out, are again doing business in new locations in that village.

Newaygo hopes to secure removal of the Bon Ton Manufacturing Co.'s plant at Petoskey to that village. The company makes piano benches.

Detroit has placed \$100,000 in the budget for the purchase of playgrounds.

The City of Marquette will receive bids until March 5 for extension of water mains to the Marquette county fair grounds.

Muskegon is planning to install the boulevard lighting system on Western avenue.

There is a movement in Saginaw to reduce the number of saloons by raising the license fee from \$5 to \$500. Mayor Tausend is opposed to the movement and the liquor interests are working to defeat the measure.

Foundations will be laid this month for the new city hall at Battle Creek.

Escanaba has adopted an ordinance which provides for the appointment of an inspector of weights and measures, who will begin his duties April 1.

The Admiral Motor Car Works will begin manufacturing operations at St. Louis this week.

Abraham Rosen has been chosen as chairman of the retailers' division of the Muskegon Chamber of Commerce.

At a recent meeting held in Manistee to discuss the need of an interurban road a traveling man created a gale of laughter by stating that he had been coming to Manistee for twenty years and fifteen years of that time had been spent at Walhalla.

The Ann Arbor Board of Commerce has been re-organized under the name of the Ann Arbor Civic Improvement Association, with Wm.

Welsh as Secretary. The organization has 205 members, signed up for two years at \$6 a year each, and is going out after 400 members.

The municipal ice skating rink at Ishpeming has proven successful, with an attendance many evenings of nearly 1,000 skaters. Some of the business men of 60 years and upwards are putting on the steel blades and renewing their youth by cutting figure eights and other didoes.

Sheriff Cruse has started out to clean up the 'blind pigs' of Houghton county. It is learned that some of the candy stores in the smaller places are selling liquor.

Kalkaska has a live Board of Trade, as was shown at the recent annual banquet. There were nearly 100 people in attendance and the programme was full of interest.

Corunna has entered into a contract with the Consumers' Power Co. for installing fifty 60-watt street lights.

"Better Yourself in Battle Creek" is the slogan adopted by the pure food city during the recent contest. Almond Griffin.

Easy.

A New Yorker had occasion to phone from one suburb to another while visiting in a western city. Upon asking what the charge was he was told fifty cents.

"Fifty cents! For that distance? Great Scott! In New York you can call hell up for fifty cents."

"Possibly," coolly answered the operator, "It's in the city limits."

ANNUAL CONVENTION.

Of Retail Grocers and General Merchants' Association.

The fifteenth annual convention of the Retail Grocers and General Merchants' Association convened at Flint last Tuesday afternoon.

The convention was formally opened at 2 p. m., when with terms of eulogy Hon. D. A. Aitken introduced Mayor Mott, "the man short on idle talk but long on action."

Mr. Aitken said, "Flint boasts of many important industries, in which we all take pride. There is one man here in whom we take the greatest of pride and in whom the citizens of Flint and the State honor and respect. I introduce C. S. Mott, the Mayor of Flint."

"First," said the Mayor, "I wish to congratulate the Association in obtaining the services of W. C. Jones as manager of the convention. He is able and has proven so. Personally I think a lot of Flint, although I was born and raised in New York City. I like the progressive manner in which the people of Flint do everything. I wish to welcome you heartily into our midst. If any of you want anything while here ask for it. There is not a citizen who will not help and abet you. The city of Flint is yours."

C. A. Neilson, President of the Association, answered the speech of welcome with, "On behalf, of the grocers, I wish to express hearty thanks for the hospitality extended us. I have always heard of Flint as a wide-awake, whole-souled, progressive city. You have that reputation in the State and country. You have caused two blades of grass to grow where before only one appeared. That is to be admired. The history of the city of Flint should be an inspiration to the whole State. The rise of Flint is an object lesson to the Association and we are more than glad to be here."

Then the man who, as D. D. Aitken said "knows the a b c's of the automobile industry," A. B. C. Hardy, manager of the Little Motor Car Co., told the delegates the complete history of the auto industry. He used the growth of the industry in Flint as an example of that in the whole world. He referred to W. C. Durant, the original promoter of the auto business here, as "the ablest vehicle man the country has ever seen, a native of Flint."

Mr. Hardy told of his personal experiences in the game of making horseless vehicles. His talk was more than interesting; it was instructive.

President Neilson then read his annual address, which was published verbatim in last week's paper.

Secretary Percival then read his annual report, which also appeared in last week's paper.

The following special committees were then announced:

Credentials—W. J. Cusick, Detroit; J. H. Primeau, Bay City; E. S. Ranswiler, Cement City.

Ways and Means—J. A. Lake, Petoskey; Frank Toonder, Kalamazoo;

George V. Rowe, Detroit; A. E. Hudson, Rochester; E. W. Garner, Flint; E. N. Akers, Port Huron.

Resolutions—N. J. Maloney, Detroit; F. J. Christopher, Lansing; M. L. DeBats, Bay City; F. W. Fuller, Grand Rapids; David Glenn, Lansing; C. N. Gore, Wyandotte; J. W. Dexter, Crosswell.

Auditing—F. D. Avery, Tecumseh; J. M. Bothwell, Cadillac; W. R. Van-Aukin, Big Rapids.

Constitution and by-laws—Joseph Sledder, Traverse City; A. E. Webster, Jackson; E. W. Funnell, Bay City; John Tyler, Ann Arbor; Joseph Clark, Saginaw.

Reports of secretaries and representatives of several of the larger cities of the State and one or two smaller ones were received. There were but a small portion though, of the 70 towns represented who had reports. Only seventeen towns answered when their names were called by Secretary Percival.

The reports, briefly, follow:

Ann Arbor—Secretary Pray reported that the Association of his city had established a central delivery system which has proved a great benefit to the merchants and saved them many dollars and a credit system which has saved thousands. The credit system, he said, had helped the Association members to get a good class of customers.

Bay City—The representative reported that the central delivery system had also worked very satisfactorily there. The merchants paid for advertisements in the local newspapers asking that the customers send in orders before certain hours to have delivery made the same day. The inspection of meats is being taken up and a member of the Association may be appointed as city meat inspector. The necessity of paying attention to the social side in the associations was also emphasized.

Flint—Secretary Grobe stated that great benefits had come to the Association through the co-operation of the Board of Commerce and the Common Council.

Grand Rapids—Delegate May reported there had been good progress particularly in the credit and collection lines. He said 260 garnishee cases had been started during the year against men who owed bills to members of the Association and that 190 had been garnished and eighty-three judgments obtained.

Jackson—The representative from this city was not very optimistic. He said his Association is just alive, but that the members hoped before another year to have things re-organized. He asked the co-operation of the officers of the State Association.

Lansing—The delegate appearing for that city stated that the Association had prospered more than ever before. A club room had been established and many social sessions, all of which were beneficial, had been held. A free employment bureau had been established and had helped the clerks and merchants both. The early closing rule had been enforced effectively through the co-operation of the members. The stores close there at 6

o'clock every night except Wednesdays and Saturdays and then at 10 o'clock instead of midnight as before.

Port Huron—Secretary Percival said the merchants are all co-operating and that it will soon be hard picking for the delinquent customers.

Kalamazoo—Delegate Schaberg stated that his Association has waked up after sleeping soundly four years. He said the Association had co-operated with the Board of Commerce and that that organization had helped in hunting out the delinquents and getting the credit system on a better basis.

Saginaw—This Association was reported to be on a good footing. The principal fight had been on keeping business in Saginaw instead of "allowing it to go to the people who are selling \$70,000,000 of goods and shipping them into towns all over the country," as the delegate expressed it.

Traverse City—The attendance had been poor at meetings but the collection system of the Association had worked well.

Ubyly—J. A. Zulauf, Secretary of that Association, described himself as "new born babe." He said the Association of his town was the result of the Traverse City convention. He said he thought it would be a good thing if the delegates could bring their wives to the conventions and asked to have action taken so that it would be possible for the wives of the members to attend next year. The matter was laid over by the convention.

Wyandotte—C. N. Gore of that city raised an objection to what he termed "a discrimination against Association members by wholesalers." He said that the men without a rating in the grocery business were being given the same favors and credit in many cases as the members of Associations. "I believe in competition," he said, "but I would like to have it fair."

Doesn't Like 54 Hour Law.

Delegate Pleitz of Ubyly, gained the floor, asking that the convention take some action tending to release the small town merchant from the 54 hour law of the State.

"I can see the reason for this law in the larger cities where girls have to stand on their feet all day," he said, "but it is a detriment to the small town merchant. We have to keep open later hours and if we do and obey this 54 hour law it means we have to hire more help to take care of a limited amount of trade."

Charles Bautell, a Lansing delegate, undertook to find fault with the local arrangements committee on the floor of the convention, following the plea of Delegate Zulauf of Ubyly for a ruling allowing the women to attend the conventions. "I think conventions should be held in cities where there are sufficient hotels and rooming house accommodations," he said. He stated that he and another delegate were bringing their wives here to the ball ball that night, but that they had not been able to secure hotel or any other accommodations.

Secretary Grobe of the Flint Association took the floor long enough to assure Mr. Bautell and all the other

delegates that there was plenty of room for everybody and that all would be taken care of if they called at the registration booth.

D. D. Aitken, who closed the afternoon session with a speech, made a great hit with the delegates. He told them that if he wanted to go into some business he would choose one with a greater margin of profit than the retail grocery business. He advised them to quit talking about the mail order business and said that the greatest advertising that these foreign business places had received was from discussions in conventions of grocers and hardware merchants.

"If you will cut out this useless talk about mail order houses and quit advertising the other fellow's business and attend more strictly to your own I think you will succeed," he said. "Don't keep talking about the other fellow all the time, but go after the trade in your community by giving good goods, reasonable prices, and by keeping your store as attractive as you can."

The speaker was greeted with frequent bursts of applause during the course of his remarks, and there were many nods of approval from the delegates.

Wednesday Morning.

After working for three hours Wednesday morning, the delegates woke up to the fact that the convention was not organized. The result of the predicament in which the members found themselves caused an uproar and someone suggested that it was about time to see that the organization was perfected.

The meeting was a long time in convening, and it was 9 o'clock—a half hour later than the regular time—when enough delegates arrived to do business. At the regular hour for calling the meeting there was but a handful of men in the hall and they were sent out to round up the tardy ones.

It was not until Delegate Sledder, of Traverse City, attempted to present the report of the Ways and Means Committee on a proposed rate change in the schedule of per capita dues paid by each local association to the State organization that the convention found out it was working as a disorganized body. A delegate in the center of the hall rose to his feet and shouted: "I move that we get organized before we do any more business of this kind. We have no right to consider this question or vote on it until we are organized." The remark was greeted with a great burst of applause.

"I have asked three times this morning for the report of the Credentials Committee so we might organize, but we have heard nothing from the chairman of that Committee," said President Neilson.

By a vote of the convention, W. J. Cusick, of Detroit, was deposed as chairman of the Credentials Committee and Delegate Curry, of Detroit, appointed in his place.

Curry called his Committee together and in ten minutes went to the platform.

"I have no report to make," he said. "I find that there has been a mistake made. Many of the delegates who should have registered with the secretary have not done so. Instead they have registered at the information bureau. I find that only about one-half or a little more of the delegates have been properly registered. I would suggest that the chairman or representative of each town represented here confer at once with the secretary and register his delegates if they have not been properly recorded by the secretary. It is no use to do anything further until we get organized and we cannot make a report of the Credentials Committee until we have some way of knowing who are delegates and who has a right to sit and vote in this convention."

President Neilson rapped for order and asked that the secretaries or chairmen of the various cities and towns represented come to the platform at once. The convention was then adjourned until 1:30 o'clock. At 12 o'clock there was still some confusion as a result of the mixup. Many of the delegates left the hall soon after the excitement first began and many others hastened away as soon as possible afterward.

E. S. Rowe of Buchanan, representing the Michigan Federation of Retail Merchants, read a lengthy paper, concluding with a request that some action be taken toward a consolidation of the two organizations for the good of the trade. "If there was ever a time when the retail business of this country needed co-operation and team work it is now," said the speaker. He pleaded for rulings by the Association toward having representatives at Lansing to inspect proposed legislation and recommended that resolutions be asked for better protection against "dead beats." He told the delegates that the trouble with the retailers had been that they let the lawyers of the country dictate to them in politics instead of seeing to it that some direct representatives of the trade had been elected. "Why, assuming that there is an average of three voters to every retail store in Michigan that means that we have 50,000 votes, enough to swing the election of a governor." He said that it had taken the merchants several years to get a garnishee law and that the law is not even now satisfactory. He pointed out that bad freight rates and many other things were against the grocer and general merchant and they could legislate against such propositions if they had representatives in the Legislature. He charged the legislators with catering to the farmers because the farmers control a large vote.

"A game which a group of men can sit down at and all come out winners is a good game, and that is what I propose to you," he said in closing. "I ask for the moral support of your Association and co-operation that both your Association and our Association may profit." The report and request of Mr. Rowe was referred to the Ways and Means Committee of the convention for action.

The proposition of changing the per

capita dues rate was probably the most important that had been introduced until the uproar came. Delegate Sleder stated in his report as chairman of the Ways and Means Committee that instead of a sliding scale of per capita tax, regulated by the number of members in each Association the committee would recommend a fixed rate of 50 cents for all Associations. This is the rate that is to be paid by each local Association to the State organization for each member enrolled. Delegate Fuller, of Grand Rapids, jumped up with an amendment asking that the per capita rate, if it was to be a fixed sum instead of a sliding scale should be 25 cents per member.

Following the motion a heated discussion ensued regarding the amount which would be a proper standard for each Association to pay. "If I had my way about this matter it would be a dollar, instead of 50 cents or 25 cents," said Sleder. There was considerable wrangling stopped suddenly when the motion was made to stop proceedings until the Credentials Committee had reported and the convention was properly organized.

Delegate Fuller said he would renew his motion for the amendment at the earliest possible moment after the organization was perfected.

Delegate DeBats, of Bay City, attempted to secure an adoption of a resolution asking co-operation from the wholesalers and asking that body not to give credit to merchants whose standing has not been established. The resolution was ruled out of order by President Neilson, who said he thought it should not be considered because to pass a measure of that kind would be treading dangerous ground. "Well, I have brought the matter up anyway," said Delegate DeBats with a smile of satisfaction. This proposition of asking the wholesalers to protect the members of the Association had been hinted at several times during the convention.

Wednesday afternoon.

W. J. Cusick of Detroit, lost no time in getting to his feet and speaking in his defense. He said he considered the convention had done him a personal injury and asked that he be given vindication at the hands of the delegates. He explained that he had been at the Dresden hotel during the morning session in conference with others on a matter of vital importance to the convention and that the action laws necessary for he could have been located had the convention chosen to look for him. In addition to a public apology the convention unanimously elected him as head of the Board of Directors for the coming year.

Officers were elected as follows:

President—A. L. Smith, Grand Rapids.

First Vice-President—Wm. Mc-Morris, Bay City.

Second Vice-President—J. A. Lake, Petoskey.

Secretary—J. T. Percival, Port Huron.

Treasurer—Geo. E. Lewis, Jackson.

Board of Directors—W. J. Cusick, Detroit, chairman; John F. Affeldt,

Jr., Lansing; Chas. Wellman, Port Huron; Fred W. Fuller, Grand Rapids, and L. W. Schwermer, Saginaw.

The only contest was over the position of Secretary, Percival receiving 96 votes, while Mr. Pray, of Ann Arbor, received 76 votes.

The selection of Grand Rapids as the next place of meeting was made with a whoop and cheers greeted the announcement. Lansing was a contender in the race but when it was seen that there was no chance against Grand Rapids the delegates put in a bid for the 1915 convention. A telegram inviting the Association to Lansing was received by the convention from the Mayor of Lansing.

Second Vice President William Mc-Morris, of Bay City, presided at the afternoon meeting. He asked for the report of the Committee on Ways and Means. Chairman J. A. Lake of Petoskey, stated that his committee did not have the report in shape but would report some time Thursday.

After a speech by Fred Mason, Vice-President and General Manager of the Shredded Wheat Co., Martin J. Maloney, President of the Detroit Retail Grocers' Association and chairman of the Detroit delegation, asked that permission be given to introduce a man who would speak on a legislative bill to prevent the proposed consolidation of the Home and Bell telephone companies in Michigan. The Grand Rapids delegates opposed the motion declaring that there was business of more importance. An amendment to have the matter laid on the table was carried. This aroused Mr.

Maloney who said: "The anxiety of those who are looking for office in this convention is so great that we will have to get a corps of doctors to take care of them unless we have this election over at once. We are not here submitting to gag rule, however, and we will not submit. I am opposed to allowing people to sit here and vote unless they have a right to do so. I wish to say that I will take this important telephone matter up to-morrow and that when this matter comes to a vote I will demand that the convention is properly polled."

The delegates and their friends, and many local persons attended the banquet in the basement of the Masonic temple in the evening and the ball which followed in the Dryden hall. Many of the wholesalers attended the party. The grand march was led by Elmer Garner, of Flint, and Mrs. C. E. Best, of Holly. The dancing continued for several hours. Besides the entertainments mentioned there were a number of stag parties given for delegates who did not wish to attend the dance.

Thursday

Among the most important questions discussed was the proposition of selling goods like vegetables and fruit by weight instead of by measure. The matter was brought up through a report of the question box committee. Delegate Curry, of Detroit, spoke strongly in favor of this law. He said in part:

"Under the present system of selling by measure some of the custom-

QUALITY TALKS

When You Sell

Glove Brand



Rubber Boots

You need offer no other inducement to secure customers



They are made on good fitting models, and of just the right proportion of pure gum to insure the longest wear, and in all ways most satisfactory service.

Become known as a Glove Brand Agent. You will increase your sales and multiply your profits.

HIRTH-KRAUSE CO., Distributors

GRAND RAPIDS, MICHIGAN

ers get more and some get less of the goods you sell. This is especially true in selling vegetables and fruits. There are some large sizes and some small sizes and thus the difference in the quantity the various customers receive. If we were to sell by weight, everyone would receive the same amount."

Fred W. Fuller asked that the time of holding the next annual meeting be changed from February to May.

Charles Christensen, of Saginaw, spoke in opposition claiming that the later date was not desirable because the delegates would pay more attention to the convention work in the cold months than in the spring. The proposition to amend the constitution was to have it read so that the Executive Board might set any date they desired. The constitution reads that the convention shall be held in January or February.

On recommendation of the Ways and Means Committee, a sweeping change was made in the per capita dues rates. The new rates which will be effective beginning in 1914 follow: Individual members, \$1; associations with one to fifty members, 50c; fifty-one to one hundred members, 40 cents; 100 or more members, 30 cents. The former schedule was: Associations of one to fifteen members, \$1; sixteen to twenty-five members, 80 cents; twenty-six to forty members, 60 cents; forty-one to sixty members, 50 cents; sixty-one to eighty members, 40 cents; eighty-one to 100 members, 55 cents; 100 or more members, 20 cents.

The report of the Committee favoring a popular subscription to further the work of the Association was not adopted, following a lengthy discussion. Delegates Cusick, of Detroit and Christensen also opposed this recommendation.

"I believe it is below the dignity of this Association to beg of the wholesalers and we do not wish to be bound to them by any obligation. I talked with one of the largest wholesalers in the State last night and he informed me that since this convention has been in progress he has been approached and asked for a contribution of \$400 to this Association. I think this is wrong. Anyway it can't be done, for this wholesaler informs me that the attorneys for the National Association of the wholesalers recently informed him that to contribute to any association of grocers would be a violation of the Sherman anti-trust law."

The report of the State Secretaries who have been laboring for three days was brief, containing only two or three suggestions. The chief one was that the Ann Arbor credit-rating system be adopted universally. It was also suggested that the State be divided into four districts and an organizer be appointed for each district. The report advised that State seal be changed so as to conform with the National seal. The recommendations were adopted without discussion.

C. L. Pray, of Ann Arbor, in discussing the Ann Arbor credit system stated that his Association had

found the direct method of dealing with delinquent customers very satisfactory. He said that the practice there was to learn all that could be learned about every man who applied for credit. He stated that during the last year out of 530 persons who came from cities all over the United States, reports were obtained on all but twenty-five. He stated that a man's earning ability was taken into consideration and when it was thought a customer of any concern was getting more credit than he should receive that the secretary went to the customer and advised him to curb his expenses so as to avoid being placed on a dead beat list. The result of this system, he stated, had been very satisfactory.

Three hundred delegates made a trip of inspection through the Buick and Weston-Mott factories. They boarded five special D. U. R. cars at the Masonic temple at 8:30 o'clock and spent an hour and a half on the trip of inspection. They were conducted through the plant by General Sales Agent F. W. A. Vesper, Publicity Agent Woodruff and Secretary Alfred Galbraith of the Board of Commerce. They were taken through factories No. 1, No. 11, No. 4 and the Weston-Mott main plant. They were greatly pleased with the trip and marveled at the enormous acreage of the great factories. Each man was presented with a large souvenir 1913 Buick catalogue.

The Flint convention goes into history as one of the most successful ever held by the organization.

Wafted Down From Grand Traverse Bay.

Traverse City, March 3—Traverse City U. C. T.'s enjoyed another one of its series of dancing parties last Saturday evening. The last of this series will be held Friday evening, March 14, and the committee request that the members turn out and make this the banner night. Bring your friends and enjoy yourself.

Bernie J. Reynolds has accepted a position as traveling salesman with the Osborn division of the I. H. Co. of A. and will cover this territory. Best of wishes.

Assessment No. 115 expires Feb. 24. Are you insured? You are if you paid this. If not, better get busy.

We wish to make a correction in reference to an item which appeared in these columns by stating that Truman M. Smith, of Onkama, is still the manager of his general store and intends to be for some time.

Wm. E. Bennett's insurance business has grown to such an extent that he has engaged R. E. Weaver to close some of his big deals and they both are hustling life insurance—Mutual Life of New York.

Through a stenographical error we omitted to mention in last week's issue James Flaggert and B. J. Reynolds as members of the entertainment committee. They are entitled to a goodly portion of praise for the efficient work done the past year and especially for services rendered at our annual banquet.

J. M. McMurthy will make this city

his headquarters, having moved here from Fort Dodge, Iowa. Mr. McMurphy represents the Fairbanks Morse Co., of Chicago. Welcome to our city.

W. F. Murphy has a fine line of oil cloth rugs and linoleums on display at the P. M. station. Mr. Carroll will assist in displaying same to customers during Mr. Murphy's absence.

Mrs. Wm. E. Bennett wishes to express thanks through these columns for floral offerings in reference to an item which appeared in these columns at a late date.

W. F. Murphy is inclined to be a trifle out of sorts every time they announce the Moonlight waltz, as he is obliged to dance with his own wife.

Two months hence we can all go trout fishing.

L. Campbell has purchased the Pellston Hotel and, after remodeling same, will be pleased to meet his many friends. Since this hotel has been closed he has been accommodating the boys at his private home. Mr. and Mrs. Campbell need no introduction to the boys, for they have always given the boys the best of service in the past. Fred C. Richter.

Expect to Reach the 300 Mark.

Grand Rapids, March 3—Grand Rapids is the headquarters for a real live active organization. The Travelers Protective Association is the youngest in the field, and is already making several of the older organizations of its kind take notice.

The membership now numbers about 150, and an active campaign to reach the 300 mark is being made. When this number is reached, club rooms will be opened for the use of the members.

Recently the National organizer spent two days here, and with the assistance of the local members, added thirty-two names to the list. The recent election resulted in the following choice for officers.

President—Fred H. Locke.

First Vice-President—C. M. Emerson.

Second Vice-President—H. C. Cornelius.

Secretary and Treasurer—Clyde E. Brown.

Board of Directors—Chas. E. York, E. C. Leavenworth, W. E. Crowell, L. P. Hadden, A. B. Allport, D. G. McLaren, J. W. Putnam.

Committees.

Railroad—Samuel Krause.

Press—Geo. W. Welsh.

Hotels—W. A. Hatcher.

Legislative—E. A. Stowe.

Employment—Harry E. Rason.

Good Roads—H. M. Liesveld.

Surgeon—Dr. Roland M. Webb.

Chaplain—Russell H. Bready.

Membership—C. M. Emerson, Chairman.

Clyde E. Brown and W. E. Crowell were elected delegates to the National convention at Richmond, Va. June 9.

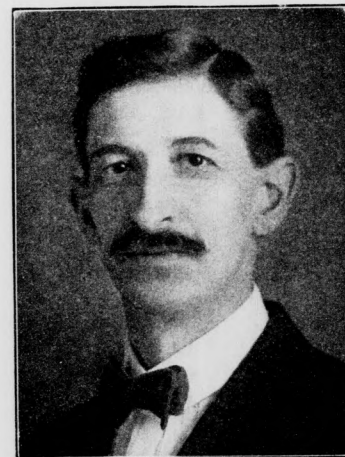
Geo. W. Welsh.

The Fort Wayne, Ind., branch of the Northern Indiana Egg & Poultry Company has discontinued its plant and removed to South Whitley, Ind.

SUCCESSFUL SALEMAN.

J. W. Peters, Who Sells Shoes on the Coast.

John W. Peters was born at Troy, N. Y., November 13, 1868. His father and mother were both born in Germany, where his father learned the shoemaking trade. John also learned the trade from his father and cannot remember when he could not tap a pair of shoes. When he was 15 years of age the family moved to Luther, Michigan, where the father engaged in the shoe business under the style of J. M. Peters. Eight years later John came to Grand Rapids and entered the employ of the Rindge, Kalmbach, Logie & Co., Ltd., as cutter. After ten years employment in this capacity, he was placed in charge of the cutting room. Two years later he succeeded Godfrey Kalmbach as superintendent of the factory, which



J. W. Peters.

position he held ten years. Last August he succeeded Harry Fitts as Far West salesman for the house. He covers the best trade of Idaho, Montana, Oregon and Washington, visiting his customers twice a year.

Mr. Peters was married about twenty years ago to Miss Theresa Kimling, of Monroe. They have two children—a boy of 15 and a girl of 10—and reside in their hown home at 235 Logan street.

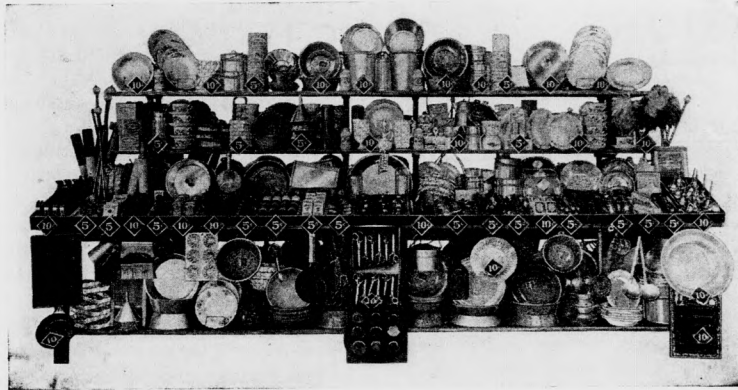
Mr. Peters is a member of St. Andrews cathedral on Sheldon street. He has only one hobby and that is base ball. He attributes his success to close application to business and to a thorough knowledge of the shoe business, gained not only at the bench in his father's shoe store, but in the various departments of the Rindge, Kalmbach, Logie & Co.'s factory. If any man knows how a shoe is made and is able to explain the modus operandi accurately and understandingly, it is John Peters.

Reconcilable.

The Duke de Roquelaure was told that two ladies of the court, had a quarrel and had cast all kinds of invectives at each other. "Did they call each other homely?" asked the Duke.

"No, my lord!"

"All right; then I will see that they become reconciled."



A Widely-Known Successful Merchant

said at a recent retail convention that

“The salvation of the retailer will come from adding a department of popular priced goods which bring to the store good business that in no way interferes with the sales or *profits* of our regular lines.”

And the best thing about these goods is the almost negligibly small investment they demand.

How much will they cost?

A letter to our Chicago headquarters will bring you a free circular of information.

Don't forget that it pays to be the first in your district to handle these lines.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

Chicago New York St. Louis Minneapolis Dallas

Sample Houses: Cincinnati Kansas City Seattle Milwaukee Omaha
 Cleveland Philadelphia Portland



Attractive Easter Dry Goods Window Trim.

Here is what you will need in merchandise and equipment to get up this Easter novelties window trim.

Merchandise.

About \$12.00 worth of miscellaneous Easter Novelties.
100 Easter postcards.
A few pounds of candy.

Equipment.

5 rolls of purple crepe paper.
Some artificial Easter lilies.
9 ordinary wooden boxes.
A large piece of white cardboard.
A paper of pins.
Plenty of price tickets.

As in all Easter windows, the main thing here is to get up an effective background scheme.

We have worked out in this display a very beautiful combination, and yet one which can be reproduced with very little work.

The first thing is to cover the background with purple crepe paper. Be sure to make it purple as this is the color for Easter. Over each fold of the crepe paper pin a three inch strip of the same color with ruffled edges.

Then put up the boxes in the center as shown in the drawing, first covering them with purple crepe paper.

Cut Cross Out of Cardboard.

From the window at the top hang by means of a string the cross that you see in the photograph.

This cross and the border surrounding it is cut out of a piece of white cardboard. Mark it out carefully in

pencil first before doing the cutting and you will have no trouble.

Garnish the border with white artificial Easter lilies and hang a spray of purple Easter lilies on the cross.

The remainder of the background decoration is the top which consists of purple and white Easter lilies on the plan shown by the photograph.

From the top of the window hang a dozen or so birds—with spread wings. These give the pleasing impression of birds flying in the window.

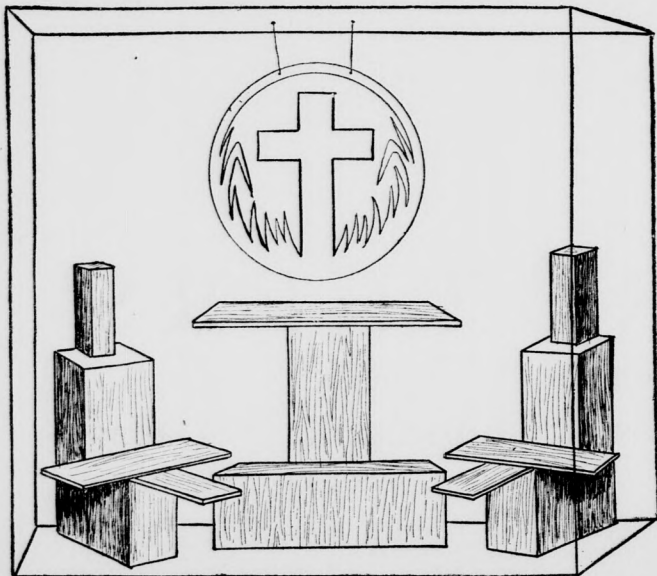
The arrangement of the merchandise is plainly apparent in the photograph. Let us caution you, however, not to crowd it too much or you will have anything but a presentable window.

Most of the merchandise in this trim is Japanese goods.

Arrange all boxes and other fixtures as indicated in the drawing, being sure to cover them with purple crepe paper and distribute throughout the trim a quantity of postcards—as many as your window will conveniently accommodate.

It is well to group your large pieces on the upper fixtures, being sure to have the proper balance between the right and left sides.

In the center you will find we have put a rabbit and two large roosters, together with a small rabbit and a small chicken. On the unit immediately in front of this a large rabbit like the one on the top forms the central attraction and on either side of this should be a unit of candy made of three trays and two glass vases. The rest of the space is taken



Drawing of the Fixtures.

up with smaller Easter novelties of almost any kind.

Copy Arrangement Closely.

We suggest you copy very closely the arrangement of the big units on the right and left. We put these in after considerable thought and experimenting. As we have fixed it the window is well balanced.

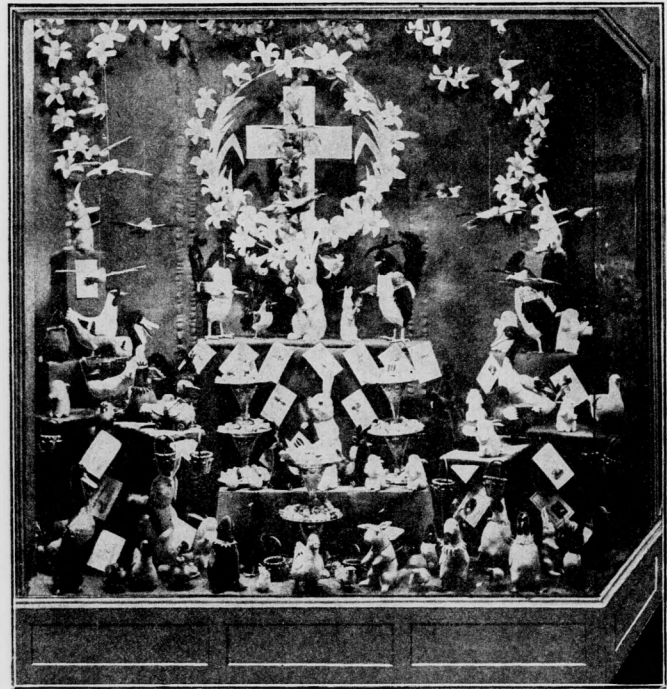
Some small Japanese baskets can be pinned to the front of most of these units and the baskets can be filled with candy if you so desire.

The floor plan is very apparent in the photograph. The floor, of course, is to be covered with purple crepe paper to correspond with the background. Be sure that you do not get your floor overcrowded. It does not take much of this kind of merchan-

A campaign is on for better sanitary conditions in the barber shops of Columbus, under direction of the Board of Health.

A silver jubilee, celebrating the twenty-fifth anniversary of the organization, was held in Columbus March 1, by the United Commercial Travelers. Governor Cox gave an address. Eight Columbus traveling salesmen organized the U. C. T. March 1, 1888, at the Neil House, and since that time it has grown into an institution with 70,000 members in the United States and Canada. There are 8,500 members in Ohio and more than 1,100 in Columbus.

A new order forbids the sweeping of sidewalks in the business district of Columbus after 7 o'clock in the morning.



The Display Photographed.

disse to make a window look more like a store room than a real display.

Easter certainly is the time to devote special attention to your window trims. You can thus appeal to a religious sentiment and please a great many people whose good opinion is worth while—Butler Way.

Doings in the Buckeye State.

Written for the Tradesman.

At a recent meeting of Ohio boards of health it was voted to seek legislative action whereby every person in the State needing diphtheria antitoxin shall be furnished same without cost. It was also recommended that more stringent laws be passed regarding the reporting of all diseases. It was stated that while there were about 7,000 deaths from tuberculosis in Ohio last year, only about 100 cases were reported.

The State Public Service Commission has ordered the Columbus, New Albany & Johnstown interurban road to add more cars, repair its tracks and crossings and give better service within the next 90 days.

A State chamber of Sommerce is being formed, with 125 local associations in affiliation.

Columbus is preparing for another industrial exposition this summer, to boost Columbus-made goods.

The Ohio Hardware Dealers' Association met in Columbus last week, with nearly 3,000 members in attendance. The hardware exhibit was the largest ever made in the State, with 185 exhibitors.

The seriousness of the strike at the Akron rubber plants has prompted the Ohio Senate to appoint a committee of three to make a thorough probe of the situation and report to that body.

The Lorain, Ashland & Southern Railway expects to begin operation out of Lorain by Aug. 1 and will connect with four big trunk lines between Ashland and Lorain. The rolling stock will consist of storage battery cars of the Edison-Beach type and will operate without trolley wires.

The C. H. & D. Railroad will put a gasoline motor car in service between Ironton and Wellston, a distance of 40 miles. Almond Griffen.

Avoid playing into the hands of Fate by giving your prospect an opportunity to say what is often too easily said, that little word "No."

Wrong Ideas About Gluten

Don't get the idea because you hear the word "gluten" used in connection with flour that there ought to be a whole lot of it.

Many brands of flour have too much of it for domestic use.

Especially those made of the hard and fibrous western wheat.

For domestic use no wheat excels Michigan wheat in the proportion and flavor of the gluten it contains.

That is why we stick so closely to the use of Michigan wheat. But we select it carefully because the quality of gluten varies and we must have the right kind.

LILY WHITE

"The Flour the Best Cooks Use"

Contains the proper amount of the right quality of gluten for domestic use.

This is the reason the bread is light, white and tender. Flour made of the fibrous western wheat makes tough bread which requires much more chewing before it dissolves.

You get a much sweeter flavor in bread made of Lily White and you get it quicker and easier.

Every sack sewed—every ounce guaranteed pure and unbleached.

Valley City Milling Company

Grand Rapids, Michigan

PARCEL POST.

What Will the New Law Do for Me?

Oakland City, Ind., Feb. 10—The local parcel post law set in operation Jan. 1, 1913, to be understood should and must be studied from both sides.

First. Is the law designed and constructed for the benefit of a few or the masses?

Second. Is it economically designed and fundamentally based?

It will be remembered that this is the law that the retail merchants throughout the country both as individuals and associations fought vigorously for several years. We used every legitimate means at our command to prevent its passage, because we believed that it would operate against our interest and in favor of a few catalogue houses. We kept the faith and made an honest fight, but we lost, because for every man who believed that the law was a detriment to his progress there were possibly a hundred or more who were equally sure that the law would effect a saving to the great mass of consumers in the distribution of merchandise. This fact is well established, and on this point we were wrong. We as distributors of merchandise so far as the operation of the parcel post law is concerned are on an equal footing with any and all competitors.

Whether the law is economically designed remains to be proven. In any event, it must be self-sustaining. One feature in its construction, at least, is commendable, that is the differential in the zone rates. It is certainly worth more to transport merchandise a long distance than a shorter one. This gives every merchant the advantage over his long-distance competitor. If parcel post is to be a success we can offer no objection to the zone rate plan. If the rates are to be raised to any great extent then parcel post is but little better than the present express system. If the rates may be reduced and still be self-supporting we will reap our share of the benefits. Experience offers the only solution. Be patient while we look for a greater evil than parcel post.

We have long since learned that in the distribution of merchandise we must effect a saving to those whom we serve if we would succeed. We must not be clogs in the wheels of progress.

We have no right to expect patronage from our neighbors unless they can be benefited by buying of us.

It is a fundamental law of business that merchandise should and will flow through the channels of least resistance. If the catalogue houses can offer good goods for less money than the home merchant does you may only expect that the consumer will patronize the channels of least resistance.

Useless Argument.

You may argue that your stock is ready for inspection and delivery until you are blue in the face. You may appeal with the eloquence of a Webster for home pride; also that you are a local, enterprising citizen paying taxes, supporting the home schools,

churches and other public enterprises, buying your food supplies at home, but unless you can offer your goods as cheap, personal inspection and quick service reasonably considered, you will find your customers leaving you.

Now the question is: Have you been able to offer your goods as cheap as the catalogue houses? Will you, since the Post Office Department has gone into the freight handling business, be able to meet such competition in the future? There is no denial of the fact that the catalogue houses are the greatest beneficiaries of the parcel post law, but it must not be overlooked that the millions of consumers are also greatly benefited.

In the first three zones articles up to four pounds are transported for less than one-half the former express rates.

This is the bitter pill, but the prescription is written and the doctor says take it.

No Change in Sale Price.

The passage of the parcel post law will not reduce catalogue house prices; possibly there will be no change in their price made necessary, but the purchaser will, instead of paying a robber express rate, only add a small part of the former express rate to the cost of the article, and have it delivered to his very door instead of his nearest express office.

A Greater Injustice.

Now I come to the vital part of the subject. There is no longer any question about the catalogue houses fixing the retail price of a great many articles in common use.

It is this very price making that has raised Sears, Roebuck & Co. to the enviable position of leaders in the retail and jobbing business in the world to-day. They have increased their enormous business 20 per cent. the last twelve months. So desirable is the common stock that it sells on the market for more than \$200 per share to-day. There is no longer any question about the catalogue houses being able to get goods and good standard goods too.

To ignore the above facts in our business transactions is to meet defeat sooner or later. We must recognize the catalogue house as our next door competitor who is aided in the distribution of his goods by a recently enacted parcel post delivery.

The catalogue house price list represents the price at which the manufacturer is willing for his goods to be sold at retail.

This price also includes the hire of the catalogue house. We, as competitive retailers, are entitled, and must have, if we are to remain in the retail business, cost prices, to which we can add a reasonable per cent. for our hire and be able to sell as low as our competitor the catalogue house does. That is fair, that is just and honest. Less than that is destructive.

We must then turn to the source of our supplies and demand that we be placed upon an equal footing with our competitor.

But we are told that we need not sell as low as catalogue houses do.

That we have the goods in stock to be examined and then we must acquire and apply our salesmanship. That our goods must be and are so attractively arranged that they will appeal to the purchaser in such a manner that he will pay you more than he will to your competitor.

All these elements are to be given due credit for value in the retail business, but in these modern times when every farmer is about as well posted as the merchant about the things he needs, through the medium of advertisements that reach him daily, that salesmanship of display does not count for as much as it once did.

The Greatest Power.

There is no power in the distribution of merchandise that ever will equal the power of price. And price we must have if we are to survive.

Demand the necessary cost price. Use parcel post for delivery of small purchases that formerly came to you by express. You can save money by doing so. Advertise that you will deliver articles in your local zone for the actual additional cost of delivery. Use every means that your competitor, the catalogue house, finds so helpful.

An Effectual Appeal.

We should make our appeal to the jobber and manufacturer for cost prices in forceful terms. The recent meeting in Chicago of retailers, jobbers and manufacturers was productive of much good, but statements, understandings and resolutions are of far less value than action. Each individual merchant must stand with want book in hand and demand such prices as will enable him to add his hire and still have an equal chance with his competitor. Positively refuse to buy where prices are not right. Group your buying. The jobber and manufacturer can sell you a large bill for the same cost as a small one.

Make it easier and cheaper for the firm who has the price to sell you its goods. The buying end of our business should be of much more concern to us than the manner of transportation.

Be Alive to Other Wrongs.

Contend for a postal rate that will at all times be self-supporting. Contend for a new classification of second-class mail matter so that magazines and cheap periodicals that exist only as advertising mediums shall be grouped in a class apart for carrying such matter shall be 8 cents per pound, the actual cost of handling same, instead of 1 cent a pound, the present rate.

Contend for a 1-cent letter postage which is more than actual cost of handling this class of mail. The accumulation of a surplus on one class of mail matter to be used to cover a loss on another class is unjust class legislation and should be ended.

If the experiment proves that the present parcel post rates are not adequate to meet running expenses they should be raised. So far as I am able to judge, there are no economic reasons for a flat parcel post rate.

A re-adjustment of mail rates, the use of the parcel post system, lower

purchasing prices, all mean profit to the retail merchant.

Justice and fair play is all we need to meet our fellow men in competition. This we must have. Will you be satisfied with less? H. C. Heldt.

True Definitions of Success.

Evansville, Ind., Feb. 21—Your editorial entitled "What Is Success?" is filled with mental food. You are correct. "The definition of success is undergoing a change."

We should always remember that Nature never makes two things alike, nor does she reproduce things just exactly like she made them before. We are on or in a process of progression. We are moving up and up to a higher point of proficiency and are continually moved by the general progress of the world.

The merchant who does not know anything about literature, who does not read his trade paper, who does not advance with the intellect that produces the new and up-to-date ideas is a human machine grinding out the same old stuff every year in and year out, and if he does happen to build up a business and make some money, he has lost the knowledge of how to use what he has gained.

True success must be a practical method of working and living. There cannot be a success where both of these two principles do not work in harmony.

The individual who has made for himself a broad mind, a well-rounded life, together with a well organized business, is the successful man.

Edward Miller, Jr.

Exchange Resolutions.

At a special meeting of the members of the New York Mercantile Exchange, called for the purpose of considering the duty on dairy products, the following resolutions were unanimously adopted:

Whereas—The tariff on butter, cheese and eggs has for many years prohibited the importation of these necessary articles of food (except special foreign styles of cheese) and at the same time deprived the Government of revenue that would have been obtainable if the duty had been moderate rather than prohibitory; and

Whereas—The production of butter, cheese and eggs has not increased in proportion to the population of the country, and consequently consumers have been forced to pay exceptionally high prices during a large portion of the year; therefore, be it

Resolved—That the members of the New York Mercantile Exchange earnestly petition members of the Senate and House of Representatives, to remove the tariff on the aforesaid products; and be it further

Resolved—That a copy of these resolutions be forwarded to President-elect Wilson and to each member of the Senate, House of Representatives and exchanges throughout the country handling dairy products, seeking their co-operation.

Handwriting seems to have gone out of fashion. Still it is worth while for any young business man to write plainly and rapidly.

Announcement is Made of The Annual Puffed Rice and Puffed Wheat Coupon Sampling Plan

It will be three and one-half times as great as in previous years.

Seven million, six hundred thousand of the coupons will call for a package of Puffed Rice or Puffed Wheat absolutely free.

You'll get your full profit on every coupon.

We redeem from you in cash at the regular retail price. 22,000,000 Magazines will present this gift to women. Here is the list of magazines in which the coupon will soon appear:

Saturday Evening Post
Ladies' Home Journal
Woman's Home Companion
McCall's
People's Home Journal
Pictorial Review
Youth's Companion
Uncle Remus' Home Magazine
Modern Priscilla
Literary Digest
Outlook
Vogue
Canadian Magazine
Canadian Home Journal
Woman's World
Delineator
Designer
Woman's Magazine
Ladies' World
Home Life
People's Popular Monthly
Housewife
Mother's Magazine
Leslie's Weekly

Christian Herald
American Boy
Holland's Magazine
Harper's Bazar
Canada Monthly
Canadian Pictorial
Western Home Monthly
McLean's Magazine
Sunday Magazine of
Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post
Washington Star
Minneapolis Journal
Buffalo Courier
Detroit News-Tribune
Baltimore Sun
Pittsburgh Gazette-Times
Minneapolis Tribune
Louisville Courier-Journal
New Orleans Picayune

Rochester Democrat and Chronicle
Philadelphia North-American
Richmond Times-Dispatch
Omaha World-Herald
Buffalo Times
Boston Herald
Pittsburgh Dispatch
Detroit Free Press
Milwaukee Sentinel
Columbus Dispatch
Denver Republican
Worcester Telegram
Providence Tribune
New York Sun
Boston Globe
San Francisco Call
Washington Post
Omaha Bee
Chicago Tribune
St. Louis Globe-Democrat
Cincinnati Enquirer
Memphis Commercial Appeal
Denver Rocky Mountain News
Des Moines Register and Leader

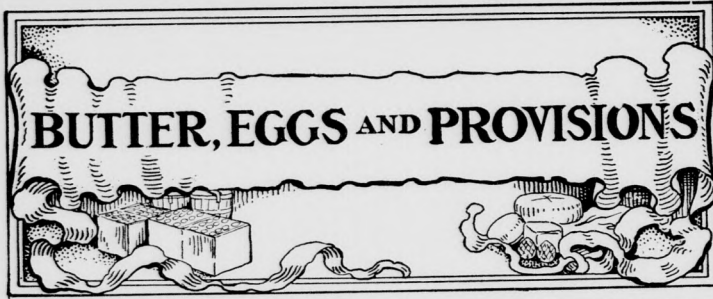
This is a chance to get new trade. Get women started by redeeming their coupons.

We guarantee the sale on goods you purchase to take care of the business sure to follow this offer. Buy two cases each Puffed Rice and Puffed Wheat, and should any part remain on August 1st, we will relieve you of the surplus on request.

—INSTANT ACTION NECESSARY—

The Quaker Oats Company

C H I C A G O



Shippers, Take Notice.

The publicity committee of the New York Mercantile Exchange are sending out the following information:

"We think it important that all egg shippers be advised that there will be a stricter enforcement by the railroad companies this year than heretofore of the provisions of the official classification, and that shipments will not come through at the regular rates if they are packed in the slightest degree contrary to the classification. Fillers used must be strictly No. 1, or medium, and flats as well as excelsior must be used on bottoms and tops. Rates have recently been advanced at this end of the line on shipments showing absence of flats in a percentage of the cases. Second-hand cases must be strapped whenever used, and the presence of a few second-hand cases unstrapped, in a larger consignment of new cases, or properly strapped second-hand cases, is likely to advance the rates on the shipment. In this connection, our committee would earnestly advise the use of No. 1 fillers only for all top layers, in packing for shipment, any grade of eggs, even the lowest. A great deal of top breakage could be thus avoided and the better appearance and selling value of the entire consignment assured."

Standard Berry Box Law Soon In Effect.

The law determining standards for berry boxes, enacted by the Legislature of 1911, and the enforcement of which was deferred to give manufacturers and dealers a chance to clean up on their old stocks, will go into effect this spring. The old berry boxes were wet measure, representing the fourth part of a gallon while the new box is dry measure, or one fourth of a peck. The wet quart contains 57.57 cubic inches and the dry quart 67.2006, a difference of 9.4506 cubic inches in favor of the latter and of the consumer who buys berries, or about 13 per cent. With ample warning as to what was coming manufacturers and dealers cleaned up pretty closely last season and will start the new season with full stocks of the new style. Some of them ran short last summer and instead of continuing on the old boxes and taking chances in selling out began making the larger boxes then. As for shape, the new boxes will be the same as the old, the only difference being in the size. The boxes will still be square, with the bottom raised for ventilation, but they will

be 5 inches square and 2 $\frac{3}{4}$ inches deep, which is the same depth as before but a fraction of an inch larger in the other dimensions. The boxes will be packed in the same style, 16 to the crate, but the crates will be somewhat larger. The consumer will get more berries in the new than in the old boxes, but the matter of price will be regulated not by the size of the box, but by the dimensions of the crop, and the proportions of the demand.

The law applies not only to Michigan grown berries but to berries shipped in from other states, and the Southern grower who tries to short measure Michigan consumers will find trouble in marketing their goods in this State. A few cars of fruit rejected because of short measure will, however, soon cure them of this habit. Not much trouble is looked for on this score, however, because so many of the Northern states have adopted the standard box that the Southern growers must fall in line or quit business. There will continue to be a variety of packages, however. The Tennessee berries will come in the oblong boxes, as usual, and there will be berries shipped in quart baskets. The Michigan box, with the raised bottom to permit ventilation and to prevent crushing, will continue to be popular.

The berry box is the last of the measures to be standardized. What a bushel and a half bushel shall contain has long been written into the laws. The Michigan barrel has always been standard, and the Michigan standard is the same as that embodied in the new Federal law which will go into effect next July determining what an apple barrel shall be. Standardization has gone still further in determining what a bushel of potatoes or of wheat shall weigh and the same applies to some of the other commodities. Popular and trade usage has established some standards which the law has not yet recognized, but the law may some day catch up with common usage in this respect.

Quality Good.

Deckerville, Feb. 28.—The egg proposition is about the same as other years; impossible to buy them low enough to be safe. Production has picked up about 10 per cent. during the past month. We are getting 75 cases of eggs per week compared with 60 cases a year ago. We shipped 315 cases during February. We are not carload shippers. There are more hens in the country than last year. We look for a con-

siderable increase in egg production over last spring. Our spring receipts will run 300 to 350 cases per week. The average price will be about 12 $\frac{1}{2}$ c. We are starting our sixteenth year in the produce business and each year we learn many new lessons—and the greatest lesson we learned last year was that our worst competitor is the man who doesn't care for profit.

F. N. Rigney & Co.

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM
Successors to F. E. Stroup, Grand Rapids, Mich

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

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

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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.

Tanglefoot



Gets

50,000,000,000

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

The Sanitary Fly Destroyer—Non-Poisonous.

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.

Some Curiosities About Oranges.

The name "orange" is from the Latin aurum, meaning gold or of a golden color. The fruit was originally a small, bitter berry, about the size of a common early Richmond cherry, and very seedy. It has been cultivated in Hindostan from a very remote period, and was taken from that country to Arabia and Persia in the eighth or ninth century. It is said to have received little or no attention from cultivators of fruits in either of the last mentioned countries prior to the beginning of the tenth century, there being a tradition that it was a "cursed" fruit sent by Mohammed to destroy the unfaithful. This reminds us that our common tomato was formerly supposed to be poisonous, it being now less than seventy years since it was only grown as a garden curiosity. But to the orange. In the tenth and eleventh centuries the horticulturists of Oman and Syria began the cultivation of the tree in earnest, the fruit going under the name of "bigarde." By the end of the twelfth century it had reached the Levant, the soldiers of the cross (Crusaders) bringing it with them on their return from Jerusalem. It was well known, but not extensively cultivated, in either Italy, Spain or France before the middle of the sixteenth century, four hundred years after its introduction into the first-named country, the hindrance being a survival and an addition to the old anti-Mohammedan tradition, viz., that the use of the fruit would cause the partaker to enroll himself with the legions of Islam whether he desired to or not.

The Spaniards finally attempted and succeeded in cultivating it in their West Indian colonies, and from there it found its way to Florida, Central America, Mexico and California, always improving in size and flavor until it became what it is to-day, one of the most perfect of fruits.

The Penal Tax on Oleomargarine.

Again we have a Federal Grand Jury investigation of the oleomargarine industry, with imputations in the statements given to the press by the Federal officials of "fraud on the revenue" against large and reputable business firms.

Are these imputations justified by the facts? The basis for them is the record that during 1911 there were about 115,000,000 pounds of oleomargarine made, on which the Treasury received the "colored" tax of 10 cents a pound on only about 2,500,000 pounds, and only the "license" tax of one-quarter cent a pound on the rest.

With respect to the charge of "fraud" bandied against reputable business firms, it is well to consider the history of this tax and its motives. The 10-cent tax on "colored" oleomargarine was imposed with the avowed intent of driving the oleomargarine makers out of business. It was thought that people would not even buy, much less eat, oleomargarine unless it was colored.

The oleomargarine makers met the situation with a campaign of education. They showed that oleomargarine is a cleanly made and wholesome

product. They called attention to the fact, familiar to all who have ever seen butter made, but often forgotten by the general public, that for at least ten months in the year butter is colored artificially, in order to give it that "June butter" appearance which American fashion demands.

The increasing cost of living interested the thrifty housewife in the oleomargarine argument. She found that, with the harmless coloring matter supplied with it, she could put on her table a wholesome food product that looked like butter tasted like butter, and uniformity of quality and excellence of flavor was better than about 60 per cent. of the "real butter" she could buy, and at 20 to 50 per cent. lower cost.

For the past ten years the Chicago retail price of a standard grade oleomargarine has rarely been above 20 cents a pound. While "real butter" of equal quality has rarely been as low as 25 cents, and has averaged about 35 cents. And to get really first-class butter it is usually necessary to pay more and have a standing order with some big creamery company.

The dairymen who promoted the penal 10-cent tax on oleomargarine appear to have largely lost interest in the subject. They can afford to, considering the steadily rising prices of all dairy products and the manifest prosperity of the dairying industry. And so the question arises, isn't there room and use for both products without subjecting one to penal status from which the other is exempt?

Of course there is the swindler who buys oleomargarine, colors it, and sells it as "butter." There is also the cheater who buys up all the rancid discards of the butter market, "renovates" them, and sells the conglomerate as "gilt-edge butter."—Chicago Inter-Ocean.

New Oleo Bill in Minnesota.

A new oleo bill was introduced in the Minnesota Senate last week. The measure provides that oleomargarine shall not be manufactured to resemble the color of butter, nor that "dairy rolls," "country rolls," "Guernsey," "Jersey," "Holstein" or other words indicating creamery origin shall be used on the label.

The Minnesota State Supreme Court decision last year held that any law prohibiting the manufacture of oleo to resemble butter was unconstitutional.

Expect Cheaper Eggs.

Saginaw, Feb. 28.—We are getting a good deal more eggs than we did last year at this time. Production is increasing—at least 50 per cent. We are getting 200 cases locally, but not enough to meet our local demand. Didn't ship many eggs during February, on account of cold weather, but will be shipping carload lots in March. We believe there are more hens in farmers' hands this year than there were last year at this time. Think we will buy eggs a good deal cheaper this spring. Saginaw Beef Co.

Are you the kind of man you think your neighbor ought to be?

A Stroke of Luck.

A sick old farmer who had moved into a Michigan village had a ne'er-do-well son who would not work, but insisted on loafing around the village and living on his father, meantime waiting for the happy moment when the father might die.

One morning the news came from the rich old farmer's house that he had a stroke of apoplexy and was dying. The good women of the village rushed over to see if they could do anything. They found the son sitting in a rocking-chair on the porch, rocking slowly and rubbing his hands.

"John," one lady said, "is this terrible news true? How is your father?"

"Well," replied John, continuing the rocking, "all I can say is that I expect to be a rich man in a few minutes."

Not Needed.

"Do you carry burglar insurance on your home, Bildad?" asked Wiggles.

"I used to, but since the twins came I've given it up," said Bildad. "Nobody sleeps at our house after dark, so what's the use?"

Our Need.

"There is some great force lacking in this country to-day," observed the Sage.

"Yes," commended the Wise Guy. "What this country needs is a fool-killer who will stay on the job."

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Your customers will like

Mapleine

Recommend it to them with a money back guarantee for a "Flavour" that is dainty and different. Or to make table syrup by adding it to white sugar and water.

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

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Judson Grocer Company

National Canned Foods Week

March 31st to April 6th

Watch out for some interesting facts about our PURE FOODS

The Canned Foods House

Judson Grocer Company

Grand Rapids, Mich.



CLOTHING

Seasonable Advice to the Retail Hatter

Reports of all traveling men who have returned from the road are to the effect that there has been an unusually good business during the fall months in spite of the mild weather. That they found retailers with stocks very much reduced and consequently ready to give generous orders. Styles for spring will be conservative both as to shapes and colors. In soft hats, light weight with smooth finish promises to be the leader, and there will also be a good demand for fabric felts and lustrous finishes. Don't be led into the belief that there will be any surprising demand for green hats in vivid shades, although there may be quite a run on soft hats with subdued effects of green. Dark navy blue also promises to be quite a factor in spring business. In stiff hats, extreme styles do not seem to be wanted. The very low crown and wide brim of last year does not seem to be as popular now.

What mixture of caution and laziness is it that allows the spring as a definite style season to slide into desuetude?

All the trade knows that spring is not the business season it used to be, nor the season that it could be made to be. Everyone with a percentage of logic must know that style stimulation is the necessary quantity that will revive the season to its erstwhile importance. Yet for how many years have we gone on, permitting spring to be practically a repetition of fall, as far as the character of styles is concerned?

Why cannot we all push light hats this spring? Why can't we combine to display green soft hats, light derbys, or some other suitable and distinct style? There is no doubt that it would mean more money for all hatters, that it would make the January sales a more endurable expense, and make spring the significant business season that its peculiarities entitle it to be.

The truth is that retail hatters are moving in a rut. The volume of felt hat trade in the spring is only half of that in the fall, because under present customs, the natural tendency of the fall season being to stimulate sales, hatters have been content to let things take their course, and the public has taken the cue from the hatters.

In the fall the average man feels the pressure of all circumstances forcing him to the hat store. He has worn or thought of a felt hat but rarely during a period of some three

months. During that time he feels that style has moved ahead a few steps. He approaches the season with some curiosity. In his cupboard is a felt hat carried over from last spring. Having been in disuse for some time, it appears antiquated—fit for fishing trips, perhaps, but unthinkable as everyday headwear. Winter looms up stormy and destructive—and he hies himself to the hat store to prepare for the onset.

But spring approaches imperceptibly. Month slides into month, the hat he is wearing settles into that state of clinging comfort that is his delight. February and March pass, giving him a few twinges of conscience, and then the sly hatters begin to mingle in their window displays a few cooly arranged straw hats. It is the excuse he is waiting for: "What's the use? I'll need a straw hat soon."

There is a way to get more business out of spring. You can do it, not merely by talking of comfort and necessity, but by touching a man's pride, by playing on their predilection for up-to-dateness.

Display a style that reverses the ideas that men acquired in the fall. Get a few of the fashion leaders to wear it, and last fall's hat, however well it has survived the rigors of winter, will look like a faded flower. An earnest style campaign in the spring will surely increase sales.

If possible, let several hatters in the neighborhood combine their energies on a special style. Let them play up light derbys, display them, advertise them, tell about them in the store. Let them feature green soft hats, and have the courage to show them to people who come into the store. A vogue of green this spring would be about the happiest consummation that hatters could wish.

To give a radical style the needful momentum, it would be necessary to organize the clerks into a campaign of real salesmanship. For the clerk who shows a noticeably new style must be prepared to answer a few gibes before he brings the customer around to his side of the fence. If, as is unfortunately the case in some stores, he veers around at the first sign of banter, and joins with the customer in jeering at the hat, the style will stay on the shelves. An apologetic snicker never sold a hat, but let him argue from his heart the new hat is a good style, though a different one, and that it has reason and evolution behind it, and his efforts will soon make their impression.

While it may not seem like increasing sales to steer from a staple

to a novelty men who would buy in any event yet, as a matter of fact, this is the only way to lay a foundation for your run of style. Get your style on the street—that is the needful goal that will bring in those who would otherwise have gone on out of style and content.

A recent dispatch from Paris says that checkered or parti-colored hats for men are the latest innovation to be seen on the Boulevard. Americans will not wear checkerboard hats; but there is no reason why hatters cannot tempt them each season with something as distinctive if not quite so obtrusive, and by this process make an old hat conspicuous and undesirable.

Try it for a record spring trade.

How Two Old Tradesman Patrons Talk.

Daniel Hunt, grocer. Benton Harbor: I am pleased to state that I have got attached to the Tradesman so that I would not like to be without it. I am 67 years of age. I started in the grocery business in September, 1877, and have been in the business all the time since—over 35 years now—and I have no aches or pains as yet, for which I am very thankful to the Good Lord.

Charles A. Brubaker, general dealer, Mears: Last fall I registered a man sized kick in regard to transportation up this way. I know I stirred up some of the wholesalers and, with your help, we got results. I think my subscription to your paper will soon run out. When it does, kindly renew and notify me. No, I don't intend to renew it as an appreciation of your help, but simply because the investment of the dollar gives me \$10 worth of benefit every year.

Fine Mail Order Scheme.

What apparently is a very smooth scheme to obtain a mailing list for mail-order houses developed recently at Ash Grove, Missouri. There an elderly man called on the principal merchants of the town with a proposition to gather a list of names of prospective customers in the surrounding country, taking only one merchant in each line to the number of ten.

It was planned to go over each rural route radiating from Ash Grove and obtain all the addresses on each of these routes conditioned upon each merchant paying the man one cent per name for the names thus obtained. His net receipts therefore, would be ten cents per name, provided ten merchants entered into the proposition.

He also proposed to leave a card with the head of each family entitling the person receiving it to a discount of five per cent on any goods which might be purchased of the merchants represented up to a total purchase of \$10. This latter was to prove that the solicitor of names had honestly secured those included in the list.

To merchants who told him that they were already supplied with names in the rural routes of that dis-

trict he offered to buy a copy of their lists, but was refused.

The merchants of Ash Grove did not enter into the proposition as they were satisfied that it was simply a new method of making the local merchant pay for a mail-order list for the benefit of large mail-order houses. The facts in the case will doubtless be interesting to other merchants as indicating something to avoid.

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FLORIST
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GRAND RAPIDS, MICH.

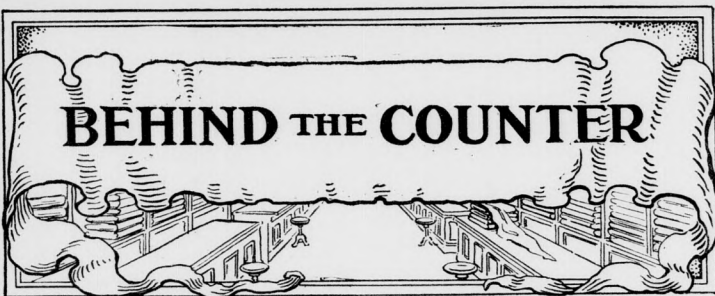
Spring Lines
For 1913
Now Ready



Hats, Caps
Straw Goods

G. H. Gates & Co.
Detroit

Write for Catalogue



Mutual Responsibility Sustained By Dealer and Clerk.

If one should enquire of any business man—manufacturer or retailer—what constitutes his greatest problem to-day, his reply, after giving some thought to the question, undoubtedly would be—distribution, the getting of the manufactured product into the hands of the ultimate consumer, and the consumer's dollar in exchange into the merchant's and manufacturer's till.

Distribution is one great factor in business; the other is production. Both require brain work, a keen insight into the demands of the consumer, and ability to meet that demand—or to create a new one.

Two Potent Factors in Business.

Now, of these two potent factors in business, there is no question but what distribution has become the more important and the more difficult to successfully accomplish. The most that production can do is to make an article and place it on the shelf. Up to that point the article is an economic loss. It has not reached the ultimate consumer—has no use.

Then the forces of distribution begin to work. The manufactured article goes from the manufacturer to the retailer and again is placed upon the shelf. It still represents a loss—this time to the merchant. From the merchant, the article is passed on to the consumer and is put to use, and then it becomes a source of profit to the user, to the merchant and so to the manufacturer who puts it upon the market.

Retailer's Place in Distributing Goods.

Eliminating, if you will, the manufacturer-to-consumer-idea of doing business—the mail order method—which at best could never be satisfactory to a degree which would make it a universal method, you will see that the great factor in distribution to-day is the retailer. It is the retailer who, after all, must get the manufactured product into use. And so it is true that the retailer who can best anticipate the public demand and supply that demand with a satisfactory article and at a fair profit—it is that retailer who shall be called successful—a master business man.

What, then, does this problem of distribution involve as applied to the retailer? I can see clearly four elements. First, the man who sells—the retailer himself; second, the man who buys—the consumer; third, the article to be sold, and, fourth, the manner of making the sale—the selling policy of the man behind the goods.

Consider the Average Consumer.

Two of these factors you will find closely allied and to be considered together—the goods themselves and the man who buys them. The average consumer (and in a large business he is the man to whom you must cater) comes to you with hard-earned money to be exchanged for good merchandise. He counts the pennies because he is compelled to. He does not purpose to be wasteful, but he will pay a good price for a good article. He is not looking for cheapness so much as he is for quality. All that he asks is serviceable merchandise at a fair price. Shoddy merchandise he does not really want at any price.

It is just at this point that many merchandising errors are committed. A man comes into your store, for instance, and demands a good, serviceable shoe for—say \$2.50. Do you give it to him? Can you give it to him? Is it to your interest to try to give it to him when you know it can't be done? Or do you rather explain to that man, who does not and cannot possess your knowledge of shoes, that for \$4 he can get better service and eventually greater satisfaction and can exercise better economy than he can for \$2.50?

I know from correspondence with shoe retailers all over the country that too many of you are afraid of the consumer—trembling for fear that if you attempt to sell good merchandise at a fair profit to yourselves, you will lose a \$4.00 customer and your competitor across the street will gain one at \$2.50. It is difficult to tell sometimes whether you are more afraid of your customer or of your competitor. But I say to you that when you sell only dependable merchandise at a fair profit, ignoring what your competitor may be doing, but devoting all of your time and energy to serving the best interests of the consumer, you are on the high road to business success.

Put to the Test.

Take another example involving the goods and the consumer—and this time the question is style. Most of your goods are ordered from the manufacturer two to six months in advance. You buy somewhat from stock, but the bulk of your orders is placed some time ahead. Before placing these orders, you must form a judgment as to styles which will be correct. You have been in business for years. You know the trend of shoe styles. You read your trade papers (and let me say to you that if any of you ignore the trade papers, it is time for you to wake up to the value of the information they offer

you and a thousand other things as well as the trend of shoe fashions.) You talk with shoe people. You determine what styles of lasts, what leathers or fabrics are going to be in demand—and you place your order.

Then comes the test of confidence in your own judgment. You hear that toes may change, that tans may drop, or whites not be so strong as you supposed—and very often you believe it, going back to our own judgment. And then you begin to consider cancellations of orders, or what is equally as deplorable, you overstock your shelves by buying more styles. In this case, unless your business takes a very appreciable increase, you unload at clearance time for 70 cents on the dollar.

Stand on Your Judgment.

Now I want to ask you, how do you expect that the public will ever have confidence in you if you lack confidence in yourself? I believe that if I were a retailer of shoes, I would stand on my own judgment as a buyer, and when the selling season opened, I would use all my selling energy in insisting that my styles were right because I had bought them and I was an expert judge of shoe styles.

Do you suppose that such a policy, such a standing on my own feet, would influence the women enquiring for the correct style in shoes? Do you suppose I would lose a sale now and then? Yes, I might and my competitor might get the four or five dollars involved. But eventually my policy would sink in, and my judgment on styles would be respected by the buying public. And more than that—just as good merchandise begets confidence, so confidence induces enthusiasm, and the confidence of standing on my own feet would create an enthusiasm for my business which would spread to every employe in my store. And enthusiasm all along the line works wonders in converting merchandise into dollars and cents.

The Retail Salesman.

Enthusiasm—that brings to me a consideration of the greatest factor in the selling of goods—the human factor. In every branch of industrial, professional or social life, the cry to-day is "give us men and give us women." After all, the thing sold is secondary in importance, provided it is a good article. The man who sells is all important in distribution and it is for better salesmen that we are constantly seeking. There is the actual point of contact with the buying public—and there the business is gained or lost according to the quality of the man himself. Selling is largely a personal matter, and as your consumer comes to know the salesman as a personality—as a friend, your consumer becomes a friend to your business, a walking advertisement of your business—the highest class of advertising you can buy and the kind that costs the least.

You know this by your own experience. You go to a great department store and the firm name on the door may not be warm or inviting to

you. But you know that "Bill" Jones' down at the leather goods counter, is a friend of yours and will treat you right. So you hunt up "Bill" and he sells you what you want. He gives you good service, advises you as to your purchase, makes sure that you are satisfied and sends you away remarking what a good friend of yours "Bill" is.

Nor is this all. The same "Bill" Jones sends you away enthusiastic and makes you a valued supporter of his house. He ties you and your influence up to the entire selling organization of his firm. He is interested in you and if there is red blood in your veins, you must become interested in him, and unconsciously you become a vital factor in building up the business of his house. The shoe business needs men of this class—men of brains and energy and character, men who are aggressive in the battle for business, men of strategy and business acumen, men who will work nine hours a day, or twelve if necessary, or even more; men who believe in their own future, not men who see nothing in life beyond their present limitations; men who are enthusiastic, who can see for themselves that their ultimate success is bound up in the greatest success of any organization with which they are associated; men who work not for so much a week, but for so much in life.

There is the backbone of the whole problem of distribution. Given men such as these, men who are energetic, who are thinkers, the question of how best to accomplish the intricate problems of distribution will find ample solution. We will marvel to find that the problems were so simple.

Chester F. Craigie.

Sweet Revenge.

A party of vegetarians paid a visit to the country, and after a few hours' ramble in the woods and fields proposed to finish up their hitherto pleasant outing by a picnic tea party.

After getting comfortably seated to the spread on the grass they were disturbed. A bull made his appearance in a rather hasty manner, spreading confusion among the party.

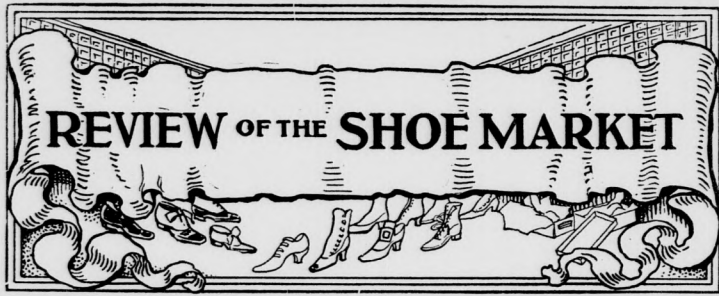
One old lady ran, panting, behind, reaching the stile only just in time to save herself by scrambling through it and falling in a heap on the other side. On regaining her feet she turned to the bull and breathlessly exclaimed:

"That's your gratitude, is it? I haven't eaten a bit of beef for two years; but I'll make up for it now, you ungrateful creature!"

Everything Is O. K.

The caretaker of a country place wrote his employer in this city, as follows:

"Your letter came. Glad you bought a team of horses. Hilda is sick. She has diphtheria, and she will die, I think. Clara died this eve. She had it, too. We are quarantined. Five of Fisher's family have got it. My wife is sick. She hain't got it. If this thing gets worse we may have to get a doctor. Them trees are budding good. Everything O. K."



Forecasting the Call for Women's Footwear.

Written for the Tradesman.

You are not to suppose by the heading affixed to this article that I have any special and exclusive hunch as to what is going to hit the popular fancy in women's footery, and what is going to miss the mark. Nobody, so far as I know, has penetrated beyond the border of guess-work into the realm of certitude, on this and kindred style topics. After all our inductive studies and laborious excursions hither and yon in search of vital tips on the trend of feminine shoe styles, we must seriously admit that we aren't quite sure. Frank Crane says woman herself is a mystery—and always was—and he is willing to dismiss the whole subject by frankly admitting that mere man never has been able to understand her.

Naturally, since woman herself is so enigmatic, the styles of footwear women will prefer next season, must be assumed to partake of the mystery of her nature. Of course there is this to be said by way of delimiting the element of feminine capriciousness insofar as the selection of her footgear is concerned: she must choose from the range of styles and lasts already out the particular lasts and styles that she will have for next spring and summer. While it comforts us somewhat to reflect that women will not be able to take up any extra-mundane shoe styles for the spring and summer of 1913, it does not throw much light on our pressingly practical problem: namely, which of our many new and nifty footwear modes will make the leading hits?

Some Good Ones to Choose From.

Our resourceful shoe manufacturers have certainly been bestirring themselves to keep pace with fashions in dress fabrics and modes. As the readers of these columns well know, there are quite a lot of new things on the market, many of which are not without sufficient merit to justify themselves if they go big. But they can't all go big.

What about gray kids, for instance? According to all the rules of logic, gray kids ought to make a killing. Intrinsically, the leather is all right; and the color is new. Not only that, but it is a much more practical color than white, for it doesn't show dirt so readily, and it will go with most any color of dress. It looks particularly fetching with white goods and soft, silk fabrics. The leather polishes nicely. My own conviction is gray kid is going to make a killing.

How will it fare with bronze?

Opinions differ. Some dealers wouldn't touch 'em with a ten foot pole. A good many dealers are inclined to think that there may possibly be a revival of bronze popularity, while here and there one discovers a dealer who is really quite enthusiastic over the bronze outlook. Of course there are fifty-seven solid and substantial arguments against bronze leather; but on the other hand there are two facts that must be weighed: first, the bronze of to-day is a whole lot better bronze than that of unfavorable memory; and, in the second place, there are certain fabrics that demand a color to which bronze corresponds a little better than anything else.

What about white goods? Outlook is simply scrumptious, assert many dealers who have a name for catering to the smarter feminine shoe trade of their respective communities. On general principles a big late sale of anything in footery augurs an early next season sale of the same line; and as white stuff—particularly white bucks—went fine right up to the last blast of fallen weather last fall, they'll probably go rather encouragingly this spring and summer. I look for the time to come when white goods will be staple among women's lines.

And what shall we say of tans? Indications look like a good tan year. Among the menfolk tans are going strong, and no doubt of it; and there is an increasing number of women who believe that tan is quite the thing for summer wear.

How About Buckles for Street Wear?

Our friends, the buckle manufacturers, proceed upon a very substantial assumption: namely, that footwear (as ordinarily built and adorned) for the eternally feminine, isn't as ornate and conspicuous as the wiles and worths of womankind are really entitled to. Consequently the appearance of the modern shoe buckle.

The history of the buckle as applied to women's footwear is a very ancient and respectable one. But undoubtedly the golden era of the shoe buckle is coincident with that era called Colonial Days. Then, in sooth, were there buckle-makers under the sun who wrought famously in silver and other silver-like metals and alloys. Some of the best buckle patterns of to-day are strangely reminiscent of Colonial types.

Rhinestone buckles for dress purposes and Colonial buckles for street wear—so runs the code-of-the-hour. So mote it be. As for me, I have it not in my heart to chide milady if she affects buckles for street wear. There are many beautiful and fetching patterns for her to select from

—and they really do look well on dull and patent leathers.

Before concluding this discussion, however, I am minded to repeat some recent words of a wise merchant friend of mine. There's a moral involved. "I'm going slow on these novelties. I've got a few of 'em, to be sure. Enough with which to make a demonstration. I buy anything that looks good. But I've got to try it out on my own trade before I go in strong. If it's really good, I argue it's good enough for the jobber; and if the jobber's got it, I can stock up on short notice. I'd rather he'd take chances on it than carry the risk myself."

Chas. L. Garrison.

Home Trade Can Be Influenced by Local Publicity.

Butler Bros. favor the Tradesman with the following excellent editorial which retailers generally would do well to have published editorially in their local newspapers:

Some farm journals and several of the prominent National magazines find great amusement in setting up the retail merchant as a target for the most bitter sort of denunciation.

Their object is very hard to find, unless it be that some of their readers delight in hearing someone blamed for the high cost of living and look upon the retailer as a legitimate mark to shoot at.

Now we have no ax to grind, but as a newspaper that likes to be fair, we cannot refrain from repeating a few facts, and letting you make your own conclusions.

Doesn't it seem strange to you that a system of distribution that takes care of about 97 per cent of the merchandise bought and sold, not only in America, but in countries as old as France, Germany and England, should be as rotten as some folks would have you believe?

Personally we feel that there is a place in this world for every legitimate sort of business and that we shall always have room for the city department store, the retail mail order house and the ordinary retailer. Each one of these institutions serves a good end and none of them are going to die off.

They are all retailers, and while their methods may vary, each one has a work to do. That's why we don't like to hear any of them called robbers, highwaymen and cut-throats.

None of them are any of these things, even if some ill-advised magazine, from an underhanded motive, does choose to class them with thugs and criminals.

In the first place the prices quoted by any one of them do not differ much from the quotations of the rest. Each system has its own peculiar economies and each one suffers from its own peculiar sort of waste.

The department store may be able to buy in larger quantities than the ordinary retailer, but the running expenses of the latter are so much lower than those of the city establishment that things come out even in the end.

The statement is still true when we compare the retail mail order house and the ordinary merchant. The lat-

ter has lower light, heat, living expenses, rent and insurance, and is not compelled to employ so many clerks per customer as the big mail order house, and so again the balance is just about even.

Of course, the retailer cannot carry so many goods as the bigger fellows, but you can examine and handle the goods he does carry with perfect ease.

Parcel post will increase the ease with which you can shop at home, so that the home merchant will be still better able to balance off the advantages of his big competitors.

Now we don't pretend to think that any home merchant has a right to your trade unless he gives good service, good value, and fair prices. But neither do we believe that a distant establishment that has no personal interest in your welfare should draw your business away from home simply because they are out-of-town enterprises.

That the home retailer is not a highwayman and that he does not practice piracy, is proved by the fact that he does not get rich. The home retailer is no better off than any of us, and when a thoughtless magazine makes a bitter attack upon him, it is like rubbing salt in a wound—and the merchant has no means of retaliation.

That is the reason why we have taken up a cudgel in his behalf. Moreover, when a bitter attack is made upon an individual who is rendering so worthy a service as that performed by the retailer, the consumer suffers as well.

A little careful comparing in your home market might not do you or your home merchant any harm.

In the District Court of the United States, Western District of Michigan, Southern Division— In Bankruptcy.

In the matter of Adelbert A. Welcher, Bankrupt.

Notice is hereby given that, in accordance with the order of this Court, I shall sell, at public action, to the highest bidder, on Wednesday, the 12th day of March, A. D. 1913, at two o'clock P. M. at the store formerly occupied by said bankrupt, at Berrien Springs, Berrien County, Michigan, the assets of said bankrupt, consisting of and being appraised as follows: Men's shoes, \$335.45, ladies' and children's shoes, \$566.15, rubber goods, \$139.55, hats, caps and trunks, \$94.25, furnishings, \$218.84, furniture and fixtures, \$77.50. An itemized inventory of said assets may be seen at the office of Hon. Willard J. Banyan, Referee, St. Joseph, Michigan, or at the office of Hilding & Hilding, 307 Fourth National Bank Bldg., Grand Rapids, Michigan.

Said sale will be for cash and subject to confirmation by this Court, and notice is hereby given that if an adequate bid is obtained, said sale will be confirmed within five days thereafter, unless cause to the contrary be shown.

Daniel T. Patten, Trustee.
Hilding & Hilding, Atty's for Trustee.

HOOD RUBBERS

Have **MADE** many a **MERCHANT RICH**

Because of---The **Service** they give
The **Style** they show
The **Selling Features** they embody
The **Popularity** they have attained
The **Profit** they bring

These things coupled with the **Service** we render, the **Quality** of the goods and our **Large Stock** have made the **Hood Line** **THE Michigan Line.**

It's a case of Largest Because Best

Note carefully these facts:

- The **Hood Rubber Mill** is the **Largest** in the **World**
- More **Hood Rubbers** are **made every year** than **any other brand**
- More **Merchants Sell Hood Rubbers** than **any other brand**
- More **People Wear Hood Rubbers** than **any other brand**

You see how it is—The **Merchant** has **confidence**
The **People** have **found out** and have **confidence too**

Who says price is **not** to be **considered?**

Let him **think twice** when the **WORLD'S STANDARD** is under consideration

Get our catalogue. Shall our salesman call?

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

WHY SHOES ADVANCE.

Sources of Leather Supply are Rapidly Diminishing.

Written for the Tradesman.

Is the price of an article based upon the cost of production or upon supply and demand? Business philosophers have argued this question pro and con, with the pros sometimes victorious and then again sometimes the cons.

Leaving out the products of the soil in their natural state, and taking up the manufactured article, there is no doubt that the intent of the manufacturer is to get compensation for his labor employed by adding the cost of same to the raw material and a profit on his capital invested. I say, this is the intent, but should, however, a given article be manufactured simultaneously by different producers beyond the consumptive demand, the manufacturer of the article would, in order to stimulate the sale, decrease his price, regardless of cost, or he would "cold store" it or hang onto it until the demand and supply would again be properly balanced, provided, of course, the article in question be a staple one and not an article of fashion. If this latter condition prevails—that is, if the article is one of fashion rather than of necessity—the cost is entirely 1st sight of and the question simply is, How much can I get?

There has been a considerable advance in the past decade in the price of both raw and manufactured products and, considered from the law of supply and demand, the advances in some instances have been inconsistent. For instance, take the horse. The Michigan Crop Report of January, 1913, indicated that the price of a three year old horse in 1902 was \$89.34, whereas in 1912 the same kind of horse was worth \$162.49, having almost doubled in price. The question is, was this enormous advance due to increased cost of production or an increased demand? The Government statistics show that in the period between 1900 and 1912, during which the price of horse flesh nearly doubled, the number of horses increased about 50 per cent. In 1900 there were thirteen and one half million horses in the United States. In 1912 this number had increased to twenty and one half million. This increase, you will note, is far beyond the proportionate increase of population during the same period, which was only about 24 per cent. How do you account for this enormous increase in the price of horse flesh in the face of the increased supply, and also the invasion of the automobile into innumerable fields of labor where the horse was formerly employed?

Again, the Michigan Crop Report of January, 1913, shows that cattle, other than milch cows, between two and three years old, were worth \$28.16 in 1902, while the same kind of animal in 1912 was worth \$31.02, an increase of only 10 per cent. in the price of cattle, as against 88 per cent in the price of horses.

The Government statistics show that in the period between 1900 and

1912, the population of the country increased nineteen million, or 24 per cent., while the cattle of the country decreased four million, or about 7 per cent. Please note, that while horses increased in number 50 per cent., and increased in price nearly 100 per cent., cattle decreased in number 7 per cent., and advanced in price only 10 per cent. Evidently America's breakfast foods are cereals rather than meat.

With a diminishing number of cattle and a rapidly increasing population who demand that they keep well shod and that their furniture and automobiles shall be covered with leather, their increasing machinery driven by leather belting, the 50 per cent. in horses rigged with saddlery and harness all made of leather, for which but few satisfactory substitutes have yet been found. The wonder is

various kinds of leather. The sources of supply have been exhausted and the statistics clearly indicate that the supply is diminishing. The conclusion, therefore, one must draw from the bald fact of an ever increasing population and a decreasing supply of hides is that shoes, as well as all articles made from leather, will continue to advance in price, subject, of course, to market fluctuations.

G. Adolph Krause.

Employees Should Be Protected Against Themselves.

Grand Rapids, March 4.—Many of your readers are manufacturers and are, therefore, interested in the following, and if store-keepers, they are also vitally interested, because where they sell goods in any amount to a small manufacturer, his ability to pay them may be entirely ruined by an

liquor to the men under above conditions should assume at least some part of the compensation law responsibility for which the employers must pay.

If the State says an employer must pay for any accident to employe, it matters not what the circumstances, then the State, it seems to me, is bound to protect the employer against any influences that will make the employe more liable to accident, and the merchant, on account of the credit he gives the small manufacturer, is as vitally interested in the question as the small manufacturer himself, for the cost of liability insurance is extremely heavy and if the small manufacturer fails to carry this insurance and should be unfortunate enough to have a death or two, his entire capital would probably be wiped out.

C. C. Follmer.

Problems That Can Be Solved Only Through Co-operation.*

This is the day of organization; this is the day of co-operation; this is the day when men in various walks of life get together, partly for the protection of their particular interests but largely for the advantages that organization and social contact afford. No man can live for himself alone, no man is independent of his fellowman, but must both depend upon him for help and be ready to extend help to him.

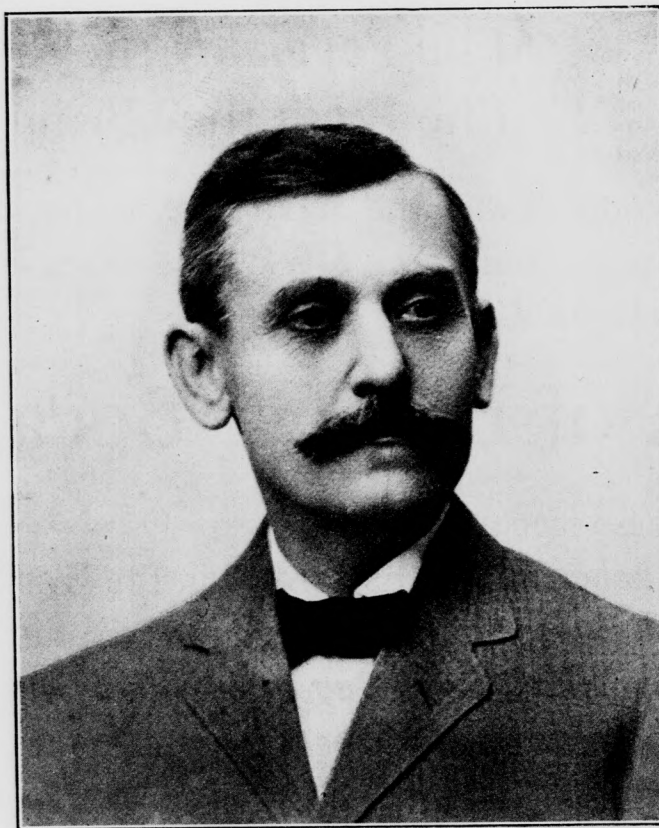
You know the value of organization, of co-operation, and many of you have taken advantage of it. You doubtless, by your own experience, have been convinced that you can only hope to cope with the organized conditions which confront you to-day by organization and through organization.

At the recent convention in New York City of the National Shoe Retailers' Association, we had representatives present coming from coast to coast, and the National Association went on record as endorsing the principles which the local organizations of shoe dealers represent and approve. I believe our National success depends upon the members of our local associations of shoe retailers, joining as individuals the National body and co-operating with them on both state and National questions, such as opposing the Oldfield "Pure Shoe" bill, which will come up at the next session of Congress. There is such a wide range of usefulness open to us in seeking a solution of problems which affect our branch of the trade that we must get busy and concentrate our energies into action.

At this time when shoe retailers are beset with hedges being thrown about our business, it is apparent that the only way in which these can be overcome is through organization. If it costs a few dollars individually we should not look upon this expenditure as an expense, but rather as an investment.

We are the ones who must provide finances in sufficient amount to guarantee the perpetuation of our National Association, and the way to do it is

*Address delivered at the recent annual banquet of the Rochester Retail Shoe Dealers' Association by E. D. Gildersleeve.



G. Adolph Krause.

that shoes and harness are as cheap as they are.

Man may eat Battle Creek breakfast food and thereby hold down the price of meat, but he can't very well go barefoot and be comfortable in order to hold down the price of leather. For at least ten months of the year there is nothing like leather as a protection against the elements.

If the tanners of the United States were thrown upon the resources of this country only for their supply of hides and skins, the price, no doubt, would be materially higher than it is at present. They have, however, in order to keep their tanneries supplied with raw material, sent their agents to every country and clime, civilized and uncivilized, upon the face of the earth in order to secure hides and skins in sufficient quantity to meet the increasing demand for the

accident to his men under the workmen's compensation law.

This law takes from the employer, as I understand it, any defense in the shape of contributory negligence, or the negligence of his fellow worker, and I notice the question arises, whether the employer is liable from the time the man leaves his home until his return, under this act. Will not the employer be forced to demand legislation that will protect his employes against themselves? The compensation law gives the employer no relief if the employe goes to work under the influence of liquor. That being the case, employers should demand some legislation that will protect their employes from the time they leave their homes to go to work until they return to their homes at night, having ceased work, and the person or persons furnishing

to send in your application for membership accompanied by a \$10 check to the treasurer. Practically every branch of industry is now organized and the members of each class are deriving benefits only to the extent to which they contribute to the support of the work.

Indebted to the Trade Journals.

One other thing we must do and that is to make use of publicity. This matter was considered by the two National bodies (retailers and manufacturers) in convention assembled in New York City. I, for one was much impressed with the idea that we are deeply indebted to the editors of our trade journals for their personal attendance at our conventions and for the liberal support which they are constantly extending, without which it would be about impossible to build up and maintain our organization]

The merchant to-day, who does not subscribe for and carefully read one or more trade papers devoted to his line is indeed a poor business man and is withholding from himself a source of information that would prove invaluable to him. Let us push with energy the cause of our trade journals whenever the opportunity presents itself, for they are our friends.

Progress and efficiency have characterized our work from the beginning. The things we have done have been definite, effective and cannot help but prove permanent.

But what of your future? You may be proud of the past; you must live for the future. Prepare for the future. Your work is not yet perfect. You must admit that it can be improved. Are you aiming to improve it? Let us have the spirit of co-operation, concentration of effort, oneness of purpose, oneness of vision, oneness of heart and ability to stick together. The man who counts for something in the community is the man who does something for the community and he is the man who gets back from the community the fullest measure of return.

What Organization Means.

The local and National associations bring you in closer relation with each other. They help to put an end to certain evils of the retail trade. They seek the elimination of all fake and unworthy advertising. They look to the removal of trade abuses, such as giving special discounts, etc. They help to put an end to certain evils of the retail trade. They seek the elimination of all fake and unworthy advertising. They look to the removal of trade abuses, such as giving special discounts, etc. They encourage the development of a "trade at home" sentiment, or "deal in your own city" spirit. They work for the extension of county and suburban patronage. They are the only organizations working directly for retail shoe dealers and only such can become members. A local association of shoe merchants endeavors to eliminate friction and petty jealousies; promotes good fellowship; secures and endorses laws and ordinances imposing a tax on transient dealers and auctioneers, many of whom are doing

business without the proper license. This is what organization means.

The success of a local body is due largely to faithful and earnest members giving their time and means in solving important questions. The personal benefit a member derives often means more than any business benefit in dollars and cents.

The work of the last year and a half showed clearly that the National Shoe Retailers' Association is of great benefit to all retailers and promises even greater things for the future growth and prosperity of the retail shoe business. It encourages service, courtesy, good buying, promptness, fulfilment of promises, honesty and no misrepresentations.

A seed has been known to grow and split a rock, but a single thought has changed an empire or a world. Nothing is truer as nothing is greater. The abolition of human slavery was a thought carried out. Its birth may have been in a child's mind; its fruition put fifty millions into civil war and freed a race.

Commerce and Public Sentiment.

Commerce is the greatest of all forces at work for the enlightenment of the world. The reason for the existence of a Chamber of Commerce is service to the city and its commercial and civic interests. Whatever action by the Chamber will best serve the community should be the guiding star of your action. The Chamber must make itself felt in every phase and department of municipal life, for all of these things are vital to the well being and prosperity of the community. Dealers must so unite as to be in tune with public sentiment and so alive to your responsibilities that your work will redound to the fame and prosperity of your city, and that the best factor in your sense of solidity of organization will be a mighty power in bringing about the greatest good to the greatest number.

How Chewing Gum Is Made.

There is no way to estimate how much worthy chewing gum has gone unchewed because of the general belief that almost anything is good enough to enter into the ingredients. Many a stenographer and telephone girl has sacrificed this special privilege at the altar of rumor, and all unnecessarily, for chewing gum is manufactured in a sanitary way now.

The chief factor in the making of this muscle-building confection is chicle, the sap of a South American and Mexican tree. It is the chicle that gives the gum its elasticity and prevents its disintegration in mastication.

The sap is obtained much as the American maple syrup is obtained. After a crop is gathered, it is dried and broken up into small particles, preparatory to being and shipping to the United States. Upon reaching the gum factories of the United States the chicle is stored in its original bales until ready for use. In the actual making of the finished product, great copper-lined, steam-jacket kettles are used to melt the hardened sap to the consistency of mush. Into this powdered sugar is poured

and while the mass is still hot the flavor is added. It is in the kettles that the gum assumes its identity. Into one goes mint, another receives pepsin, and so on through the list of flavors.

When cooled a bit, the mass of molten chicle, with its added flavoring and sugar, is poured upon a kneading board and kneaded by hand. Then it is placed in the rollers. The

kneading board and kneaded by hand rolling machines turn out the sheets in regulation thickness, and marked by depression into stick size. After being broken up, the finished sticks are covered with powdered sugar to prevent sticking to the wrappers, and placed in a machine that wraps them.

Once a fisherman, not always a liar.



It's What You Have Left That Tells the Story of Profits

You take an inventory to know where you are at.

If you are a customer of ours you will find on examining your stock and purchases of R K L Shoes that this line has made you money. Why?

Because the stock of them on hand represents but a small percentage of the quantity of them you have bought during the year.

If you are not our customer you should let us sell you a few pairs of several numbers. They will convince you in a short time of their superior value as trade getters. They will get and hold the best patronage of your locality.

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

Stock the Profit Makers Now

"H. B. Hard Pan" and "Elkskin" Shoes

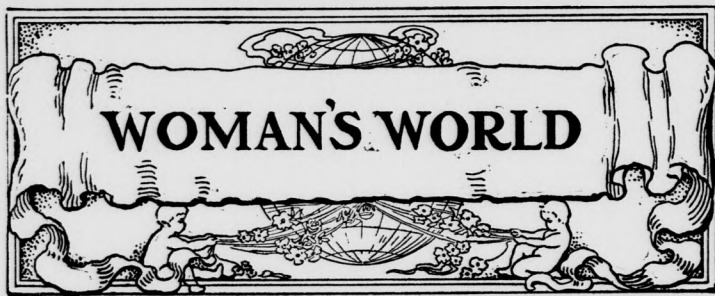
You cannot possibly make a mistake by adding the above lines to your stock.

They represent the tanners' and shoemakers' best efforts, and are by far the best wear resisting shoes offered to-day.

Your trade will soon be asking for this class of shoes. Stock up now so you can supply the demand when it comes.

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.
GRAND RAPIDS, MICH.



Learn the Science and Art of Resting.

Written for the Tradesman.

I wish some one would write a book for women on the charm of being rested. Women will go in for anything that promises to increase their attractiveness. Once convinced of the power there is in repose, of the spell which a nature possesses that is not worked up to the limit but has on hand a little fund of surplus energy, women would take hold of resting as they now take hold of all the cults that make for beauty of face or figure, and in time we should have an intelligent system setting forth the ways of ease and quietness, a science of tranquility, so to speak, that all might learn and profit by.

For there is no beautifier of complexion or feature, nothing that will preserve youth and stave off old age better than simple rest.

It is an age of intense activity, of severe toil. With all of our labor-saving machinery, we work harder than ever. We invent a tool or a machine that will perform some task in half or one third or one tenth of the time that was required to do the same thing by hand. But before we have gotten our tool for lessening the work of that task into good running order, some one—where located or acting under what authority we often can not tell—but some one has discovered and added to our schedule of labors two entirely new tasks, both perhaps more laborious than the one from which we are just making a partial escape. Maybe there is not so much heavy manual work as formerly, but there is greater exertion of brain and nerves. Our forefathers with their slow and cumbersome ways of doing things, their stagecoaches and hand looms and spinning wheels, were not so rushed as we are. The whole race seems to be speeding along in feverish pursuit of the objects of desire, as if lashed by some invisible goad.

If there were no one to tell us that this breakneck gait is of very modern origin, we would learn the fact from history and literature. The old-time writers and moralists laid all their stress on trying to arouse the human mind and body from what seems to have been its natural lethargy. "Give not sleep to thine eyes, nor slumber to thine eyelids;" "Go to the ant, thou slug-gard; consider her ways and be wise;" "How long wilt thou sleep, O slug-gard? when wilt thou arise out of thy sleep? Yet a little poverty come as one that travelleth, and thy want as an armed man." These are some

of the admonitions of the Wise Man of the Bible, who surely understood the human nature of his day.

"How doth the little busy bee improve each shining hour!" is a more recent version of the same idea. Sloth by the Roman church is classed, not as a light, excusable, venial offense, but as one of the seven deadly sins, taking rank with such iniquities as pride, covetousness, lust, wrath, gluttony and envy. It would seem that in earlier times humanity was like some great growing boy whom you do not need to tell to sleep soundly at night; you put all your strength on the strenuous job of making him get up in the morning.

We still feel the force of those old maxims driving us on, after the condition that made their utterance necessary has ceased to be. I dare say that if Solomon himself could speak to this generation, his message would not be one calculated to incite the sluggish to action, but rather a warning to the over-energetic to let up a little.

Women need to learn the art of repose, the science of resting, even more than men do, because temperamentally they are more inclined to go to extremes than men are. They get strung up to a high pitch and go clear beyond their strength. Then men have rather more sense about work than women have. A man will do his day's work, often work very hard and strenuously and under high pressure for the customary number of hours. But after his day's work is done it is hard to get anything more out of him that day. A woman, when she becomes interested in a job, will work all day and then want to work all night at it. The limits of the day's work are not apt to be so clearly defined in her case as in that of the man, and she is far more likely to load up with all kinds of extraneous tasks and imaginary duties than he is.

One of the most important things to do if one is to live successfully in this present age is to learn how to compass the performance of all one's really essential duties within a reasonable day's work. You can't do all that you want to do. Cut out the unnecessary and the unimportant. Learn to turn off swiftly and easily work that does not require especial care nor close attention; but do not fall into the error of working hurriedly, for that wears one out.

A sharp distinction needs to be made between overexertion that is merely physical and that which is mental or caused by excessive nervous strain. Sometimes a person may

be lazy physically and stand in actual need of proper muscular exercise, and at the same time be keeping up a terrible stress of brain and nerves. Gentle exercise, particularly if taken in the open air, tends to tranquilize the mind and relax the nerves. Where there is a tendency to brain fag or nervous depression, exercise never should be violent nor prolonged to the point of undue physical weariness.

After a systematic division of one's day and a cutting out of all superfluous time-consuming activities, the next great step, if one is to acquire the fine art of repose, is to learn the knack of resting as one goes along. Life is so arranged that many of our important concerns are in suspense, as it were, often for long periods of time. We desire very much to see certain things accomplished which we find it impossible to hasten. If we don't look out we keep on the stretch continually. It is very natural to get to thinking, "Now when the mortgage on the house is paid off, or when Clarice gets through school, or when the spring sewing is all done, then I am going to have a good long rest." It is far better economy of one's vital forces to rest a little right now, to-day. It is possible to get a great deal of good rest at odd times, often when one can't possibly be doing anything else. If you have to wait for a train or for some one to keep an appointment, don't fret because of the delay—just sit quietly and rest. Watch a row of women in a street car. See how

many seem to have their muscles taut and their nerves tense. They are accomplishing nothing, but instead are losing the few minutes' real rest they might have while riding down town.

Don't feel that you must read or study or sew or crochet every spare moment that you have. If situated so that you can, close your eyes for a few minutes several times a day.

Don't allow yourself to become excited and wrought up over trifles. Learn to relax both mind and body as occasion offers. Remember that some things will move along all right if you don't push them. Don't talk too much. Especially, don't talk in a loud or high-pitched tone of voice. I knew a woman who suffered from a sort of nervous bronchitis. She moved to a warmer climate with some benefit, but she was not completely cured. What she needed was to give her throat and vocal organs a few minutes actual rest every day, but it never occurred to her to try this simple remedy.

Don't worry. Don't take the cares and perplexities of one piece of work over into the next or into your hours of recreation. Don't talk shop. Don't think shop. As much as lieth in you give your full powers to each task in its turn. Do every piece of work as well as possible, or at least as well as its importance justifies. Then when it is completed, drop it sharply.

Apply this principle to your rest at night. When you go to bed be able to say sincerely and heartily,

Excelsior Gold Eye Needles



Large Round Eyes
Put up in Attractive Wrappers
100% profit



Safe as in its Mother's Arms

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

"Now I lay me down to sleep"—not to fret because last week, when perfectly innocent of any intention to hurt her feelings, you by a chance remark offended Mrs. Smith who is a member of your club; not to figure on how with just forty-seven dollars in the bank, you can manage to give the landlord a check of twenty-one dollars for rent, pay the grocer twelve dollars and the butcher nine, hand over three dollars and seventy-five cents for gas and electric lights, and have enough left over to provide yourself with a stylish spring hat; not to contrive how you can keep your son Henry, who is just now going up fool hill, from running with those rough young fellows with whom he has lately been inclined to associate. nor yet to plan a dinner for to-morrow that will tickle your good man's palate and still cause no distressing postprandial dyspepsia; not to think about any of these things, important as they all are, but rather to lay you down to sleep—to enjoy to the full that sound, sweet, refreshing, dreamless slumber that is God's best gift to his weary children.

Quillo.

Transportation Conditions Have Greatly Improved.

Mears, March 1—You likely remember that last fall I registered a man sized kick in regard to transportation up this way. I know I stirred up some of the wholesalers and, with your help, we got results. The delivery of goods is very much improved and, while there happens to be a bunch received once in awhile that looks as if the train wrecking crew had been impressed into service, nevertheless, I am satisfied with the present service.

I think my subscription to your paper will soon run out. When it does, kindly renew and notify me. No, I don't intend to renew it as an appreciation of your help, but simply because the investment of the dollar gives me \$10 worth of benefit every year.

I mutilated the cover of my last issue, as I cut out the piece entitled Two Sinners by Ella Wheeler Wilcox. There is a big bunch of truth in those few lines.

I notice that R. J. Prendergast has been named as chairman of the Wholesalers Committee of the Association of Commerce for the coming year and you appear to swell up and pat Dick on the back, because he is honored. Knowing Dick, let me kindly whisper that it is the Association that is honored.

It must certainly take some brains to edit a paper like the Tradesman to keep it chuck full of meat from cover to cover. Of course, I, or any other man could edit a daily like the Grand Rapids Press. We think lots of the Press here, but between you and me, it is simple to run a paper like that. All a fellow would have to do would be to send to Kalamazoo for a man to fill a column like Roy K. Moulton and surround it with police news. Don't mention this to R. K. M. or I may run foul of Officer Len-

non next time I come to Grand Rapids with my Reo the Fifth to give Fred Vos a ride. Did Vos ever tell you how Lennon nearly got us? I was not known and, by a lucky chance, Vos had changed his socks that morning and was not recognized. My number is now 23.

Charles A. Brubaker.

How the Merchant Can Make Money From Children's Trade.

Written for the Tradesman.

You need not run an exclusive toyshop in order to make money out of children's trade. Listen to this.

In a Northern Illinois town of ten thousand people there is a merchant who was convinced two years ago of the advisability of installing a toy department.

His first investment amounted to exactly \$15 and it must be confessed that he did not indulge in any high hopes concerning the future of his experimental department.

To-day his toy department occupies a space one hundred times that covered by the original outlay, and his opinion of its value is shown by his statement, "I would part with all but two or three of my lines before letting my toy department go."

Juicy profit-makers that are easy to sell, is about the best definition of all-the-year toys we have ever heard, and it is true.

Toys are easy to sell because their appeal is aimed at that part of our public who are most easily impressed and influenced, the children. They will respond more readily to advertising of any kind, and particularly to window-displays, and although they hold no purse-strings, the appeals they can make to their parents are just as effective purse-openers as any influence in the world.

The goods designed for their use pay you a profit that few other lines of merchandise can rival. First of all, toys are not staple lines. People are not capable of estimating their value, and they have no such means of comparison as is given on regular staples. Better still, parents buy more lavishly for their children than for themselves.

And desirable and salable toy goods are to be found outside the low-priced lines. Consider wheel-toys, for example. Express wagons, coasters, hand cars, velocipedes, and similar goods range in price from \$2 to \$15, and these very items are more salable in spring, summer and fall, than even during the holiday season.

A wheel-toy is always desirable in a boy's eyes; in fact, we never heard of a youngster who did not covet one at some period of his life. Why, then, could you not make yourself headquarters for wheel-toys? They are more staple, and more profitable than lots of the goods you now have on your shelves.

And each season has its own peculiar kind of toy: tops, marbles, jackstones, kites and boats go through a regular rotation, and in each season, all the boys and girls in your particular district must all have such goods simultaneously. What are you doing now to profit by this demand?

Penny toys, iron toys, guns, toy

furniture and kitchen sets are good throughout the year.

To say that the season for dolls ended on December 25th. would be equivalent to saying that the mother instinct died out of little girls on Christmas day.

Little girls literally live in a world of dolls. We never have seen one to whom dolls did not appeal every single day in the year. And for little girls, spring and summer are just as fine a time to play house as fall and winter.

If we were running a store, carrying general lines, and desired to make it reach the very highest point of efficiency we should install a department of all-the-year toys, feature them in windows and in our printed advertising, taking particular pains to emphasize goods, and strive in every possible way to make ourselves headquarters for toy merchandise.

The cost of such a department is small and fixtures for displaying the merchandise are easy to procure. In fact, this line has more advantages and fewer drawbacks than many types of merchandise, and no progressive merchant should overlook it in aiming to promote his business.

Further information will be furnished upon application to this journal.

Anderson Pace.

The Mule.

The mule—he has his faults, 'tis true; And so has man. He does some things he should not do; And so does man. Like man he doesn't yearn for style, But wants contentment all the while, The mule—he has a lovely smile; And so has man.

The mule is sometimes kind and good; And so is man. He eats all kinds of breakfast food; And so does man. Like man he balks at gaudy dress And all outlandish foolishness. The mule's accused of mulishness; And so is man.

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

MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

And patronize the service that has done most to abridge distance.

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



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. 🐣 🐣 🐣 🐣 🐣



Proper Attitude of Wholesaler to Retailer.

Written for the Tradesman.

Some thirty years ago, in the town where I was then attending school, a man whom I will call Luke Wilkins inherited his share of property from his father's estate. The greater part was real estate, but about four thousand dollars was in cash in the bank.

The father had been a man in very comfortable circumstances, and the sons, of whom there were several, always had depended upon paternal bounty rather than upon their own exertions. At the time of his father's death Luke was already middle-aged. For a man of his years he had seen very little of the hard experiences of life, and had done practically no work of any kind.

He determined to go into business. He rented a fine large store which he proceeded to stock with dry goods. He went over to Chicago to buy.

Luke had a friend, one Tom Burnham, who promptly took possession of him the moment he got into the city. When he stepped off the train, by previous arrangement Tom was there to meet him. Tom, who had grown up in the same town with Luke and known him ever since he was a boy, was at the time of which I am writing a traveling salesman for a Chicago dry goods house. He had planned his trips so that he should be in the house at the time Luke came over to buy.

For the first two or three days he didn't try to sell Luke anything. He said he wanted to show him the town and talk over old times.

Now Luke's headpiece was none too strong at best, and two or three drinks fuddled him badly. By entertainment, by flattery, by choice liquor, Tom saw to it that poor Luke was properly mellowed before he began to sell him.

Luke knew very, very little about buying dry goods, but what did that matter? Wasn't Tom thoroughly posted on all the ins and outs of the trade? Tom assured him that he was, and moreover that he should put Luke next to all the good things. Selling this bill of goods to his old chum he didn't regard as a business transaction at all, it was a matter of friendship. He would take just as good care of Luke as he would of a brother. He knew exactly what the trade out there in Luke's town would require, and he wouldn't for the world sell him a thing he didn't want.

After about ten days in the city Luke returned to his home town,

physically somewhat the worse for protracted dissipation, but mentally in a state of exhilaration and high hope. He told all enquirers that he had bought the finest stock of goods ever brought to that town, and bought 'em right too. The invoices and the goods soon followed. The stock purchased amounted to some nine thousand dollars—too large a stock for a beginner in a town of that size. Much of it was stuff too high-priced for the place; then there was quite an amount in undesirable odds and ends, stickers and hangers in the wholesale house, sold to him at a price that poor Luke, nor any one else for that matter, never could hope to get his money back on, to say nothing of a profit. These last Tom had represented as very special snaps, which Luke must on no account fail to take hold of.

Luke started in. The store ran along for a few months; then he found he didn't have the money to meet his bills. The bank refused to let him have more on his personal notes. His creditors, among whom Tom Burnham's house was by far the heaviest, began to press their claims. Finally, by means of a great reduction sale the stock was disposed of. Luke sold some of his real estate at a sacrifice and straightened things up. Through taking his little flyer in business, lasting in all only fourteen months, Luke found his patrimony reduced between three and four thousand dollars.

It was a case of the fool and his money being soon parted. Should Tom Burnham be held responsible, or was the house he worked for to blame for Luke's misfortune? Both were culpable, the house in the greater degree. Certainly it must have been their established policy to load up unsophisticated customers with all they were financially good for, or such a proceeding never would have been encouraged or even winked at, and so unscrupulous a salesman as Tom Burnham never would have been in their employ.

Some years after this affair of Luke Wilkins a very intelligent man, not in business, was talking with a representative of Marshall Field & Co. "Why is it," he said, "that when I run over the list of creditors in a case of bankruptcy, I rarely see the name of Marshall Field & Co? Aren't your people doing any business?"

"More business than any of them," stoutly maintained the salesman, "but our policy is like this: We never urge our customers to overbuy. We say to them, 'We are willing to carry your surplus stock. On goods that

Ask the Man That Has Tried a Pair of Our No. 555 Engineer's Overalls



and then have one of our salesmen show a sample garment. After doing so we believe you will book an order for them. Coats to match if wanted.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

Ha-Ka-Rac



Brand on our

GLOVES

MITTENS

SWEATERS

SWEATER CAPS

AUTO BONNETS

Ensures Good

Quality

And Low Price

Drop us a card and we will very soon convince you that our goods are fast sellers.

The Perry Glove and Mitten Co. Perry, Mich.

you can replace at any time, do not order in too large quantities. Get goods as you need them.' We never stuff orders. We encourage our customers to keep within proper limit of credit. To a man of small means in a small town we prefer to sell an initial order of two thousand dollars to one of four thousand. Let the dealer who is beginning work upward and see what he needs before he buys too largely. Moreover, in all our great stock of goods, we haven't one item that we want to get rid of badly enough that we would willingly and knowingly sell it to a customer who would be hung up on it."

These two little narratives illustrate two contrasting attitudes of the wholesaler to the retailer. The one shown by the first never was in good countenance by the best wholesalers and jobbers. It is now, I am happy to say, in greater disrepute than it was at the time in which the instance given occurred.

When an account is opened with a new customer, particularly with one who is just embarking in business, the wholesaler has two opportunities: one is to sell just as large a bill as the retailer can probably pay for; the other is, insofar as may lie in the power of the wholesaler, to contribute to the success of the retailer, to make a merchant of him. The latter policy is not only better morals but in the long run it is better business. A succession of moderate-sized orders, extending through, five, ten, twenty or more years, will aggregate far more than one overlarge initial order.

Of course a buyer ought to be posted thoroughly not only on his line of goods in a general way, but also as to the particular needs of his locality. But often it happens that the novice does not have this so essential knowledge. He must and does rely to a great extent on the advice and suggestions of his wholesale houses. The beginner can not be too strongly cautioned to place his patronage with only such concerns as are above urging him to buy goods which he can not handle to advantage.

It should be said in justice that wholesalers are not responsible for every bankruptcy, nor probably even for the larger share of these unfortunate occurrences. A jobbing house may be let down heavily, not because it has counseled injudicious buying, but because it has carried a customer along unwisely. But insofar as it is his province to teach and advise, let the wholesaler do so conscientiously, with an eye to his customer's best interests; which, in any long view of the matter, are indissolubly linked with his own. Fabrix.

A Pleasant Task.

Two Irishmen were comparing notes about politics, jobs, hard times, and the like, when Father Murphy joined in the discussion.

"Sure and I'm satisfied with things," said Pat, "I've a pache of a job."

"Is that so?" said the priest. "And what might ye be doin'?"

"I'm pulling down the Episcopal church," replied Pat, "and I'm gettin' paid for it."

Pertinent to the Egg Business.

Get wisdom, get understanding—and then put your money into eggs if you're sure eggs will win.

A merely successful business man may know how he makes his money, but a real business man finds out how he is losing it.

A current estimate fixes 23,000,000 as the approximate number of chickens held on Illinois farms, with a valuation of about \$12,000,000.

They tell us that the reason more poultry has not been grown in the South is because people have not been encouraged down there to make it a business instead of a side line. Efforts are pretty general now in the Southern territory to encourage the profitable raising of poultry.

D. J. Coyne, of Coyne Brothers, has been on "the street" in Chicago for 35 years. "Dan," as he is familiarly known, went onto South Water when he was 15 years of age and has been there continuously ever since. He is now 50, but you would never guess it to look at him.

The California Poultry Company, of San Francisco, pleaded guilty recently to two charges of violating the game law because of their having in their possession on one calendar day more than twenty-five ducks. A fine of \$25 for one charge was assessed and the other continued for thirty days.

Here is a new one. They took a poultry census of Minnesota the last part of January and it was done by the country boys and girls of that State under the direction of N. E. Chapman, the poultry expert. The data when collected through county superintendents will show the number of chickens, geese, ducks, and other fowl in Minnesota, how many eggs were produced last year, the number of incubators used and the amount of poultry raised during 1912. This is a new idea and it would appear ought surely to be as accurate as the general Government's own figures.

The State of New York, through its Agricultural College and experiment station at Ithaca, has probably done more than any other state towards the scientific development of the egg laying proclivity in hens and also the development of the market poultry end of the business. They recently dedicated their new poultry husbandry building, the first, we believe, to be built at any educational institution in the United States. Several days' programme was provided and a large number of the most prominent people in the egg and poultry business—in the marketing and investigation end as well as in the practical poultry raising field—were secured for lectures and demonstrations during the week. Considerable emphasis was placed upon testing, grading and packing eggs as well as killing, picking, drawing and packing poultry, these subjects being discussed several times during the week by competent authorities.

Impatience is the father of inefficiency.

One of the Stipulations.

One of the fleshless fraternity telephones us that he engaged a German cook lady not long ago. His wife liked the appearance of the applicant; her references were good and the wages she demanded not exorbitant.

"I'd like to have you come," said the lady of the house, "but perhaps you won't want to live with us. We are vegetarians and never have any meat in the house. Would you be satisfied with a vegetable diet?"

The fraulein scratched her head. "Vell," she said dubiously, "iss beer a vegetable?"

The underlying, hidden thoughts of doubt, fear and discouragement give rise to failure, and must be forgotten before you can succeed.

Mayer's
HONORBILT SHOES
The Line That's Up-to-date

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.



Umbrellas

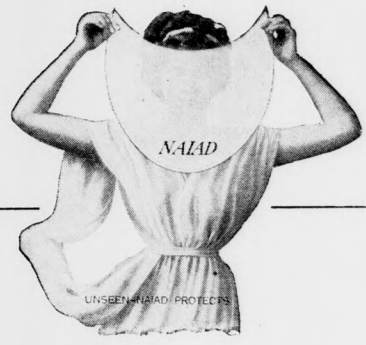
Our "Special" Assortment

1/2 doz. Ladies,
1/2 doz. Gents)

Price
\$8.50 per dozen

PAUL STEKETEE & SONS
Wholesale Dry Goods
Grand Rapids, Mich.

"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



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

How Krueger Defines the Term Business Building.*

Business building, it might be said, consists of four factors. First, personality, or personal supervision of your business; second, buying your goods at right prices; third, selling them at honest prices with honest profits; and fourth, service. The question I wanted to talk on is, buying goods at the right prices. I might as well state from the start that merchants, as a whole, pay too much for their merchandise. It is a pretty strong statement for anybody to make, but I will attempt to prove it. In the first place, America means equal rights and equal privileges. In that connection I might add that most of you in the search of getting your merchandise at the right price, will find that consistency in a jewel—yes, equal rights and equal privileges have in many ways been abused. It is only a few years ago that our Government had up with the railroad companies the matter of stopping them from giving rebates or extending special favors to large shippers. The Government believed that it was right for one man to buy as much transportation for a dollar as another. President-elect Wilson, in a speech in Chicago recently, spoke of a plank in his platform that each and every manufacturer should own his raw material at an equal price. Gentlemen, your raw material is the merchandise that you buy and put in stock in your stores. Another thing we should work for is that all men should be served alike and not class or party.

The retailer has been discriminated against by the manufacturer of our goods for the last twenty or twenty-five years more than ever before. They have catered to the large buyers; they have catered to the fellow that went after the price. In this connection, gentlemen, I want to impress you with one point, and that is this, that every merchant owes a duty to himself and to his business and—remember this—to his community and to his customer. The duty is that he put the goods out to his customer for as little money as they can buy them for in the open market. Any merchant to-day who asks one cent more than an article can be bought in the open market is asking

*Paper read at annual convention Wisconsin Retail Hardware Association by H. F. Krueger, of Neenah, Wis.

too much. In this connection, I want to just touch briefly on a conference that was held in Chicago on Oct. 9. After five or six hours of warm discussion—all in a friendly way—we reached a point where we finally conquered and the jobbers' association agreed to join hands with us on this resolution that you have all read in the trade papers:

Resolved—That we assume as distributors, wholesale and retail, that the prices made by the catalogue and mail order houses are those at which manufacturers are willing that their goods should be sold at to the customer, and that we feel it is only just and proper that those who distribute to the consumers for the manufacturers shall be remunerated for the service rendered.

Gentlemen, that resolution is your footstool to stand on. It is up to every retailer, whether he belongs to this Association or not, to make it a point to see that he gets his goods so he can sell them at the price that is established. If you ask the consumer or the former, if you please, what is the market price of a piece of goods, he will quote you Sears-Roebuck or Montgomery Ward or some other mail order or catalogue house, and that is the market price. Why? Because he can take the cash and go into the open market and buy it for so much money. If I ask one party what is the price of nails, he says \$2.05; another says \$2.75. That \$2.75 amounts to nothing. Two dollars and five cents is the price, because that is the lowest price—the going price.

Now, gentlemen, I want to call your attention to some advertising that was done in the trade journals. I want every man here to appoint himself a committee of one to represent his own business and start a system of letter writing. It is often asked, "What is the Association doing and what did it do last year?" Gentlemen, as I told them at that convention, the Association cannot buy your goods; neither can they sell them for you. That you must do. You must run your own store, and it is up to you as individuals to pass your troubles up to the man who causes them, and the man in this case who causes your troubles is the manufacturer of the article and not the jobber and not the retailer.

What I ask you gentlemen to do is when I give the name of these different manufacturers, I want you to put down their names or the articles, so that you can open up correspondence with the manufacturer. Six hundred men in Indiana last week prom-

ised to open up correspondence. I want you all to start writing letters as soon as you get home. Date every letter March 1, mail it on the 1st of March; there will be five or six hundred going from Indiana, and I hope there will be as many more from Wisconsin, and I am expecting that many more will go from Minnesota and some of these manufacturers, when they get 1,500 letters on the 2nd day of March, will do something. The trouble has not been with the manufacturer or with the jobber; it has been with the retailer. You are not awake to the situation. You leave too much for your convention or Association—too much for your officers. Gentlemen, the good Lord will help anybody who helps himself. This resolution has opened the gates and has opened a path for you—to people who help themselves.

Again, on the advertising proposition, when a manufacturer puts a paid advertisement in a journal, what does he ask for? He asks for you to give him the use of your store; he asks for the use of your clerks, your show windows and for the use of your reputation in your community that you have worked for your whole life. It is up to him to treat you as a partner; it is up to him to leave you margin enough to pay the running expenses of a business and a little bit more.

The first one I want to speak of is the Oneida Community Company. Look at that—that is a pretty common advertisement. (Referring to chart.) The strangest thing about the whole advertisement is they have never had anything to say that there was any profit in the traps, but there is money in furs. It is a cheap advertisement—one that attracts attention. Let us see how this manufacturer treats us. The strangest thing of all—I never found a man around any one of their exhibits who had any authority to say anything—to say that represent the Oneida Community Company. Mr. Noyes, the President of the Oneida Community Company, is the President of the Manufacturers' Association of this country. I think there has never been a time that was any better for you dealers to take up the trap situation with the Oneida Community Company than this year. Let us see how they protect you: The jobber pays for the No. 1 Victor Trap—that is the one that sells the most—90 cents, and you are bound to pay him \$1.12 a dozen for them. Our market is Milwaukee. For some of you it is St. Paul. You have freight to pay to get them to your store. At the same time, this manufacturer quotes a retail price in Chicago of \$1.30, or in the city of Oshkosh—any sporting goods house that sells ammunition—at \$1.30. That is upheld all over Northern Wisconsin. Any trapper on Wolf river or on the Chippawa river or any of the rivers of Northern Wisconsin can buy those traps for \$1.30. What is the protection? The jobber is protected 22½ cents and the retailer 17½ cents. This resolution, gentlemen, has given you an opportunity to take this up with Mr. Noyes and demand as his distrib-

utor and his partner in business to give you a price so that you can sell them and live.

The next one I want to speak of is the Stanley Works. There are the corrugated strap iron hinges—you all sell them. The price on them is such to-day that you cannot make enough on them to pay for the lights for your store. Your family would have to live on straw and molasses in a little while if you attempted to make a living off of these goods. Put the proposition up to the man who makes the trouble. It is not the jobber; it is the man who manufacturers those goods and allows them to go into bad hands and bad company. Good goods are like good men—they are known by the company they keep. If the price is right in the catalogue, it is right that you should have it.

The next is Goodell-Pratt Company. The less said about them the better. They have said for years that they would sell their goods and continue to do so to anybody who had the price. Mr. Pratt said that he protected the retailer 7½ per cent. How many can run their business and get good service at 7½ per cent.?

The next one is the wringer proposition. How many want to know anything about wringers?

(Many voices: "All want to know!")

I do not want to say anything about the wringer proposition, because as I understand it is all straightened out, but I have been told that some of you are anxious to know something about the wringer proposition, and I time that it was wrong, and that for hardly know how to start it, but I want to say this, that I learned from a manufacturer in Wisconsin that there was something going on in the wringer game that I did not know, and he said he did not know as anybody knew about it except him. Incidentally, I learned that both wringer companies were manufacturing a line of wringers for what they called the installment trade. To explain the installment business the way they look at it, it does not mean a store that sells house furnishing goods or a premium business or anything of that kind, but they look upon the installment man as the man that goes from house to house with a rug over his shoulder, with a clock in one hand and a wringer in the other, and peddles and sells it on payments of 50 cents a week. I took that up with both factories and asked them for this price on installment wringers, using our regular letter head and so on. I was turned down. They said that this class of goods was made for the installment houses and not for the regular trade. I had already said that we sold many goods on the installment plan, which our letter head explains, and so on, but nevertheless they turned me down. They said that the installment way of selling wringers was a very expensive way of selling them and that they usually got about three times as much for the wringers as they paid for them, about \$6 or \$7. I did not know what to do. I thought I was snowed under. Finally, lying in bed one night along about midnight and

thinking about this proposition—I do not want to say what I called myself, but I concluded I would go into the installment business—I changed my name and called myself "The Heavy Installment House" and my office was my home address and my place of business. The next morning I went and had letter heads and envelopes printed to fit the new firm and I wrote for quotations under this new firm name, and I gave one of our banks for reference in case they wanted to ask for reference. They did not ask for it, by the way, but without the single clipping of a letter from either one of the concern, they both fell for bait. To make a long story short, it was an awful dirty mess. It proved something like this, that the No. 780 wringer, which is a five-year guaranty wringer, that cost you and me when we used to buy one dozen of them \$43.50, this peddler could buy one dozen of them the same as you and I for \$38. He could underbid you the \$5.50 upon that one wringer. Well, the result was we had a meeting in Chicago. I wanted the National Secretary and the President to come to Chicago and have both of the wringer men present. The Lovell Company representative met us, but the American Wringer Company representative had other business. The whole situation was put up to Mr. Meacham, of the Lovell Wringer Company, and explained to him, and he admitted from the start that it was wrong; that he knew that it was wrong, and he had known for a long seventeen years—as long as he had been with company—he had tried to get the company to discontinue this selling method. The result was that he promised us that no matter what the price was—that our price would be just the same as anybody's else. There was one point gained. We kept up considerable correspondence and made two visits and visited some of the other members of the committee, and it has finally ended in this way, that we have had three reductions on wringers from the Lovell Manufacturing Company. The first reduction is a telegram on Jan. 8. At that time it was a reduction of \$1 per dozen on the one year guaranty; \$1.50 on the three year guaranties, and \$2 on the five year guaranties; then on Jan. 31 he wrote me that the price would be some 50 cents lower on the one year guarantee and \$1 lower on the other two. As it stands to-day, the one year guaranty wringers are \$1.50 cents lower than they were before; the two year guaranties \$2.50 lower, and the five year guaranties \$3.50 lower. The first reduction was made on the 8th day of January. I also have a letter from President Abbott, saying that the American Wringer Company's representative was at his place on Jan. 7 and still trying to prove that their method is right in regard to these canvassers, because he had an expensive way of marketing the goods and was entitled to a lower price. Mr. Jantz brought up the argument that we had always made a profit on wringers. Most certainly we have, but we have forced it out of the poor

consumer and, gentlemen, that is what we have been doing right along. In order to force the profit out of the consumer, they have not played fair with us. Another point they brought up was, that they were obliged to sell wringers to canvassers lower because his method was so expensive, but I said, "Mr. Jantz, it never costs you a cent." He said, "Why not?" I said, "You have already admitted that only 2 per cent. of your product is sold to the canvassers and 98 per cent. to the retail trade," and I said, "You have taxed the retailer from \$3 to \$6 a dozen to keep up this expensive selling campaign to act against the retailer. We have paid the freight, not the American Wringer Company nor the canvassers."

Now, gentlemen, that is about all I have to say on the wringer business. They have promised us, both of them, that they are going to tote fair with us.

The next advertisement I have here is the Sterritt line of machine tools. I do not know that that needs such an explanation. There is not a dealer present who can buy Sterritt tools, either a retailer or a jobber, and sell them at the market price to-day, mind you, and live. It is up to you to reduce that cost by demanding it from the man that has the power to give you the price.

The next one is a particular friend to a great many—Sargent & Company. You gentlemen can look over the hardware on your shelves—some tools, some builder's hardware—and if you will turn to Sears-Roebuck's catalogue, you will find a picture of a similar square. It is the same cut that is used in this advertisement, only turned on the other side. In both cases it has a Sargent stamp upon it. Sears-Roebuck & Co. are also filling their orders with Sargent squares. A great many of you get Sargent squares from the jobber. The goods are perfectly satisfactory or else you would not buy them. If they were not first-class, the jobber would not sell them to you. I think I am safe in stating that two-thirds of the men present here are buying squares to-day at 60 off and under pressure you may get an extra 5. Let us compare the prices you are paying with the prices your customers can buy them for. Sears-Roebuck's price is 39 cent and your price at 60 off is 42½ cent. Your prices at 60 and 5 off is 40 cents. Your customer to-day can buy either one of those two squares at a little bit less than you can. It would indicate that there was something wrong with your buying system, gentlemen. Let us take a little better square, No. 100, a very common square: Sears-Roebuck's price is 64 cents. At 60 off the price is 65 cent, so your customer can only underbid you one cent. The whole line of Sargent's goods are represented more or less in almost every catalogue that is published. Now, then, it is up to you to go to Mr. Sargent. He is the man who is making the price.

Trimo tools and wrenches are in the same condition, so far as the mail

H. Eikenhout & Sons Jobbers of Roofing Material

GRAND RAPIDS, MICH.

We are the only concern in the state that job roofing material and building paper exclusively—it is not a side line. That is why you can get what you want and when you want it.

Foster, Stevens & Co. Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.



A. T. Knowlson Company

WHOLESALE

Gas and Electric Supplies

Michigan Distributors for

Welsbach Company

99-103 Congress St. East, DETROIT

Telephones, Main 2228-2229

Ask for Catalog

Save
Ice Bills

Save
Ice Cream

Save
Syrups
and
Fruits



Serve
the
Coldest
Soda
Water
and
Ice Cream
in
Town

THE GUARANTEE ICELESS FOUNTAIN

Will do it and bring the best trade. See our special show cases.

Michigan Store & Office Fixtures Co.
Grand Rapids, Mich.

Use Tradesman Coupons

order business is concerned. They are sold by mail order houses and you can sell them. You cannot blame the farmer for sending down for those goods to the catalogue houses. If you were a farmer you would do the same thing. It is up to you to get the price and keep the farmer at home.

How to Properly Open a Hardware Store.

The opportunities afforded a young man for making a success in the retail hardware business are as favorable to-day as ever they were, if not more so. The growth of the hardware business must needs keep pace with the increasing population, and especially in our western country there are regularly developing most excellent openings for new hardware stores as well as in the more settled sections where more stocks are continually being established.

The retail hardware business, like any other field of endeavor, has its fascinations and its force impelling exactions. To any one of sound health and good judgment it is an exceedingly profitable pursuit in which styles cannot make impressive inroads and create disastrous fluctuations. In other words, a spade is a spade and an ax is an ax, the price largely determining the grade.

No young man need hesitate in entering the retail hardware business, even though without previous experience, providing he is willing to listen to the advice of those who have studied the business from every conceivable angle.

List of Disirable Locations.

We get many applications from young men who have been working in all parts of the country. Sometimes a young man comes to us from the farm, with a desire to open a retail hardware store, asking if we know where there is a good location that would support an enterprising retailer.

We reply that we do. It is our business to know such things. We keep an up to date list of desirable locations for new hardware stocks and of established stocks for sale, made up largely from frequent reports by our salesmen from their respective routes, and covering practically every state—pertinent details are given, such as population, class of trade, competition, railroad facilities, and approximate investments required.

Then again we hear from the young man who applies perhaps from some little town in Michigan. He tells us he has worked in a store in his town, has been thrifty, and saved a little money. Perhaps his wife is in poor health, and a change of climate is imperative. For various reasons he wishes to make a change. He expresses a preference for Nebraska, Iowa, or some far Western state. What are the prospects of getting in touch with a desirable location?

We send him our lists and have one of our traveling representatives call on him for the purpose of giving him such general information as he may desire. We also suggest that he write us on any particular point that may

be of interest to him, and we will give him all the data we possibly can.

Should he place the matter entirely in our hands, we write to the salesman in the particular section of the country in which the prospective merchant wishes to locate, and ask him what he thinks about the proposition. If favorable, he replies, as a rule, something to this effect:

"I have a good place out here. The man who owns it will sell for various good reasons. I would like to have this prospect come out and meet me and let me show him this proposition."

We tell the applicant what we know of the situation, of our satisfactory dealing with the merchant who wishes to sell out, that we believe the opportunity an excellent one, and recommend that personal investigation be made of this stock, and where we will arrange to have our salesman of that section meet him, lending every assistance; and, everything being satisfactory, the transfer is made on the spot. That would be one way for a young man to get into the retail hardware business.

Another Way to Begin.

On the other hand, if he is without experience, and is willing to take our word for it that the location we recommend is first class in every respect, we endeavor to arrange it so that he may meet our salesman on the ground.

We explain to this prospective merchant—assuming he is inexperienced—the advantages that would accrue to him in buying his stock in this great central market, where large stocks are carried for immediate shipment, and shipping facilities are unexcelled.

When a new customer starts in with a big house it is to the advantage of the salesman, as well as to the house, that the customer does not seek to load him up with any commodity simply because he is ignorant of the principles of the business. To retain him as a customer we must arouse in him confidence in us which cannot be shaken.

If he hasn't any idea of about what profit he should make on them, he can get the information from us. It is seldom, however, that we find a man entering the retail hardware business without a pretty good idea of what his profits should be. Most of them have natural ability, and seem to know intuitively what they ought to make.

We never permit a new merchant to bite off more than he can chew. If we are going to place him in a community where it requires an investment of \$4,000 or \$5,000, we see that his stock and assortment is properly balanced, and leaving him necessary working capital. If the amount involved is less than that, we recommend a location where his capital would be more consistent for a smaller representative stock, complete enough for his needs.

Average hardware stocks run a great deal the same. A great many times you find hardware stores invoicing \$15,000 to \$25,000 or more. These merchants have started out on a small scale, but have worked up to a busi-

ness of that size by increasing their stock as they increased their capital. The great value of a hardware stock is that the goods seldom depreciate, nor do the styles change. What is good one year is good another year, with the possible exception of new inventions.

A wholesale house that recommends a concern to a new merchant knows what it is recommending. Our house sees to it that he does not buy a lot of ragged ends, paying invoice prices for them. If necessary, and so requested, we send one of our experts to the locality, with instructions to take a full inventory of the stock. In this way we know the work has been done conscientiously and thoroughly, and that we are protecting the interests of the prospective owner of the business as well as our own.

Knowing the business as I do, I haven't the slightest compunction in advising any energetic young man of ambition to enter the retail hardware business. He'll find it profitable, interesting, worth while, and a well kept hardware store is a readily convertible asset.

E. A. Burke, Sales Manager Hibbard, Spencer, Bartlett, & Co.

Showing the Purchaser How.

Written for the Tradesman.

"This article is positively the best on the market," I heard a salesman declare not long ago.

Confidence is an excellent quality; the chief excellence of the foregoing oft-repeated phrase is its tone of sublime confidence. But it is hackneyed—woefully hackneyed. It has done duty since Shem opened the first second-hand store after leaving the ark.

There is a better and more effective way to sell goods than by fulsomely praising them. The most tactful and most convincing praise is the praise of deeds, not words.

A young couple on one of their first shopping tours called at a hardware store to stock up with kitchen utensils. The list included a chopping knife. The bright young man behind the counter was right on the job.

"A chopping knife," he commented, pleasantly. "Just let me show you something better."

He produced a food chopper. The chopping knife would have cost approximately 15 cents; the food chopper came in three sizes, \$1.20, \$1.75 and \$2.25. The young couple hadn't that figure in the estimates and naturally hesitated.

The young man didn't pause to remark that his food chopper was the best in the market. On the contrary, he never even hinted that there was another of its kind in the world. He was too much interested in the article he handled to give any thought to what his competitors might offer.

Instead, he took a chopper, screwed it to the edge of the counter, and showed how the handle should be turned. He displayed and explained the purposes of the various knives and showed by actual demonstration how easily interchangeable they were. Then he discussed the wide range of

household work in which such a chopper could be utilized and pointed out that while a chopping knife meant a life sentence to arduous labor, the food chopper was a labor saving device in the best sense of the word—and produced better results in the bargain. Finally, holding the chopper beneath an imaginary tap or kettle-spout, he showed how easily hot water could be run through the various kinks and crevices, and how rapidly the instrument could be cleaned. After which he invited the would-be-purchasers to turn the handle and find out for themselves that the screwing device stayed tight.

The upshot was that within a few minutes he converted his would-be 15-cent-chopper-knife purchasers into actual purchasers of a \$1.75 food chopper.

Suggesting the article in the first place was good salesmanship, the sort of salesmanship that is too often lacking. And the actual demonstration of the article was more convincing to the customers than any amount of praise.

What the customer is chiefly interested in is the extent to which the article under discussion will fill his individual needs. If the salesman can convince him that it does the work better than something he has now or saves sufficient labor to justify the price, a sale is made. A host of questions regarding the article float through the customer's mind; but they are not the abstract question, "Is this the best on the market?" but the concrete question, "Will this thing do the work I want it to do?" Actual demonstration is the most effective answer to such question, and to the host of kindred, concrete questions that spring up in the purchaser's mind. The salesman who can divine these questions and answer them in advance is the salesman who makes good. William Edward Park.

The better half of the family never knows quite as much about how the other half lives as she would like to know.

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.

IN OUR NEW HOME



WE are now located in our new building, at the corner of Ellsworth avenue and Oakes street, where we believe we have the most up-to-date wholesale establishment in the State. We have installed every reasonable appliance and modern convenience which experience suggests or expediency permits, which will enable us to fill all orders at the

Lowest Possible Ratio of Expense

and confidently believe we will be able to meet the requirements of our customers so fully and satisfactorily as to merit a continuance of their commendation and co-operation.

We bespeak an early visit to our house and an inspection of our stock, which will be found full and complete in every department.

MICHIGAN HARDWARE COMPANY
GRAND RAPIDS

EXCLUSIVELY WHOLESALE

PROFESSIONAL KNOWLEDGE.

How It Contributes to Commercial Success.

The object of this talk is not so much to teach commercial pharmacy, as it is to direct the minds of young men to its study, in order that they may not go out into the world unfitted to make a commercial success of the professional knowledge that they obtain.

Commercial pharmacy may be divided into two parts, buying and selling. But in these two broad terms is embodied a knowledge of the following: tactful relations with customers, salesmanship, advertising, commercial economy, commercial law, commercial arithmetic, commercial book-keeping, knowledge of goods, correspondence, store arrangements, etc. etc. The selling of goods and tactful handling of customers, are the topics that interest the young man most at the start, as these are usually what he is at first confronted with and a good knowledge of which is essential before he can successfully handle the other departments. It is these that will mainly occupy our attention at the present time, and we will try to study their relation to success.

Upon each one of the members of the staff of the pharmacy, from messenger boy to proprietor, depends its reputation, its popularity or lack of it with the public, especially in the neighborhood in which it is located. Each and everyone has his part to play, be it ever so humble. The messenger boy of to-day may be the manager to-morrow, the junior clerk, the proprietor, etc., but this can only be accomplished when he so performs his duty as to favorably impress the customers who come in daily contact with him. To accomplish this advancement he must always endeavor to promote friendly relations between his pharmacy and its customers, never forgetting that a pleased customer is a good advertisement. This, however, is a task not always easy of fulfillment, but which, if pursued constantly, not only smooths out life's rough pathway but strengthens and ennobles those who sincerely try.

It should be the ambition of the employe to improve his position and secure advancement. He should not be content to do that which is mapped out before him, but should strive to do it better than anyone else could do it. When he does this, he need never be afraid of his position. Too often some clerks nowadays spend too much time thinking about how much more salary they should be getting, never considering for a moment whether they are earning for their employer the salary they receive. Such clerks usually remain clerks, while others step ahead of them, but this is a slight digression from the main topic.

Each clerk in the drug store is a representative of that store and he should so deport himself as to demonstrate his interest in both store and customer. He should make the customer feel that he is there to give them pleasant and agreeable service at all times, never once overestimat-

ing or underestimating, or in any way misrepresenting the value of anything that he has for sale. You may sell your customer the best goods obtainable, at prices which he cannot duplicate and yet that is not enough. The fellow at the other corner with a hypnotic influence, gracious manner and pleasing disposition attracts them and they are drawn to him in spite of your efforts. He is tactful, pleasing and gracious. The influence of his manner and disposition are felt throughout his entire establishment, as well as by his customers.

To quote an old saying "Business is not merely a machine." The machinery of business is only an accessory; to make the machine successful it must be vitalized. The personal equation which instead of repelling, attracts, which pleases rather than offends, is necessary in business. It may in rare cases be the outcome of genius, but more often it is the result of studied effort, and where this study is made, the success is all the more apparent. When you approach a customer you should be alert and attentive, approaching him with a pleasant good morning or good evening; never effusive or voluble. When making a sale, you should always try to use your own language and make it as plain as possible. The greatest salesmen of to-day are the plainest talkers, always earnest, convincing and straightforward, thereby gaining the confidence of the customer, and when this confidence is secured the hardest part of the sale is made.

You should try to read your customer, in order to know how to approach him. It is always better to have too little to say than too much. A customer can be in a buying mood when he enters a store, and yet be prevented from making a purchase by too much talking on the part of the clerk. The first thing to do when making a sale of something that has attracted your customer's attention, is to gain his interest in it. This may be done by a brief descriptive sketch of the article not only as it appeals to you but as you think it will appeal to him. If you use the right language in the proper manner, you will often close the sale with the first talk or maybe before you have finished. If this happens before you have finished what you have intended to say, stop, wrap the package as quickly as possible and have nothing more to say on the subject—for if you go on talking, he is liable to change his mind and the sale may be lost.

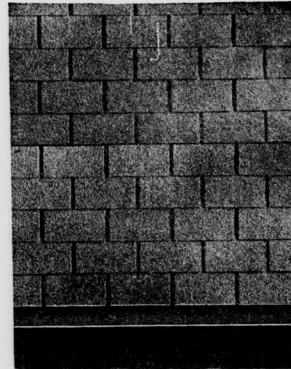
You should keep your customer's undivided attention, attracting him wit' your eyes, your manner of expression, and what you say, only mentioning the more important points in favor of the article at first until you get his attention, then you can elaborate on the points you have just mentioned. This will create a desire on his part to possess the article in question. This might be termed the second step in the sale. No mention of the price of the article should be made until you are finished, unless he solicits the information, or unless the price is such that it would serve as an inducement to buy. If the article

remains unsold at this point, the third step necessitates your asserting your versatility or reserve power, all this however, must be done without making your customer conscious of your efforts to sell the article and without trying to force him to buy. If your customer thinks you are trying to force him to buy, he gets balky and is certain to leave discontented. If

upon proper presentation he goes away without buying, he is pleased nevertheless and may come back and purchase later. Please the customer and you please the boss. Upon being asked for a bottle of malted milk or some such article, you should never hand out a small size, never should you ask, what size, sir, as the customer often will say, "Oh I guess a

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting
Fully Guaranteed

Beware of Imitations. For Particulars Ask for Sample and Booklet.

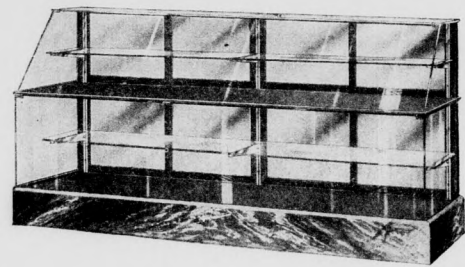
Write us for Agency Proposition. Distributing Agents at

- Saginaw
- Kalamazoo
- Toledo
- Columbus
- Rochester
- Boston
- Chicago
- Detroit
- Lansing
- Cleveland
- Cincinnati
- Buffalo
- Worcester
- Jackson
- Milwaukee
- Battle Creek
- Dayton
- Youngstown
- Syracuse
- Scranton

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

A Wilmarth Candy Case



Will Increase Your Candy Sales

We make a complete line of show cases, wall fixtures and other store equipment and issue a special catalogue for the drug and candy trade which will be particularly interesting to any merchant in these lines contemplating changes in his equipment. 🌸 🌸 🌸 🌸 🌸 🌸 🌸

Wilmarth Show Case Co.

1542 Jefferson Ave.

Grand Rapids, Mich.

Chicago Salesrooms
233 W. Jackson Blvd.

Pittsburg Salesrooms
7th Fl. House Bldg.

small one is all right," although he may be able to use a larger one. If he asks for a small size bottle of X. Y. Z. Co. Malted Milk, then you should suggest the larger one, telling him there is considerable more for the money in the larger than in the smaller. If a hot water bottle is wanted, none but the best in your store should be exhibited first. Then if the customer thinks the price is too much for him to pay, a cheaper one should be shown. This gives an opportunity to demonstrate the advantages of the more expensive ones.

Sales can be multiplied by suggestion, for instance, when selling a bottle of hand lotion, while wrapping it up, you can suggest that they use a nice mild soap, something without an excess of lye in it, so that it won't be severe on the hands. Then you might say, have you ever used Summer's "Soft as Silk Soap." This gives you an introduction to the soap sale and the rest is easy. If in course of the sale your customer informs you that her hands are in and out of water a great deal, you can again suggest a pair of rubber gloves, etc.

This is just one example of sales by suggestion, and more goods can be sold by suggestion than any other way. When you get talking to customers and gain their confidence you can always use some timely suggestion that means sales and profits.

When you try to influence a customer to purchase something in the pharmaceutical or toilet line, let it always be your own preparation, if it is a good one. Don't try to sell it; if it is not better or as good as the other fellow's. Never try to sell something which has no merit. A good salesman may sell a poor preparation once, but his customers will not come back.

I might say at this point that, in my opinion, the future of American pharmacy to a great measure depends upon the pharmacist manufacturing his own preparations, and putting good salesmanship and business methods back of them. This necessitates the manufacture of better pharmacists, not only professionally but commercially as well.

Your customers should always be waited on in turn, never passing a poorly dressed girl, or ragged little boy, to wait on a stylishly dressed lady or foppishly dressed gentleman; no matter in what hurry either may be. It pays in the long run, and teaches a certain amount of respect for you in both classes, that might otherwise be lacking. If there are casual customers coming into your store, try to make them regular ones. Endeavor to please the cranks. To gain the custom of the crank is a boom for you and your store. They do you harm unless they are dealing with you by preference and are satisfied.

In one case at our own store, I know of five customers attributable to one crank, whom we have made up our minds to please, and there is no telling how many more he may send.

The moral is to treat everybody as you would treat a crank. Gain their confidence, learn to call them by name; accommodate them in every way possible. If they have purchased some-

thing that isn't satisfactory, exchange it, refund their money without their having to ask for it. Never antagonize them in an argument, and don't contradict them in an assertion.

Then comes the price cutting problem, and there are many ways of looking at this, depending on existing conditions. My advice to you is, maintain prices if you can. You are entitled to full prices on everything. Never start a cut price war with your neighboring druggist, but if he cuts prices I cannot think but that it is business to meet his prices and keep your customers, unless you can find some other alternative through your local druggists' associations. I would like to see customers such, that pharmacists could get full prices for everything, but the time is not yet at hand and we are living in the present. Special rebates to nurses, dentists, religious societies, clergymen, etc., are pretty near as bad as cut prices, but not so general and should be discouraged. As these above mentioned are less deserving than many poor customers who would consider it an ignominy to ask for special prices, and more able to pay full prices than many pharmacists are to rebate.

There are other things besides cut prices and rebates to induce custom. Courtesy, kindness, politeness, attention, efficiency, neatness and cleanliness, etc., are all drawing cards.

W. Wilson McNeary.

The Ruling Passion.

The establishment of a local branch of the Fleischman Company of Cincinnati, manufacturers of yeast and other household necessities, will depend upon the report which Ludwig Winternitz, the company's representative, makes within the next two or three weeks.

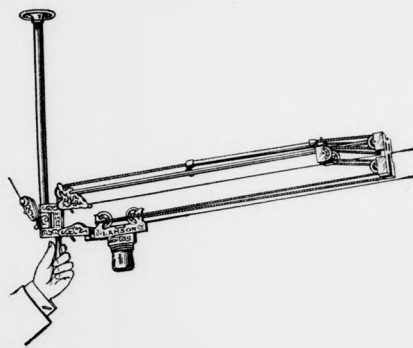
Mr. Winternitz came as far as Honolulu on the Cleveland. Honolulu attracted him as no other place along the route had and he decided to remain here a few weeks. Now he has decided to board the Cleveland again on its arrival from San Francisco Feb. 13 and make the trip around the world again. He is already an enthusiastic Honolulu booster.

He has discovered that the Hawaiian Islands have a large output of pineapple juice and molasses and other juices from sugar. His company manufactures vinegar and alcohol and he believes the company might do well to get interested here in these by-products.—Honolulu Commercial Advertiser.

A Baltimore judge declares that a man who gives his wife all his salary is no man at all. He thinks the man should take pride in the fact that he is the head of the family and that he should be the financial head. The woman who see their husbands spending their money in saloons instead of bringing it home do not agree with the Baltimore jurist. Sometimes the wife is a better financier than the husband, and in that case she should handle the funds.

A man can be cordial without drinking it.

LAMSON



Your Store Needs
Centralized Service

A Lamson Carrier CENTRALIZES

Does away with the out-of-date Local Cashier plan or the discourtesy of obliging customers to carry check and money to cashier's desk.

Eliminates the shortages which cash tills can't stop and *can't prove*.

Isolates the cashier from clerk and customer, supplies her with business-like saleschecks, makes bookkeeping and balancing easy and accurate without duplication of work.

Saves time and temper; fixes responsibility immediately, lowers operating cost and **PROTECTS YOUR INCOME—BY CENTRALIZING.**

ASK YOUR NEIGHBOR

The Lamson Company

(Dept. No. 3) Boston, U. S. A.

Representatives in all Principal Cities.

SERVICE

CLOVERLAND.

Features Necessary to Develop It Most Rapidly.*

In assuming the position of manager of the Upper Peninsula Development Bureau, May 1, 1912, I found conditions that were far from being perfect for this character of work.

My first work was to become thoroughly acquainted with each county, its possibilities and resources and the people residing in them.

The progress of any city, town, township, county or state is made by the people residing in them. Their actions reflect the real conditions that exist.

If a community is laggard and does not enthuse over the opportunities existing in its location and is not inclined to be pushing and progressing, that community will go back and become of no value to itself or others.

In work of this character all must do their individual share and not wait for others to do all the work.

Every person, no matter what line of work he may be engaged in, shares equally in the progress and prosperity that will come to this country from the work performed by the Upper Peninsula Development Bureau.

Any city, town, township, county or state, can not remain in a stationary position. They must progress or retrograde.

You will agree with me that Cloverland possesses more distinct and valuable assets than many other locations.

Its climate is invigorating and healthful.

The water for domestic and stock use comes from wells and streams which are mostly spring fed.

Its schools and colleges are well established and progressive.

Churches of all denominations can be found, where all can worship God as their consciences may elect.

It has many miles of good roads.

Its soil is absolutely greater in productive power than many other locations.

It has many wonderful water powers ready for commercial use.

We should all stand ready to correct the prejudiced story that has been so successfully circulated that the Upper Peninsula of Michigan has the same depth and same amount of snow that is found at the North Pole.

This story is based on the same kind of information that Dr. Cook had the pleasure of telling the people in reference to the true conditions at the North Pole.

Those unwarranted statements in reference to the conditions of this country from December 1 until April 1 is a great handicap, and creates prejudice with those who have not had an opportunity to investigate our climatic conditions.

A few moments' reasoning sustains the statement that the liberal fall of snow and the remaining of the same, as a rule, from December until April, is a great big blanket of absolute

*Annual report of Col. C. W. Mott, Manager Upper Peninsula Development Bureau, at recent annual convention at Marquette.

wealth, for it protects the grasses, roots and fruits, and if other locations were only blessed with the same reliable and steady depth of snow, they would be more successful in fruit growing and general farming.

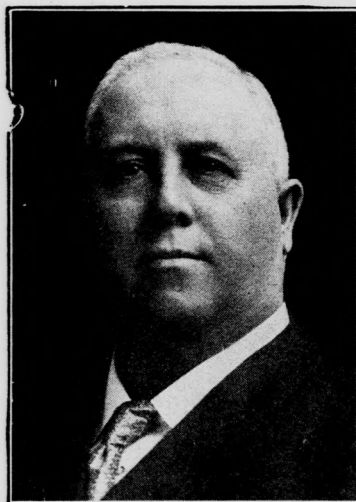
It is a fact that within ten hours time the products of the field and factory of these fifteen counties can be placed at the front door of eight million people who reside in the Middle Western states.

Transportation facilities are supplied by four trunk lines, whose rails traverse East and West, North and South, which affords every county splendid railroad service and the opportunity of shipment to unlimited territory.

Water transportation is both cheap and unique, for it holds the balance of power in rate making, and places Cloverland in communication with all the ports of the world.

Large or small manufacturers who are located in congested cities are confronted often with conditions that can be avoided and prevented if they were located in Cloverland.

Their labor could be cared for bet-



ter and enjoy more pleasant and hygienic homes, free from the entanglements of the tenement houses.

Their children could be better clothed, better fed and more liberally educated and their moral life would be much more strengthened in this community than by being raised in large cities.

Any product that can be manufactured from iron, copper or wood can be manufactured more cheaply here, for here is located the raw material.

Each person must be a missionary if he desires to convert others to the great possibilities of Cloverland.

The Bureau's work is greatly increased by being obliged to gather and present statistical facts and other information regarding the resources of Cloverland to our own people.

As much time is devoted to that work as to the education of the people whom we hope to induce to become settlers.

The gathering of information about Cloverland could be largely helped by the energy and loyalty of our people in supplying the Cloverland news-

papers with accounts of their achievements and their success in the development of any commercial, manufacturing or agricultural enterprises which they may be interested in.

Our work has been in the direction of trying to create among our own people a spirit of loyalty, a spirit of appreciation and an awakening to the value of co-operation in the up-building of Cloverland.

It is easy to discover that the Upper Peninsula of Michigan, as a manufacturing and agricultural location, is very little known to the outside world, and still Cloverland has enjoyed for many years favorable transportation by rail and water, which provided a very easy trip for people to come and investigate the same.

Many other locations, more costly and harder to reach, have built up a strong rural and urban population by being progressive and liberal in advertising the possibilities of their territory.

Unfortunately for Cloverland, every reference, and news notices of any achievement in agriculture and manufacturing is generally credited to the Lower Peninsula, for outside people look upon Michigan as extending North no further than the South shore of Saginaw Bay.

Cloverland is isolated from the Lower Peninsula except in State government and for political use.

Most of her commercial interests are in states in the South and West, and for that reason Cloverland has got to identify herself as the best part of Michigan.

In order to have the Upper Peninsula as well known as the Southern Peninsula of Michigan is with the people of the outside world, many months and years of educational work has got to be performed, and to establish in the minds of the ninety million people of this country the real value of Cloverland can not be done by a quick battle—it must be a long siege.

I have not been able to secure all the notices we have received for Cloverland, but I have evidence of over fourteen thousand lines that have been published in metropolitan newspapers and magazines as news matter.

If these fourteen thousand lines had been purchased under contract they would have cost from fifteen to twenty thousand dollars.

We have been able to secure descriptive articles of Menominee, Escanaba, Iron Mountain and Hermansville, and in the near future we will be able to cover most of the cities in the other counties.

I have learned that these are the first descriptive articles ever published in any metropolitan newspaper about these cities, and this brought a considerable number of enquiries from the people desiring new locations for manufacturing enterprises.

We distributed a card hanger, 11 by 14 inches in size, showing a farm scene in Cloverland, in the stations of the railroads leading into Cloverland through Wisconsin, Iowa, Illinois and Minnesota, and three thou-

sand among the real estate dealers in other states.

We have heard from this advertising in many directions.

We posted a large colored poster, 10 by 17 feet in size, with seven primary colors and many tints.

This poster was judged by all as being attractive, and the information displayed by it was easy to understand by those who observed it.

I think this poster accomplished an acquaintance for Cloverland among the people where it was posted in a very direct, intelligent manner.

We posted one thousand or more in Wisconsin, Eastern Minnesota and Eastern Iowa, and will post in Southern Michigan, Indiana and some points in Illinois in the spring.

This poster brought the first reliable line of correspondence or letters of enquiry from farmers.

This information was issued in circular form and sent to all members of the Bureau who are interested in the sale of lands.

I have recently distributed a postal

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/4 gr. case, per case 20 gr. lot\$2.35
Lesser quantities\$2.50

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

2 size—1 doz. boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots\$1.30
Lesser quantities\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gr. case, per case in 20 gr. lots\$5.40
Lesser quantities\$5.25
Grocers 4 1/4 gr. 3 box package, 100 packages in 4 1/4 gr. case, per case in 20 gr. lots\$3.50
Lesser quantities\$3.65

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH

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

UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat package, 100 packages (300 boxes) in 4 1/4 gr. case, per case in 20 gr. lots\$3.25
Lesser quantities\$3.60

SAFETY MATCHES.

Light only on box.

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

card, 7 by 11 inches in size, with a photographic view of this poster, and a few lines of information on the front of the card directing farmers to place themselves in correspondence with the Bureau and receive descriptive printed matter regarding our country.

From the lists procured from the Menominee River Sugar Company of farmers and beet growers residing in Wisconsin, we will be able to send out about ten thousand of these cards.

We look for this movement as being very productive, and will bring many letters of enquiry, as these cards will reach the actual farmers.

The Michigan Tradesman, a commercial paper, issued weekly at Grand Rapids, has been able to attain a very efficient and intelligent correspondent. Mr. T. F. Follis, who represents a jobbing house and is employed as a commercial traveler and who visits all the counties in this territory.

His writings each week are doing a wonderful lot of good, as they are truthful and intelligent descriptions of what exists here.

The local papers of Cloverland have responded loyally in publishing news concerning the Bureau and have shown a desire to publish accounts of agricultural, commercial and manufacturing development, which is fully appreciated and absolutely necessary, for this information and news should first come from the locality in which it originates. Then the outside papers will re-publish and endorse the same.

With a few exceptions, the local papers have shown a desire to cooperate in this work in a loyal and thorough manner, which is highly appreciated by all the citizens of Cloverland, and especially the Upper Peninsula Development Bureau.

Many believe and look upon the work of the Bureau as purely in the interest of helping only the land man sell his lands.

There must be a clearing house to sell this land, and there is much expense in such work, so the profits left to the man who sells the land are usually small.

The land owner ceases to derive any direct benefit after the land is sold, except in a general way.

Settled land enhances the value of unsettled land.

We all know that the settlement of idle agricultural lands by intelligent people increases the general value of the country in which they locate.

The settler's success is reflected in the general up-building and prosperity of all other lines of industry, and the man who buys the land and locates upon it and produces crops, his efforts being profits to every one.

The professional man, the manufacturer and the commercial interests all receive a profit from his labor each year, for the more people in every country who earn money, the more is distributed, which ensures success for all.

The ratio should be three producers to one non-producer, and when the day arrives that the ten million acres of idle agricultural lands in Clover-

land are producing crops, the revenue from the same will be three times the revenue from the iron and copper mines located in this territory, and the profit from this wealth will remain in Cloverland, and be used in the up-building and the improvement of the homes and business enterprises, both in the urban and rural locations.

As it is now, the profits of our mineral productions are largely enjoyed by non-residents, and many do not have sufficient interest in Cloverland to help build up the agricultural lands, neither do they invest to any great extent in building up our manufacturers or in the improvement of our cities and towns.

What we need is population of farmers. Then these fifteen counties will be populated strongly with intelligent progressive and prosperous people, who can not help but make money, and who will invest it all here which will help build up Cloverland.

There are certain conditions which will advance the settlement of Cloverland, and when the agricultural settlement is made larger, the cities and towns will be more populated and more prosperous, for manufacturers and commercial enterprises always locate where intense rural population exists.

No man is foolish enough to construct a seventeen story building on a weak and faulty foundation, and no country can prosper and become of value as an agricultural, dairying or fruit growing country without that country is populated with people who are familiar with up-to-date farm methods.

The first agricultural settlers of a country are the foundation for its future progress, and if the foundation is faulty the superstructure will crumble.

We are thoroughly convinced that the name Cloverland and the location of these fifteen counties have been established in the minds of the outside world more thoroughly this year than in any year in the last fifty, because the Bureau has pursued more direct and intelligent methods of advertising than ever done before for Cloverland.

All this takes money. If we had more revenue, we could have done more successful work and extended our labors.

Only 5 per cent. of the agricultural land of Cloverland is being used at the present time for agricultural purposes.

Ninety-five per cent. of the agricultural area is simply lying idle and not producing a dollar of revenue for any one.

You would be surprised to know the amount of money that is being paid to the farmers of Wisconsin and Lower Michigan by our commission and grocery houses for field and garden products which should and could be supplied right here by our own people if we had an agricultural population.

Our mining, manufacturing and commercial people are paying their money every day to the farmers of

other states, which builds other states and dwarfs Cloverland.

It is a sin to see the best kind of agricultural land that could be placed in competition with the best agricultural lands of Illinois, Iowa and Wisconsin, laying absolutely idle with nobody on the land and only a population of stumps.

Just realize the profits that would come to all if we had three million farmers located on these valuable agricultural lands.

Gentlemen, do you want a quick and reliable solution of this question? If so, take off your stumps and place your lands in such condition that they will compete with other lands in other states, and liberally advertise the value of Cloverland as a home for agricultural, manufacturing and commercial people.

A salesman should control by force of an atmosphere created by himself that shall be felt by his prospect—an atmosphere of true conviction, courage and successful personality.

An Alibi.

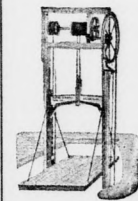
The milkman stood before her, nervously twisting his hat in his hands. "So," she said sternly, "you have come at last?"

"Yes, madam. You sent for me, I believe," he replied.

"I wished to tell you that I found a minnow in the milk yesterday morning."

"I am sorry, madam; but if the cows will drink from the brook instead of from the trough I cannot help it."

ELEVATORS



Hand and Power For All Purposes

Also Dumbwaiters Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

A Well Balanced Flour

Some flours are advertised as "bread flours," others as "pastry flours;" but when you buy a sack of

NEW PERFECTION

"THE FAULTLESS FLOUR"

you get a flour that not only excels the so-called "bread flours" for bread, but is superior to the "pastry" flours for pastry.

The percentage of gluten and starch is perfectly balanced to produce the ideal family flour.

You'll be pleasantly surprised at the baking results when you buy a sack of IMPROVED New Perfection flour.

At all grocers.

Watson-Higgins Milling Co.

Grand Rapids, Mich.

This is a reproduction of one of our advertisements appearing in the daily papers



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. Crow, 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. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

Michigan Knights of the Grip.
 President—Frank L. Day, Jackson.
 Secretary and Treasurer—Wm. J. Devereaux, 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, March 3.—Just like old times!

As we have not had the pleasure of coming in contact with many of the boys during the past year, we will possibly be obliged to stretch the truth somewhat regarding them. We have decided to speak ill of none of them.

Wise Fred Gallinger—he doesn't need to wear wool underwear with the scarlet tie he has hooked around his neck.

The following have taken their final papers, are now full fledged members of the "beef trust." Such is a traveling man's life—"poor" meals, etc.:

Gene Scott.
 Charlie Perkins.
 Art Borden
 Bill Wilson.
 Walt Ryder.
 Pete May.
 Frank Ewing.
 Ed. Battje.
 Paul Berns.
 John Millar.
 Fred McIntyre.
 Ralph Lichtinauer.
 Homer Bradfield.
 G. K. Coffee expects to be eligible soon.

Grand Rapids Council, 131, should congratulate itself on the re-instatement of one of its former members, "Bill" Zylstra. Bill would be a credit to any order—an all around good fellow, a good speaker, and a hard conscientious worker.

Our idea of a sport is a fellow who will pay for seat in a street car and then wait till he gets it.

Of the following verses we must say we think they are all wrong, we have an idea of our own which we have fastened on the end in the shape of a verse.

The Limit.
 Of all the ugly things designed
 To make man look his worst,
 We think that you will always find
 The ear-muff comes in first.
 —Cincinnati Inquirer.

Of all the ugly things designed
 To make the public holler,
 You've noticed, unless you're blind,
 It's the imitation fur collar.
 Indianapolis Star.

Of all the ugly things designed
 To make man look a sight,
 If he to leanness is inclined,
 Are trousers that are tight.
 —Youngstown Telegram.

Of all the ugly things designed
 To make the public gape,
 The cissy opera coat's the worst—
 The one that has a cape.
 —Grand Rapids Press.

Of all the ugly things designed
 That makes us want to hoot
 Is the misfit guy who has the rind
 To wear a borrowed full dress suit.

Bill Drake is reported sick with pneumonia at his home, 816 Terrace avenue. Bill is a member of 131, U. C. T.

Bob McGarland, another member of 131, whose residence is at the Burleson, is on the sick list.

There was a whole lot of other sick U. C. T. members Saturday when they heard a certain number called off.

The Bulletin says appended to another time worn joke, "that you can't Josh Fuller." However, you can get Fuller by eating More.

C. M. Lee, the well-known and popular salesman, who formerly covered a portion of Western Michigan for the Washburn-Crosby Co., has severed his connection with that firm and is now representing the H. M. Reynolds Roofing Co. as selling and contracting agent.

In every man's life—especially a traveling man's—there is a time when he has a feeling that he would shine in some vocation other than his own. We had it. In Ludington a short time ago the K. of P. lodge put on a minstrel show. For years we had an idea that if we only had the opportunity to get a chance on the stage we would be lost to the dry goods business forever. Really, we could see our name in scare head type in the newspapers announcing what a great hit we made. The K. of P. lodge gave us our chance. After the show we grabbed up the daily paper to read of our success. The critic wrote a lengthy article pertaining to the show. We read the description feverishly of each individual act. Finally we came to ours. Here's what we read: "Over this act we will draw the broad mantle of charity."

The writer has always made it a point never to remind a hotel of its shortcomings unless at least three complaints were received. Occasionally a traveling man is to blame or is too critical over circumstances be-

yond control of the hotel management. However we have received several complaints over the way the Hotel Phelps, of Greenville, has used the boys. We would suggest that more courtesy be used and especially so in the case of the Grand Rapids boys, who are greatly in the majority on that territory.

No doubt it will be of interest to the members of Grand Rapids Council, to know that James McInnes, who was re-instated last Saturday, was the first Senior Counselor of the Council of which he is now a member. At that time "Jim," as he is popularly known, traveled for the firm of Hawkins & Co., wholesale grocers, of this city. Mr. McInnes is now a funeral director, with a well-established business here.

There is no place like home. But lots of fellows regret the fact very much.

Following clipped from an Eastern paper will be of interest to those who are aroused over the evils of the tipping system:

Harrisburg, Pa.—A bill making it a misdemeanor punishable by a fine of from \$10 to \$25 for any person to give, solicit, or receive, directly or indirectly, a tip was introduced in the Pennsylvania legislature to-day. The preamble recites that "the iniquitous custom of tipping has grown to enormous proportions in this country and has long since become an intolerable burden to those who travel."

To the Country Hotel: Never put off a traveling man for to-morrow if you can do him to-day.

Bill Ephlin has the nerve to draw his salary. Last week he had four special salesmen assisting him.

Really, now, it is a puzzle to us why some of the U. C. T. members attend meetings at all. There are so many other places to play cards.

So much has been said in praise of "Rasty" Stark that it is needless to say how pleased the boys are that he is able to be out and around again.

No one can deny that G. K. Coffee covers a large territory.

Our idea of the traveling man's height of affluence is to tip the cloak room boy when he checks his coat and again when he gets it.

John H. Millar, of the Soo, has accepted a position with the Putnam Candy Co. here, in the capacity of office man. He is a nephew of John Millar, who is one of the best known candy men in Michigan, having traveled for the Putnam Co. for thirty years. John will make his home with his illustrious uncle.

The most successful salesmen use their brains as well as their samples and calling cards.

It is really a pity that when two such splendid men run for office both could not be elected. It was no disgrace for J. A. Keane to be defeated for the office of Page. Simply everything else being equal, the older member was given the preference.

It is reported from reliable sources that Milwaukee Council No. 154, will attend the Grand Council meeting in Grand Rapids in June. A special invitation will be sent them.

If the floors of the Western Hotel, at Big Rapids, *D. T., were made of softer material Fred McIntyre would not have dropped that which hit with

*D. T. Meaning Dry Territory.

such violence that it broke his lung.

Charlie Perkins says that heart power is not necessarily eloquence. For instance, the donkey.

District Passenger Agent Neil DeYoung is making every effort to have the 6:45 a. m. train for Saginaw restored to its former schedule of 7 or 7:15 a. m. Needless to say, he will get what he goes after.

Isn't It True?
 Life is real, life is earnest,
 And the world of folks is full.
 If you fail, some one pushed you
 If you win, you have a pull.

Fred May says there are two things a feller can find in the dark—a carpet tack and a limburger sandwich.

Dedicated to our friend, Bill Bosman:

Little Jack Horner
 Sat in a corner
 Of a car that was passing by.
 He gave up his seat
 To a lady quite neat,
 Of course this is a darn lie.

We often wonder if the traveling men appreciate or realize that the greatly improved service they are getting over the Pere Marquette is due in a great measure to the splendid work of the present District Passenger Agent, Neil DeYoung? Mr. DeYoung has worked indefatigably in the interests of the traveling men.

Mr. Wolfenden, General Passenger Agent, of Detroit, but formerly of this city, is working in harmony with Mr. DeYoung and is leading every assistance possible that will benefit the Grand Rapids travelers and the city itself. In return for DeYoung's work it is well to mention that it means much to the city ticket office to have the traveling men buy their tickets and mileage books there, besides relieving the congestion at the Union depot. It's up to the boys to return the compliment by boosting for the best friend to traveling men the P. M. Co. has ever placed in Grand Rapids.

Rubber—on the end of a pencil will stretch an expense account.

It is easy to sell a merchant what he wants and if the U. C. T. organization were explained fully to the traveling men, it would be very easy to get their application. Why not "600 or bust?"

The Cushman, at Petoskey, deserves the contempt of every traveling man. Immediately after the resort season closed, they dispensed with individual towels which they replaced with the much-condemned roller towels.

The Harvey, at Constantine, is worth going miles out of the way to spend a night in. In every way the management does what it can to accommodate the weary wielders of pencil and order books.

Those traveling men who were expectantly waiting to be presented with an auto have resignedly accepted the verdict and have again gone to work—in a street car or railroad train.

Twenty-one new members added to the roster of the local Council!

The greatest surprise of the annual was the re-election of Harry Hydorn. No one thought he had a chance. Not excepting John Hondorp.

Some people's talk is too cheap at any price.

See you again next year.

Notes of the Banquet.

G. L. Glasgow, like good wine, improves with age.

Bill Wilson, after eating two thirds of his wife's lunch and all of his own, to say nothing of all the dishes in sight said, "Not a bad spread after all."

Homer Bradfield did not lose his aquarium when presented with the fish.

No reason why the merry banquets should mistake a napkin for a mackintosh.

As usual the G. J. Johnson Co. remembered in a substantial way the traveling men. Now it's up to boys to buy cigars made by other concerns.

The Brooks Candy Co. furnishes a box of candy for each U. C. T. lady gratis.

Surprise of surprises, those two inseparable chums, Wilbur Burns and John D. Martin, did not sit together, as usual, but each were in a different part of the hall.

Much easier to join in the chorus after the first course than it was to sing after the last one.

One of the grandest things we can always remember of the banquet was the fact that Grand Secretary Fred Richter was in Traverse City at the time.

To Paul Heingleman, who accompanied his brother on the piano, but mostly at the banquet table, we wish to offer our congratulations for the mild manner in which he behaved himself.

Frank Ewing evidently brought his Grant appetite with him.

It is quite noticeable the addition each year of the grey hairs and nose glasses on the older members.

To ourself, we must admit each year an additional space on top (not within) our head.

Without any undue flattery and with all due respects to former committees, this was one of the most successful banquets given.

At the present rate of growth it is not a remote possibility that Grand Rapids Council will own their own banquet hall.

Charlie Perkins should not gather too much momentum when he attempts to say memento.

Regular menagerie for Toastmaster Bradfield. He said he was a little "hoarse," but he acted like a "colt," felt like a "kid," made a "goat" of Secretary Hydorn, and was presented by a gigantic "fish" by Chas. Perkins, who sells "Old Crow."

Strange nearly every traveling man was accompanied by his wife. On the road it is almost unknown of to find a married traveling man.

As Poor Richard says, if safety razors had phonographs attached, barbers would never be missed.

But nothing can supplant the traveling man.

Except Harry Hydorn's.

But everybody loves him—except John Hondorp.

Next—June 13-14.

Only two things can prevent us—lack of the price and the Good Lord.

J. M. Goldstein.

Annual Meeting of Grand Rapids Council.

At the annual meeting of Grand Rapids Council, No. 131, held last Saturday afternoon, the following officers were elected:

Senior Counselor—O. W. Stark,
Junior Counselor—Fred E. Beardsley.

Past Counselor—Harvey J. Mann.
Secretary and Treasurer—Harry D. Hydorn.

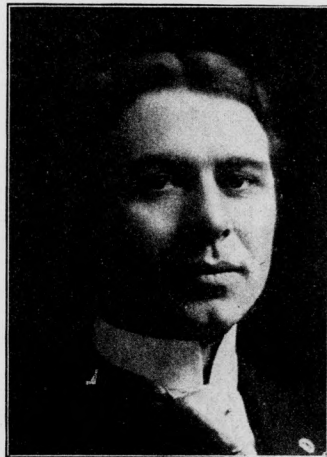
Conductor—C. C. Herrick.

Page—A. H. Borden.

Sentinel—A. T. Driggs

Executive Committee—Wm. D. Bosman, H. C. McCall, H. B. Wilcox and John Schumacher.

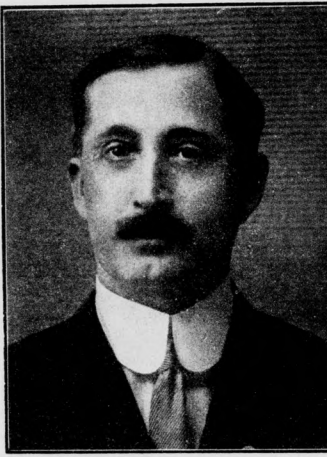
Delegates to the Grand Council—



O. W. Stark, Senior Counselor.

O. W. Stark, Harvey J. Mann, Homer R. Bradfield, W. B. Holden, Wm. K. Wilson and N. H. Graham.

A class of twenty-one candidates was initiated and present at the meeting were Supreme Traveling Representative Manley J. Hemmens, of Co-



J. Harvey Mann, Past Senior Counselor.

lumbus, Ohio, Grand Counselor John Quincy Adams, of Battle Creek, and District Deputy John A. Hoffman, of Kalamazoo.

Several hundred members and ladies attended the banquet in the Pantlind. Homer R. Bradfield presided, the Rev. Russell H. Bready delivered the invocation. The speakers included John Quincy Adams, A. B. Merritt,

Harry D. Hydorn, J. Harvey Mann, C. L. Glasgow, Bert Hogan, Manley J. Hemmens and Dr. Bready, while music was provided by A. A. Lemaan, Mrs. S. Tuller, A. T. Heinzelman, Paul Heinzelman, Rupert Cain, Miss Doris Strauss, Florence E Hollister and Miss Marjorie Ford.

J. Harvey Mann, retiring Counselor, was presented with the emblem of the order by Mr. Hydorn and caps of the order were presented by Mr. Hydorn to Toastmaster Bradfield and William K. Wilson, chairman of the banquet committee.

Honks From Auto City Council.

Lansing, March 3—Brother John Saunders is able to be out again.

Brother John Raymond is improving slowly but surely.

Brother Carl Bosworth, of Grand Rapids Council, No. 131, was a welcome visitor at our Council meeting last Saturday night and gave us a very interesting talk on the good of the order. He also told us something about the preparations which are being made for the Grand Council meeting in June, but carefully concealed the nature of many surprises said to be in store for expected visitors.

The genial sales manager of the Perry Barker Candy Co. says that an occasional rum game is all right, but that protracted indulgence in this pastime isn't just the thing for snow-bound travelers at Cheboygan, as it takes an extra draft too long to reach them.

A certain Israelite traveler who hits St. Ignace occasionally hasn't learned what one-two-three, etc., means in a rum game. Better get wise, "mine friend," or Brother Chamberlain will have to pay your bill again.

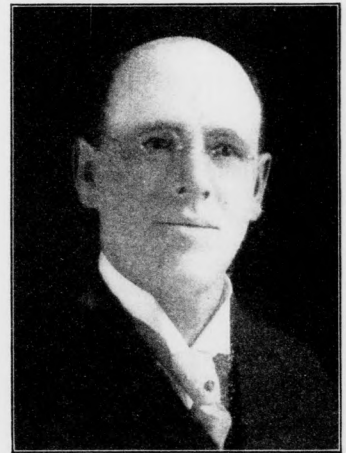
An unusual amount of interest and enthusiasm was shown in the annual meeting of our Council last Saturday night. After the regular routine of business has been transacted, Brother E. H. Weston, of the Michigan Supply Co., was initiated into the mysteries of the order and expressed himself as expecting more horse play than he received, which shows plainly that sometime in his life he has been a member of the Elks. The election of officers for the ensuing year was accomplished with neatness and dispatch. Brother F. H. Hastings, who has served so efficiently for the past year as Senior Counselor, passed to the Past-Counselor's chair and all others were advanced one station. Brother E. P. Oviat was selected without opposition for the position of Sentinel. Immediately after this, the newly-elected officers were installed by Past Counselor M. E. Sherwood. The members of our Ladies Auxiliary, who were present in the Council parlors, were invited to witness this ceremony and permitted to remain to a "mock" session, held immediately afterwards, which made several of the fair innocents gasp with amazement at the apparent financial resources of our Council.

Word was received this evening from St. Joseph Hospital, at Ann Arbor, that Mrs. F. D. Engle had survived the serious operation and is now on the road of recovery. H. D. B.

REPRESENTATIVE RETAILERS.

A. L. Smith, President Retail Grocers and General Merchants' Association.

A. Lee Smith was born at Hopkins, May 12, 1872. When he was 4 years of age the family removed to Mantion, where he resided until 1886, when the family removed to Grand Rapids. Mr. Smith finished his education in the public schools of Grand Rapids, graduating from the high school in the Commercial English course in 1891. His first entrance on a business career was with the Evening Press, where he acted as solicitor and mailing clerk for two years. He then engaged in the grocery busi-



A. Lee Smith.

ness at 254 Division avenue, where he remained three years. Eleven years ago he removed to 417 Division avenue, where he has since done business with satisfaction to himself, his creditors and his patrons.

Mr. Smith lives in a commodious home at 811 Diamond avenue, where he has five acres of land which he is developing along fruit lines. He was married fourteen years ago to Miss Margaret Dugan and the family circle includes three children—two boys and one girl.

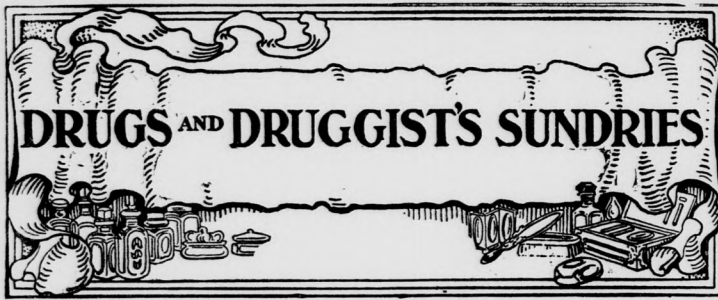
Mr. Smith is a member of Odd Fellow Lodge, No. 406, and an attendant at the Methodist church—when he goes to church.

Mr. Smith has but one hobby and that is association work. He has long been a strong supporter of the local organization of retail grocers and, at the convention held in Flint last week he was elected president of the State organization. He proposes to put into this organization all the energy of which he is capable and the experience he has had in the past gives good reason for believing that his efforts will meet with recognition and approval; that he will work along perfectly sane lines and so direct the affairs of the organization that it will not suffer in prestige or influence.

Half and Half.

"Earlie, why don't you let your little brother have your sled part of the time?"

"I do, ma. I take it going down the hill, and he has it going back."



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, Delton; Sumner J. Koon, Muskegon.
 March meeting—Grand Rapids.

Michigan State Pharmaceutical Association.
 President—Henry Riechel, Grand Rapids.

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' Association.
 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.

Practice of Modern Pharmacy in a Small Town.

The backbone or most important department of every drug store, whether located in the city or small town, should be that portion devoted to the filling of prescriptions.

In all towns the doctor, or doctors, as the case may be is either friendly or unfriendly to the druggist. Where an unfriendly condition exists it may be due either to the narrow-mindedness of the doctor or the druggist himself. Any physician who is practicing medicine, both for the love of the profession and the money he can derive therefrom, would much prefer to prescribe in preference to dispensing his medicine. The physician who dispenses his own medicine will easily add from \$400 to \$800 to his annual expense account; whereas, his brother practitioner who prescribes will add approximately that amount to his bank account. At least 50 per cent. of the people who get medicine from a dispensing doctor never pay for it; but if the physician gives the patient a prescription instead of the medicine, the druggist as a business man will demand the cash upon the delivery of the prescription, provided the patient's credit is not good, thus minimizing the physician's loss by crediting dead-beats.

If these conditions are discussed with the physician, and if the druggist is a competent pharmacist and will carry the desired line of prescription material, no sane physician can object to doing an absolute prescription business.

As to the profitable side of a well-stocked prescription department, I have found that even if there is but one physician prescribing for a drug

store, and averages but five prescriptions daily, this, together with the additional sale to patients of fever thermometers, bandages, cotton, syringes, hot-water bottles, atomizers and other sundries recommended by the physician, should increase the earnings of the store from \$800 to \$1,000 annually.

As a means of insuring a continued prescription business in his locality, the druggist can successfully advertise that he is willing, at all times, to locate the physician for patients. If the physician goes to the barber shop, or ten miles west of town it is easy for the druggist to locate him by the use of a tablet or slate kept for that purpose. It has been our policy to educate the people to 'phone us when in need of a doctor and by advertising of this kind for five years we have been gratified by learning that at least 75 per cent. of the day calls of the physicians have been through our store. We have repeatedly advertised that the physician who prescribes does so because he knows he can not successfully treat the various conditions of his patients from a medicine case. We believe this has resulted at at least 90 per cent. of the people becoming prejudiced against the dispenser.

Veterinary Prescriptions.

The largest percentage derived from money invested in any side line or department of the drug store is from the amount invested in suitable drugs and pharmaceuticals for the prescriptions of a veterinary surgeon, provided there is one among the coterie of your store boosters.

A graduate veterinarian, or even a man who has taken one of two years in a veterinary college, can do more towards filling the cash register of the druggist than will the prescription work of the ordinary physician.

The people of your community can be trained to 'phone their calls for the veterinarian to your store, as well as the calls of the physician. The veterinarian will soon realize that you are his chief booster and a factor to be reckoned with in securing a practice in the community. This will insure you his hearty co-operation.

Paint Department.

Quite often we hear a druggist say: "There is no money in paint, and I am not going to tie up a portion of my capital in an article that does not return a reasonable per cent. on the investment." This is a mistaken idea. I acknowledge there is practically no money to be made on the average house paint, but on such articles as stain, varnish, crack filler,

colors in oil, carriage paint, wagon paint, barn paint and other paint sundries one can make from 33½ to 100 per cent. on the investment.

The drug store, especially, with its fountain and innumerable articles purchased by ladies, presents a better opportunity than any other business in the town to advertise, push and sell paint sundries.

Poultry Remedies.

Every rural drug store has many calls for poultry preparations. Business in this line can be increased tenfold by proper advertising. The most essential thing is to have a reliable and exclusive line of poultry remedies, including one for each common ill. Advertise and display the goods during the proper season. Write personal letters to influential poultry raisers, and don't be afraid to occasionally give to a talkative customer some preparation which you are pushing. A walking newspaper is a mighty good advertising medium.

Stock Preparations.

Practically the same thing can be said about stock proprietary preparations that has been said about poultry remedies.

We have the exclusive agency of a gall remedy which we buy in a sufficient quantity to make 100 per cent. on each package sold. This preparation we guarantee to the customer and are backed by the manufacturer. We have succeeded in building up a reputation for this article to such an extent that it fills 90 per cent. of the calls we receive for gall remedies. We also have the exclusive agency for liniments dips and dusting powders.

Stationery.

Our policy in selecting our stationery line has been the same as that followed out in other departments of the store; that is, we have selected and are pushing tablets and box papers on which we have exclusive agency. As an example, we carry in our best 10-cent linen tablets ten numbers, representing the five popular sizes, ruled and unruled. In our line of school tablets we aim to carry a large enough variety so that each school child can buy its entire number of tablets from us without having two of a kind during the year. We find that the average child, especially those in the lower grades, prefer tablets with covers different from those in the past.

In conclusion, I want to say it has been my observation that the most successful druggists in the small towns throughout the country have been those who advertise and push some one meritorious article in each department, or side line on which he has the exclusive agency, and makes, in addition to the ordinary retail profit on advertised goods, the amount usually spent by manufacturers in advertising.

A certain amount of money is spent in advertising each year by all progressive druggists. Why not spend this money in popularizing articles from the various departments on which you have exclusive sale in your town? In this way you are ad-

vertising yourself in your community, and are not helping to fill the coffers of the man around the corner by advertising goods which every druggist has in stock. R. L. Sanford.

Customers Believe in Signs.

Plainly marked price labels on articles are in high favor with the public. There is a difference between having only some pieces marked and having each and every one marked. It is this; There can never be, at all times, a sales person for each customer. Especially at times when the merchant's line is at the height of its season. When there are more customers than there are clerks to wait on them, goods properly marked will need less salesmanship, less energy to sell, less embarrassment to patrons and the floor force, if they are properly marked.

There are tags made especially for every conceivable article of merchandise on the market to-day. Why not have the right kind on the right article? If the article is part of a set, why not have a complete composition of such a set on the tag so that on busy days customers, while waiting, can sell themselves the goods, or, at least, be thinking the matter over from the information given by the labels? This allows the sales person greater producing power, as he does not have to waste time with undecided buyers. If there is a group of some article or some one line on display, why not say, "Cups and saucers 10c to 25c," or, "Fancy china 10c to \$2," as the case may be? Then if a patron is looking for higher priced goods she will see at a glance she is at the wrong table.

In the District Court of the United States, Western District of Michigan, Southern Division—In Bankruptcy.

In the matter of Hans Fisher, bankrupt:

Notice is hereby given that in accordance with the order of this court, I shall sell at public auction, to the highest bidder, Monday, March 10, 1913, at 10:00 a. m., at the store formerly occupied by the bankrupt at 1534 Grandville avenue, Grand Rapids, Michigan, the assets of said bankrupt. Said assets, inventoried at cost price, are as follows:

Drugs, \$505.18, cigars and tobacco, \$122.24, candies, \$28.56, toilets and perfumes, \$90.25, patents, \$422.34, sundries, \$336.24, stationery, \$31.42, furniture and fixtures (present value), \$1,000, total, \$2,536.23.

An itemized inventory may be seen at the office of the under-signed trustee, 307-8, Fourth National Bank Bldg., Grand Rapids, Mich. Said sale will be for cash, subject to the approval of this court, and notice is hereby given that if an adequate bid is obtained, said sale will be approved within five days thereafter unless cause to the contrary is shown.

John W. Hilding, Trustee,
 Grand Rapids, Mich.

No successful closing of a sale is so likely as wherein the salesman prevail with the merchant.

WHOLESALE DRUG PRICE CURRENT

Acids	Cubebs	4 50	Digitalis	60
Acetic	Erigeron	2 50	Gentian	60
Boric	Eucalyptus	75 85	Ginger	60
Carbolic	Hemlock, pure	1 00	Guaiac	60
Citric	Juniper Berries	1 25	Guaiac Ammon.	70
Muriatic	Juniper Wood	40 50	Iodine	1 00
Nitric	Lard, extra	85 1 00	Iodine, Colorless	1 25
Oxalic	Lard, No. 1	75 90	Ipecac	75
Sulphuric	Lavender Flowers	4 00	Iron, clo	60
Tartaric	Lavender Garden	85 1 00	Kino	75
	Lemon	4 00 4 50	Myrrh	60
Ammonia	Linseed, boiled bbl	49	Nux Vomica	60
Water 26 deg.	Linseed, boiled less	54 53	Opium	2 00
Water 18 deg.	Linseed, raw bbls.	48	Opium Camph.	2 75
Water 14 deg.	Linseed, raw less	53 57	Opium, Deodoriz'd	2 25
Carbonate	Mustard, true	4 50 6 00	Rhubarb	75
Chloride	Mustard, artif'l	2 75 3 00		
	Neatsfoot	80 85	Paints	
	Olive, pure	2 50 3 50	Lead, red, dry	7 1/2 @ 10
	Olive, Malaga,	1 60 1 75	Lead, white dry	7 1/2 @ 10
	Olive, Malaga,	1 50 1 65	Lead, white oil	7 1/2 @ 10
Balsams	Orange, sweet	4 00 4 50	Ochre, yellow bbl	1 1/2 @ 5
Copaiba	Organum, pure	1 25 1 50	Ochre, yellow less	2 1/2 @ 5
Fir (Canada)	Origanum, com'l	50 75	Puffy	2 1/2 @ 5
Fir (Oregon)	Pennyroyal	2 25 2 50	Red Venetian bbl	1 1/2 @ 5
Peru	Peppermint	3 75	Red Venetian less	2 00
Tolu	Rose, pure	15 00 18 00	Shaker Prepared	1 50 1 60
	Rosemary Flowers	90 1 00	Vermillion, Eng.	90 1 00
	Sandalwood, E. I.	6 25 6 50	Vermillion, Amer.	15 20
	Sassafras, true	80 90	Whiting, bbl.	1 1/2 @ 5
	Sassafras, artif'l	45 50	Whiting	2 @ 5
	Spearment	6 00 6 50		
	Sperm	90 1 00	Insecticides	
	Tansy	4 75 5 00	Arsenic	6 @ 10
	Tar, USP	25 @ 35	Blue Vitrol, bbl.	6 @ 6 1/2
	Turpentine, bbls.	51 1/2	Blue Vitrol less	7 @ 10
	Turpentine, less	55 @ 60	Bordeaux Mix Pst	8 @ 15
	Wintergreen, true	75 00	Hellebore, white	15 20
	Wintergreen, sweet	2 00 2 25	powdered	15 20
	Wintergreen, art'l	50 60	Insect Powder	20 @ 35
	Wormseed	76 00	Lead Arsenate	8 @ 16
	Wormwood	78 00	Lime & Sulphur	15 @ 25
			Solution, gal	15 @ 20
			Paris Green	15 @ 20
	Potassium			
	Bicarbonate	15 @ 18	Miscellaneous	
	Bichromate	13 @ 16	Acetanald	30 @ 35
	Bromide	40 @ 50	Alum	3 @ 5
	Carbonate	12 @ 15	Alum, powdered and	5 @ 7
	Chlorate, xtal and	12 @ 16	ground	5 @ 7
	powdered	12 @ 16	Bismuth Subni-	2 10 @ 2 25
	Chlorate, granular	16 @ 20	trate	2 10 @ 2 25
	Cyanide	30 @ 40	Borax xtal or	6 @ 12
	Iodide	2 85 2 90	powdered	6 @ 12
	Permanganate	15 @ 30	Cantharides powd.	1 @ 25
	Prussiate yellow	30 @ 35	Calomel	1 25 @ 1 35
	Prussiate, red	50 @ 60	Capicum	20 @ 25
	Sulphate	15 @ 20	Carmine	3 @ 50
			Cassia Buds	40
	Roots		Cloves	25 @ 30
	Alkanet	15 @ 20	Chalk Prepared	6 @ 8 1/2
	Blood, powdered	20 @ 25	Chalk Precipitated	7 @ 10
	Calamus	35 @ 40	Chloroform	38 @ 48
	Elecampane, powd	15 @ 20	Chloral Hydrate	1 25 @ 1 45
	Gentian, powd.	12 @ 15	Cocaine	4 15 @ 4 35
	Ginger, African,	15 @ 20	Cocoa Butter	4 50 @ 5 00
	powdered	15 @ 20	Corks, list, less 70%	@ 85
	Ginger, Jamaica,	20 @ 25	Copperas bbls cwt	@ 85
	powdered	22 @ 28	Copperas, less	2 @ 5
	Goldenseal, powd.	6 @ 50	Copperas, Powd.	4 @ 6
	Ipecac, powd.	2 75 3 00	Corrosive Sublim.	1 25 @ 1 40
	Licorice	14 @ 16	Cuttlebone	28 @ 35
	Licorice, powd.	12 @ 15	Dextrine	25 @ 35
	Orris, powdered	25 @ 30	Dover's Powder	2 00 2 25
	Poke, powdered	20 @ 25	Emery, all Nos.	6 @ 10
	Rhubarb	75 @ 1 00	Emery, powdered	5 @ 8
	Rhubarb, powd.	75 @ 1 25	Epsom Salts, bbls	1 @ 1 1/2
	Rosinweed, powd.	25 @ 30	Epsom Salts, less 2 1/2	@ 5
	Sarsaparilla, Hond.	@ 50	Ergot	1 50 @ 1 75
	ground	@ 50	Ergot, powdered	1 80 @ 2 00
	Sarsaparilla Mexican,	25 @ 30	Flake White	12 @ 15
	ground	20 @ 25	Formaldehyde lb.	12 @ 15
	Squills, powdered	40 @ 60	Gambier	6 @ 10
	Tumeric, powd.	12 @ 15	Gelatine	35 @ 45
	Valerian, powd.	25 @ 30	Glassware, full cases 80%	
			Glassware, less 70 & 10%	
	Seeds		Glauber Salts bbl.	@ 1 1/2
	Anise	15 @ 20	Glauber Salts less	2 @ 5
	Anise, powdered	22 @ 25	Glue, brown	11 @ 15
	Bird, ls	7 @ 8	Glue, brown grd	10 @ 15
	Canary	7 @ 10	Glue, white	15 @ 20
	Caraway	12 @ 18	Glue, white grd	15 @ 20
	Cardamon	1 80 @ 1 75	Glycerine	22 @ 32
	Celery	45 @ 50	Hops	50 @ 80
	Coriander	10 @ 15	Indigo	85 @ 1 00
	Dill	18 @ 24	Iodine	3 75 @ 4 00
	Fennell	3 @ 8	Iodoform	4 80 @ 5 00
	Flax	4 @ 8	Lead Acetate	12 @ 18
	Flax, round	4 @ 8	Lycopodium	60 @ 75
	Poenugreek, pow.	5 @ 7	Mace	80 @ 90
	Hemp	5 @ 7	Mace, powdered	90 @ 1 00
	Lobelia	5 @ 50	Menthol	13 00 @ 14 00
	Mustard, yellow	9 @ 12	Mercury	85 @ 90
	Mustard, black	9 @ 12	Morphine, all brd	4 55 @ 4 80
	Mustard, powd.	20 @ 25	Nux Vomica	@ 15
	Poppy	15 @ 20	Nux Vomica pow	@ 25
	Quince	1 @ 10	Pepper, black pow	20 @ 25
	Rape	6 @ 10	Pepper, white	25 @ 35
	Sabadilla, powd.	25 @ 30	Pitch, Burgundy	10 @ 15
	Sunflower	6 @ 8	Quassia	10 @ 15
	Worm American	15 @ 20	Quinine, all brds	2 1/2 @ 3 1/2
	Worm Levant	40 @ 50	Rochelle Salts	20 @ 25
			Saccharine	2 00 @ 2 20
	Tinctures		Salt Peter	7 1/2 @ 12
	Aconite	@ 60	Selditz Mixture	20 @ 25
	Aloes	@ 60	Soap, green	15 @ 20
	Arnica	@ 60	Soap, mott castile	10 @ 15
	Asafoetida	@ 1 00	Soap, white castile	@ 6 25
	Belladonna	@ 60	Soap, white castile	@ 6 25
	Benzoin	@ 70	Soda, less per bar	@ 63
	Benzoin Compound	@ 75	Soda	1 1/2 @ 5
	Buchu	@ 90	Soda Bicarbonate	1 1/2 @ 5
	Cantharides	@ 75	Soda, Sal	1 @ 4
	Capicum	@ 65	Spirit Camphoe	@ 75
	Cardamon	@ 75	Spirit Cologne	2 75 @ 3 00
	Cardamon, Comp.	@ 75	Sulphur roll	2 1/2 @ 5
	Catechu	@ 65	Sulphur Subl.	2 1/2 @ 5
	Cinchona	@ 60	Tamarinds	10 @ 15
	Colchicum	@ 60	Tartar Emetic	40 @ 50
	Cubebs	@ 75	Turpentine Venice	40 @ 50
			Vanila Ext. pure	1 00 @ 1 50
			Witch Hazel	45 @ 1 00
			Zinc Sulphate	7 @ 10

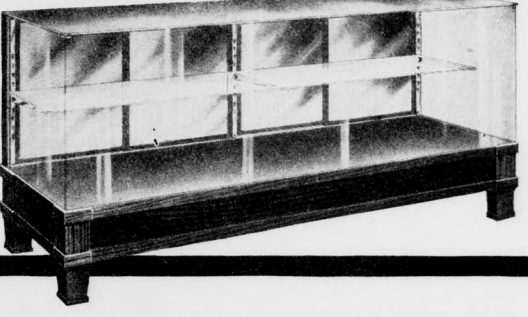


Our Home—Corner Oakes and Commerce

Our sundry salesmen are now on the road with a line of staple druggist sundries, stationery, blank books and sporting goods. Please reserve your orders for them.

Grand Rapids. HAZELTINE & PERKINS DRUG CO.

FOOTE & JENKS' COLEMAN'S (BRAND)
 Terpeneless **Lemon and High Class Vanilla**
 Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.
GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
 The Largest Show Case and Store Equipment Plant in the World
 Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

Four Kinds of Coupon Books
 are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.
TRADESMAN COMPANY, Grand Rapids, Mich.

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.

Table with columns: ADVANCED, DECLINED. Items include Bacon, Hams, Pork, Oats, Rolled.

Index to Markets

Index to Markets table with columns: By Columns, Col. 1, Col. 2. Lists various goods like Ammonia, Axle Grease, Baked Beans, etc.

1 2

Main price list table with columns: AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUEING, BREAKFAST FOODS, BUTTER, CARBON OILS, etc.

CHEWING GUM.

Table listing chewing gum items: Adams Black Jack, Adams Sappota, Beeman's Pepsin, etc.

Extract

Table listing extract items: Holland, 1/2 gro boxes, Felix, 1/2 gross, etc.

CONFECTIONS

Table listing confectionery items: Standard, Flag Spruce, Juicy Fruit, etc.

Sweet Goods

Table listing various sweet goods: Animals, Armada Cakes, Atlantics, etc.

CHICORY

Table listing chicory items: Bulk, Red, Eagle, etc.

CHOCOLATE

Table listing chocolate items: German's Sweet, Premium, Caracas, etc.

CLOTHES LINE

Table listing clothing items: No. 40 Twisted Cotton, No. 50 Twisted Cotton, etc.

COCOA

Table listing cocoa items: Baker's, Cleveland, Colonial, etc.

COCOA NUT

Table listing cocoa nut items: Dunham's, 1/2s, 5lb. case, etc.

COFFEES, ROASTED

Table listing coffee items: Common, Fair, Choice, etc.

CRACKED WHEAT

Table listing cracked wheat items: Bulk, 24 2lb. pkgs., etc.

CRACKERS

Table listing cracker items: National Biscuit Company, Butter, Excelsior Butters, etc.

SPECIAL PRICE CURRENT

12

Scrapple, 5c pkgs. 48
Sure Shot, 5c 1/2 doz. 57
Yankee Girl, 5c 1/2 doz. 57
Pan Handle Scrp 1/4 gr 57
Peachy Scrap, 5c 1.90
Union Workman, 2 1/4 6 00

Smoking

All Leaf, 2 1/4 & 7 oz. 30
BB, 7 1/2 oz. 6 00
BB, 7 1/2 oz. 12 00
BB, 14 oz. 24 00
Bagdad, 10c tins 11 52
Badger, 3 oz. 5 04
Badger, 7 oz. 11 52
Banner, 8 oz. 5 96
Banner, 16 oz. 3 20
Belwood Mixture, 10c 94
Big Chief, 2 1/4 oz. 6 00
Big Chief, 16 oz. 30
Bull Durham, 5c 5 90
Bull Durham, 10c 10 80
Bull Durham, 15c 18 48
Bull Durham, 8 oz. 6 00
Bull Durham, 16 oz. 6 72
Buck Horn, 5c 5 76
Buck Horn, 10c 11 50
Briar Pipe, 5c 6 00
Briar Pipe, 10c 12 00
Black Swan, 5c 5 76
Black Swan, 14 oz. 3 50
Bob White, 5c 5 90
Brotherhood, 5c 5 95
Brotherhood, 10c 11 00
Brotherhood, 16 oz. 3 39
Carnival, 5c 5 70
Carnival, 1/2 oz. 3 39
Carnival, 16 oz. 40 00
Cigar Clip Johnson
Cigar Clip Seymour
Identity, 3 & 16 oz. 3 30
Darby Cigar Cuttings 4 50
Continental Cubes, 10c 90
Corn Cake, 14 oz. 2 55
Corn Cake, 7 oz. 1 45
Corn Cake, 5c 5 76
Cream, 50c pails 4 00
Cuban Star, 5c foll 5 72
Cuban Star, 16 oz pails 3 72
Chips, 10c 10 20
Dills Best, 1 1/2 oz. 7 79
Dills Best, 3 1/2 oz. 7 77
Dills Best, 16 oz. 7 73
Dixie Kid, 1 1/2 foll 3 39
Duke's Mix, 5c 5 76
Duke's Mix, 10c 11 52
Duke's Cameo, 1 1/2 4 41
Drum, 5c 5 90
F F A, 3 oz. 4 95
F F A, 7 oz. 11 50
Fashion, 5c 6 00
Fashion, 16 oz. 4 33
Five Bros., 5c 5 76
Five Bros., 10c 10 20
Five cent cut Plus 2 79
F O B 10c 11 50
Four Roses, 10c 96
Full Dress, 1 1/2 oz. 7 72
Glad Hand, 5c 1 44
Gold Block, 1 1/2 oz. 3 39
Gold Block, 10c 11 88
Gold Star, 16 oz. 5 95
Gail & Ax 1 1/2 5 95
Growler, 5c 4 42
Growler, 10c 2 94
Growler, 20c 1 85
Giant, 2c 1 55
Giant, 16 oz. 3 33
Hand Made, 2 1/2 oz. 5 00
Honey Dew, 1 1/2 5 76
Honey Dew, 10c 11 88
Hunting, 1 1/2 & 3 1/2 oz. 3 38
I X L, 5c 6 10
I X L, in pails 3 32
Just Suits, 5c 6 00
Just Suits, 10c 11 88
King Bird, 25c 2 45
King Bird, 7 oz. 25 20
Nigger Head, 3 oz. 11 00
King Bird, 1 1/2 oz. 5 70
La Turka, 5c 5 76
Little Giant, 1 lb. 2 28
Lucky Strike, 1 1/2 oz. 94
Lucky Strike, 1 1/2 oz. 96
Le Redo, 3 oz. 10 80
Le Redo, 8 & 16 oz. 3 38
Myrtle Navy, 10c 11 80
Myrtle Navy, 5c 5 94
Maryland Club, 5c 5 76
Mayflower, 5c 5 76
Mayflower, 10c 96
Mayflower, 20c 1 92
Nigger Hair, 5c 5 94
Nigger Hair, 10c 10 20
Nigger Head, 5c 4 96
Nigger Head, 10c 9 84
Noon Hour, 5c 1 44
Old Colony, 1-12 gro. 11 52
Old Mill, 5c 5 76
Old English Curve 1 1/2 oz 96
Old Crop, 5c 5 76
Old Crop, 20c 2 90
P. S., 3 oz. 30 lb. 19
P. S., 3 oz. per gro. 5 70
Pat Hand, 1 oz. 63
Patterson Seal, 1 1/2 oz. 48
Patterson Seal, 3 oz. 95
Patterson Seal, 16 oz. 5 00
Peerless, 5c 5 70
Peerless, 10c 11 80
Peerless, 3 oz. 23 76
Peerless, 7 oz. 47 52
Peerless, 14 oz. 47 52
Plaza, 2 gro. cs. 5 76
Plow Boy, 5c 5 76
Plow Boy, 10c 11 00
Plow Boy, 14 oz. 4 50
Pedro, 10c 11 80
Pride of Virginia, 1 1/2 77
Pilot, 5c 5 76

13

Pilot, 7 oz. doz. 1 05
Pilot, 14 oz. doz. 2 10
Prince Albert, 10c 96
Prince Albert, 8 oz. 4 92
Prince Albert, 16 oz. 8 40
Queen Quality, 5c 4 8
Rob Roy, 5c foll 5 90
Rob Roy, 10c gross 10 20
Rob Roy, 25c doz. 2 10
Rob Roy, 50c doz. 4 12
S. & M., 5c gross 5 76
S. & M., 14 oz. doz. 3 20
Soldier Boy, 5c gross 5 95
Soldier Boy, 10c 10 58
Soldier Boy, 1 lb. 4 30
Sweet Caporal, 1 oz. 60
Sweet Lotus, 5c 6 00
Sweet Lotus, 10c 12 00
Sweet Lotus, per doz. 4 85
Sweet Rose, 2 1/2 oz. 3 9
Sweet Tip Top, 5c 2 00
Sweet Tip Top, 3 1/2 oz. 8 88
Sun Cured, 10c 11 75
Summer Time, 5c 5 76
Summer Time, 7 oz. 1 65
Summer Time 14 oz. 3 50
Standard, 2 1/2 oz. 5 90
Standard, 3 oz. 2 8
Standard, 7 oz. 1 68
Seal N. C., 1 1/2 cut plug 70
Seal N. C., 1 1/2 Gran 63
Three Feathers, 1 oz. 63
Three Feathers, 10c 10 20
Three Feathers and
Pipe combination 2 25
Tom & Jerry, 14 oz. 3 60
Tom & Jerry, 7 oz. 1 80
Tom & Jerry, 3 oz. 8 75
Trout Line, 5c 5 95
Trout Line, 10c 10 90
Turkish, Patrol, 2-9 5 76
Tuxedo, 1 oz. bags 4 8
Tuxedo, 2 oz. tins 96
Tuxedo, 4 oz. cart 64
Tuxedo, 16 oz. tins 64
Twin Oaks, 10c 94
Union Leader, 50c 5 06
Union Leader, 25c 2 55
Union Leader, 10c 1 10
Union Leader, 5c 5 95
Union Workman, 1 1/2 5 76
Uncle Sam, 10c 10 80
Uncle Sam, 8 oz. 2 20
U. S. Marine, 5c 6 00
Van Bibber, 2 oz. tin 88
Velvet, 5c pouch 1 44
Velvet, 10c tin 1 92
Velvet, 8 oz tin 3 84
Velvet, 16 oz. can 7 68
Velvet, combination cs 5 75
War Path, 5c 5 95
War Path, 8 oz. 1 60
Wave Line, 3 oz. 40
Wave Line, 16 oz. 40
Way up, 2 1/2 oz. 5 75
Way up, 16 oz pails 81
Wild Fruit, 5c 5 76
Wild Fruit, 10c 11 52
Yum Yum, 5c 6 00
Yum Yum, 10c 11 52
Yum Yum, 1lb., doz. 4 80

TWINE
Cotton, 3 ply 32
Cotton, 4 ply 32
Jute, 2 ply 14
Hemp, 6 ply 13
Flax, medium 24
Wool, 1 lb. bales 6

VINEGAR
White Wine, 40 grain 3 1/2
White Wine, 80 grain 1 1/2
White Wine, 100 grain 1 1/2
Oakland Vinegar & Pickle
Co.'s Brands.
Highland apple cider .18
Oakland apple cider .13
State Seal sugar 11
Oakland white pickling 10
Packages free.

WICKING
No. 0, per gross 30
No. 1, per gross 40
No. 2, per gross 50
No. 3, per gross 75

WOODENWARE
Baskets
Bushels, 1 00
Bushels, wide band 1 15
Market 3 50
Splint, large 3 00
Splint, medium 3 00
Splint, small 2 75
Willow Clothes, large 3 25
Willow Clothes, small 6 25
Willow Clothes, me'm 7 25

Butter Plates
Ovals
1/4 lb., 250 in crate 30
1/2 lb., 250 in crate 30
1 lb., 250 in crate 35
2 lb., 250 in crate 45
3 lb., 250 in crate 65
5 lb., 250 in crate 85

Wire End.
1 lb., 250 in crate 35
2 lb., 250 in crate 45
3 lb., 250 in crate 65
5 lb., 250 in crate 85
Churns
Barrel, 5 gal., each 2 49
Barrel, 10 gal., each 2 55
Clothes Pins
Round Head.
4 inch, 5 gross 50

14

4 1/2 inch, 5 gross 55
Cartons, 20 2 1/2 doz bxs. 60
Egg Crates and Fillers
Humpty Dumpty, 12 dz. 20
No. 1, complete 40
No. 2, complete 28
Case No. 2, fillers, 15
sets 1 35
Case, medium, 12 sets 1 15
Faucets
Cork lined, 8 in. 70
Cork lined, 9 in. 80
Cork lined, 10 in. 90
Mop Sticks
Trojan spring 90
Eclipse patent spring 85
No. 1 common 80
No. 2 pat. brush holder 85
Ideal No. 7 85
12lb. cotton mop heads 1 45

Palls
2-hop Standard 2 00
3-hop Standard 2 35
2-wire Cable 2 10
Cedar all red brass 1 25
3-wire Cable 2 30
Paper Eureka 2 25
Fibre 2 40
10 qt. Galvanized 1 70
12 qt. Galvanized 1 90
14 qt. Galvanized 2 10

Toothpicks
Birch, 100 packages 2 00
Ideal 85
Traps
Mouse, wood, 2 holes 22
Mouse, wood, 4 holes 45
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 80
Rat, spring 75

TEA
Royal Garden 1/2, 3/4 and 1 lb. 40
THE BOUR CO.
TOLEDO, O.
COFFEE
Roasted
Dwinell-Wright Co.'s B'ds

Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30
Wood Bowls
13 in. Butter 1 50
15 in. Butter 2 00
17 in. Butter 3 75
19 in. Butter 6 00
Assorted, 13-15-17 3 00
Assorted, 15-17-19 4 25

WRAPPING PAPER
Common Straw 2
Fibre Manila, white 3
Fibre Manila, colored 4
No. 1 Manila 4
Cream Manila 3
Butchers' Manila 2 1/2
Wax Butter, short cut 13
Wax Butter, full count 20
Wax Butter, rolls 19

YEAST CAKE
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1 15
Yeast Cream, 3 doz. 1 00
Yeast Foam, 1 1/2 doz. 58

AXLE GREASE
MICA
AXLE GREASE
INDIAN OIL COMPANY
1 lb. boxes, per gross 9 00
3 lb. boxes, per gross 24 00

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

CIGARS Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand Ben Hur
Perfection Extras 35
Perfection 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

Old Master Coffee



Old Master 33
San Marto 33
Silat 33

TEA THE BOUR CO. TOLEDO, O.

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



White House, 1lb. 11.00
White House, 2lb. 21.00
Excelsior, Blend, 1lb. 11.00
Excelsior, Blend, 2lb. 21.00
Tip Top, Blend, 1lb. 11.00
Royal Blend 11.00
Royal High Grade 11.00
Superior Blend 11.00

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 2 60



The only 5c Cleanser



Guaranteed equal the best 10c kinds
Apex Hams
Apex Bacon
Apex Lard
Excelsior Hams
Excelsior Bacon
Silver Star Lard
Family Pork
Fat Back Pork
Prices quoted upon application. Hammond, Standish & Co., Detroit, Mich.

SAFES Full line of fire and burglar proof safes kept in



stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP Lantz Bros. & Co.

Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 00
Big Master, 100 blocks 4 00
German Mottled 3 15
German Mottled, 5 bx 3 15
German Mottled 25 bx 3 05
Marseilles, 100 cakes 6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 cks toll 4 00
Marseilles, 1/2 box toll 2 10
Proctor & Gamble Co.
Lenox 3 00
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 85
Tradesman Co.'s Brand
Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

A. B. Wrisley Good Cheer Old Country

Soap Powders
Snow Boy, 24s 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
Pearline 3 75
Soapine 4 00
Baubitt's 1776 3 75
Roseine 3 59
Armour's 3 70
Wisdom 3 80
Soap Compeunds
Johnson's Fine 5 10
Johnson's XXX 4 25
Rub-No-More 3 85
Nine O'clock 3 30

Securing Enoch Morgan's Sons

Sapallo, gross lots 9 50
Sapallo, half gro. lots 4 85
Sapallo, single boxes 2 40
Sapallo, hand 2 40
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50

We Manufacture Public Seating Exclusively Churches Schools Lodge Halls American Seating Company 215 Wabash Ave. CHICAGO, ILL. GRAND RAPIDS NEW YORK BOSTON PHILADELPHIA

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—Stock hardware, invoicing about \$6,000. No old goods. Bargain for somebody. Johnson Bros., Traverse City, Mich. 847

For Sale—Clean stock of general merchandise in the liveliest and busiest town for its size in Montana and strategically located in the richest and most productive valley in the state. Doing \$110,000 yearly and increasing. Making handsome profits. Low rent, good location, long lease. Invoice from \$20,000 to \$25,000. Will retain interest if desired. Can show a fine business and a splendid money-maker. Address: P. O. Box 856, Helena, Mont. 849

For Sale—Mailing list of retail hardware dealers in U. S. or Canada, any ratings by state, city or county, revised weekly. V. D. Augsburg Co., Kenton, Ohio. 848

For Sale—I offer my eight thousand dollar stock of men's and boys' clothing, shoes and furnishings for seventy cents on dollar of cost price, located in thriving town. Address No. 846, care Tradesman. 846

Stock of dry goods, groceries and shoes for sale or will trade for small farm. Address W. H. Soule, Scotts, Mich. 845

For Sale—Furniture and undertaking business established 30 years. Live town in Central Michigan, 1,400 population and growing. Best stand in town, rent cheap, inventory about \$1,500. Best opening in the State. Address No. 844, care Michigan Tradesman. 844

For Sale—Meat market, good location. Reason for selling, sickness. Address 705 Franklin St., Grand Haven, Mich. 840

For Sale—Variety store, in town of 2,000, rich farming country; invoice about \$1,300. Snap for somebody. Address Box 226, Brodhead, Wis. 839

For Sale—Best stock general merchandise town 1,000. Invoicing \$12,000. Sell or rent building. C. R. Steele, Buffalo, Kan. 837

A Good Opening—A brick store for rent, 2x280, centrally located in Saranac, Mich., suitable for a bazaar or other business. Rent low and opportunity number one. Address S. M. Crawford, Saranac, Mich. 836

Summer Tour—Gibraltar, Italy, Switzerland, Germany, Netherlands, France, England. Small party. First-class accommodations, \$600 inclusive. Florence G. Mann, 485 Central Park West, New York. 835

Partner Wanted—Sheet metal, tile and slate roofing, best location north shore, Chicago. For particulars address Nelson, 1132 Bryn Mawr Ave., Chicago, Ill. 834

Brick Store For Rent—Fine location for dry goods or general merchandise. Population 3,000. Address No. 833, care Tradesman. 833

First-class steam bakery and confectionery, doing good business, in college town of 2,500. A. E. Koch, Rolla, Mo. 832

For Sale—100 Account McCaskey register, \$25. Colegrove Bros., Remus, Mich. 853

For Sale—At once, modern shoe repair shop complete, consisting of 2 h. p. motors, with progressive finisher, Landis stitcher, Singer sewing machine, jacks and tools, etc. Low rent, with lease to right party. Will sell at a low price. A snap for a hustler. Address A. H. B., care Tradesman. 852

For Sale—Tufts Arctic soda fountain, marble and onyx construction, 15 foot circular counter, outfit complete, \$250, cost \$1,500. Veressa Valley Wine Co., Jackson, Mich. 851

Dry Goods and shoe business for sale. Chicago's busiest suburb, American trade. Exceptional \$10,000 investment. Annual sales, \$23,000. Address No. 855, care Michigan Tradesman. 855

For Sale—Or possibly trade for Grand Rapids property, good general store in Mason county's splendid fruit and farming section. Good established trade with clean, up-to-date stock invoicing from \$2,000 to \$3,000, with fixtures. For particulars address No. 826, care Tradesman. 826

"Homes of Florida." Sample free. Copy of booklet, "Florida Industries," 25c. Asco Publishing Co., Jacksonville, Fla. 821

Stores bought, sold and exchanged. If you want to get in or out of business write me. I handle all kinds of business places and real estate. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 836

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

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

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

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—\$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

For Sale—Our stock, consisting of groceries, dry goods, shoes, men's furnishings, hardware and farm implements; also buildings and grain elevator in connection. Good lively town and farming section. Stock about \$10,000. Good reason for selling. V. Thomsen & Co., Trufant, Mich. 828

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

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 \$3,000; must sell account of previous business connections and falling 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

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—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—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 Albia, 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

To Exchange—\$5,000 11-room house and barn, for groceries or merchandise; need more stock. Address G. H. Christensen, De Witt, Iowa. 787

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 money-maker for someone. Stock about \$2,000. Address Shoes care Tradesman. 803

For Sale—Good paying meat market in good location. Excellent chance for the right parties. Good reason for selling. Brand & Wohlfeil, Three Rivers, Mich. 818

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

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

Blacksmith and wagon shop and tools for sale; building and lot. Write to Box 756, Eldorado Springs, Mo. 777

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

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

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 rigid investigation and this is a bona fide business proposition. Write for full particulars at once. Address 402 Cochaux Bldg., New Orleans, La. 812

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

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

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

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

Choice forty-acre tract in Florida's famous fruit belt. Bargain price quick sale. Easy terms to responsible party. Owner, Box 692, Jacksonville, Fla. 823

50c on the dollar buys a nice brick store and stock of general merchandise in good railroad town. Address No. 819, care Michigan Tradesman. 819

Laundry For Sale—In Southern Michigan town, 5,500 population; doing \$225 business per week in winter, \$250 in summer, running expenses very low; good equipment throughout. If you are looking for a moneymaking business investigate this plant. Good reason for selling. W. C. Lovejoy, Hillsdale, Mich. 817

For Sale—The only shoe, rubber, hat and cap stock in a town in Central Michigan. Rich farming country and first class of goods sold. Address No. 816, care Tradesman. 816

If you wish to buy, sell or exchange any legitimate business of any kind anywhere, consult our Business Chance Department. Its operation is national in scope and offers unexcelled services to the seller, as well as the buyer. Advantageous exchanges for other properties are often arranged. In writing, state fully your wants. The Varland System, Capital Bank, St. Paul, Minn. 814

For Sale—A stock of general merchandise, invoicing about \$4,000. Sales about \$5 per day. Reason for selling, sickness. Address No. 728, care Michigan Tradesman. 728

For Sale—The grocery stock of the late A. T. Thomas, together with lease on building. Enquire of Geo. I. Thomas, Owosso, Mich. 825

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

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

HELP WANTED.

Sales manager for reliable stock, bond and real estate investment security house. Must furnish references. American Securities Co., Jacksonville, Fla. 822

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Salesmen Wanted—Single, not over 35 years; experienced in cloaks, dry goods, window trimming. State salary and give references first letter. H. Drebin, Cadillac, Mich. 838

Wanted—Live young man to clerk in general store. Some experience with shoes preferred. Good chance for advancement. Address No. 843, care Michigan Tradesman. 843

Wanted—Experienced salesman to sell line of canvas gloves and mittens to the retail trade exclusively, in the state of Michigan. Line is favorably known. Address G, care Tradesman. 841

SITUATIONS WANTED.

Position Wanted—By experienced book-keeper, well up department store work. First-class references. J. J. Brown, 607 Belden Ave., Chicago. 854

Wanted—Position by young man with six years' experience in general merchandise and shoes, in buying, selling and managing. Prefer shoe department or shoes exclusively. Best of reference. Address Frank H. Grant, Tipton, Iowa. 850

Position wanted as traveling salesman to sell to dealers agricultural implements or machinery. Will start on commission. Territory preferred, Georgia or Florida. J. K. Exum, Milltown, Ga. 842

For Sale!

Stock of general merchandise inventorying \$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.

Manufacturing Matters.

Bentheim—H. Berns, Jr., has installed a feed mill here and will operate it.

Three Rivers—The Eddy Paper Co. has increased its capital stock from \$160,000 to \$400,000.

Holland—The Holland Chemical Co. has increased its capital stock from \$15,000 to \$30,000.

Kalamazoo—The Superior Ice Co. is building an addition to the plant which will triple its capacity.

Detroit—The capital stock of the Crittall Casement Co. has been increased from \$25,000 to \$100,000.

Williamston—The New Way Knitting Co. has installed a Swiss machine for the manufacture of heavy sweater coats.

Escanaba—Willard Baldwin and Henry Van Enkevort, both of Bark River, have formed a copartnership and will install and operate a creamery here.

Detroit—The United Cornice & Roofing Co. has been organized with an authorized capital stock of \$1,200, all of which has been subscribed and paid in cash.

Allegan—The Allegan Mirror & Frame Co. has engaged in business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in cash.

Sidnaw—The Sidnaw Handle Co. has been incorporated with a capital stock of \$5,000, all of which has been paid in, half in cash and half in the machinery of a mill formerly operated at Mesick.

Detroit—The Michigan Magneto Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and paid in property.

Detroit—The Mears Manufacturing Co. has engaged in business to manufacture and deal in all classes of merchandise, with an authorized capital stock of \$8,000, of which \$4,000 has been subscribed and paid in cash.

Romeo—Geo. F. Robertson, manufacturer of sash doors and wood auto parts, has merged his business into a stock company under the style of the George F. Robertson Co., to manufacture and deal in lumber products, with an authorized capital stock of \$12,500 common and \$12,500 preferred of which \$15,750 has been subscribed and paid in cash.

Flint—The Standard Rule Co. has increased its capital stock from \$25,000 to \$40,000.

Munising—R. E. Brissette, manufacturer of soft drinks, has sold his plant to Frank Runsat, who will continue the business.

Menominee—The Christensen Manufacturing Co. has engaged in the general iron and wood manufacturing business, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,500 paid in in cash.

Jonesville—The Emery-Whitmore Co. has engaged in business to manufacture and sell automobile and tire supplies and specialties, with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed, \$550 paid in in cash and \$950 in property.

Shelby—J. R. Odell, Secretary and Manager of the local canning factory, since its purchase three years ago by the Oceana Canning Co., has resigned from that position and sold his stock to other members of the company to return to Detroit, the salary offered him there being twice that which he was receiving here.

Movement of Merchants.

Corunna—The Corunna Hardware Co., consisting of Cloyse and Earl Lewis, has filed a voluntary petition in bankruptcy in the United States Court at Bay City. The company has one of the largest stocks of goods in the county.

Detroit—Joseph G. Prance, merchant tailor, has merged his business into a stock company under the style of The Joseph G. Prance Co., with an authorized capital stock of \$12,000, which has been subscribed and \$1,200 paid in in cash.

Lansing—D. H. Bryant, who has conducted a drug store at Charlotte, has removed his stock here and will continue the business under the style of Bryant & Klukie, having admitted to partnership, Charles Klukie, of this place.

Menominee—Meredith Sawyer has been appointed receiver in bankruptcy proceedings instituted against B. Bloch, who conducts a department store here. The proceedings were started by Chicago and Milwaukee firms. According to Mr. Sawyer, Mr. Bloch's liabilities will aggregate about \$6,000.

Ovid—Clare Stone, clerk in L. T. Storrer's clothing store, was seriously injured recently. While operating a paper press, the catch, which held the handle broke, allowing it to fly back and strike Stone under the chin, breaking his jaw, loosening several teeth and cutting him.

Sault Ste. Marie—The Circuit Court here was given the Great Lakes Laundry a verdict against the Aetna Life Insurance Co., for \$1,623.45. This was the sum paid to Miss Bertha Rundy for injury at the laundry. The Aetna company, with which the laundry carried compensation insurance, refused to settle, on the ground that the girl was under age during employment.

Saginaw—Fire supposed to have originated in the boiler room almost completely destroyed the plant of the Michigan Cold Storage Co. Feb. 28 with a loss estimated at approximately \$45,000. Perhaps 100,000 dozen eggs, several hundred barrels of apples and a quantity of cabbage stored in the plant were destroyed, together with a carload of bottled beer. The loss is fully covered by insurance.

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

Buffalo, March 5.—Creamery butter fresh, 33@37c; dairy, 22@30c; poor to good, all kinds, 18@24c.

Cheese—Fancy, 17@12½; choice, 16@16½c; poor to common, 10@15c.

Eggs—Choice, fresh, candled, 21@22, at mark, 21c; cold storage candled, 17c.

Poultry (live)—Turkeys, 18@21c. cox, 12c. fowls, 16@17½c; springs, 16@17½; ducks, 18@20c; geese, 15@16c. Poultry dressed, turkeys, 20@25c; ducks, 18@20c; geese, 15@16c; chicks, 17@20c; fowls, 16@18c.

Beans—Red kidney, \$2.25. white kidney, new \$3.25@3.35; medium, new \$2.25@2.30; narrow, new, \$3.25; pea, new, \$2.25@3.30.

Potatoes—55@60c per bu.
"Rea & Witzig."

Even if a man is a hundred years old he thinks he looks only ninety.

BUSINESS CHANCES.

For Sale—Drug store and stock in Southern Michigan. Continued ill health compels me to sell. No shelf-worn stock. Money no object. Address No. 861, care Tradesman. 861

Ferrets for sale, females, \$4.25 each. They are death on rats. Frank Gaukel, Sauk City, Wis. 862

Wanted—Permanent position by experienced shoe man, capable of doing the buying. State salary first letter. Address 857, care Tradesman. 857

Wanted—For Michigan, up-to-date dry goods and ladies' shoe man. One who can trim windows and make signs. Married man capable of taking charge preferred. State salary and when can come. Address D. E., care Tradesman. 856

For Sale—My stock of general merchandise and good will, also my store real estate. Doing a good prospering business. Stock about \$8,000, in strictly first-class shape. Reason for selling, wish to retire after 21 years active service. For particulars address Lock Box 57, Peshtigo, Wis. 858

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

Good Business Openings For Sale and Exchange by Frank P. Cleveland

Steam Laundry in Indiana city of 5,000 population; receipts average \$170 per week; price \$4,000.

Stock of General Merchandise at a good trading point in Alger Co., Mich., invoice about \$4,000; also store building and residence valued at \$3,200.

Factory Building containing about 6,000 square feet of floor space located at a good point in Salem Co., New Jersey; a bargain at \$2,000.

Stock of General Merchandise in Crawley Co., Colorado; sales average \$3,000 per month; also brick store building 25x125 feet in size; building and business will require an investment of about \$18,200.

Grocery and Market in Kendall Co., Illinois; sales average \$2,000 per month; a bargain at \$1,600.

Whole or Half Interest in Furniture and Undertaking Business in Grundy Co., Illinois; invoice about \$7,500; fine opening for a Norwegian.

Restaurant in LaSalle Co., Illinois; place of 400 population; price \$950.

Stock of General Merchandise, store building, warehouses and residence located in one of the best business cities in Michigan; stock will invoice about \$51,000; 3-story store building valued at \$25,000; 13-room brick residence and large lot valued at \$6,500; sales average \$140,000 per year; will sell stock and rent property or will sell stock and property together; will consider an exchange for real estate; if you are looking for going up-to-date business this proposition will interest you.

Mahoning County, Ohio florist and gardening business; 22,000 feet of glass; business well established; price \$6,500.

Retail Grocery Store in Ohio city of 28,000 population; sales average \$3,300 per month; invoice about \$4,750; reasonable rent and a good business.

General Country Store in Armstrong Co., Pa.; also 9-room dwelling store building, warehouse and lot; stock w. invoice about \$7,000; buildings valued at \$3,000; good opening.

Furniture and Undertaking Business located in one of Wyoming's best cities; stock, fixtures and accounts; invoice about \$45,000; fine location for anyone looking for a well established business.

30-Room Steam Heated, Modern Hot located at one of the best points Northern Wisconsin; house is well finished and enjoys a good trade; price \$16,000; terms \$10,000 cash.

Write me for detailed description. No matter where located if you wish to buy, sell or exchange any kind business or property anywhere write me. Established 1881. Frank P. Cleveland 1261 Adams Express Building, Chicago Illinois. 860

NEDROW COFFEE

THE COFFEE OF QUALITY



Prepare for a Big Canned Foods Business

It will be easy to sell Canned Foods during the first week in April. The Cannery and the Wholesale Grocers are going to stir things up lively by a big National Advertising Campaign. They will wake up people to the merits of Canned Foods in every city and town in the United States. A lot of people in the vicinity of your store will be ready to trade with you in Canned Foods. The women will come in to sample your lines, if you invite them.

Retail Merchants Everywhere will Co-operate

Retail merchants everywhere are assuring us that they will help push the sale of Canned Foods at that time. They say it is a great idea to concentrate our efforts on one week and all pull together. Now we want YOU to join us in a special effort to sell Canned Foods during that week. Make an attractive display, put out some good advertising and instruct your sales people to go after a week of record sales from March 31st to April 6th.

Canned Foods Profitable to Push

The retailer makes a nice profit on Canned Foods and seldom suffers a loss, because every can is guaranteed by the jobber and the canner. It is good policy to make new customers and increase your trade on this kind of merchandise. Canned Foods Week is a good time to do this.

The benefit from our national advertising will accrue to those retail grocers who progressively co-operate in this effort and arrange to supply the heavy increase of trade in Canned Foods.

We have prepared a four page leaflet for envelope insertion or distribution with orders, of great interest to consumers. How many can you distribute to good advantage? The demand will be tremendous. We will send them free, postpaid, as long as the supply lasts. Write quickly.

National Canned Foods Week Committee

CHICAGO, ILLINOIS

1517 Masonic Temple



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.

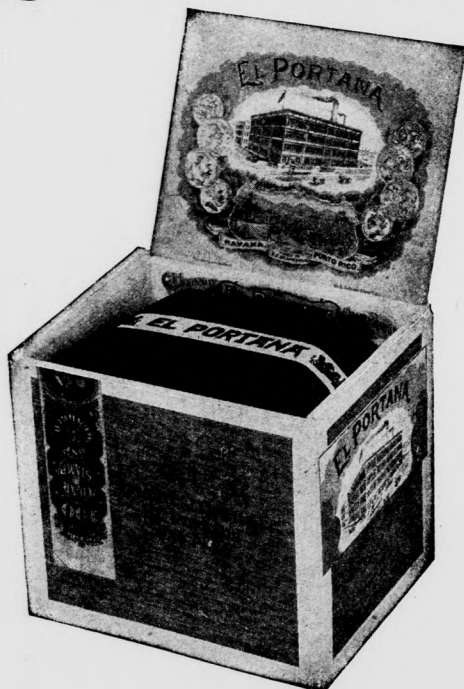
Karo is the great household syrup—the syrup of known quality and purity—specially wholesome and delicious, and of highest food value.

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.

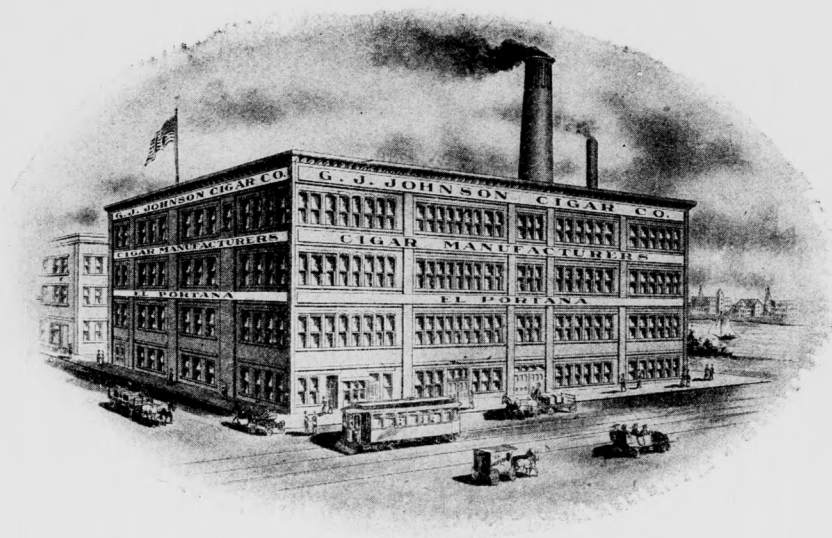
Corn Products Refining Company

New York

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

Made in

Five Sizes

**G. J. Johnson
Cigar Co.**

Makers

Grand Rapids, Mich.

