

IDEALS

IDEALS are like stars. You will not succeed in touching them with your hands. But, like the seafaring man on deserts of water, you choose them as your guides and, following them, reach your destiny. *Carl Schurz.*

What Inspiration Does

I show men things they do not see,
 So oft they pass them by;
 And some have found new things to love,
 New splendors in the sky.

I pull the veil from Mystery,
 And show her cynic's smile;
 Men look a foolish look, and feel
 They knew her all the while.

I give a youth the power to tell
 Old lore that is like new;
 The wise men wag their heads and frown,
 And know his words are true.

A beggar played his violin
 Where wind folk sob and sing;
 I whispered to his heart, and now
 He plays before the king.

The crowd saw but the parts of steel
 Piled high before their eyes.
 'Long to the builder's heart I came—
 He saw his tower rise.

I am a guest that comes and goes,
 Not lured by throne or mart;
 I give to Man the loaf of Life—
 Or else I break his heart.

The Home Hills

Over the hills a white road calls,
 Luring the feet away;
 Calling from dawn till twilight falls
 Luring through night and day;
 Hearts in the vale its call obey,
 And go on an endless quest,
 But wiser the hearts who never stray—
 The old home hills are best!

Regions there are with summer queen,
 Regal throughout the year,
 Crowned with a bloom forever green.
 And mountains blue and sheer;
 There come the pilgrims from far and near
 Seeking a land gods blessed,
 But homeward again their gray barks steer—
 The old home hills are best!

Ever the paths await the feet
 Eager for scenes unknown,
 Fair and faint are their windings fleet,
 Running from zone to zone;
 But when they have failed and weary grown
 Backward they turn to rest
 Where hearts find peace and love, its own—
 The old home hills are best!

Speak with the speech of the world, think
 with the thoughts of the few.

John Hay.

Those who deny freedom to others deserve
 it not for themselves.

Abraham Lincoln.



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Grand Rapids

Kalamazoo



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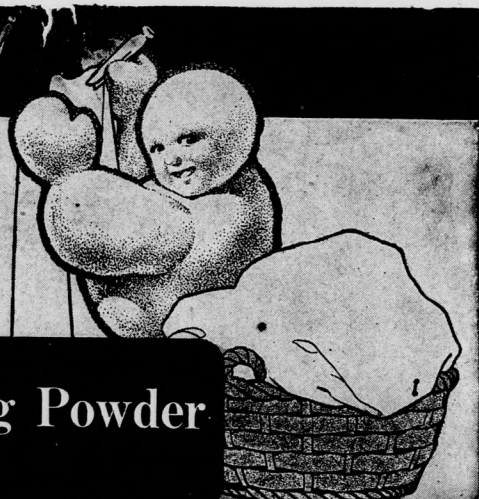
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Don't forget to include
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MICHIGAN TRADESMAN

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 12, 1913

Number 1538

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SHOULD BE REVISED.

The need for radical changes in the Sherman anti-trust law is made apparent by a report of the Interstate Commerce Committee of the United States Senate rendered a few days ago. The Sherman law was enacted about thirty years ago and for many years remained on the statute books with very little attention paid to its provisions or prohibitions. Then ten or a dozen years ago came a public awakening and since then there have been many prosecutions under this law. The law, like most other first steps in reform, is crude and imperfect and can as easily be used for persecution as for the correction or prevention of evil. So imperfect is the law that the Supreme Court has found it necessary to read into it something which the statute itself does not contain. One of these interpolations is the so-called "rule of reason," by which is meant that it rests with the court to determine whether a combination is in accord with sound public policy or against it. The court and not the law determined that the Standard Oil Company was an illegal combination in restraint of trade and the dissolution of the company was ordered, and the United States Steel Corporation, against which a suit is now pending, may be declared legal, depending upon the opinions and personal feelings of the justices of the Supreme Court under their interpretation of what is "reasonable." The law as it stands is so indefinite that, no matter how earnestly business men may seek the advice of their lawyers for guidance in the conduct of their affairs, not until the court hands down an opinion is there any safety, and even then it is not absolutely safe, for a change in the court may bring a different theory. The law is in need of revision and should be brought down to date to meet modern requirements. A law that may have seemed adequate thirty years ago is quite apt to be a hamper upon legitimate enterprise in these modern

days when the methods of business are so different.

WELCOME TO WOODROW.

Four months ago we were some of us Bull Moosers and some straight Republicans, some were Democrats and some were a variety of other things. To-day partyism and partisanship and faction may well be forgotten and all of us should be patriots, cheering for the administration which began last week and wishing success and good luck for the new President. Four months ago Woodrow Wilson was the candidate of his party and there were other candidates of their respective parties before the American people asking for their suffrage. To-day it is President Wilson and he should be regarded as the President, not of one element, but of all the people and all the country, and around him good citizenship should rally in loyal support. The new administration will have its great problems to solve and it will have its perplexities and troubles along with its achievements. It is not likely the administration will be able to please everybody. It is not likely that all of us will agree with the policies that are pursued. But at this stage, before differences develop, before quarrels or causes of quarrel arise, before policies are shaped and the principles of the administration set forth, we can, regardless of politics and faction, and in a spirit of patriotism, remember that Woodrow Wilson is at the head of our Government, entrusted by the people with the administration of the affairs of our country and wish him God-speed. Some of us may at a later date find it necessary for President Wilson's own good to find fault with him and to criticize, but until that time comes let there be nothing but good words for him and good cheer, and the hope that he will do his best.

That the sausage manufacturers, or the packers of food-stuffs in tin cans, may not raise question as to standards when prosecuted by the State Dairy and Food Department, Dairy and Food Commissioner Helme has asked the Legislature to designate as the legal standard of all goods, drugs, condiments and drinks in Michigan, the latest standards set by the United States Department of Agriculture. Senator Case, himself interested in a canning plant, introduced the bill. The measure, by the way, is the shortest introduced this session—just a few words over six printed lines.

Blessed is the man who has good friends to blow his horn.

The wages of sin are never cut down.

Manufacturing Matters.

Pittsford—The Pittsford cheese factory was completely destroyed by fire March 10.

Detroit—The Thompson Auto Co. has increased its capital stock from \$10,000 to \$20,000.

Owosso—The Owosso Sugar Co has increased its capital stock from \$1,250,000 to \$1,875,000.

Niles—The Niles Board & Paper Co. has decreased its capital stock from \$300,000 to \$256,000.

Freeland—Frank Lewis is again in possession of the grist mill, having purchased Mr. Smith's interest.

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

Detroit—The capital stock of the Motor Foundry Co. has been increased from \$35,000 to \$100,000.

Detroit—Fire destroyed the molding plant and sand sheds of the Aluminum Castings Co. March 8. Loss, about \$10,000.

Three Rivers—E. R. Fisher, recently of Moorepark, is erecting a plant for the purpose of manufacturing cement silos.

Manton—Earl Judd has purchased the plant of the Williams Bros. Co. and will engage in some line of wool working business.

Sturgis—The Miller-Hubbard Manufacturing Co., manufacturer of plumbers' woodwork, has changed its name to the Charles A. Miller Co.

Lamb—The Lamb Lighting Co. has been organized with an authorized capital stock of \$2,000, of which \$1,575 has been subscribed and paid in in property.

Jackson—The Sparks-Withington Co., manufacturer of roller bearings and pressed metal products, has increased its capitalization from \$200,000 to \$300,000.

Detroit—The Murphy Wall Bed Co. has been organized with an authorized capitalization of \$15,000, of which \$7,500 has been subscribed and \$2,000 paid in in cash.

Detroit—The Auto Cycle Parts Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Tribune Motor Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Sidnaw—The Sidnaw Handle Co. has been incorporated with an authorized capital stock of \$5,000, which has been subscribed, \$2,500 being paid in in cash and \$2,500 in property.

Detroit—The Start Rite Corporation has been organized to manufacture and deal in gas engine parts, accessories, equipment, etc., and other mechanical devices, with an author-

ized capital stock of \$125,000 common and \$25,000 preferred, of which \$75,000 has been subscribed and \$50,000 paid in in property.

Saginaw—The Saginaw Custom Shirt Co. has been incorporated under the same style, with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and paid in in cash.

Ann Arbor—The deal for the organization of the Hoover Steel Ball Co., and the removal of the steel ball department of the Flanders Co., of Chelsea to this city has been consummated.

Baraga—The Baraga Lumber Co. will open its saw mill this week and by the close down next fall will saw over 9,000,000 feet of logs. The company's woods operations are progressing favorably.

Hastings—Charles A. Kerr who conducts a grist mill here, has admitted to partnership his son, Donald, recently of Detroit, and the business will be continued under the style of Charles A. Kerr & Son.

Monroe—The Monroe Bottling Works has been organized to manufacture and sell pop, ginger ale, etc., with an authorized capital stock of \$5,000, of which \$4,800 has been subscribed, \$400 paid in in cash and \$1,500 in property.

Detroit—The Schroeder Paint & Glass Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000 all of which has been subscribed, \$70,000 being paid in in cash and \$130,000 in property.

Saginaw—A new company has been organized under the style of the Wilcox-McKim Co. to manufacture automobile parts and machinery. The company has an authorized capital stock of \$75,000 common and \$50,000 preferred, of which \$75,000 has been subscribed and paid in in cash.

Kalamazoo—The Stinch Address Co. has engaged in business to manufacture and sell stoping and labeling machines for addressing newspapers, etc., and other printing office machinery, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$2,250 paid in in cash.

Roscommon—Fifteen thousand acres of land in Roscommon county has been sold to George E. Ward and J. A. Whittaker, of Sioux City, Iowa. The property is sold in two tracts and by two deals. Work has begun on the Ward property and a sawmill is getting out lumber for buildings there. It is reported that \$150,000 was paid for the land, and it is estimated that \$300,000 will be spent in clearing it and \$100,000 for implements and buildings. The land when cleared will be turned into farms and sheep ranches.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, March 8—By an unusual error last week we forgot to sign our name to our bunch of items from Cloverland and either Mr. Stowe or the printer's devil (we incline to the latter idea) had the unmitigated gall to give one T. F. Follis credit for the bunch of stuff. We have only a speaking acquaintance with this man Follis and you can take it from me he can't write any better than he can sing—and that isn't saying much!

Ontonagon's grand old man is dead. Hon. James Mercer, noted pioneer, sank quietly to rest after ten days' illness. The young may die, but the old must. This is the inexorable law of nature and Ontonagon feared when one of its foremost citizens—a man beloved by all who knew him, a man who had much to do with the constructive history of his town and his county in the commercial way—was stricken with paralysis that it would be only a matter of days at the longest, perhaps only hours until the community would be mourning the loss of their life-long friend and benefactor. They figured rightly and on Wednesday a pall of gloom settled over Ontonagon. James Mercer's spirit had taken its flight and Ontonagon's grand old man was gone. For upwards of half a century he had been identified with the industrial and financial growth of the northern portion of the Upper Peninsula and was always a strong factor in the commercial, political and social life in Ontonagon. He was born in London, England, in 1830, and came to America three years later and located at Windsor, Ontonago, where he received an excellent education and his business career commenced when 16 years old as a clerk in a store in Detroit. In 1850 he became a clerk on a steamer plying between Cleveland and Sault Ste. Marie. At the end of three seasons he accepted a position as bookkeeper for the Chippewa Portage Dock Co., at Sault Ste. Marie. In 1855 he first appeared in the Portage Lake region and became clerk for a mining company and in 1857 he located at Ontonagon, which was destined to be the scene of the activities of a life time, the town with which he had cast his lot, to grow up with and to flourish with and amass his fortune, which he did. He retired from active business life in 1909 and has since lived pleasantly and free from the cares of business at his beautiful rural home, moving around at his will and pleasure among the people whom he loved and was beloved. Mr. Mercer was a member of Ontonagon Lodge, No. 67, F. & A. M.; Ontonagon Chapter, No. 20, R. A. M.; Palestine Commandery and Saladin Temple at Grand Rapids. He was a strong adherent of the Republican party. He was Ontonagon's first village president, had served in the House and in the Senate. Religiously, he affiliated with the Unitarian church, but was a loyal financial supporter of the Episcopal church, with which his wife and family were

affiliated. The funeral was held under Masonic auspices, the blue lodge acting as an escort and the services being in charge of the Commandery. The services were held at the country home on Sunday afternoon and all Ontonagon turned out to pay its last mark of respect to Ontonagon's grand old man.

The inimitable "Bunnie" Goodman, famous as a French and Swedish dialectician and impersonator, has certainly put another one over and a good one this time, too. He recently had occasion to visit Menominee on legal business connected with the lumber business in which he and his father are engaged at Little Lake and, while he is the possessor of a number of friends in that city, his acquaintance in a general way is somewhat limited. While there, on Tuesday evening, the inaugural dinner of a booster organization known as the "Get Togethers," which is county wide in its scope, was held. The affair was the greatest success that has ever been undertaken. It was the largest assemblage of representative citizens ever gathered at a similar function in Menominee, 204 being the exact number served. After an elaborate meal many important booster projects were discussed at length, including the county road bonding proposition involving \$125,000. This issue was ably handled by G. W. McCormick, General Manager for the Menominee River Sugar Co., and Chas. D. Symonds, of Powers, former representative from the district. About this time some joker put it all over Symonds by inducing him to introduce Isadore LaBlanc, of Cedar River township, prominent politician and leading Bull Mooser, as one who could amplify the bond issue and give full instructions regarding it in thorough style. Isadore LaBlanc was in appearance and manner a typical lumber jack in his Sunday togs, belted with the staged pants, high boots, flaring plaid shirt, red necktie and all else that goes with the typical backwoodsman. From the opening of his speech, which as to points was good, to the finish the affair abruptly turned from the serious to the lighter vein, from the sublime to the ridiculous and he kept the banqueters in convulsions of laughter with his clever sallies and his inimitable French-Canadian dialect, interspersing his talk with French-Canadian stories. Throughout the dinner, which was quite a pretentious affair, he created several little titters of laughter because of his easy feeling in his seemingly comfortable but incongruous dress for such an occasion. His table etiquette and his rip roaring, all-wool-and-a-yard-wide appetite also caused no end of merriment and the joke of it all was that there weren't five people in the entire assemblage who were wise to the game. When the hoax was exposed the laughter and enjoyment simply knew no bounds. Bun is a member of Upper Peninsula Council, No. 186, and put it over Grand Counselor Craw by posing as a Swedish candidate and was initiated under the name of Ole Christofferson and a year later gave

John Hoffman, of Kalamazoo, the closest shave of his life while posing as a French barber.

We have a traveling representative in this territory for a large woodenware house in Chicago who is Vice-President of the company he travels for and who is a stockholder and director in several other manufacturing concerns and banks. He is reputed to be worth \$250,000. He has traveled this territory for thirty-five years and is as industrious and hardworking in hustling for orders as a boy of 20 who is constantly afraid the old man will fire him. He is on the job from 6:30 a. m. until 10 p. m. and makes every minute count. Taking orders is his hobby. A fellow traveler—a hardware man—put one over on him a few nights ago at the Rowland Inn, at Republic. This is a very homelike and comfortable hotel, but there is not much to deaden the sound between the rooms and the hardware man discovered that his friend was easily disturbed, but did not quite awake if the disturbance wasn't quite pronounced. Accordingly the hardware man stood at the telephone near the participant and said: "Send me 1/2 dozen Bicycle wringers. 1 dozen Best washboards. 6 dozen Keystone clothes lines. 1 dozen No. 3 Galvanized wash tubs. 1 dozen No. 2 Galvanized wash tubs. 1 12 quart Galvanized water pails. That is all. Yes, goodnight." Ura Donald Laird.

Bracing Breezes From Muskegon.

Muskegon, March 10—Muskegon Council, No. 404, will hold their last regular meeting of this fiscal year, Saturday night, March 15. There will be something going on at that meeting. Do not fail to be there. We will have some candidates to initiate and other attractions which should bring out nearly our entire membership. After we count up our new members for the year, perhaps we will be in a position to take the flag. It certainly would look good to us all to see that flag waving in the bracing breezes.

We have been somewhat surprised to see how many merchants there are on our territory who read with interest that section of the Tradesman which Mr. Stowe has so generously set aside for the commercial traveler. They seem to like the dope the boys are trying to feed each other. It occurs to us that there are items of interest, other than the movement of trains, hotels, glass houses, blind pigs, etc., which are, occasionally, entitled to a place in those columns. If some "particular" merchant makes some decided change in or about his store and some of the correspondents make mention of it, we would not think they were trying to advertise him or themselves. We would look upon it as a news item, which some other "particular" merchant would like to read or we might think it was just the Chirping of a Cricket or some gentle Zephyr which had been Wafted Down by some Bracing Breeze.

We hear from good authority that the Grand Trunk Railway, which enters Muskegon, is going to greatly improve its passenger service by putting motor cars upon this line in the spring. This is welcome news to all who have occasion to cover the territory through which this line runs. Let us all hope this report is true.

The soliciting committee of the Muskegon Chamber of Commerce are to begin this week to raise the \$5,600 which is our apportionment towards the bonus for the proposed electric road from Muskegon to Manistee. We understand that the other towns along the proposed route have raised the amount assigned to them. We have no doubt Muskegon will raise her share and the new electric road will be a certainty.

We would like to remind the Muskegon boys who read the Tradesman to call up 1218 K when we are at home if they have any item which they would like to see in print. We are doing our best to show the other fellows we are at least alive. If you all help a little we perhaps will soon be able to sit up and take notice.

J. H. Lee.

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

In the matter of Ashley & Smith, of Howard City, Michigan—bankrupts:

Notice is hereby given that, in accordance with the order of this Court, I shall sell, at public auction, to the highest bidder, on Tuesday, the 25th day of March, A. D. 1913, at 10:30 o'clock a. m., at the store formerly occupied by said bankrupts, at Howard City, Montcalm County, Michigan, the assets of said bankrupts consisting of and being inventoried at cost price, as follows: Stock of dry goods, ladies' suits and dresses, and men's furnishings, \$5,261.26; store furniture and fixtures, \$466.10. An itemized inventory of said assets may be seen at the office of Wm. B. Holden, Trustee, Grand Rapids Dry Goods Company, Grand Rapids, Michigan, and will be on hand for examination before the opening of the sale.

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. Wm. B. Holden Trustee.

Hilding & Hilding, Attorneys for Trustee.

After Material.

Editor—Why do you persist in coming here? I tell you I don't buy fiction.

Author—Oh, I don't wish to sell any of my stories. I am writing a short serial, entitled "The Ugliest Man on Earth," and I came in merely to obtain local color.

There is still room at the top; but it takes a well-balanced man to stay there.

The worst fooled man is he who believes no one is watching him.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

March 4—In the matter of Ashley & Smith, bankrupt, of Howard City, the inventory and report of appraisers was filed, showing the following assets at the appraised valuations:

Stock and merchandise	\$3,945.95
Furniture and fixtures	349.58
Accounts receivable	50.00

\$4,345.53

An order was made authorizing the trustee, Wm. B. Holden, of Grand Rapids, to sell the assets at either public or private sale, as in his judgment shall be for the best interests of the estate.

March 5—A voluntary petition was filed by Elizabeth B. Lathrop and Helen A. Lathrop, copartners as the Lathrop Company, and they were 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 22, for the purpose of electing a trustee, if desired, proving claims, examining the bankrupts, etc. There are no assets scheduled excepting homestead interest in certain real estate and household goods and furniture, all claimed as exempt. The following creditors are scheduled:

City Trust & Savings Bank	\$2,059.99
G. R. Hydraulic Co.,	7.00
G. Ingersoll Dakin, Detroit	15.00
G. R. Ice & Coal Co.,	60.00
Mary Powell, Ionia	80.00
C. E. Higbee, Butternut	350.00
Jay E. Post	589.38

\$3,164.37

March 6—In the matter of the Manistee Watch Co., bankrupt, formerly of Manistee, the adjourned final meeting of creditors was held and final order for distribution entered. It appearing that there were not more than sufficient assets to pay the preferred claims and administration expenses, no dividend was paid to general creditors. The final report and account of the trustee, John A. Meier, of Manistee, was approved and allowed.

In the matter of Chas. V. Huntley, bankrupt, formerly a laundryman at Big Rapids, the final meeting of creditors was held and the final report and account of P. W. Hathaway, trustee, was approved and allowed and a final dividend of 18 per cent. declared and ordered paid to general creditors. No cause to the contrary being shown by creditors, it was determined that a favor-

able certificate as to the bankrupt's discharge be made by the referee.

In the matter of Eugene D. Tangney, bankrupt, of Ludington, the inventory and report of appraisers was filed, showing the following assets at the appraised valuations:

Stock of merchandise	\$7,173.60
Store furniture and fixtures	133.12
Equity in endowment policy	273.00

\$7,759.72

An order was entered authorizing the trustee, Frank A. Foster, of Ludington, to sell the assets.

March 7—In the matter of Earl H. Bekkering, bankrupt, of Grand Rapids, the final meeting of creditors was held and the final report of W. C. Robertson, trustee, considered and allowed. It appearing that there are not more than sufficient assets to pay the administration expenses, no dividend was declared for general creditors. No cause to the contrary being shown by creditors, it was determined that a favorable certificate as to the bankrupt's discharge be made by the referee.

March 8—A voluntary petition was filed by John Bumb, a baker of Big Rapids, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. The bankrupt's schedules show the following assets:

Stock in trade	\$120.00
Household goods	275.00
Family library	15.00
Machinery, tools, etc.,	550.00
Accounts receivable	87.43

\$1,047.43

The following creditors are scheduled:

Armour & Co., Chicago	\$44.48
Cornwell Beef Co., Petoskey	84.30
Musselman Grocer Co., Grd. Rpd.,	188.94
Alma Roller Mills, Alma	250.46
Commercial Milling Co., Detroit	163.93
Washburn Crosby Co., Minneapolis	78.00
Hilliker & Bletsch Co., Chicago	77.52
Mills Paper Co., Grand Rapids	17.35
E. B. Gallagher, Detroit	63.20
Star Paper Co., Kalamazoo	37.61
Geo. Acker, Big Rapids	14.85
G. R. Muskegon Power Co., Big Rapids	11.00
Ida Balonga, Cheboygan	320.00
Geo. H. Lynch, Big Rapids	150.00

\$1,502.24

March 10—In the matter of Arthur E. Remington, bankrupt, of Grand Rapids, the final meeting of creditors was held. Final order of distribution was entered. No dividend for general creditors. An order was made closing the estate. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending the bankrupt's discharge.

In the matter of Frank S. Cornell, bankrupt, of Wyoming township, Kent county, the trustee, H. H. Freeland, of Grand Rapids, filed his final report showing no assets above exemptions, and an order was made by the referee calling a final meeting of creditors to be held at his office on March 24, to consider such report, at which time creditors are directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, March 10—The spot coffee market is simply moving along in the usual channel. The option market is making new records for low levels and as long as this continues the spot article will simply drag. In an invoice way Rio 7s are quoted at 12 $\frac{1}{2}$ c. In store and afloat there are 2,402,274 bags, against 2,384,701 bags at the same time last year. Milds sell in small lots, but there is no vim to the market. Good Cucuta, 14 $\frac{1}{4}$ @ 14 $\frac{3}{4}$ c.

With the advancing season the sugar market is much more cheerful and almost all hands now quote granulated at 4.35. Buyers laid in good supplies at 4.25 and are reaping the benefit. Orders have come in by mail and wire with increasing frequency and the whole situation is much more in favor of the seller.

Teas are slightly better, although there is still room for improvement. It would seem as though stocks in the interior had been pretty well depleted and the future is regarded with confidence. At the moment Japans are

about the slowest variety.

Buyers are taking the smallest possible quantities of rice. The Southern mills are adhering to recent quotations and supplies are largely in strong hands. Good to prime, 5@ 5 $\frac{3}{4}$ c.

Nothing doing in spices beyond the few small daily sales. Quotations are absolutely unaltered and neither buyer nor seller seems to care whether school keeps or not. Quotations show absolutely no change.

Molasses in fair supply. The demand is moderate and rates are without any change whatever. Good to prime centrifugal, 35@40c. Syrups are quiet and without change.

Canned foods show little if any improvement. Tomatoes are steady with Standard 3s quoted at 80@82 $\frac{1}{2}$ c, the latter being the usual Maryland rate f. o. b., with no disposition to shade the rate an iota for goods that are worthy. There has been some business in future peas and some good contract concluded. Low grades corn are called for. Other goods show little if any change.

Butter has shown some advance and the situation as a whole is more in favor of the seller. Creamery specials, 36 $\frac{1}{2}$ c; firsts, 35@36c; held extras, 35@35 $\frac{1}{2}$ c; imitation creamery, 25@26c; held factory, 22 $\frac{1}{2}$ @24c; process, extras, 27@27 $\frac{1}{2}$ c.

Eggs are in freer supply and the market generally is lower. Best Western are quoted at 21@23c. From this the drop is rapid to 18@19@20c, the latter being top.

TAKE ADVANTAGE OF THIS BUYING

We know that more of our Dandelion Butter Color is being used now than ever before.

If you are not getting your share of this buying

WAKE UP AND STOCK UP



Dandelion Brand

Butter Color

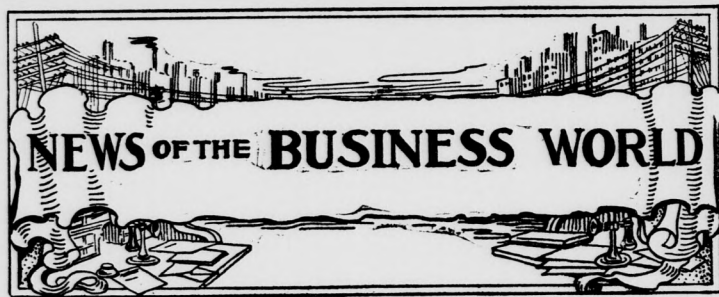
THE BRAND WITH

THE GOLDEN SHADE



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS,--STATE AND NATIONAL.

WELLS & RICHARDSON CO., - BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Movement of Merchants.

Charlotte—Henry Robinson has opened a delicatessen store in connection with his restaurant.

Grand Ledge—C. J. Tucker has closed his stock of furniture.

Allegan—Calvin Ashline has engaged in the plumbing business here.

Cadillac—A. C. and F. McCarn have engaged in the hardware business here.

Leroy—G. M. Young has added a line of implements to his stock of harness goods.

Grand Haven—Seifert & Son have opened a meat market at 124 Washington street.

Marquette—Anderson & Bennett have opened a clothing store in the Vierling block.

Diamond Springs—Vollink & Schipper succeeds Huizen & Reier in general trade here.

Baroda—H. W. Diamond & Son succeeds William E. Hogue in general trade here.

Charlotte—George Hodgkinson is closing out his stock of meats and will retire from business.

Auburn—James Bolen, recently of Boyne City, has engaged in the grocery and cigar business here.

Cheboygan—Lites Bros., confectioners, have changed their name to the Cheboygan Candy Co.

Saline—Fred Schmidt has purchased the L. M. Thorn grocery stock and will consolidate it with his own.

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

Owosso—Henry Langeland has purchased the B. Voorhorst furniture stock and will continue the business.

Imlay City—Wilson Kirtland has purchased the William Oviatt grocery stock and will continue the business.

Bancroft—Mrs. W. J. Conklin has removed her millinery stock from Perry here and will continue the business.

Parkville—A. I. Ulrich, formerly prescription clerk for Mansfield Bros., at Otsego, has engaged in general trade.

Okemos—Charles Daniels has sold his stock of general merchandise to Mr. Cudworth, who will continue the business.

Hudson—The Wear-U-Well Shoe Co., which conducts a chain of stores throughout the State, has opened a store here.

Bancroft—M. K. Phillippa has leased his hotel to Charles Dunning, recently of Byron, who will continue the business.

Bellevue—Geo. H. Du Bois and son, Harrison C. Du Bois, have formed a

co-partnership under the style of the Du Bois Drug Co., and will engage in the drug business here about April 1.

Saginaw—John Fitzpatrick, recently cashier of the Falmouth Bank, is now credit man for the Saginaw Hardware Co.

Dowagiac—Burglars entered the Tillotson Clothing Co. store and removed goods to the value of between \$500 and \$600.

Hastings—W. J. Hanna has sold his grocery stock to O. A. Fuller, recently engaged in trade at Kent City, who will continue the business.

Pelkie—Alphonse Gauthier has sold his stock of general merchandise to W. H. Funk, recently of L'Anse, who will take possession March 15.

Pontiac—Beach & Cleonan Co. will open a branch drug store at 30 South Saginaw street April 1 under the management of George Barwell.

Brighton—The G. J. Baetcke bank has re-opened for business under the management of Arthur Prosser, cashier, and L. E. Howlett, of Howell.

Hastings—J. F. Hoonan, cigar and tobacco dealer, has purchased the restaurant of P. T. Colgrove and W. W. Potter and will continue the business.

Ontonagon—John Miles and his two sons, John, Jr., and Charles, have engaged in the fish business here under the style of John Miles & Sons' Fish Co.

Cedar Springs—Herbert W. Wheeler has returned from Fuyallup, Wash., and resumed his position as cashier of the Cedar Springs Exchange Bank.

Kalamazoo—Samuel Poelstra, who conducts several meat markets here, has purchased the East Side market of Kiewit & Rotter and will continue the business.

Lansing—Brady Martin, plumber, is erecting a cement and brick store building on East Franklin street, which he will occupy with his stock about May 1.

Provemont—Horace W. Zalzman, druggist at Nortport, will open a branch drug store here under the management of R. E. De Mars, of Traverse City.

Ishpeming—Thos. J. Malloney succeeds A. Beedon as branch manager for Swift & Co. here. Mr. Malloney was formerly in charge of the Escanaba branch.

Battle Creek—The Wattles Hardware Co. has been organized with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed and paid in in cash.

Detroit—The Chris Schmidt Co. has been organized to deal in butter, eggs, cheese, meats and provisions,

with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

Grand Ledge—J. W. Sickles has closed out his stock of implements at public auction and purchased an interest in the stock of the Grand Ledge Paint Co.

Bay City—William Flink, bookkeeper at the Bay City branch of the Michigan Sugar Co. plant, has been promoted to the position of manager of the Caro plant.

Detroit—The Taepke-Zepf Paint Co. has engaged in business with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash.

Holland—K. W. Kooiman, has sold his stock of shoes to Martin Decker who will continue the business under the same style, the Enterprise Shoe Store.

Detroit—The Beuhler Leaf Tobacco Co. has been incorporated with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed and \$2,700 paid in in cash.

Hillman—The Hillman Produce & Canning Co. has engaged in business with an authorized capital stock of \$2,000, which has been subscribed and \$1,600 paid in in cash.

Mason—W. G. Grow and Thomas Thorburn have formed a copartnership and purchased the R. G. Coy grain elevator, which has been idle for some time and will operate it.

Detroit—John and Cyrus Kaiser have formed a copartnership and engaged in the clothing business at 73 and 75 Gratiot avenue under the style of the Kaiser Reputation Clothes Store.

Kalamazoo—Mrs. William Kelley has sold a half interest in her millinery stock to Mrs. Leonard De Young and the business will be continued under the style of the Portage Millinery Shop.

Corunna—Victor E. Widerman, employ of Morley Bros. Hardware Co., Saginaw, has been named as receiver for the Corunna Hardware Co., which went into voluntary bankruptcy two weeks ago.

Marquette—The Central Market Co. has been organized to deal in general merchandise with an authorized capital stock of \$1,950, all of which has been subscribed and paid in in cash.

Northport—L. A. Barnes has sold his grocery stock to John Bros., who will consolidate it with their own stock of meats. Mr. Barnes will devote his entire attention to his hardware and paint business.

Jackson—Bert Bartlett and C. A. Smith have formed a copartnership under the style of the Superior Supply Co. and engaged in the wholesale and retail flour and feed business at 119 West Pearl street.

Lansing—Wood & Brinkerhoff, undertakers on East Franklin avenue, have dissolved partnership and the business will be continued by Mr. Wood, who has taken over the interest of his partner.

Hudson—Proprietors of both drug stores here have signed an agreement to discontinue the sale of liquor, even on prescriptions. They claim there

is no profit in it, and that they prefer not to have anything to do with the sale, because some physicians give prescriptions which they do not care to fill.

Ithaca—Roy Cowdrey, for the past seven years manager and part owner of the Crawford Drug Store, has purchased the interest of J. B. Crawford and will continue the business under his own name.

Ahmeek—Glass Bros., who conduct a department store here, have purchased a site and commenced the erection of a three-story brick and cement store building which they will occupy with their stock.

Detroit—Joseph Mailhot, who conducts a grocery store and meat market at the corner of Oakland and Clay streets, has sold his stock to N. Hananer, recently of Wheeling, W. Va., who will continue the business.

Holland—S. C. McClintic, who leased his fruit and confectionery store at the corner of River avenue and 11th street to John Buchanan, has returned from Detroit and will resume management of his store April 1.

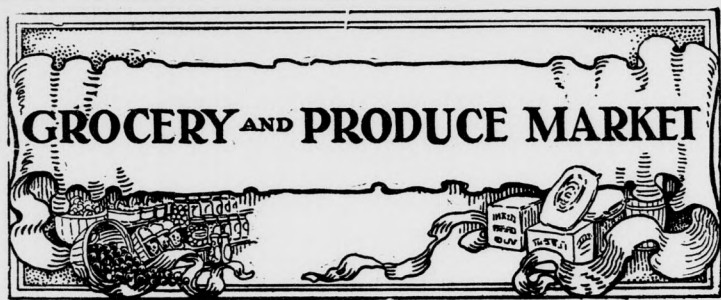
Iron River—E. Ammerman has sold a half interest in his drug stock to his son, W. A., formerly manager of the M. F. McCabe & Co. drug store at Ironwood, and the business will be continued under the style of E. Ammerman & Son.

Stanton—The E. D. Hawley Co. has sold its stock of dry goods and shoes to H. Kaufer & Co., of Milwaukee, who will consolidate it with their own. The E. D. Hawley Co. will continue the grocery business at the same location.

Muskegon—Otto Loescher, Treasurer of the J. Loescher Tannery Co., has had plans completed for the erection of a modern store building on West Western avenue, near the union depot, which will cost when completed approximately \$20,000.

Williamston—Chas. E. Lockwood, aged 75, who died at the home of his son, Fred S. Lockwood, in Portland Wednesday, conducted a grain elevator here for several years, subsequently entering the hardware business. Later on he embarked with his brother, S. B. Lockwood, in the furniture business and still later operated a general store, continuing fifteen years. He re-embarked in the produce business and was known as the pioneer bean buyer in this section. In later years he has been living in retirement from business.

Saranac—Edwin Wallington, who recently retired from the general firm of Watt & Wallington, has formed a copartnership with Thad G. Mercer and Clarence H. Farnham to continue the general merchandise business formerly conducted under the style of Dodge & Mercer. The new firm will be known as Wallington, Mercer & Co. Mr. Wallington has been identified with the mercantile business in Saranac since 1885. Mr. Mercer is a son of the late Wm. Mercer, long engaged in the banking business here. Mr. Farnham resides in Ionia and is the member of the firm of Cilley & Farnham.



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—Receipts of fancy fresh butter—in fact all grades—continue to be very light and meet with ready sale on arrival. The consumptive demand is very good, and the market is firm. There is not likely to be any change from the present condition for at least thirty days. Fancy creamery commands 36c in tubs and 37c in cartons. Local dealers pay 26c for No. 1 dairy and 19c 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 has reached a point within about 1c as low as they were a year ago. Receipts continue heavy and some accumulations are shown in all markets. It is simply a weather market from now on and while prices may not go a great deal lower the market is sure to be weak. Quotations on refrigerator holdings has been withdrawn as it looks now as though the man who is holding any number of cases is sure to be a heavy loser. Local jobbers pay 15@16c for strictly fresh.

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 larger.

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, \$1.50 per bu.; hot house leaf, 14c per lb.

Onions—Spanish are in fair demand at \$1.40 per crate. Home grown have been reduced to 25c per bu., at which price there should be a heavy movement.

Oranges—The market on Californias is much firmer and prices have advanced so that the best stock is selling at \$4 per box. It is said that the shipment of poor oranges has been discontinued and from now on only fruit which can be guaranteed will be sent to market. A fruit dealer who has just returned from Florida states that the early crop of oranges has been practically all shipped, but

there is quite a quantity of late oranges yet to come. They are selling on the basis of \$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@50c in small lots.

Poultry—Local dealers pay 13@14c 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.

Shelby Dairy Co. Opens Creamery at Ferry

Shelby, March 10.—The Ferry Creamery Co. will be put in, owned and operated by us and the business will all be done through the Shelby office. We operate a plant at Shelby, doing a large business. During 1912 we made 150,000 pounds of butter, paying to the patrons \$40,000 for cream. Ferry is located nine miles east of Shelby and the farmers around there, hearing of the business we were doing in Shelby, asked us to locate a plant at Ferry. We canvassed the territory and found conditions so favorable that we built a new building and put in a complete plant, consisting of a new 15 h. p. boiler, 8 h. p. engine, 900 pound churn and 300 gallon ripener, all of the latest type. The plant has just started and the outlook is good. Our success and business reputation that we have established in Shelby is going far to aid us in the Ferry proposition and we hope to do as much, or more, at the Ferry plant as we do in the Shelby plant.

W. E. Locklin,
Sec'y. Shelby Dairy Co.

Eaton Rapids—James H. Ford, who formerly conducted a drug store in this city, died last Monday at his home in Albion, aged 65 years. He had been in poor health nearly ten years. For a number of years Mr. Ford owned the building now occupied by H. L. Boice, but several years ago sold it, since which he had not been interested in Eaton Rapids in a business way.

A man who will lie for his boss will lie to his boss.

The Grocery Market.

Sugar—American and Arbuckle hold granulated at 4.35 f. o. b. New York. Other Eastern refiners offer to sell at 4.30. Michigan refiners are completely sold out. The market is very firm at present and all indications point to a slight advance. The middle of March is usually a time when the market reaches the lowest point of the year, but on account of the previous declines it is hardly possible that there will be much of a change. The extremely low market has caused a few retailers to speculate to some extent during the past two weeks, but some of the jobbers are of the opinion that it is still a bad market on which to buy any great quantity of sugar for future use. No one can tell, however, just what may happen with prices as low as they are at the present time.

Tea—The Japan market continues steady, with a fair demand for the better grades. No speculative buying is noted, although the stocks in this country are small. Good cup quality is the order of the day. Ceylons show a rise in quotations for the better grades, of about 1/2c and, on account of the advance in India and Ceylon teas there is an increased enquiry for China blacks of medium grade at steady prices for blending use. While America is using less of the China Greens, Russia, France and Germany show an increase in their importations. Formosas continue firm.

Coffee—Rio and Santos grades are in good demand. The option price has recovered from the recent slump. Mild grades are fairly steady at ruling quotations. Java and Mocha are unchanged.

Canned Fruits—Apples are dull and unchanged. California goods show no change and light demand. Small Eastern staple canned goods are quiet at ruling quotations. Wholesalers state that just a moderate business is being transacted in most varieties of canned fruits. Prices are a little firmer than during February. No opening prices have yet been made on the 1914 pack of Hawaiian pineapple and from present indications it may be several weeks before prices are announced.

Canned Vegetables—Corn and peas are about unchanged on spot, as are futures. Standard peas on spot are very cheap as compared with the prices of a few weeks ago; the demand, however, has been seriously curtailed by the high prices, and most holders seem to have large stocks. The whole situation is heavy. There has been no change in the prices of either future or spot tomatoes and, while quotations are a little higher than in past years, it must be remembered that the canner cannot pack the quality of tomatoes which the pure food laws compel, at the present time, as cheaply as when a great deal of water was left in, especially in the cheap grades. The consumer gets just as much for his money as when he could buy a can of tomatoes at two or three cents per can less than it is possible to buy at the present time.

Canned Fish—The spot market on

canned salmon remains unchanged, but reports from the Coast are to the effect that packers have advanced prices from 2 1/2c to 5c per dozen. Domestic sardines unchanged and strongly held.

Salt Fish—Mackerel of all grades are unchanged for the week, the market still being rather soft and in buyer's favor. Cod, hake and had-dock are in small request at steady prices.

Dried Fruits—Raisins are dull and unchanged. Currants and other dried fruits are in seasonable request at unchanged prices. Apricots and prunes are taking the lead and jobbers report that retailers are turning their attention to medium and small sizes of prunes which can be purchased at prices much lower in comparison than those quoted on large sizes. The advance in apricots, which has been booked for by some for several weeks has not materialized yet. Evaporated apples are not showing any more life than they did a while ago and as long as supplies of green fruit are plentiful, prices are not liable to advance.

Syrups and Molasses—Glucose is without change. Compound syrup is dull, on account of the warm weather. Prices are unchanged. Sugar syrup is quiet at ruling quotations. Molasses is dull and unchanged.

Cheese—The consumptive demand is fair considering the high prices, and the stocks are reducing fairly well. There is, however, an accumulation of late made and undergrade cheese that are being pressed for sale at prices considerably under the market price on the best cheese. No change is expected in the immediate future.

Rice—No change in price. Reports from the South are to the effect that the millers are holding firmly for full quotations and will not make any concessions or shade prices in any case.

Provisions—Smoked meats are firm and some lines are about 1/4c per pound higher. The stocks are reported as being very light, and the consumptive demand is only fair. Pure lard is firm with a good consumptive demand at the recent advance, while compound is also firm with a fair consumptive demand at 1/4c per pound advance over last week. Dried beef is firm with an increased consumptive demand. Barreled pork and canned meats remain unchanged.

Heft & Innis, implement dealers, at 422 Pond avenue, have merged their business into a stock company under the style of the Heft Implement Co., with an authorized capital stock of \$30,000, of which \$24,000 has been subscribed and \$22,700 paid in in property.

Ned B. Killiam of Allegan, has engaged to represent the Allegan Milling Co. as traveling salesman in Michigan.

The Calhoun Photo Materials Co. has increased its capital stock from \$15,000 to \$50,000.



Interesting Facts About Local Bank Stocks.

Grand Rapids bank stocks are highly esteemed as conservative and safe investments, returning a sure income at regular intervals and gaining each year in tangible value. The Tradesman last week gave a comparative statement of bank stock quotations as they were on March 1 this year and on the corresponding dates one year and two years ago, showing gains in value of from \$13.50 to \$51 per share in the two years. This gain in value, added to the dividend returns, make the bank stock investments highly desirable and profitable, but, as stated last week, the only way to realize on the increase in value is through the sale of the stock. It may be interesting to know how desirable the bank stocks may be from the view point of income only, when purchased at the present levels, and the following table may furnish this information. The table gives the book values, as shown by the last published statements, the present market values, the dividend rates and the income rate based on buying these stocks at this time.

	Book value	Mrkt. value	Divid. rate%	Inem. rate%
Old National	.192	208½	8*	3.08*
Fourth Nat. . .	186	210	12	5.71
G.R. Nat. City	171	181	11.1	6.13
G. R. Savings	167	216	10	4.61
Kent State . .	180	266	12	4.80
Peoples	213	250	12	4.50
Commercial . .	135	215	8	3.72
Avr. all banks	178	221	11	5.00

*Taxes paid, equivalent to 11 per cent dividend, and 5.2 per cent. increase.

Except in the case of the Old National, the dividend and income rates are subject to deductions for taxes. The taxes will amount to between \$2 and \$3 a share and this means a cutting down of from 1 to 1½ per cent. in the income rate on the investment. The net incomes on present costs will average around 4 per cent., dropping below 3 per cent. in the case of the Commercial and going to nearly 5 per cent. for the Grand Rapids National City.

The book values as given may need some explanation. The Commercial, for instance, has a book value of only 135, but it has value in its real estate which does not appear in the statements to the amount of about \$100,000, which would add 50 per cent. to its book value, making it 185. The Peoples has written \$15,000 out of its book value on account of excess real estate holdings. but the

value is there just the same and the investing public knows it. The Grand Rapids National City in its statements shows a book value of only about 145, but the City Trust and Savings, with its \$200,000 capital and nearly \$70,000 surplus and undivided profits, is owned by the Grand Rapids National City and this, added to its own surplus and undivided profits, shows a book value of 171, as given. On the face of the returns the Grand Rapids National City pays only 10 per cent. dividends, but the holder of \$1,000 Grand Rapids National City stock is also the holder of \$180 of City Trust and Savings Bank stock upon which dividends are paid of 6 per cent, making the total return approximately 11.1 per cent. and the income return on the investment 6.13 per cent., subject to taxes.

The Commercial has declared its quarterly dividend payable April 1 and it will be 2 per cent., as heretofore, instead of 2½ per cent., as it has been expected it would be. It is understood the reason for the small dividend is the desire to build up the surplus and undivided profits to a book value of at least 150, and when this has been accomplished the 1 per cent. a month will be forthcoming to the stockholders, as in the Peoples and the Fourth. The Bank is making a splendid showing of earnings and it is believed that it will reach the sugaring off point in another year.

Except the Fourth and Peoples which pay 1 per cent. monthly as an established custom, the banks, aside from the Commercial, have not yet made their dividend declarations, but will take action before the end of the month and, no doubt, at the usual rates. The Old National still adheres to its semi-annual distributions and at the same rate as it has paid for years. but the Old National is accumulating a surplus and undivided profits that is crowding its capital stock and some curiosity is felt as to what will be its policy when the honor rank is reached, which will be before the end of the year.

In the matter of dividend paying the views of Wm. H. Anderson are of the kind that give joy to stock-

Office of
KELSEY, BREWER & COMPANY
Operators of Gas & Electric Properties
Grand Rapids, Mich.

The Board of Directors of the American Public Utilities Company has declared a quarterly dividend of one-half of one per cent (½ per cent) upon the common stock of the Company, payable by check April 1, 1913, to stockholders of record at the close of business March 20, 1913. Books will be open for transfer April 1, 1913.
Warren H. Snow, Treas.

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

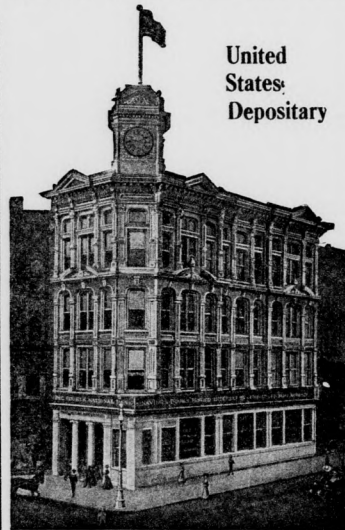
Savings Deposits

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

holders. He believes in making the stockholders happy while they are on earth to enjoy it, instead of piling up riches for their heirs. He favors as liberal disbursements to those who have their money invested in bank stocks as is consistent with good business and sound banking. With surplus and undivided profits built up to a point that makes the bank safe against the ordinary calamities, he would add a little to the accumulation each year, but at the same time be generous to the stockholders. He also believes in giving stockholders as frequent reminders as possible of their connections. The Fourth National was the first bank in Grand Rapids to pay quarterly dividends and the Peoples, in which Mr. Anderson has a substantial interest, was the first to pay 1 per cent. monthly. All but the Old National and the City Trust and Savings now pay quarterly and the other banks have followed the Anderson example in paying more generously. The 1 per cent. monthly plan is said to be very popular with the stockholders, as it gives them something they can bank on for the payment of their monthly bills. Sending out the dividend checks monthly, instead of quarterly, may involve a little more work, but the satisfaction it gives to stockholders is said to make it worth while.

The new nickels have reached Grand Rapids and will soon, no doubt, be in general circulation. It is not likely they will be immensely popular. The coin may be highly artistic, but it is not one that will appeal to popular taste. On one side is the profile of an Indian, not an ideal Indian with feathers in the hair, such as appears on the one cent piece, but the representation of what may be a real red man of the modern long hair type. The profile is so large that there is barely room above it for "Liberty" in the smallest kind of letters. On the other side is a buffalo bull in profile standing on a rock and on the rock is inscribed "five cents" in type so small it can scarcely be read without a microscope, and above, in equally small type the legend "Epluribus Unum." If there is anything on the coin to indicate that it belongs to this country or Mexico or China, it is in type too small to be read. The coin, no doubt, is a work of art, and will buy as big a bag of peanuts as the old-fashioned nickel, but it is not well designed for common every-day use with people who like to have values expressed in a way they can understand. The first consignment of the new coins was received by the Commercial Savings, which put in an early order for \$1,000 worth of them. The Commercial Savings divided with the other banks to a degree to give each of them enough for a showing pending the arrival of later consignments.

The Gobleville Exchange (private) Bank, at Gobleville, Van Buren county, for many years successfully conducted by Stanley Sackett, closed

its doors last week and a committee of depositors is now investigating its affairs and will advise the line of action to be taken. No statement has yet been made, but it is noticeable that the people of Gobleville, who should be most interested, do not seem to be particularly worried over the prospects. From all accounts the trouble lies in the fact that Sackett has been putting too much money into real estate and found it impossible to make a quick enough turn on slow assets to meet demands that were made upon him. Plans are already under consideration for the reorganization of the bank under the State law, with local stockholders and a directorate of local business men and through this bank the old private bank will be liquidated.

The report of the State Banking Commissioner, on the recent published statement made by the banks, shows that savings deposits in the State have increased during the past year \$24,052,747 and commercial deposits \$6,420,901. The savings deposits now show the handsome total of \$209,418,012. This is in the State banks only, the compilation not including what the National banks contain. With savings deposits gaining at the rate of two million a month Michigan seems on the road to a comfortable old age, with resources available to meet any kind of hard luck that may come this way.

Commercial Savings Bank stock last week took a sudden spurt to 215, as compared with 201 the week before and 190 prior to that. Several small blocks of the stock changed hands at the high figure. It is understood insiders have been taking it.

If you doubt that hope "springs eternal in the human breast," consider the sixty-year-old man who always takes the children to the circus, expecting some day to find a show that lives up to its lithographs!

UNITED LIGHT AND RAILWAYS COMPANY

CHICAGO, ILLINOIS
PORTLAND, MAINE GRAND RAPIDS, MICH.

Preferred Stock Dividend No. 10

The Board of Directors of the United Light and Railways Company has declared a dividend of One and One-half Per Cent on the First Preferred Stock, and Three-quarters of One Per Cent on the Second Preferred Stock of the Company outstanding and of record March 21st, 1913, payable April 1st, 1913.

Common Stock Dividend No. 1

The Board of Directors has also declared an INITIAL QUARTERLY Dividend of One Per Cent on the Common Stock of the Company outstanding and of record March 21st, 1913, payable April 1st, 1913.

Transfer books close March 21st, 1913, and re-open April 1st, 1913.

BENJAMIN C. ROBINSON,
Secretary.

Office of
KELSEY, BREWER & COMPANY
Operators of Gas & Electric Properties
Grand Rapids, Mich.

The Board of Directors of the American Public Utilities Company has declared a quarterly dividend of one and one-half per cent (1½ per cent) upon the preferred stock of the Company, payable by check April 1, 1913, to stockholders of record at the close of business March 20, 1913. Books will be open for transfer April 1, 1913.
Warren H. Snow, Treas.

Send Us Your Jackson Accounts
Jackson Collection Agency
Room 22 Dwight Block Jackson, Mich.
(Keep this card for reference)

Kent State Bank
Main Office Fountain St.
Facing Monroe
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E. A. STOWE, Editor.

March 12, 1913.

WHAT WILSON REPRESENTS.

Woodrow Wilson assumes the duties of obligations of the Presidency in a different capacity from that occupied by any other President, excepting possibly Lincoln. Perhaps it might be said also to some degree of Cleveland's first election, although that will be disputed. Every Republican President of recent years has gone to the White House as the representative of a victorious party. Not one of them has represented in any sense a popular protest. Every one of them was more or less a politician, embodying the processes, scandalous and otherwise, of politics.

Woodrow Wilson was nominated against the will of the politicians; his whole political career has been a continuous series of battles with politicians and every step of his progress has been marked by the wreckage of some political machine. In a sense true of no previous President since Lincoln, he represents a popular protest, although this protest was voiced by 2,000,000 less than a majority of the votes of the country. He goes to his job with a mandate from the people direct. He is in a position, more than any of his predecessors, to take command from the word go. It all depends upon whether he is big enough to hold it.

The really responsible and patriotic Democrats believe that Wilson has the right intentions and the right sort of courage. But they know, also, that compared with the magnitude of the work cut out for him in Washington, New Jersey is as a window-garden to a bonanza wheat farm.

They read Wilson's speeches and find no fault with the rhetoric. They are wondering about "the man behind the rhetoric." They do not like his secretive way of "holding his cards so close to his vest," as the poker players say; but they are willing to forgive that. Some of them are a bit "miffed" because he is not hail-fellow-well-met with them and does not take them into his confidence; they hope that will be mitigated by better acquaintance. They are wondering about his "list," and, assuming the "list," how he will have to use it. Will he slap, or will he strike from the shoulder?

The Democrats who look upon the

new Administration as a chance at the pie counter are afraid that he means what he says and are wondering how long it will take him to recognize the big problem, and to take the leadership that awaits the man strong enough to assume it. The Republicans wait, even more afraid that Wilson will make his rhetoric good by compelling his own party to hear and obey the voice of the master it has lacked so long. If he does that, their talk of reform and re-organization will remain as it is now, languidly interesting, but largely academic.

NO MORE FREE SEEDS.

The annual distribution of flower and garden seeds by the congressmen will not take place this year, and thus disappears one of our most cherished institutions, hallowed by long custom and sanctified by age. The item for seeds was cut out of the appropriation for the Agricultural Department in its passage through Congress. What iconoclastic hand wielded the knife is not a matter of record, but without the appropriation the seeds cannot be distributed, and the appropriation is gone. The custom of furnishing the congressmen and senators with seeds for free distribution among their constituents began far back in the early history of the country and, as originally conceived, the plan had merit. In theory the seed to be distributed was of the rare kinds or of varieties which it would be worth the farmer's time and trouble to cultivate and develop. The distribution was in the interest of better agriculture, a larger range of crops and more desirable varieties in point of hardiness, productiveness or quality. The Government, in fact, aimed to promote experiments in agriculture, often importing seeds at considerable cost to permit the farmers to try them out. In the early days each package sent out contained an invitation to the recipient to carefully observe results and advise the Department as to success or failure. The little envelopes sent out still contain this invitation, but instead of rare and unusual seeds, the supplies have been purchased by the Government from the dealers wherever they could be obtained with little attention to variety or quality. The Government seeds have been very ordinary and the annual distribution, made at the cost of many thousands of dollars each year, have served no other useful purpose than to give the congressman an addition to his campaign material. Constituents have been pleased and flattered to be remembered, even if the seeds have been of no value, and the Government has paid the bill. The distribution has at last been stopped, and it is about time. If the congressmen really want to send seeds to their constituents, let them buy a few penny packages from almost any reliable seed house and the constituents will then have something worth getting and at no great expense to the congressman either.

The best compensation for doing things is the ability for doing more.

TARRED BY THE SAME STICK.

Frank M. Ryan has been re-elected president of the international association of ironworkers, as it was anticipated he would be. Ryan was convicted last December in the United States Court at Indianapolis of being at the head of the dynamiting conspiracy which perpetrated the Los Angeles Times atrocity and innumerable other crimes against property and lives—all in the name and in the cause of organized labor. He was convicted, with the evidence overwhelmingly against him. Of his guilt there remains not the shadow of a doubt. He is out on \$100,000 bail, pending an appeal from the sentence of the court of seven years in prison. His re-election to the presidency of the union is intended to impress the general public as an expression of confidence in him by his associates—as a vindication and a tribute—but honest citizenship will look upon it as an act of defiance and an impudent challenge by a band of criminals who feel that they must stand together. It is a challenge to law and order by the forces of organized anarchy. It is a defiance of common decency. It was not unexpected. The entire international association of ironworkers is tarred with the same murderous stick, so far as its leadership is concerned and it is such leadership, found in all the union labor organizations—unscrupulous, reckless and thoroughly vicious—which has made organized labor something to be dreaded by honest industry and scorned by honest men. Every union man who condones the re-election of Ryan—and no union man has been discovered who has raised his voice against the outrage—is at heart a murderer, because the man who compromises with murder is as bad as the man who strikes the blow. The man who signs an exclusive contract with union labor or permits the use of the union label on his printing or on goods he manufactures is in the same class. The accomplice is equally as guilty as the principal.

FOR FUTURE USE.

A committee of the Legislature is investigating the Pere Marquette Railroad, its past management and financing and its future prospects. The receivers of the road, with the permission of the United States Court, are giving the committee all the assistance possible in furnishing information that may be desired. The legislative committee is not made up of men familiar with railroad book-keeping and methods and how thorough and convincing the investigation may be cannot be determined until the report is rendered. It is not apparent that any great amount of good can be accomplished by the investigation, so far as the Pere Marquette railroad itself is concerned. No legislative enactment at this late day can undo the evils of the past. The investigation will not be in vain, however, if it leads to the making of laws which will render the wrecking of some other fine railroad property through wild financing impossible.

The old Flint & Pere Marquette, the old Detroit, Lansing & Northern and Chicago & West Michigan railroads, before their merger into the Pere Marquette system, were prosperous and giving good service to the State. Following their merger the system fell into the hands of the financiers and became the foot ball of Wall street. Instead of being kept up, as a good railroad should, everything was sacrificed to a showing of earnings, and the property was capitalized in stocks and bonds not only to the limit of the inflated earnings, but for as much more as the anticipated increase in the earnings would permit. These methods naturally resulted in bankruptcy, and the best financial doctors in the land are now working over the patient, trying to put it on its feet once more. The story of the financing of the Pere Marquette and the juggling of the property has been told in more or less detail many times before, but the full story has never come out. The legislative committee, lacking experience and expert knowledge, may not be able to bring out all the facts, but enough ought to be developed to afford a basis for legislation that will prevent episodes of this kind in the future.

FASHION WEEK.

With weather conditions favorable Fashion Week in Grand Rapids is proving to be a great success. The merchants have co-operated with splendid effectiveness in making their stores and windows attractive, and it has been many a year since the turn out to see the spring—or, for that matter, any other seasonable—display has been so large. The department, dry goods and ready-to-wear stores have of course, been the leaders in the Fashion Week movement and have been most elaborate in their execution of plans to make the attractions strong, but the clothing dealers, the haberdasheries and the shoe men have contributed their portion to the gaiety of the week, and the jewelers, florists and other have not neglected opportunities to catch the passing eye. From the viewpoint of business actually done the week may not be a record breaker, but the united effort to make the show windows especially pleasing and to bring out the shoppers to look around and to see what may be offered, the week is proving an unqualified success. Not only have the home shoppers and sight seers turned out strongly, but there have been many visitors from the small towns around Grand Rapids. They come this week to see and to admire and to get ideas and they will return to buy. The Grand Rapids merchants are to be congratulated upon the success of their co-operative movement. They have made a show for shoppers and sight seers never surpassed in this market for beauty and effectiveness, and this ought to be an auspicious start for the real shopping season to come later. There is only one week after this, by the way, before Easter. The last week should present great opportunities for those merchants who handle feminine gear if they are alive to the possibilities.

BETTER BUTTER.

Needed Improvement in Handling Butter and Eggs.*

Probably the one thing that the members of this Association desire above all other things is that the quality of Michigan's butter and eggs shall be improved. I have heard for years about the high quality of Wisconsin's dairy products. Wisconsin cheese and Wisconsin butter always bring the top price in the market, while Michigan cheese and Michigan butter are always several degrees lower in price and in quality. There is no reason why Michigan should not be a better dairy state than Wisconsin and produce equally as good dairy products and if she does not there is essentially something wrong. I have given this subject careful study for the last month and I think that I can point out the cause of Michigan's low grade butter and likewise the remedy for the same. In the State of Michigan the great bulk of the butter is made from gathered cream. There is and has been a fierce war of competition between the so-called centralizers and the local creamery. Every four corners has several cream buyers who are willing to buy and pay a good price for anything in the form of cream, no matter what its condition. If the buyer is remonstrated with because he buys a can of rotten cream he at once says, "Why, if I don't buy it, my opponent will and thus he will get the producers' trade." When farmers are asked to take better care of their cream they at once respond, "What's the use of my taking any extra care with it? The cream buyer will buy it in any old condition," and so the farmer is not to be blamed. The remedy really lies with the creamery man who buys bad cream when he should refuse it, but, owing to the competitive conditions before referred to, he cannot be depended on to do this.

Cream is an animal product and kept a few days in hot weather, like any other animal product, it begins to putrefy or "work." Many cans received at the creameries are boiling over, so far has this putrefactive process gone and yet this stuff is taken into the creamery, run through a pasteurizer and made into so-called creamery butter. No wonder the people of the State are beginning to refuse to buy creamery butter because they say it doesn't "keep." No wonder that several cold storage men have been badly hurt, financially, endeavoring to keep butter made from this kind of stuff.

What is the remedy for this condition? The creamery man from time to time has proposed the grading of cream. That is, paying the farmer a less price for rotten cream, but, alas, when the stress of competition came, he went back to the old habit of paying top price for a bottom product. Conditions must be similar in Wisconsin and I have endeavored to ascertain by investigation how Wisconsin deals with these conditions. I

find, first, that Wisconsin has a law providing severe penalty for any producer who offers for sale to any creamery or cheese factory insanitary milk or cream. I find, further, that Wisconsin laws provide a severe penalty for any producer who offers for sale to any creamery or cheese factory insanitary milk or cream. I find, also, Wisconsin has a strict sanitation law governing the plants of cheese factories and creameries and, what is more important, I find that Wisconsin enforces these laws. In looking over the report of the Dairy and Food Commissioner of Wisconsin for the year ending July, 1910, I find that there were twenty prosecutions and convictions for maintaining creameries in insanitary condition. In the twenty years of existence of the

and cheese in Michigan. We have depended upon the owners of cheese factories and creameries to remedy these conditions. They have utterly failed. I believe the only remedy is the Wisconsin one. For that reason I have caused to be introduced in the present Legislature the Wisconsin laws on this subject and if they are enacted into law, as I believe they will be, this Department will endeavor to see that a few penalties are handed out, both to producer and manufacturer, which I believe will effectually raise the quality of our dairy products. At least I hope so and the experiment is well worth trying.

Better Eggs.

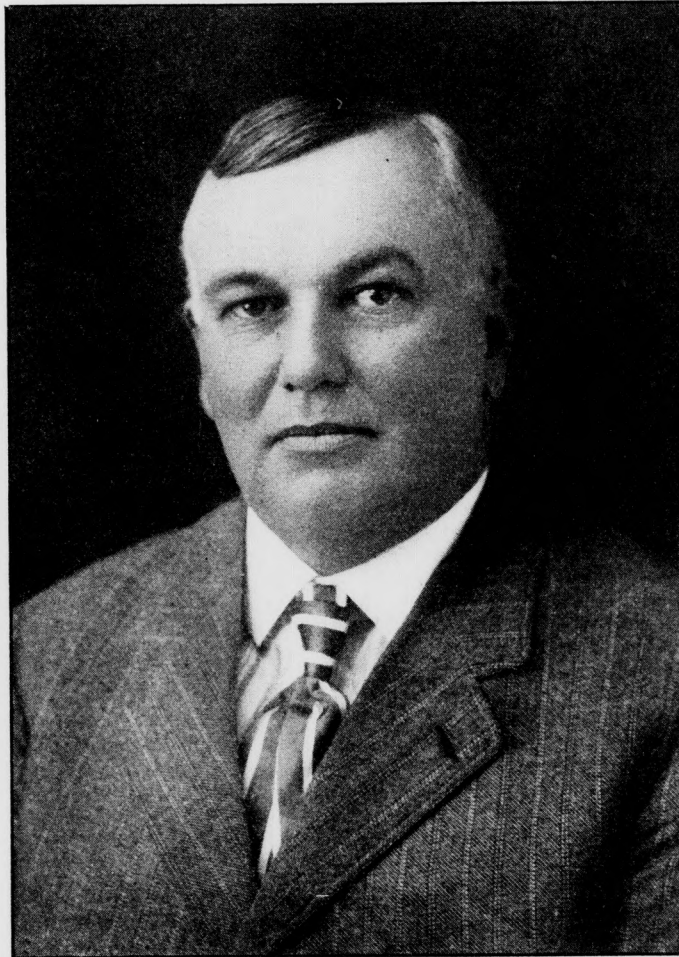
The question of better eggs is in reality a similar question. The local merchant and the peddler will buy

fault of man that we have bad eggs. The reason for rotten eggs is easily explained. Infertile eggs will not rot. For a number of years I had much practical experience in the hatching of eggs. Several hundred eggs would be put in an incubator. At the end of a week we would test these eggs. Those eggs that were infertile were as good as fresh eggs when taken out. More than that, I have seen hens set for six weeks on infertile eggs and when taken from under her and broken, no difference could be told between those eggs and a fresh egg. The reason why summer eggs are apt to be poor keepers is this: At a temperature of 95 degrees on a hot summer day the germ in the fertile egg will start its production of life. If the temperature of that egg falls to 70 degrees at night that germ which has started will die. Putrefactive processes will then start in and we have the rotten egg. The reason spring eggs keep longer than summer is that at that time of the year the temperature does not rise high enough to start incubation of the germ. The remedies, therefore, for poor eggs in summer are two: First, eggs should be frequently gathered especially on hot days to prevent incubation starting. This, however, is impracticable on many farms. By far the best remedy is to educate the farmers that if they wish good keeping eggs, about the middle of June when the hatching season is over, that all roosters should be sent to market and, as a result, the infertile eggs produced in the flock would keep better than the early spring eggs. This is a mere matter of education and this Department will endeavor to take up educational work along this line during the coming summer. "Swat the Rooster" should be the war cry of the coming summer.

In conclusion, I wish to state that if there is any service this Department can render your Association, we will only be too pleased to do so, because the Department can be much more affective and efficient when it works hand in hand with the business associations of the State.

Try This in Your Town.

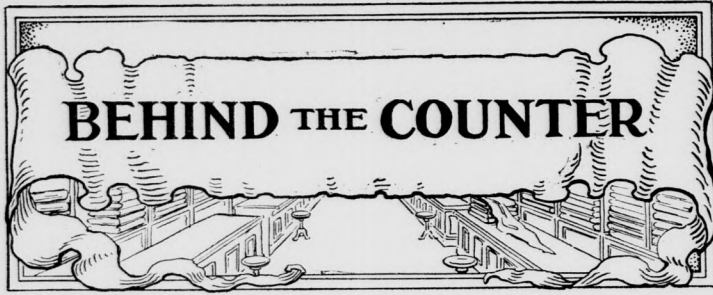
"The man who gives the most change back," is the way a Rome, N. Y., clothing merchant advertises himself in the local papers. He runs a large establishment and has featured this slogan in all his advertising for a considerable period. How do you suppose he makes good on this "change" racket? Not by selling things cheaper than anyone else, for he gets as good prices as anybody. He gives you back, when he makes change, one cent more—a new penny right out of the mint—than is coming to you every time, no matter how small or how large the purchase. That does not make a big sum, but it impresses his store on the minds of the customer, and he goes away saying to himself, "By George! he does give the most change back, well he does at that!" A stunt of this sort starts everybody to talking and no other dealer is going to do it for it would show him up as a "copy cat" of the first water.



Michigan Dairy and Food Department, there never has been a prosecution for this cause. I find in the same report that there were forty-six prosecutions and convictions for maintaining cheese factories in an insanitary condition. Michigan has yet to make one prosecution for this cause. I find there were twenty prosecutions and convictions of farmers for offering insanitary milk and cream to factories. There is no law in Michigan against such an offense. I find there were seven prosecutions and convictions of cheese factories and creameries for manufacturing an article of food from insanitary milk. We have no law on this subject. It seems to me that here is the cause of low grade but-

any old thing that has a shell on it. If he doesn't his competitor will and thus he will lose the farmers' trade. So long as this condition continues the farmer will not take any particular care of his eggs and why should he take any extra pains when he can get no higher price for them? The selling of bad eggs can, I believe, be prosecuted under our general food law, if any one has the sand to do it. It is simply up to the buyer to do a little prosecuting in which he will be aided by this Department as much as possible. In the case of eggs, I believe that the most good can be done by an educational campaign with the farmer. The old hen manufactures her egg in a sanitary condition, so we have not that to fight. It is the

*Paper read by J. W. Helme, State Dairy and Food Commissioner, at tenth annual convention Michigan Poultry, Butter and Egg Association.



Making the Most of Your Stock.

It has been my experience to visit scores of retail stores during the past year where the clerk assigned me showed very plainly that, personally, he didn't give a rap whether he sold me anything or not. And in quite as many instances I have found a decided tendency to belittle the goods which the clerk is specifically hired to boost.

One instance will do as well as a dozen to illustrate my point, although I could give you the dozens without undue search through the files of my memory.

I remember, in particular, a trip to a hardware store in one of Chicago's suburbs in search of a pocket-knife. This store's assortment of knives was not large, and yet I noticed as soon as the clerk pulled out the first tray that they bore a well-known trademark and were of good quality.

There wasn't however, a knife in stock of just the kind I asked for. Some time before I had seen a pocket-knife which had a piece cut out of the handle, so that the blade might be more easily opened. It had struck me as a very convenient feature, and I thought I would like one of the same sort.

"Are these all you've got?" I said. "I really wanted the easy opening kind, but perhaps,"—

"That's all we've got," broke in the clerk. "Our stock of knives isn't very large. Most likely you can get them down at Steel's on the next corner."

I am sure that I could have been persuaded to take one of the knives in the case if the clerk had shown me a few of them. But he stood by listlessly and mute and wheeled away as soon as I showed signs of going. So, of course, I went elsewhere, and the sale was lost to store number one.

That's the sort of attention I've received from hundreds of retail clerks in both city, village and country, and that is, moreover, the reason why thousands of these clerks are convinced that there are no opportunities for the man or woman behind the counter.

To tell the truth, there are not for that sort of clerk. A clerk like the one that helped me to decide not to purchase wouldn't know an opportunity if he saw one, and certainly would not have the initiative to seize it and make good on it.

Suppose, for instance, that the sales manager or superintendent of this store had been standing near enough to witness that episode. And suppose that he were casting his eye about to find a promising candi-

date for a department-head job that would soon be open.

Do you think that clerk would have landed the position?

In one sentence he had told me, in manner, that he didn't care whether he sold anything or not and, in words, that his firm had been deficient in providing only a small stock, and that it was quite likely there was nothing in the lot that would suit me, and that a competitor could probably supply me.

Do you get the full force of those words?

Treasonable, if there is such a thing as treason in commerce, and yet the clerk thought nothing of it—was, perhaps, not even aware that he was committing a business crime, and one that would hurt both his employer and himself.

That's because he had the "don't care" spirit. And the "don't care" clerk can count himself lucky to hold his present position. The better job and the fatter pay envelope are not for him or his kind.

There's another point in the "knife" anecdote, however, that brings out a fault that I have noticed in many clerks, even among those who are fairly efficient in other ways; that is, the failure to make the most of the stock on hand.

Complete stocks are a highly desirable equipment for the clerk to work with, but really perfect stocks never exist, even in the best and biggest stores. They are an impossible ideal. And so it becomes necessary for every clerk to make the most of the stock at hand.

The hardware clerk might at least have showed me his line to the best advantage—told me something of the trademarked brand, and perhaps showed me that any of the knives opened easily enough.

Ten to one I would have adopted his suggestion and, while the firm would have been but a few cents richer for my purchase, I would have had a great deal more respect for its efficiency and ability to supply my wants, and that would have made me a permanent customer.

Frank Stowell.

A country school teacher was cashing her monthly check at the bank. The teller apologized for the filthy condition of the bills, saying, "I hope you're not afraid of microbes."

"Not a bit of it," the schoolmarm replied. "I'm sure no microbe could live on my salary."

Many a good bargainer has bought himself into bankruptcy.

Appealing to the Counter Trade.

Written for the Tradesman.

Telephone trade is excellent in its way and the roadman and the order-taker help in building up their share of the business, but for a good many years to come, the sales across the counter will undoubtedly provide the merchant, no matter in what line of business he is engaged, with the most substantial portion of his profits.

It is claimed with more than a mere show of justice that it is easier to sell goods from behind a counter than over the wire or at the customer's own home, where the goods cannot be displayed but must be described by word of mouth. Telephone and kitchen-door sales are usually of goods which the customer has already in mind or which she buys regularly in this way. Without the goods to display, the salesman is handicapped.

In the store, behind the counter, he works to better advantage. The customer, in the course of buying certain articles, must inevitably notice many others, some of which will appeal; while the salesman has ample opportunity to suggest further purchases or call attention to new specialties being introduced. For this reason it pays the merchant to induce the customer to come to him in his store, rather than send his representatives to negotiate with the customer at her place of residence.

This is the underlying principle of the bargain sale. Certain lines are advertised at attractive prices, a crowd of customers is brought to the store. A large proportion of these in addition to the advertised lines purchases other goods at regular prices. Here is where the bargain-maker finds his profits.

Advertising is the outstanding method of luring the customers to the store. This advertising may take the form of newspaper publicity; or of circular letters to a carefully selected mailing list of regular customers and prospects; or of attractive window display. To bring customers to the store on "blue" Mondays, dry goods men in particular have in some instances instituted Monday bargain days. Similarly, efforts are made by advertising special attractions to bring forth morning or early afternoon shoppers.

Having attracted them, every possible effort should be made to induce them to purchase more than the goods they originally came for. This does not mean over-persuasion; but it does mean the attracting of the customer's attention to a wide range of articles, for the purpose of reminding her of things she ought to purchase but has forgotten, or calling her attention to new lines and inducing her to try them.

The first essential to this end is the attractive displaying of the goods. This involves, in addition to the window displays, attractive counter and silent salesman arrangements. Not merely the goods themselves, but price tags and show cards, should be shown. The effectiveness of such display in making sales is shown in the 5-10-15 cent stores, where prac-

tically every article in stock is displayed with its price plainly marked, and very little salesmanship is required or expected on the part of the clerks. The goods should be so arranged that the customers not merely may but must see them. Of course, the entire stock cannot be so arranged in the average store; but lines which it is desirable to push should be given extra prominence.

But the retail store is not dependent solely upon display to sell goods. A larger and more important factor is personal suggestion on the part of the man or woman behind the counter.

The salesman must not be content to merely sell the goods asked for in the first place. Such a course is mere ordertaking—neither more nor less. For all practical purposes, a slot machine would serve as well as an ordertaker, and be less expensive. The salesman's purpose is to call attention to other articles, and to endeavor to sell the customer more than she at first contemplated.

This does not mean forcing goods upon a customer, or talking her head off in an effort to induce her to buy. But the tactful salesman is doing the customer an actual service when he politely calls attention to other goods in addition to those originally asked for. His purpose should be and is to help the customer to make a good selection of groceries for the table or utensils for the kitchen or garments for the wardrobe. He is a caterer to the actual needs of the customer—needs which the customer, through forgetfulness or otherwise, may not at the moment appreciate.

Suggestions of this sort are of prime importance in business building. By such suggestions one grocer of my acquaintance built up a tidy little trade in peanut butter when that article was a novelty. Newly introduced syrups, breakfast foods, kitchen utensils and novelties can be most effectively introduced in this way.

William Edward Park.

The weakest men are obstinate, arbitrary and self centered.

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.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The new interurban road from Saginaw to Bay City will be in operation this summer and through limited cars will be operated between Bay City and Detroit via Saginaw and Flint in about three and a half hours.

The Detroit United Railway has bought land at Pontiac for power house and car barn purposes.

A farmers' co-operative company is being formed to take over the creamery at Saranac.

Flint has 124 factories, with 10,000 operatives. The value of the output last year was \$30,000,000.

The Burden Broom Co., of Kalamazoo, is building a \$10,000 addition to its plant.

The Cassopolis Commercial Club has been organized in that city, with A. K. Hayden as President.

Saginaw is expecting over 1,500 Odd Fellows at the Grand Encampment, to be held in that city in May.

The Lyons Machine Manufacturing Co., of Lyons, is removing to Muskegon Heights and will employ fifty to seventy-five men.

The Flint Board of Commerce is requesting Flint manufacturers to employ men with homes in that city in preference to outside labor.

The new Commercial Club rooms at Kalamazoo will include a convention hall which will seat 400 people.

The Michigan Printers, 500 strong, will meet in Kalamazoo April 17-19.

The report of the State Labor Commissioner shows that 315 factories were established in Detroit last year.

The Solvay Process Co., of Detroit, will erect a steel factory building of ten stories at a cost of \$210,000.

The Michigan Central Railway has plans for building a new passenger station at the intersection of the Grand Rapids & Indiana Railroad, at Kalamazoo.

There are 174 factories in Lansing, an increase of four over the previous year. The number of employes is 7,651, an increase of 2,355 in the past twelve months. Lansing's population is around 45,000.

Secretary Butler, of the Kalamazoo Commercial Club, is preparing a booklet, with map and guide to the city, which will be handed out to visitors at conventions.

The Muskegon Chamber of Commerce has plans for the draining of the big marsh at the mouth of the Muskegon river, converting this tract into sites for manufacturing industries, especially plants for making steel and steel products.

The Buick Company at Flint, has awarded the contract for building a new brass foundry, replacing the one destroyed by fire in January.

The Grand Trunk Railway will build a new passenger station at Mt. Clemens within a year, at a cost of \$30,000.

Free city mail delivery was started in Eaton Rapids March 1, with two carriers.

The police of Flint have started a clean up crusade and undesirable

characters have been ordered to "move on."

Flint's new filtration plant will be ready for operation when high pressure steam connections are made. The city will give the plant ninety days' free trial before accepting same.

Work will begin this spring on the new Carnegie library, at Grand Haven. The building will cost \$12,000.

Arbiters of the State will invade the Upper Peninsula for the first time this year and will hold their annual convention June 10-12 in Hancock.

The wheels will turn again at the Snyder-Fuller plant, at Lake Odessa. Herbert Denton, of Benton Harbor, will manage the plant.

Allegan has been offered a \$10,000 library building by Andrew Carnegie, if a suitable site is provided, with an annual appropriation of \$1,000 for library maintenance. The offer will probably be accepted.

The Trade Interstate Committee of the Saginaw Board of Trade has prepared blank forms of application which must be filled out by solicitors of funds of any kind, if they wish the endorsement of the Board or the assistance of its members.

Members of the Bay City Ad. Club listened to an interesting talk recently by Finley Green, of Buffalo. Mr. Green said that honesty and superior service to customers are the basis of business success.

The central delivery plan has been dropped by Petoskey grocers for the present, some of the grocers preferring to go it alone.

The Thornapple Gas and Electric Co. will expend \$16,500 in improving its equipment in Hastings, Nashville and Lake Odessa this year. The dam at LaBarge will be rebuilt with concrete.

The Bent Kim Co. will build an addition 50x50 feet, two stories, to its plant at Lowell.

E. B. Ramsey is the new President of the North Side Commercial Club of Lansing. One important matter to be taken up this year will be better railroad service for the north side merchants.

The Pontiac Bridge & Boiler Works has started construction of its new plant at Pontiac.

The Muskegon Chamber of Commerce has issued a booklet, called "Little Boosters," and is urging citizens to use a leaf from the book in every letter they send out. Each leaf gives reasons why Muskegon is a good town to tie to.

The Grand Council of the Royal Arcanum will be held in Kalamazoo April 14-16, and 300 delegates are expected.

The Lee & Porter Axle Works, of Buchanan, which was recently destroyed by fire, will not be rebuilt there. It is expected the company will locate either in Kalamazoo or Jackson. Almond Griffen.

Anyway, a first class baker isn't a common loafer.

There are a lot of cheap skates outside the skating rinks.

Beautiful Tribute to a Grocery Clerk.

Frank Caswell—faithful Frank Caswell—passed to his eternal rest last Thursday. Though continuously on duty, he has been growing noticeably more feeble for a year, and during the three weeks last past, his condition has been precarious, and while the end was thought to be near, it came so unexpectedly sudden that it was a shock to the many who had been so solicitous about his condition since he was forced to take to his bed about a month ago.

Frank Caswell was 48 years old and continuously since a boy in knee pants, twirly-five years ago, he has been a clerk in the employ of H. A. Rich—the first four years in meat market, and the remainder of that long period as a grocery salesman. There are few, if any, on Main street, with contemporaneous clerical career. His acquaintance throughout the country surrounding Ionia was wide and the numerous enquiries daily, over telephones from city and country was marked.

Frank leaves no blood relatives except an aged and feeble mother, Mrs. William Knowles, and he is the fifth and last of her children to depart this life. The sympathy of many is with her in her great grief.

In the death of Frank Caswell the Recording Angel dips her quill into the life-blood of a popular social favorite. Kindness of manner, strict integrity, and close attention to business were his chief characteristics and so, better than property or riches, he grew in the esteem of all who knew him at all intimately.—Ionia Standard.

Annual Meeting of Port Huron Council.

Port Huron March 10.—The regular meeting of Port Huron Council, No. 462, U. C. T., was held Saturday evening, March 8. The following officers were elected for the ensuing year:

- Senior Counselor—E. J. Courtney.
- Junior Counselor—Emmerson Gray.
- Conductor—R. H. Reed.
- Page—Geo. Langtry.
- Sentinel—Fred Ott.
- Secretary and Treasurer—Manford Watt.

Board of Directors—A. D. Seiver, W. J. Devereaux, F. E. Minnie and Hamilton Irving.

W. A. Murray retires to Past Counselor and was also elected delegate to the convention at Grand Rapids. W. J. Devereaux was elected alternate.

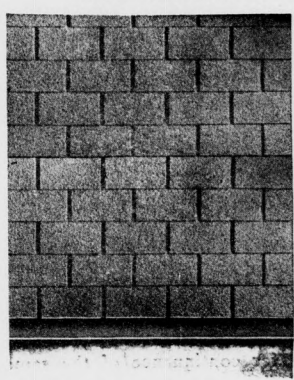
While making his usual rounds of his twenty-one customers on Monday, F. N. Mosher had completed his work on the south side of Black River and his mind was on his next customer, Lee Neill, who is just across on the north side of the bridge and trying to entertain a friend, and also boom the town by telling him about the wonderful structure spanning the river. Frank had the misfortune to meet a lady, accompanied by a pet dog. Now Frank has a habit, when enthused over things worth while, of raising his right foot and, on this particular occasion it came down upon the neck of Mr. lap dog. This was followed by a frightful yelp from the dog and by "D—the D— dog" (Frank's usual prayer) from Frank. The mistress threw up both hands and exclaimed: "Oh Mercy! how exasperating to call my docile dog by such a name!" Whereupon Frank came forth with, "Excuse me, lady, I forgot his other name."

E. J. Courtney.


The word "grocer" in old times meant a wholesale dealer or jobber—one who sold any kind of goods "in gross," that is to say, in unbroken packages. By gradual transmutations it took on the wholly opposite signification of one who sells at retail.

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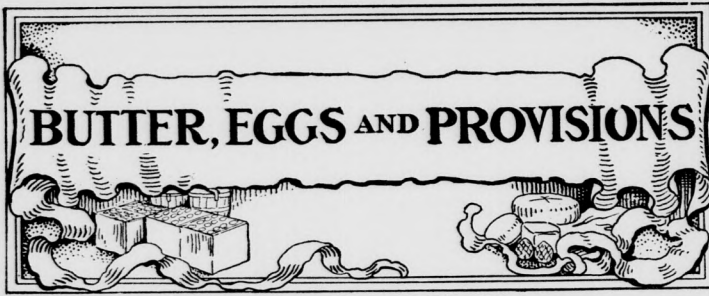
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Michigan Poultry, Butter and Egg Association.

President—B. L. Howes, Detroit.
 Vice-President—H. L. Williams, Howell.
 Secretary and Treasurer—J. E. Waggoner, Mason.
 Executive Committee—F. A. Johnson, Detroit; E. J. Lee, Midland; D. A. Bentley, Saginaw.

Annual Convention Poultry, Butter and Egg Men.

Mason, March 10—The tenth annual convention of the Michigan Poultry, Butter and Egg Association was called to order by President B. L. Howes, in the Hotel Griswold, March 7. Mr. Penman, City Attorney of Detroit, in the absence of Hon. Oscar B. Marx, welcomed the Association with some well chosen remarks. Frank Johnson respond for the Association. Following this address President Howes gave his address, as follows:

It is with pleasure that I greet you at this our tenth annual convention, and thank you for the assistance you have shown to your officers and Executive Committee.

On looking over the work of the past years that I have been associated with this Association, as I have watched its growth and the development of the good fellowship which now exists between its members, I can not help but think that the work done has been a source of mutual benefit to every poultry, butter and egg dealer in Michigan and that the last year has been the most progressive that we have ever experienced.

There is no doubt that at the start the Michigan egg dealers made last year, in buying eggs on a quality basis, was a start in the right direction, and I assure you that there will be many more dealers buying on that basis this year. In looking over the matter, I find that the dealer who started it last year is not only well pleased with his last season's work, but is going to continue. While many of them only started in a small way, they inform me that they are going to buy their entire receipts this year on a quality basis. You can readily realize that if all the buyers in the State would do the same, it would not only eliminate the heavy loss of "spots" and "spots," but the Michigan egg would stand in a class by itself and command a premium on any market.

This Association should co-operate in every way possible with the Government in the efforts to improve the quality of the Michigan egg, as well as to better the conditions concerning the producing and marketing of them. Many of you may not realize the good work being done by the Government in this direction and I would suggest that the members of the Association not only acquaint themselves with this work, but extend to it their assistance and co-operation by adopting such changes as are shown to be advisable. We should also co-operate with the Michigan Agricultural College in the work it is doing along these lines, and with a Dairy and Food Commissioner who is interested in the betterment of all food products, we are sure to have all the assistance necessary.

The handling of the transportation proposition is a large one for any Association and we must give our strong co-operation to the National Association in its great work along these lines, which is a mutual benefit to every poultry, butter and egg dealer in the United States, but we must not overlook the fact that, unless we do give our co-operation, it can not accomplish what it could if we all work together as one great National Association.

In the past year or so, several states have enacted cold storage legislation that was designed to regulate the cold storage of food products and limit the time they should be held. This, in my opinion, is unnecessary, but with popular sentiment against a cold storage article, we must co-operate with the Government and the National Association in this great educational work, as well as do everything in our own power to create a just and true and popular conception of the matter, while prejudice and ignorance of the true conception may lead to harmful

legislation which will be a menace to the whole industry from the producer to the consumer.

We have now a cold storage bill before the House at Lansing which needs our careful and constant attention and of which you will hear more from the chairman of the Legislative Committee in his report.

There never was a time when the need of a strong State Association was so apparent as at the present time. It is, however impossible for us to have a progressive Association unless the members will put their shoulders to the wheel and boost. In other words, be a bunch of boosters and by your presence at our meetings, your co-operation on the field and with your financial assistance, we can make this an Association that every poultry, butter and egg dealer in Michigan will be proud to be associated with.

Notify your Secretary or President whenever you hear of anything that is of mutual benefit to the Association and thereby assist them in being thoroughly posted on conditions throughout the State, but do not leave the work entirely to them. Get busy yourself. Get your neighbor interested in the work of the Association and accomplish all that it is possible to do in your locality.

Do not think that your competitor has horns. Get acquainted with him, and you will find him a royal, good fellow after all, if you show him that you are made of the right material yourself.

In closing, permit me to remind you that our annual meetings are well worth your time and attention. The matters which we will discuss are of personal interest to yourself and your business. We can not do our work with half-hearted interest, or with half of our members absent from our meetings. Let us, therefore, make each and every one of these meetings a serious business proposition, and lend our best personal efforts in the discussion of the important matters to be brought before us.

The report of the Secretary and Treasurer was read and adopted.

At this time Mr. W. F. Preibe of Chicago, Chairman of the Transportation Committee of the National Association addressed the meeting. Mr. Preibe in a very comprehensive way described the work the Committee were doing to secure better ways for handling the egg product of this country. He was greatly in favor of a standard case and filler for all shippers and thought the No. 2 filler should be abolished. Mr. Preibe feels that the railroads are willing to do anything possible to better handling of eggs if the shippers are only willing to co-operate with them. After the address the following resolutions were passed at Mr. Preibe's suggestion:

Resolved—That manufacturers of egg case fillers make an imprint on fillers designating them as No. 1 Medium or No. 2.

Resolved—That the Association commend the work of Dr. Pennington along the line of improvement of transportation and the co-operation of the Department of Agriculture, and hope for continuance of the same.

Resolved—That a set of fillers shall consist of twelve flats and ten fillers.

Resolved—That the Michigan Association consider the establishment of a 15,000 pound car as the minimum weight on carlot shipments as detrimental to the interests of the shippers and request that the minimum be placed at 10,000 pounds.

Resolved—That these resolutions be sent to the traffic department of the different railroads.

In the absence of Chas. McNeil, the convention proceeded to a general discussion of matters of interest to the Association. After a half hour's talk the convention adjourned until 6 p. m.

At 6 o'clock the Association sat down to a sumptuous banquet in the dining room of the Hotel Griswold. Frank Johnson, President of the Detroit Butter and Egg Board, performed the duties of toastmaster in a most capable and efficient manner. At the conclusion of the banquet the meeting adjourned until 10 o'clock the following morning.

Under head of business the different legislative bills of interest to the shippers were discussed. The report of the Legislative Committee of work done on the bill governing storage of butter, eggs and poultry, now before the Legislature, was read and a committee appointed to draft resolutions to be sent members of both houses of the Legislature. No farther business coming before the meeting the following officers were unanimously elected:

President—B. L. Howes, Detroit.
 Vice-President—Harry Williams, Howell.

Secretary and Treasurer—Jerome E. Waggoner, Mason.

Executive Committee—D. A. Bentley, Saginaw; F. A. Johnson, Detroit; E. J. Lee, Midland.

J. W. Helme, State Food and Dairy Commissioner, being unable to attend, Mr. Brownell, of Detroit, read the paper prepared by Mr. Helme. Some very valuable suggestions for the improvement of creamery butter and farm eggs were given in this paper and the Association feels we have a practical man in office.

[Mr. Helme's paper appears in full elsewhere in this week's paper.]

Mr. Linton, of the Poultry Department of the Agricultural College, gave a talk direct from the shoulder as to what the College was doing along our lines. Mr. Linton understands the work and is endeavoring to get the Poultry Department at the College so it will be a strong factor in the fight for better eggs.

Prof. Lamon of the Agricultural Department, at Washington, was unable to attend, and he sent his paper, as follows:

In 1908 a careful survey of conditions surrounding the egg trade of the United States was made by the Bureau of Animal Industry, which showed that there was an enormous loss in this product estimated as amounting to \$45,000,000 annually. Of this enormous loss, the Bureau estimated that 17 per cent. was due to improper handling, being divided as follows: dirties, 2 per cent.; breakage, 2 per cent.; chick development, 5 per cent.; shrunken or held eggs, 5 per cent.; rotten eggs, 2 1/2 per cent.; moldy or bad-flavored eggs, 1/2 per cent. As these figures gave us some definite information on which to work, it was decided that the Bureau should make a detailed study of the factors causing this loss, and as it was shown that chick development caused one of the greatest losses, we thought it best to take up our future work at the seat of production. Therefore, in 1910 an active campaign was started in the State of Kansas, as that State seemed to offer a good field for investigation. Our object in this work was to be able to secure data that would be of value in a campaign of education to improve the quality of eggs produced throughout the country.

After establishing connections with farmers, railroad officials and cold storage men of that State, so that we could easily trace the various steps in the journey which the eggs take from the farm to the cold storage room, we also

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

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assisted in the movement whereby the Kansas Carlot Egg Shippers' Association purchased eggs on the loss-off basis and did much other work of an educational nature. We handled several hundred dozen eggs through the regular channels that year. These eggs were kept on the farms under several different conditions analogous to the average farm conditions, and were candled upon arrival at the country store, where they were held the usual length of time, candled and placed on the cars for their journey to the packing house, at which place they were again candled. This work was started in the spring and faithfully prosecuted until fall. The eggs were divided into two classes, namely, fertile and infertile, each class being kept under corresponding conditions, and I trust my auditors will carefully consider the following figures which are the result of this investigation: With fertile eggs the loss was as follows: On the farm, 29 per cent., at the country store, 7.1 per cent., and on the railroad, 6.4 per cent., making a total loss of 42.5 per cent. Of the infertile eggs handled the loss was as follows: On the farm, 15.5 per cent. (about one-half that of the fertile eggs), at the country store, 4.7 per cent., and during transportation, 4.7 per cent., making a total of 24.9 per cent., showing a saving of 18.3 per cent. for infertile eggs which I dare say, gentlemen, is well worth your careful consideration.

It might interest you to know the value of the poultry and poultry products in the United States. According to the census of 1910, poultry on the farms of this country was valued at \$202,506,272, and eggs at \$306,688,960, making a total of \$509,195,232, which is equal to one-third of the corn crop, three times the value of the potato crop, and exceeds the value of the oat crop by a comfortable margin. The value of poultry per head in this country in 1900 was 34 cents, and in 1910, 62 cents, an increase of 35 per cent. This increase is due not only to the large increase in the number of fowls in 1910, as compared with those in 1900, but to the increase in the price of poultry flesh. These poultry figures do not take into consideration the enormous amount of money that is being spent for Standard bred poultry for breeding stock, nor the thousands of dozens of eggs at fancy prices for hatching purposes. Of the total value of eggs produced in 1909, which are our latest complete figures, Michigan produced \$11,734,799 worth, which was worth about one-thirtieth of all the eggs produced in the United States for that year. Michigan in that year stood ninth in production and twelfth in value of poultry products, which would lead one to believe that Michigan was not realizing the full value of these products.

This State has in the Michigan Poultry, Butter and Egg Association one of the best and most active organizations in this country and its influence, if directed in proper channels, can be of unestimable value not only in the marketing of poultry products but in the production of them as well. There are two important lines of work that this Association should devote considerable of its time and efforts to, namely, legislation and education. In the matter of legislation, however, I would advise that you go slow, as it is often found in enacting laws that they are apt to prove a boomerang. It would undoubtedly be a benefit, particularly to the egg business, if we could have careful inspection or candling of all eggs sold at the country store, and any movement that will bring this about will be a great stride forward in the improvement of the quality of eggs produced in this State, as it will have a direct tendency to keep all spots and rotten eggs at the seat of production, on the farm, where they belong.

In education, I believe you have open to you your greatest field, whereby permanent improvement in the industry can and will be made. With a value in eggs of over \$11,000,000, it would seem as though the State of Michigan could appropriate a reasonable amount in a campaign of education for the direct improvement of so valuable an industry, and with the co-operation of the State Agricultural College, which could easily be brought about, there can be no question as to the results to be obtained. That the great State of New York fully realizes the value of the poultry and egg industry to the citizens of its commonwealth will be seen in the fact that there has recently been erected at Cornell University, at a cost of \$90,000, a magnificent building to be devoted wholly to the teaching of poultry husbandry. In the expenditure of a reasonable amount of money, several extension workers could be sent out through the State, giving definite information on poultry matters, especially in the winter months, when it is possible for the farmers to attend meetings, and in addition the poultry information to be gained at the State College during Farmers' Week, when thousands of farmers of the State of Michigan are assembled there, should be a most practical demonstration of what the markets of their State desire in poultry products.

Should you inaugurate a system of candling eggs received at the country store, the large buyers or packers of eggs must, in turn, purchase this product

on a loss-off basis or you will defeat the very purpose of your candling campaign, nor must you expect that the farmers of this State, who are the great army of producers of poultry products, will take better care of their eggs if they are not paid a price commensurate with the added care and trouble. In many sections of the country to-day, there is no incentive for the good, clean house-wife to gather the eggs often and market them more than once a week or ten days, due to the fact that she receives no more for them than the person who gathers them once a week and brings them to town whenever convenient.

It is my belief, upheld by the data that the Bureau has collected, that the production of the infertile egg is of the greatest importance to the egg industry, especially during the warm months of the year. It is impossible to produce a blood-ring in an infertile egg and tests made with this class of eggs, subjected to over 100 degrees of heat for several days, showed that in comparison with new-laid eggs, the only difference was a slight shrinkage in the air-cell and a trifle deepening of the color of the yolk in the infertile eggs. As an illustration of the resisting properties of the infertile egg against heat, as compared with the fertile egg, I would call your attention to this placard which I hold in my hands, large bromides of which can be seen around this room. The sending out of this placard, free of charge, not only to the farmers, country store merchants and egg packers of this country, but to several of the large railroad systems who are putting it up in the stations along their lines is one of the features of the work which our Bureau is doing for the egg industry of the country. In this connection, I will add that the Bureau of Animal Industry has been conducting for the past year a campaign of education with the object of bringing forcibly before the farmers and other interested parties the value of the infertile egg and, with the co-operation of the state egg associations and the agricultural colleges, we feel that much is being accomplished along these lines. Experiments that have been conducted show conclusively that the male bird has no influence whatever on the number of eggs produced by the hens, other than a possible retarded production to some extent; in fact, it has been shown that where no male bird was allowed to run with the hens, eggs were produced at about 30 per cent. cheaper than from hens where male birds were allowed to run with them, and from flocks without males egg production was a third larger. If this information can be disseminated among the farmers, they might be induced to part with their male birds as soon as the hatching season is over, thereby bringing about a wonderful improvement in the quality of the eggs which you gentlemen receive from them.

In connection with our egg investigations in the State of Kansas, we took advantage of the opportunity offered to secure a vast amount of data on the cost of feeding and fattening poultry at several of the feeding stations in that State. Figures were compiled from this source on over 900,000 chickens, some of these figures being embodied in Bureau of Animal Industry Bulletin 140, entitled Fattening Poultry, which can be secured free of charge upon application to the Department of Agriculture, Washington, D. C. The figures on this fattening work are too extensive to be given here in their entirety; however, I will quote you a few of the most important for the years 1910 and 1911. In 1910, the average cost of feed, including buttermilk, per pound of gain was 7.1 cents and the average cost of feed and labor per pound of gain was 9.01 cents. In 1911, the average cost of feed, including buttermilk, per pound of gain was 7.7 cents and the cost of feed and labor per pound of gain was 9.43 cents. It took on the average of 3.76 pounds of grain to make one pound of gain.

In closing, I would say that the public will eat cold storage eggs, as has been evinced by the sale of great numbers of this product during the past winter. This you can profit by. But I must say that the eggs have to be good, and to come out of cold storage in good condition, they must be put in good condition. This is most economically and practically accomplished by improvement at the seat of production, on the farm.

The Association voted to buy eggs on the "Quality Basis" this coming year—the season to begin June 1. Many who were afraid it could not be done last year were boosters for the movement this year.

Mr. Hare, of the Guelph Agricultural College, gave us an idea of the work Canada is doing.

Mr. Riedy gave a little talk as to relations between storage and shippers.

A rising vote of thanks was ex-

tended to the speakers who had taken part.

The place for the next meeting to be left to the Executive Committee to determine.

After some impromptu talks by the members, the meeting adjourned, determined to work harder for quality than ever before.

Jerome E. Waggoner, Sec'y.

Using Starch Instead of Eggs.

Lansing, March 10—Recently this Department issued a bulletin showing the composition of a certain egg substitute to be baking powder, starch and aniline dye. Since that time, the Department has asked several housewives as to the efficacy of such a substitute. These ladies say that it is a common practice of housewives in the making of cakes or custard pies, in the case of the scarcity of eggs, starch is added. While not being equal to eggs, starch has a tendency to lighten up the cake or the pie. It is upon this old and well-known principle that housewives have practiced for years that the so-called egg substitutes are being placed on the market.

One of these substitutes, a sample of which was sent from Bay City, is named "Egg Save." On analysis, this substitute was found to contain about 80 per cent. starch, 2 per cent. casein and 18 per cent. water, colored with a yellow coal tar dye.

Another egg substitute called "Sol-

uble Food Product" submitted from Detroit for analysis, was found to be a mixture of 79 per cent. starch, 16 per cent. casein and 5 per cent. water, colored with a coal tar dye. Casein is the curd of milk which has been dried and prepared for food use. Whether this addition is of any value we are unable to say, but the large percentage of starch found in all of these compounds shows that the egg substitute people are simply utilizing the old housewives' plan of using starch instead of eggs and by advertising the mixture as an egg substitute they are able to sell the consumer starch at a high price.

J. W. Helme,
State Dairy and Food Commissioner.

New House in the Field.

The Valley City Supply Co. has been organized with a capital stock of \$25,000 to engage in the sale of grocers' specialties and country produce at 34 Ionia avenue. The officers of the corporation are as follows:

- President—J. H. Brockmeier.
- Vice-President—E. D. Compton.
- Secretary—E. C. Bacon.
- Treasurer—J. H. Brockmeier.
- Manager—E. C. Bacon.

The company has three regular representatives on the road—E. C. Compton, Geo. Dryer and J. H. Schoulten.

The man who wants to do it right usually can.

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

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

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
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CLOTHING

Some Anxiety in Regard to Spring Merchandise

The activity of the past fortnight in the clothing market has been mainly in the shipping by the manufacturing division. The total volume of shipments during this period has been less than corresponding periods in former years, despite the fact that in some markets shipments are reported to be considerably heavier. The deficiency in volume of shipments cannot be attributed to a corresponding deficiency in the volume of orders, as the latter are generally conceded to have been heavier than for several seasons. It is said, too, that piece goods were delivered "on the dot," and that manufacturing operations were thus begun earlier than usual in most markets. They were interrupted, however, in some sections by the labor situation, but for which things would have been conducive to a better feeling in all departments of the industry. Houses that are now operating under normal conditions report shipments in excess of previous seasons, and they foresee a prolonged manufacturing season.

While there was evident no effort on the part of any contingent of the clothing manufacturing industry to profit by the unfortunate conditions surrounding certain markets, it is undeniable that these conditions naturally must have had the effect of contributing to the volume of business done in the unaffected markets. It is the simplest form of logic that such difficulties have no effect on the amount of clothing worn by the ultimate consumer, unless conditions affect the price. Therefore, if any contingent of the market is unable to supply that part of the demand which it usually does, someone else must supply it. Anxiety in regard to spring merchandise grows more intense as the season advances.

In many retail stores spring lines are now on display, due to the liquidation of heavyweight stocks during the last few weeks. Easter is but a short time away, and with favorable weather conditions there is a possibility of a real shortage.

At a recent meeting of tailors it was noted that practically all the styles exhibited were on the conservative order, with no padding, outlines following closely the outline of the body, and a noticeably less amount of material in the front of the coats. The soft roll predominated, there being a few models shown in which wider lapels were a feature. This indicates that the changes in style for another season are of a minor charac-

ter. In this opinion designers for ready-to-wear clothing houses concur. It seems probable, from some few points, that fancy worsteds will gain in the proportion they bear to woolsens. Whether or not this will be evident in fall lines cannot be known to a certainty until lines are presented to the retailer for the latter's ultimatum. Salesmen are anticipating their trips, and in a few days many will depart for their respective territories—Apparel Gazette.

Extensive Plans for the Grand Council Meeting.

Kalamazoo, March 10.—Kalamazoo Council No. 156, held its regular meeting last Saturday night, and it certainly did one's heart good to see the way the boys turned out. Election of officers and the approaching time of the Grand Council meeting in Grand Rapids were the principal items of interest. Every man there was full to the brim with enthusiasm and the fellow that fails to turn out for the trip to the meeting in Grand Rapids had better keep in hiding for the next two years.

Kalamazoo Council has engaged Fischer's band of fifteen pieces and will go to the Furniture City in its own special cars and with what is recognized as the best to be had in the way of music. A committee of three, consisting of Brothers Hopkins, Cooke, and Parker, will see to it that every member of the Council has a special invitation to be one of the crowd and to take his wife with him, too. Every single member will be expected to join unless prevented by sickness or some equal excuse.

Brother Warren has charge of the base ball arrangements and he has the material in hand for a fast and effective team. As soon as this snow gets off the ground, you will see them hard at work getting the ragged edges worn off. They have promised to bring home "the bacon."

Those who have not already made reservations at the hotels in Grand Rapids for the convention are urged to postpone the matter no longer, as delays will mean disappointments.

Our dearly beloved Brother, "Genial Gene" Welch, who is the present Grand Junior Counselor of the Michigan Grand Council and will be the next Grand Senior Counselor, will be with us and we all should be there when he receives this honor, which is an honor to our Council as well as for one of our most loyal members. Brother Welch is at present in Boston in the interests of the Michigan Motor Car Co., of this city, and is expected to return home very soon.

The election of officers of Kalamazoo Council resulted as follows:

Senior Counselor—Frank H. Clay.
Junior Counselor—Wm. S. Cooke.
Past Sr. Counselor—Roy E. Lee.
Conductor—F. W. Warren.
Page—R. J. Concannon.
Sentinel—J. J. Potts.

Secretary-Treasurer—R. S. Hopkins.

Executive Committee (two years)—C. H. Hipp and C. W. Siple.

Executive Committee (one year to fill vacancy)—R. W. Van Haaften.

Delegates to Grand Council—C. W. Siple and C. C. DeFrance.

Alternates—C. H. Camp and J. E. Geary.

Applications have been received from C. F. Cooper, Geo. S. Salter, Arthur S. Van Bochove and John A. Verhage for membership in the Council and they will receive the work at the April meeting.

Next June, after the Grand Council meeting in Grand Rapids, the Supreme Council meets in Columbus, Ohio. On the Monday and Tuesday preceding the Supreme Council, the secretary-treasurers of the order from all over the United States will meet in their convention at Columbus. Michigan was quite well represented last year, among them being Grand Secretary F. C. Richter, of Traverse City; Harry D. Hydorn, of Grand Rapids; H. E. Vasold, of Saginaw; Wm. Sempliner, of Bay City; M. Heuman, of Jackson; J. W. Schram, of Detroit; Brother Barnes, of Hillsdale—since deceased—and the writer, R. S. Hopkins, of Kalamazoo Council. It was my pleasure to attend the February business meeting of the Battle Creek Council and hear their Secretary receive his instructions to attend the convention at Columbus. Kalamazoo Council Saturday night passed a motion to send their Secretary not only to the secretary-treasurers' convention, but also to the sessions of the Supreme Council following. If the councils, individually, could realize what an amount of good their secretaries would receive from an attendance at these yearly conventions, every council in the State would be represented every year. Your secretary, brother councils, is the man of all your members who is more in personal contact with the members than any dozen of your other members and he it is who can understand more fully the needs for any changes in the existing government of the order than any other officer of your council. He may have—and he probably has—ideas which would be of great benefit to the remainder of the secretaries, but he has not the time to write letters to each of the brother secretaries. Send him down to meet with us. Let him explain in person how he meets certain conditions easier than we do. He will do us good. We need him and we will try and do him what good we can in return. He will return to you feeling the enthusiasm which we all have and he will make you a better officer and will impart good to your council. Don't neglect it. Vote on it at your next meeting and then leave it to him to find

the time to attend. We will expect him at the next convention in Columbus.

Myron A. Crooks, one of our very loyal members, met with a bad fall in his home a week ago. As a result, he will be in bed for some months.

Charles T. Richards of Plainwell, has changed his address to 312 South Edgefield avenue, Dallas, Texas. This will bring him in touch with another member of our Council, J. W. Couse, who resides in Dallas also. R. S. Hopkins, Sec'y.

Avoid trouble when you can. But, anyhow, learn to forget it.

The best way to get rid of slander is to let it starve to death.

THE
IDEAL CLOTHING CO.
TWO
FACTORIES.
GRAND RAPIDS, MICH.

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.

Spring Lines

For 1913

Now Ready



**Hats, Caps
Straw Goods**

G. H. Gates & Co.

Detroit

Write for Catalogue

Bay City Has a Candidate for Grand Sentinel.

Bay City, March 10—Bay Council, No. 51, and myself have taken the pleasure of sending you some mail matter which we trust you can find space for in your most worthy paper, the Michigan Tradesman.

The regular meeting of Bay Council, No. 51, on March 8, was highly attended. It was also the election of officers for the coming year. Two new members were admitted and five old members re-instated. Brother G. Reigel is deserving of much credit for the re-instating of these old members.

Our Junior Counselor, E. D. Tims, was not with us, having gone to Washington, D. C., to be present at the inauguration of President Wilson. Our Bachelor Club is worrying for fear it was for another cause.

If some of the brothers should happen to meet Brother H. Perkins, just ask him what is the price of spring chicken in Cheboygan.

Mr. Van Tyle was born Oct. 7, 1860, in Barry county, Michigan, and was married to Miss Millie Kinball, at St. Helens, in May, 1882.

Mr. Van Tyle, being born in the pioneer days, secured only a common school education, but subsequently he had the privilege of attending a business college at Hillsdale.

Away back in 1897 Mr. Van Tyle picked up his grip and started out as a salesman. What success he has attained he attributes to hard work, steady habits and loyalty to high ideals.

You who have met Mr. Van Tyle in your travels up and down this State will fully agree with us that Bay Council has made no mistake in presenting this man for the office of Grand Sentinel at the U. C. T. Grand Council meeting to be held in Grand Rapids June 13 and 14.

The following communication is being sent out to the subordinate councils of the State:

Bay Council, No 51, of our beloved

placing confidence in our candidate and supporting him for this high office, you will make no mistake and your efforts along these lines will be most heartily appreciated.

Inasmuch as Bay Council is one of the oldest councils in Michigan and was only once represented—about twelve years ago—at this time we ask the Grand Council to elect our worthy brother, F. L. Van Tyle, for Grand Sentinel.
R. E. Small.

Death of Pioneer Traveler From Owosso.

Owosso, March 10—Daniel Burhans, aged 77 years, and said to have been the first commercial traveler out of Owosso, died last Thursday at his home, 209 North Ball street, of diabetes. Mr. Burhans had been ill for about two years, although his condition did not become serious until about two weeks ago. The funeral was held Saturday.

Mr Burhans was born in Courtland county, New York, in 1836, and moved to Michigan, with his parents when he was two years old. The family settled in Clayton township, Genesee county, where he grew to manhood. After his marriage at that place he moved to Venice township, this county, settling on a farm. Forty-two years ago he moved to Corunna and six years later came to Owosso, where he engaged in the wholesale tobacco, cigar and oil business. It was in this business that Mr. Burhans traveled as the first salesman out of Owosso.

The business was being conducted at that time under the firm name of Parker & Burhans. Later it became Parker, Burhans & Dawes and then Burhans & Dawes. The firm maintained oil houses in a dozen cities in the State, and did an extensive business.

Mr. Burhans retired about twenty-eight years ago. His wife died many years ago. Surviving him are three sons, Louis A., Arthur A. and Roy F. and one daughter, Mrs. D. H. Day, all of Owosso, and one brother, Nelson Burhans, of Pontiac.

The Penalty of Impatience.

Evansville, Ind., March 10—In the March 5 issue of the Tradesman I find the following item: "Impatience is the father of inefficiency."

These few words mean more than most of us realize. We should know that Nature produces everything by and through a slow process of creation. We should know that we can't jump into success in a day, week or year. We should also try to know that failure does not come in a day, week nor year. That is to say, we can't be thrown off of our feet all at one blow. We have something in and about us that encourages us to "come back."

We are all infant men, dealing with Nature and our childish desires are the cause of our impatience. We want our candy (business) before we are able to eat (manage) it.

We sit around and cry, kick up the dust and turn over all of the good things we have before us because we

can't get another stick of candy (a little more business.)

When we become impatient and childlike, we lose our heads and naturally become incompetent, disqualified, crippled and disjoined, mentally as well as otherwise.

Too many of us use brute force and if we become well developed through such a process we become kickers and knockers. Men of this sort are always non-producers, disorganizers, unsubstantial and withered crank.

Edward Miller, Jr.

Buying right is first cousin to a cash discount.

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

BECOME AN EXPERT IN BUSINESS EFFICIENCY
Accounting, Auditing, Systemizing, System Building, Commercial Law, Business Economics—everything pertaining to Accounting and Business thoroughly taught through
CORRESPONDENCE INSTRUCTION
by Experts. Instruction open to businessmen, bookkeepers, clerks, etc. Questions may be asked as freely as in the classroom. Our circulars of interest—a postal will bring them. Address: Department 6
CLEARY COLLEGE YPSILANTI MICH.

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The Tish-Hine Co.

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

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

TO REACH YOUR PATRONS AND FRIENDS
USE OF A MICHIGAN STATE TELEPHONE

IMPORTANT

Retail Grocers



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

Baker's Cocoa and Chocolate

with the trade-mark on the packages.

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

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



Fred L. Van Tyle.

M. C. Empey, of Cass avenue, who is making his trip in the Upper Peninsula, reports lots of snow and cold weather, but has chartered an extra train to transport Jersey Rye, which has such a demand in that country.

Brother Gould, being with us but a short time Saturday evening, informed us of the serious illness of his wife, but we trust and look forward to a speedy recovery.

Much pleased to see D. J. Buck back among us once more and trust he will be as of old.

Action was taken by appointing a committee to prepare a programme and entertainment to celebrate the twenty-fifth anniversary of our order and the twentieth anniversary of Bay Council, No. 51.

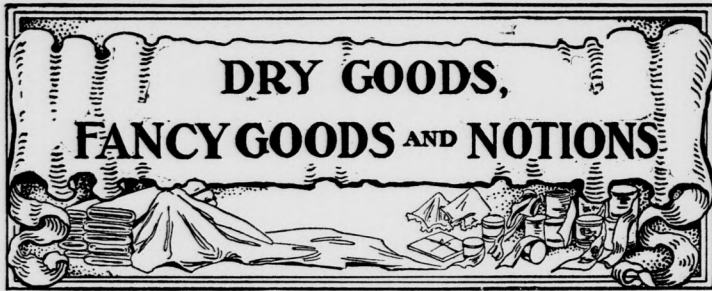
Bay Council, No. 51, takes pleasure at this time in presenting the photo of one of its oldest members—F. L. Van Tyle, of Bay Council, No. 51, for Grand Sentinel.

order in this Grand Jurisdiction, feeling that they are entitled to recognition in the Grand Council, will go to the Grand Council meeting in Grand Rapids, June 13 and 14, with a candidate for Grand Sentinel.

The brother whom we will present is eminently fitted for any office in the gift of the Council, a man of marked ability, strictest integrity, conservative and progressive, whose interest in the welfare and growth of the order is unbounded and who will fill the position with honor to the order and credit to himself.

Knowing that in presenting the name of our well-beloved brother, Past Counselor Fred L. Van Tyle, for Grand Sentinel, we are not only conferring honor upon ourselves and our Grand Jurisdiction, but upon our noble order at large, we most respectfully solicit the hearty support and co-operation of your council.

We assure you, brothers, that in



Proper Attitude of Retailer to Wholesaler.

Written for the Tradesman.

As you may know a man by the company he keeps, so you may know a merchant by the wholesale houses he buys of, by his relations with them and attitude toward them.

Since buying right is one of the most vital and essential factors of success, nothing is more important to the beginner than that he get started in with first class wholesalers.

The retailer should get firmly into his mind a clear idea of what is the correct relation between retailer and wholesaler. It should be one of mutual benefit. Neither can exist without the other. There can be no ethical justification for dealings by which both parties do not profit. The commonly accepted opinion is that the one who buys confers all the favor. This is wrong. The one who sells a desirable article at a reasonable price is also conferring a benefit.

So do not entertain an overweening opinion of the obligation you are placing the wholesale house under by giving them your patronage. If a large concern, it is possible that they might worry along without you.

"How is N— getting on?" asked a merchant who was in to market. N— was an old acquaintance of his doing business in another part of the state.

"Oh, N— is all right," replied the salesman in the wholesale house. "but he is no longer a customer of ours. The trouble with N— is that he thinks his trade is a h— of a big thing. He was wanting extras and special favors all the time. We found the game wasn't worth the candle and we let him go."

Don't become afflicted with this delusion that N— had, for it will react unfavorably upon you if you do. Don't feel that you must be carried around on a chip. Don't demand constant petting. Don't expect much in the way of entertainment. The best houses no longer make a strong feature of providing lavish entertainment for their customers. Remember that every cigar, every drink, every dinner, every theater ticket must be paid for, and in the long, long run it will be your money that does it.

Do not expect nor desire special prices nor unusual privileges. An extra five per cent off is very flattering to your vanity. But apply your common sense to the subject. To get right down to facts, is there any reason why a house should do better by you than by any other

good customer? Of course there isn't. Then take all such pretensions with a large grain of allowance.

Know it and appreciate it when you are well used, that is, well used in reality, not merely in seeming. A house that treats you with courtesy and consideration, that gives you good service, that deals on the square, that does not overcharge you on an article because you happen at the time not to know the best price on it, that handles reliable goods and whose representations you can trust implicitly—don't leave this kind of a house for some concern that offers specious inducements in the way of entertainment, unusual datings or discounts, or just plain "soft sawder," for you will miss it if you do.

It is a mistake for any small dealer to divide his trade among too many wholesalers. One or two good houses from whom he buys his main stock, then a few manufacturers and the like to supply him with certain special lines—this plan consistently carried out will serve one better than biting at every bait, or buying here a bill and there a bill as opportunity may offer. Scattered buying tends to an over large stock and to mixed and broken lines. The more you can buy of any one house, the more of an object it is to them to hold your patronage, and the better the prices and the better the service they can afford to give you.

I hold that a retailer ought to be independent of his wholesalers—that is, that he should have sufficient capital to be able to buy where he chooses, not be compelled to confine his patronage to such houses as are willing to carry him. The advantages of being so circumstanced are obvious. The dealer who can buy only at a certain few places is manifestly under a heavy handicap. But in every case where a man is trying to do business on a too limited capital, he certainly will fare better to buy principally of one good house and not try to get any large credit at other places.

I hold also that the retailer, unless very young and inexperienced in his business, ought to be the best judge of what and how much he needs to buy. He should understand the requirements of his trade out there better than any wholesaler can tell him, and it should be his own best judgment that goes. He should be proof against all the blandishments of the smoothest tongued and most persuasive salesman who may attempt to sway him from his proper course, which is to buy only what he needs and can sell. He is buying for his



Turtle Neck Sweaters

"Are it" for this season

Our line is made up of popular priced numbers for Men's and Boys' wear that can be retailed at 50 cents, \$1.00, \$1.50 and \$2.00 each. Colors are maroon, navy blue and silver grey. 🐣 🐣

BUY NOW

Grand Rapids Dry Goods Co.

Exclusively Wholesale

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

own little store, not to please the wholesaler. But on the other hand the retailer may receive many a valuable suggestion from the wider range and larger experience of the wholesaler. As I have said in a previous article, the best wholesalers will aim to advise a retailer only for his own good. Not to be too pig-headed to learn, and not to be so docile and easily persuaded as to be led around by the unscrupulous—this is about the happy medium of temperament to insure success.

The retailer should be critical of the goods he buys. It is well for the wholesale houses to know and feel that they are dealing with one who is cognizant alike of merits and defects in all the wares he handles. He should not be a captious, whining, fault-finding crank, always ready to make an awful fuss over every trifling error or discrepancy; but on the other hand he should not be dead easy.

A certain frankness should exist between retailer and wholesaler. Perhaps owing to special circumstances your trade is at some time not so heavy as you calculated it would be. Possibly a near by competitor is closing out a large stock of goods preparatory to going out of business. You can not well cut your prices to meet his; you may simply have to wait till he gets through. You need more time on your bills. The best thing to do is to write to your wholesale houses stating frankly and in some detail all the circumstances. The chances are that you will get the desired extension.

It should be one of the honorable ambitions of every retailer to deal with the best wholesale houses and to stand well in their estimation.

Fabrix.

Traveling Men Dubbed Easy by Tip Takers.

I think that Joshua N. Hobbs was right in his remarks before the National Association of Traveling Men recently when he said that traveling men were the biggest boobs in the world for permitting themselves to be continually robbed by hotels and railroads and transfer companies. I am one of the boobs myself and I have been ever since I have been on the road. I resented the term "boob" at first, but I believe after all, it is just the word to apply to us fellows.

My territory has been the State of Indiana in recent years, but in talking with the other boys I don't know as the territory makes any difference unless it is that the Pacific coast is about twice as bad as any other section. I have been "coming across" to baggage men and store porters, hotel bell-boys, doormen, trunk shifters, elevator boys, and transfer folk of all sorts for so long that it has become second nature. I had almost lost sight of that fact that I was a boob until Mr. Hobbs reminded me forcibly of the fact the other day.

What can we do about it? There doesn't seem anything we can do. Some fellow years back began the tipping system in order to make time

on his trip and the system hasn't slipped a cog since. Every fellow on the road is its victim—sometimes a willing victim, but more often we "shell out" with a feeling that we deserve a good, swift kick for doing so.

Waiting for Coin to Rattle.

Down in Indiana a few days ago I was particularly anxious to make connections for another town or it would mean my losing half a day. I had ordered my trunks out of the hotel at least two hours before time. As I took the bus to the depot it was raining heavily. I found my trunks were not there. I spoke to the bus driver—a big, burly fellow—about it, but he gave me no satisfaction whatever.

Time went on and my train was about due. The bus driver wasn't interested in my case at all. He had some sort of excuse because my trunks had not come along, but it was a lame one, and it was given to me in a most indifferent tone. I saw I was going to lose a half day's time.

"Here, Jack," I called to the bus man. "There's something extra in it for you if you will see that I get my trunks here in time for that train."

Mr Busman's whole attitude changed. He immediately began to take interest. In a moment he was on his seat whipping up the horses, and just in time for the train he came dashing up with my trunks. He had been "stalling" for his tip, and he got it.

That was just a sample experience that we fellows meet up with frequently. But the transfer man has no monopoly on the thing. He is only a part of the system which considers the traveling salesman legitimate prey. I don't know as he is in it with the pompous, uniformed individuals in the big hotels who are insulted if the tip is not a big one.

Some Have a Limit.

Not long since I came in contact with one of these pompous gentlemen in an Indiana hotel. It was his job to stand at the front door of the hotel, near a point where the street cars stop and to carry the guest's grip to the desk, some twenty-five yards distant. He took my grip at the door, carried it across the lobby, and as he stood with his white gloved hand all but outstretched I reach down in my pocket and fished out a dime for him. He looked at it with utter disdain.

"That's too small for me," he snarled "I don't want it."

"Well, by George, I want it," I flung back, and I didn't feel a bit cheap about it, either.

It takes the professional bellboy, though, to stand first on one foot and then on the other after he has taken you to your room and to hint in forty ways that he is expecting something besides mere gratitude. He usually flings at you a string of questions. "Have you got any clothes to be pressed?" he will ask or "Do you need any writing material?" When you happen to have had shoved on you the nery ones of this craft it is worth a tip to have him finally outside the door.

I have heard these boys converse with one another in the hallway on different occasions when my transom

has been open, and I know to a certainty that they have us all catalogued among themselves. Of course the hotel help is employed in many instances with the understanding that the bulk of their pay is to come out of the traveling man, and nothing better can be expected.

Theatrical Folk Immune.

"But is the traveling man the only one who is held up in this manner?" you may ask. To which I must reply that he is the big victim. Theatrical folks are known as a class who will not tip. They know that they will probably not go back to the hotel again ever, or if they do return it will be at a distant date. They are indifferent to the system with which they have to contend, and the sys-

tem in turn, knows enough not to bother about them.

But the traveling salesman continually has a point to make. He is in a position where he has to have his trunks brought to his room or hurried to the train with unusual haste. He is continually playing over and over the same territory, and doesn't for a moment think that these baggage men and porters and hotel employes do not remember a man from trip to trip. Sometimes it is fortunate for us that they do remember us, providing we have been liberal with them in the past, but in the long run we are only paying an extra price for the service that is due us. And for paying this price I agree with Mr. Hobbs that we are the "biggest boobs in the world." Markwood Reeve.

STILL GROWING

Owing to our constantly increasing business, we are adding two more stories to our building, which will enable us to carry still more complete stocks.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Ha-Ka-Rac

**Our Goods are Standard
Our Brand is a Guaranty
Our Prices are Right**



Our salesmen are out and will call during the season
Wait for them

The Perry Glove and Mitten Co.
PERRY, MICH.



No New Styles of Any Importance.

General style trend for spring and summer, 1913, is for button oxfords and pumps with a fair sale of button boots in the early spring.

No new styles of any importance have appeared recently. In fact, as the new season draws closer the situation is more definitely established.

Manufacturers and jobbers are anticipating a good demand for white shoes, both in canvas and leather, and are prepared to meet it. Rubber soled oxfords promise to be the best selling novelty in the cities.

Gun Metal First, Tan Second.

In material gun metal is easily the favorite, with tan second. A larger use of patent leather than last season is anticipated. There is also an increased demand for kid leather, but how this will become is uncertain.

Both manufacturers and retailers seem favorable to pushing the sale of kid, mostly because of the belief that it would have a tendency to reduce the price of calfskins. If the consuming public is agreeable, the demand may develop largely.

Novelty Evening Slippers.

One of the most interesting style developments of the present season is the call for novelty effects in slippers for evening wear. There is a noticeable increase in the demand for this class of goods in all grades and many varieties.

Several good reasons exist for this. Dating back for several years women have shown an increasing interest in a greater variety of attractive effects in footwear. Materials, color, combinations and ornaments that would match gowns and blend with various costumes have been sought.

Results of Time and Experience.

First efforts to cater to this trend were responsible largely for the multiplicity of styles which recently proved so demoralizing to trade. Time and experience have done much to regulate this tendency, however, and to result in a profit rather than a loss to merchants.

General styles for street wear have settled down into a fairly definite trend. The demand for novelties has shifted largely to slippers for evening wear. This is a practical merchandising proposition which the live and progressive retailer is turning into profitable business.

Retailer Turning Designer.

While the wise merchant is meeting this demand, made wary by past experience, he has discovered a way to do it profitably without taking many chances at loss. In fact, the retailer has turned designer and is doing a custom business in evening slippers.

Certain types of evening slippers, such as colored satins, beaded satins and, perhaps, a few colored effects in leathers, are kept in stock in keeping with the probable demand that will arise for such novelties in the community.

Showing Ingenuity.

But the retailers in small communities as well as those in the large cities are stocking a large proportion of plain pumps in satin and leather as the basis for meeting the demand for novelties. These are considered staple.

The retailer then shows his ingenuity in the selection of an assortment of bows, buckles and other ornaments which can be stocked at a small outlay and in as small quantities as desired.

Some retailers simply display these attachments and allow the customers to make their selection when a novel effect is desired. Other merchants, however, have found in this situation an excellent opportunity for stimulating sales and profits.

Making Up Samples.

This is done by making up sample pairs showing various attractive combinations and displaying them prominently in the store and in the window. The finished novelty proves a much stronger factor in creating a desire for these effects that can be inspired solely through the imagination of the customer.

The best evidence of the selling value of this idea is demonstrated by the fact that many retailers are experiencing no difficulty in getting big prices for these combinations, over half the value of which is represented in the extra ornamentation. This means a larger profit on each sale, and it is altogether mighty profitable business.

Plans for Summer.

Many merchants are planning to carry out the same idea to some extent in low effects for general and street wear next summer.

The present popularity of the innovation affords good reason to believe that its further development will be further acceptable to the customer as well as to the retailer.

Dead men cannot hurt you. Neither can the competitor who puts no life into his business, unless you are a dead one, too.

If you can build up your business without the use of premiums, do it.

The theory that there is always room for one more leads many a man to take on a bigger load of damp goods than is able to carry.

R.K.L. &
CO.
GRAND RAPIDS
SHOE

Easago



The Elk shoe that goes on easy, fits and feels like a glove and wears like iron. Both brown and black Blucher and Bal. cut.

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

Twin Trade Winners Hood's Royal Oak and Camel Boots

FIRST QUALITY



With duck foot, square edge

With duck foot, rolled edge

EITHER FOR \$3.33

Less "Early Order Premium" of 5% and—

Less "Prompt Payment Discount" of 5%.

Do you GET THAT?

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Attention-getting Price Tickets and Window Cards.

Written for the Tradesman.

The shoe dealer's window is an advertising medium of tremendous value.

But in spite of all that has been said and written concerning the business-getting possibilities implicit in the shoe store window, comparatively few retail shoe dealers are getting the maximum returns out of their windows.

This may sound like an adaptation for an old saying, but its true nevertheless—What you get out of your shoe window depends upon what you put into it.

Time, money and effort spent in staging beautiful shoe trims and in displaying attractive specimens of footwear is just about the safest investment I know about.

Are Price Tickets Worth While?

Any discussion of a shoe window without some reference to price tickets would be analogous to Hamlet with Hamlet omitted.

Personally I have always advocated the price ticket. And my opinion is not based on the expressed verdict of shoe customers whom I have sounded on this one point. The average person likes to see a price ticket displayed in connection with the style of a shoe that strikes his fancy.

If you'll analyze your own mental processes when you stand in front of any article of merchandise that appeals to you, you can realize just what's going on in the mind of the possible customer as he stands out there in front of your window looking in upon the shoes that you have displayed so artfully. When you are studying the article that arrests your attention and arouses your interest, you ask yourself the question (consciously or unconsciously,) Do I like that? (And it may be anything from a shaving set to a Jacobean dining room suit in quartered oak.) When you've made up your mind you like it, the next question is (and the sequence is severely logical,) What is the price?

If a pair of shoes is sufficiently attractive to arrest the passer-by's attention and creative in him an active want at the price indicated, he's a poor shoe salesman indeed who can't do the rest.

The price ticket habit is a good habit to get.

Are Shoe Window Cards Passe?

Some people seem to think that window cards are passe. Pshaw! Also fudge! Window cards are no more passe than sentiment in spring-time.

The size, lettering, style and general make-up of the window card may change from time to time—and who will say that there's anything in the moral code about our adhering to any given model?—but the window card itself is a pretty solid institution.

For the sake of a change, I have found it profitable to depart from the conventional size window card, using instead much smaller cards—from 3½ to 4½ inches wide by 6½ to 7½ inches in length. The lettering on such cards

must be greatly reduced, but if it is properly done it can easily be read by the observer in front of the window.

And here are a few suggestive phrases that may be used on these neat little cards:

Shoes of Quality
Popularly Priced
For Quick Selling

Gems of Fashionable Footwear
For Genteel Folks

Footwear Creations for
Correct Dressers

Advance Shoe Styles
Spring and Summer 1913

Dainty Footwear Modes
For Daintily Modeled Feet

Faultlessly Styled Shoes
At Reasonable Prices

Stunning Lasts
for Tasteful Dressers

Matchless Modes
in Seasonable Leather and Lasts

Simple but Elegant
Grateful to the Feet, too

Refined Stylefulness
in Footwear

Splendid Examples of
Artful Shoemaking

Now if there's anything here you can use, either in the wording I have suggested or with certain modifications that may occur to you, go to it.

But whatever else you do (or fail to do,) don't neglect that shoe window. Try to make it the most attractive shop window on the street.
Cid McKay.

The oldest colleges still retain their faculties.

It always makes a boy hungry when he sees another boy eating.

Seeds for Thought

He who dreams the morning away will waste the evening in worry.

The great folly is to use life to find a fortune and to miss folks.

It would go hard with some saints to find that Heaven is just the chance to answer their own prayers.

You can often find out more about a man's religion by borrowing money from him than by lending him some.

Some folks love the Biblical background as a pious place to back up into.

Many men despise fame twice in their lives—before tasting it and after missing it.

Faith always follows where love leads.

The greatest test of faith in God comes when all men seem to go wrong.

It is a great mystery to some that the religious hunger of the world is

not appeased by their theological cookbooks.

Discontent with self is the soil of divine ideals.

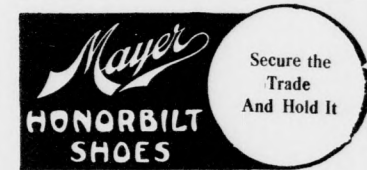
You can hatch out mighty little by sitting on your laurels.

One great test of heroism is to be denied the chance to do heroic things.

People who dispute over divine plans often have no time for divine work.

There is always a big demand for a thing that cannot be had.

Some of the charity that begins at home is not up to the standard.



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.

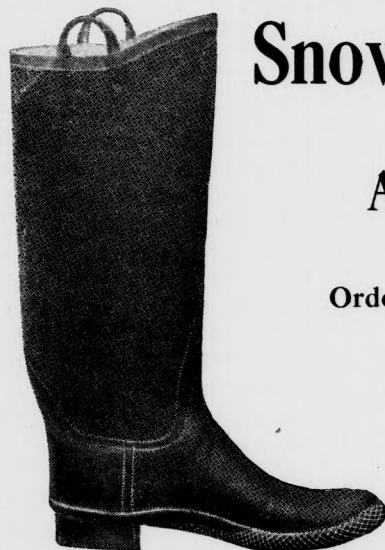
They represent the tanners' and shoemakers' best efforts, and are by far the best wear resisting shoes offered to-day.

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.



Snow Banks plus Sunshine

Result

A Demand for Rubber Boots

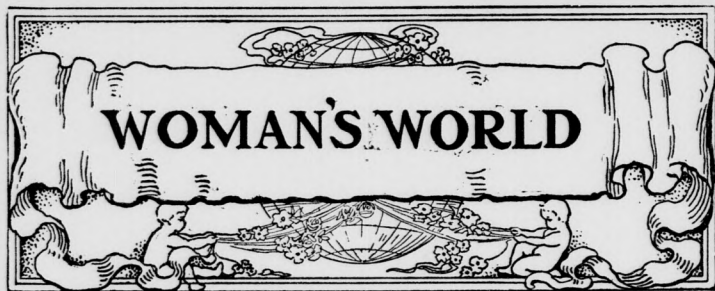
Order the GLOVE BRAND To-day



Build a trade that will be with you next year. There's always more profit in the long run in handling merchandise of unquestioned merit, and Glove Brand Rubbers are of that class.

HIRTH-KRAUSE COMPANY, Distributors

Grand Rapids, Mich.



Lowliness and Obscurity Have Their Compensations.

Written for the Tradesman.

Both Helen and Florence Millard have very recently been married, Helen to the famous author-lecturer Dr. Wilburson Donley, one of the brightest lights of the platform, and Florence to John Jones, the only son of some friends of the Millards. John is the proprietor of a small automobile repair shop. Being industrious and skillful in his work, he is prospering very nicely in his little business.

Naturally Helen's brilliant match stands in sharp contrast to the humble union of her sister. The probably widely varying fortunes of the two girls have been the occasion of no little comment on the part of their friends and acquaintances.

Mrs. Van Suydenham was speaking of the matter last evening. Mrs. Van has been a successful climber herself and has a very thoroughgoing knowledge of all the elevations and depressions of the social surface.

"From my heart I can really congratulate Helen Millard on her marriage," she began in her airy manner. "Such a husband as Mr. Donley furnishes a bright, ambitious, well-educated girl like Helen with just the opportunity that she needs. She will have a chance to breathe the upper air. Of course she will accompany him on many of his trips, assist him in his work, and share his chaplet of renown, for in taking his name she takes his fame also.

"But Florence, how could she ever do it?" Here the good lady's voice sank in a mournful whisper. "To throw herself away on that poor automobile tinker with a hopelessly plebeian name and no future! What the girl was thinking of I can't conjecture. Of course, John is a good, steady boy, there is nothing in the world to be said against him, but so desperately commonplace! I am told that they are to live in a cottage or bungalow or something of the kind out on Thirty-seventh street, which John is paying for on the installment plan. Doesn't it all seem wretched, pitiful, when you think of the life her only sister will lead? I understand John's highest ambition is to own a big garage and salesroom. Maybe he will get up to that—I hope so—but he never will be known outside of his own ward. How could a girl with Florence's ideals have made such a choice?"

I suppose that, strictly speaking, neither Helen nor Florence made an actual "choice"—I have an idea that after the manner of their sex each

girl simply took what came; that in the one case the distinguished Dr. Donley was the suitor presenting himself that seemed worthy of acceptance, and in the other it was plain John Jones. I also suppose that had Florence had the opportunity to make selection between John Jones, her present excellent husband, and an exact duplicate of him as to personality, who had achieved distinction in some art or profession, that very naturally she would have chosen John Jones plus fame to John Jones minus fame; for Florence is no ascetic, nor has she in any wise renounced the wiles and allurements of this wicked world. But it was John Jones the mechanic with a little automobile shop on Oak street, who wears a greasy jumper and overalls during working hours and is without any present or probable future fame, or not take John Jones at all. Frankly speaking I believe the maiden acted wisely in doing as she did.

I admit that Dr. Wilburson Donley on the lecture platform is a far more imposing figure than John Jones in his repair shop wearing oil-smearred clothes, but I should be willing to wager that all the real happiness that Helen sees more than her sister will enjoy, she will richly earn.

For I have observed that whoever chances to stand in the capacity of chief, stay, consoler, and foundation wall to any celebrity, has a very busy job. I don't care whether the celebrity is a poet, artist, dramatic star, singer in grand opera, writer of a best seller, inventor, or professional ball player—the flower of genius must have some one to shelter, protect, sustain, and uplift it. When a man is happily married, like Dr. Donley, certainly it is his wife's privilege to hold this very essential position; but as I have remarked, it is a busy job.

Of course, to quote Mrs. Van Suydenham, "she will share his chaplet of renown." Fashionable literary clubs will honor her as the nearest satellite to a great luminary, and she will figure as the "and Mrs." in newspaper mention of "Dr. and Mrs. Donley." Further, she may walk all her days in a sort of aureole of brightness, a reflection of the splendor that surrounds her husband. But sometimes in her heart of hearts she will wish he were a plain, common, unknown man, like her brother-in-law John Jones for instance. For her husband is a genius, and a genius is a creature of moods and nerves, of brighter hopes and deeper despairs than ordinary mortals, one who gives out largely of his vitality, and to whom some one must bring a never-failing

supply of strength and hope and courage. The public sees him as an actor in heroic pose and full costume, with his make-up all on; his wife has him to deal with off the stage, when the paint has disappeared from his countenance and his might has become weakness.

Sadie Laramie, an old school friend of mine with a musical turn, married Signor Giovanni Dall 'Ongaro, an Italian singer. He stood six feet in his stockings, weighed two hundred pounds, and was a most magnificent figure on the stage. His voice was nothing short of wonderful. But off the stage he was the greatest baby I ever saw in my life. It was Sadie for this and Sadie for that. She had to look out for everything from the proper diet for his delicate stomach to keeping his precious feet out of a draft. Being a skillful pianist as well as a very bright and clever woman, she acted as his accompanist. But of course her playing was entirely subordinated by his singing. I never see or hear the word accompanist but I think of poor Sadie. As Signora Dall 'Ongaro she sank into an early grave.

It tells in the Bible how when Amelek came and fought with Israel in Rephidim, that Moses stood on the top of the hill with the rod of God in his hand, and Aaron and Hur were with him.

"And it came to pass, when Moses held up his hand, that Israel prevailed; and when he left down his hand, Amelek prevailed.

"But Moses' hands were heavy; and Aaron and Hur stayed up his hands,

the one on the one side, and the other on the other side; and his hands were steady until the going down of the sun."

My little friend Mrs. John Jones, nee Florence Millard, had no occasion to sigh because her husband is an automobile repairer and never will win fame and renown, nor to envy the lot of her sister, Mrs. Wilburson Donley. If ever she is inclined to feel downcast because of her own and her husband's obscurity, let her remember the sad fate of my friend Sadie Laramie, or think of the weariness of Aaron and Hur holding up the hands of the great leader Moses on that field of battle. Quillo.

Obscurity lives much longer than fame.

Tanglefoot



Gets

50,000,000,000

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

The Sanitary Fly Destroyer—Non-Poisonous.

This can't happen with

When sugar bags burst it displeases your customers, but before they get a chance to burst they cost you money, the twine costs you money, so does the overweight. It's a waste of energy to put sugar in bags—you might as well spend your time canning tomatoes. Sell FRANKLIN CARTON SUGAR and use the time you save to arrange a display of it on your counter. The neat blue cartons sell on sight. FRANKLIN CARTON SUGARS include FRANKLIN GRANULATED, FRANKLIN POWDERED, FRANKLIN DESSERT AND TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN CUBE SUGAR; all the fast selling grades, in cartons of convenient size for your customers, packed 24, 48, 60 and 120 lbs. to the container—all for your convenience.

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA, PA.

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"

A Little of Everything and Not Much—

Mears, March 8—A friend has given me the privilege of perusing a little pamphlet entitled "Personality of the man who has directed the Michigan Tradesman for thirty years." I have read it, not once, but three times. That's more than I have read my bible and, really, I am swelled up to think I have even a writing acquaintance with such a man as you are portrayed to be. Isn't it passing strange that there should be two such men as you and I in the same State—even in almost adjoining counties—and that we have never met. There is very little difference in your life and mine. You are a trifle my senior. Your photo shows you with regular features, high prominent forehead, denoting brains. I, on the other hand, have an exceedingly large Roman nose that entirely hides my other classic features, and, as for brains, I don't need any, as I am in the grocery business. The fact of the matter is, I always was afraid to show my phiz in your city streets in daylight, until R. K. Moulton awarded himself the prize as the handsomest man in Grand Rapids. As your citizens stood for that, I felt that even I could pass unnoticed. I have seen R. K. Moulton, but never noticed any medals on him that had been awarded in a beauty contest.

While you as a boy peddled apples on the steamboat plying Grand River in the summer, I also spent my time paddling up and down the Pecatonica River and stealing apples from the farmers—that is, until watermelons were ripe. You've got me on looks, finances and age, but we even up on the paddling, as the Pecatonica River is much dirtier and a trifle wetter than the Grand. You also have dollars where I have cents. I pity anyone who don't have dollars to my sense. In fact, I have been in business years and years, but don't recollect ever writing a single business letter that wasn't mostly foolishness.

I know I jump from one subject to another like the dictionary. I will leave it to such high moguls as Harold Sears, of the National Biscuit Co., or even to His Royal Highness, M. L. Elgin, of the Musselman Grocer Co., if they ever knew where they or I were at, after reading a letter from me.

I like the Grand Rapids business men, with whom I do business, but lots of them are peculiar; in fact, all men are, except me. Take that handsome, long-gated Glenn Finch, of the Grand Rapids Shoe & Rubber Co. He is a particular friend of mine, but doesn't advertise the fact, as he is ashamed of it. Then take Fred Rowe, of the Very Carelessly Managed Co. It must be those letters stand for these words, as I called on him at his office four different times in the past year and he was out. A year ago he and I pooled \$4 which we agreed to spend together. I begin to suspect he is drawing interest on the money and that I am out two bucks. I am awfully worried, as I have only a writing acquaintance with him also.

I begin to get suspicious, finding so many people out whom I want to see. Maybe the fly cops give warning when I arrive, so on my next visit to your city I will keep mum and won't even give you a warning when I intend to drop in to give myself the pleasure and you the honor of a handshake.

C. A. Brubaker.

Carnegie on Partnerships.

Recently, in his testimony before the House Steel Trust Investigating Committee, Andrew Carnegie said:

"I don't believe that any corporation can manage a business like a partnership. When we were partners, I felt that we could run around corporations. You take thirty-five young men interested in watching even a leak in a spigot, and no corporation can compete with such an organization in any business."

Mr. Carnegie was comparing the former smaller concerns with the big trusts, and, of course, his remarks had no bearing upon whether a retail merchandising business is incorporated or simply a partnership.

Mr. Carnegie's opinion is worth something, and this opinion contains an idea for the advancement of the retail merchandising business:

Suppose that each employe in your store was an active partner in the store. Don't you think that the business would feel the effects—that it would help your store to "run around" competition—

Most profit-sharing schemes are disappointments. Carnegie's was a brilliant success—made millionaires of his forty partners and a "multi" of him. He did it by old-fashioned partnership.

Leaks That Can Be Closed.

Here are a few of the leaks which enter into the conduct of many a dry goods or apparel store. Careless disposal of damaged goods; giving over-measure by clerks who favor the store's customers beyond the store itself; failure to charge; lax methods of handling memorandum charges covering goods sent on approval, permitting clerks to use goods from stock; lending goods out of the store; failure to change advertising copy sufficiently often to make it valuable; unnecessary lighting; failure to check in and measure all goods purchased; lack of system by which clerks can be kept busy when there are no customers in the store; leaving small packages of merchandise in shipping cases; permitting goods for which there is small demand to be stowed away where they have no chance to move; failure to mark selling prices on all goods.

Check them over. The list isn't complete by any means, but possibly attention to a few of them will stop a leak or two. Leaks come directly out of the net profits.

A Futile Chase.

"Don't you think," asked the ingenious lecturer, "that in my address I run the gamut of human emotions?"

"Well," replied the frank local committeeman, "I reckon you run 'em, all right, but it seems to me you don't quite catch any of 'em."

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

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. 🍷 🍷 🍷 🍷 🍷

Judson Grocer Company

ONE hundred years ago a French scientist discovered that fresh fruits and vegetables hermetically sealed and sterilized by exposure to a high degree of heat would keep fresh, sweet and wholesome for years. Our Canned Foods are prepared for our trade from goods brought in from the orchards and fields in the pink of condition—placed in cans under the most modern sanitary methods. It is with pride in the success of our food merchandising that we offer our Canned Foods to our customers.

The Canned Food House

Judson Grocer Company

Grand Rapids, Mich.

Use Tradesman Coupons



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

The National Retail Hardware Association.

Mount Vernon, Ohio, March 10—We are often asked "What is the National Retail Hardware Association doing? What is the justification for its existence? And, how is the money spent?"

There has never been any effort on the part of the officials of the Association to keep any knowledge of the work from the members. But as the years go by the things to do change and the work is done from a different angle.

The work of the year that is coming to a close has been largely an effort to convince the jobbers and manufacturers that the lowest published price, of any article, is the established market price.

We have been told that our want of salesmanship and our poor system of doing business, and a lot of other things that were all true, and good in their place, were the stumbling blocks to our success. The question of price has been something to shy from, by both jobber and manufacturer. They have not wanted to discuss that question.

But in Chicago last December at a meeting of retailers, jobbers and manufacturers, the jobbers joined with the retailers, in passing a resolution whose main point was that the lowest published price was the market price of goods, and that the manufacturer should be willing to give such prices to jobber and retailer that they would be enabled to meet any competition and have a profit. We were nearly two days threshing out this proposition. And for nearly a day the jobbers refused to subscribe to the resolution. They wanted to talk about salesmanship, and clean windows and better methods of doing business, but late in the afternoon they joined with the retailers and subscribed to the resolution.

On the second day the manufacturers met with the jobbers and retailers, and although the subject was thoroughly discussed the manufacturers' representatives would not sign the resolution, claiming that they had not the authority to do so. The manufacturers' committee, however, promised to bring the matter up at the next meeting, which, they said, would be in February.

The new price lists with reductions, is one of the results of the Na-

tional Committee's conference with the Wringer people.

During the past year much work has been done looking to the development of an advertising catalogue for the use of the retail trade. Many retailers have already taken the matter up and are using the catalogue to advantage. The work of getting out of catalogues is done at the Argos office, and the trade get them at cost.

A meeting was held at Indianapolis, with a committee of stove manufacturers, in December, and some progress was made looking to better conditions.

The Executive Committee had a meeting with Mr. Ashbury, of the Enterprise Manufacturing Company, and after an all-day meeting and a thorough canvass of conditions received a promise that an effort would be made to better retail conditions. This is a promise that we have never before been able to get.

It is the purpose to use the Bulletin and such other methods as are found feasible, to make public the names of goods on which the catalogue houses are getting special prices, and to help the trade to understand conditions and, if possible, get better prices for the trade. To do this effectively the office at Argos must have the help of the trade by giving the Bulletin all the information they can in relation to prices and the methods being used to undermine the trade of the retailers.

In all this work we are confronted with certain legal restrictions that we must be careful not to overlook. As an Association, we cannot demand lower prices. As individuals, and through individual effort, we must secure our ends with jobber and manufacturer.

A thorough understanding of our needs, our handicaps and conditions will help us to present the questions in a proper light to both jobber and manufacturer.

At present nearly every rural home and a good many town homes have editions of the mail order catalogues. These catalogues are read and very frequently consulted previous to pricing goods in the nearby stores. So when your customer comes to you he knows what the published price is on the goods he is desiring to purchase. If you quote higher prices than he finds in the catalogue he naturally turns to the catalogue house and orders his goods.

You know that it is the man on the other side of the counter that pays the bills and pays you to do business. Now every time a customer is thus treated he becomes less friendly

to you, and more convinced that you are too high priced to patronize, and a firmer friend of the mail-order house. A condition not at all comforting to the retail trade of the country.

So we have taken our stand on the proposition that the lowest published price becomes the market price, and we are seeking to educate the retail trade that that is the platform on which we must all stand. We certainly have a right to ask equal prices with others, especially when we—the retail trade—sell 90 per cent. of the manufacturer's output.

We take the position that no manufacturer has a right to sell at different prices to competitors, for if one merchant has an advantage in price, he has the opportunity to supplant

and drive his competitors out of business, and so secure a monopoly of the trade.

While we have no right to dictate through what channels a manufacturer can sell his goods, we have a right to demand of the manufacturer that he help us sell his goods at a profit in competition with his other customers.

What right has a manufacturer or jobber to sell us goods when he knows that it will be impossible for us to dispose of the goods at a profit in competition with those who have been favored with better prices?

While as an Association we are not permitted to combine, or agree to use our influence to demand that any manufacturer follow any certain policy of selling, yet we as individuals

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

Some of Our Factory Brands

Diamond Steel Goods
 Wood, Wilson & Piqua Shovels
 and Spades

Revero Garden Hose
 F. & N. Lawn Mowers

Atkin Saws

Atha Hammers and Hatchets

Factory Brand Goods are backed by us
 and the manufacturers

Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.

have a right to insist upon protection which, if refused, leaves us the unquestioned right of throwing his goods out of our stores, and, further to use our influence when and where we can, to bring such manufacturer to another frame of mind.

In doing this work we must remember that our loss of trade from catalogue house competition is not measured by the sales we fail to make only, but there is a very important addition that cannot be measured. I mean the sales we ought to make to people who do not come into our stores after they get the catalogue habit.

While we cannot blame our trade for going where they can buy cheapest, we should emulate their example and look around for lower markets from which to draw our supplies.

And that leads me to emphasize the importance of being posted on prices. The catalogues of the mail order houses are open to us, and they are the best mediums from which to get the information we want. Compare prices when you get your bills from jobbers and manufacturers, and if you are being charged too much make your complaints and make them emphatic.

If you do not owe for any bills that are due or past due, you are in better shape to make your complaints stick. Money talks, and it is the cash buyer that both the jobber and manufacturer wants.

W. P. Bogardus, Treas.

Where the Perfunctory Merchant Loses.

Written for the Tradesman.

If anyone should make it a point to indicate that he means business it is the business man—the man who makes his living by buying and selling again. Yet it is quite a frequent experience that merchants in all lines of trade are perfunctory in their salesmanship; while even the most energetic retailers now and then load themselves with lines which they make practically no attempt to push.

Thus, in the drug business, a retailer may stock cameras and then simply sit still and leave them to sell themselves, with possibly an occasional perfunctory word or two about them in his newspaper tailer may stock themselves, with possibly an occasional perfunctory word or two about them in his newspaper space. Or a hardware dealer will dabble indifferently in motor cycles, or stock prepared roofing merely because other hardware dealers carry it, and with practically not the slightest idea of pushing it.

This is poor business. It is better for the retailer to carry a limited variety and push everything to the very limit of his selling power. It pays to concentrate your energies upon a few lines and make them specialties in preference to stocking with everything you can think of and handling all things in the same indifferent way.

A rather extreme instance of perfunctory selling came to my notice recently. Practically all hardware dealers handle stoves and most of them put their best energies behind

the selling of stoves, for the margin is good and a single sale goes a goodly distance toward boosting the total of the week's business.

This dealer, however, treated his stove business in lackadaisical fashion. If anyone came in and wanted a stove, he was shown a stove, and, if possible, induced to buy a stove; but no organized attempt was made to bring in new stove customers or break past stove records. If the business came, all well and good; and if it didn't come, all well and good. The result was that, in a couple of years, approximately two dozen stoves were sold—which is pretty good business.

About that time the advent of a pushful hardware traveler caused a sudden, miraculous burst of enthusiasm. The pushful traveler talked, hammered and overpersuaded the slow-going retailer to stock twice as many stoves as he had ever sold in one year before. An easy price, combined with good quality and finally an informal undertaking to take back any unsold goods, clinched the deal.

Then the retailer, before the enthusiasm spread by the pushful traveler had passed entirely off, set himself to the task of selling those stoves. The stock was new and bright and the merchant decided that it was worth playing up in the store arrangements. The stoves were moved forward to a prominent position, where every customer must see them. The effect was so encouraging that the merchant supplanted it by the use of advertising posters furnished by the manufacturers, and show cards and price cards prepared by himself. From this the next logical step was the preparation of a window display, in which priced stove was the outstanding feature.

Simultaneously the merchant, always conservative in the matter of newspaper advertising, startled his contemporaries and the general public by the use of a half page advertisement, devoted every word of it to stoves. A slightly cut price was offered on one particular stove as a sort of leader. The advertisement from start to finish was a thoughtfully planned talk on stoves, and, though it had numerous weak points, it started trade moving.

The store and window display and the newspaper advertising were persistently backed by the merchant and his staff. Every customer, no matter what he came for, was invited to take a look at the new stoves.

"But I'm not buying," more than one customer would protest.

"But just look at these stoves. This one's the finest thing of its kind that's ever been offered in town. You don't need to buy, but we want you to see it."

And so on. Rarely, indeed was a customer too busy to take at least a brief glance at the stoves; and more than one of those who weren't themselves in the market became enthusiastic missionaries for the new stoves. The salesmen themselves were not diffident in the matter of pushing their selling arguments, and clinching sales; and by dint of steady, persistent efforts, the original order was eventually cleared out.

The merchant was gratified. He had learned one of the biggest secrets of business success—that the goods which are worth handling at all are worth pushing to the limit. He placed repeat orders with the manufacturer and, in anticipation of the genuinely cold weather pretty nearly due, redoubled the force of his stove advertising campaign and went after a large list of prospects with "personal" letters, inviting them to call and look at the new stoves.

The result was that that great stimulus to stove buying, the first cold day of winter, brought this particular merchant orders for more than thirty-five stoves—three times as many, almost, as he had been accustomed to sell in a year by the old perfunctory, dilatory methods.

To an energetic merchant it doubtless seems incredible that there are retailers here and there who are still,

as this one was, in the business kindergarten; but even the most energetic retailers now and then allow some line to drag. Steady, determined, energetic pushing is the secret of business success in all lines, and it is particularly needed in the handling of new lines and specialties.

William Edward Park.

Out of the Night That Covers Me.

Out of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods there be
For my unconquerable soul.

In the fell clutch of circumstance
I have not winced or cried aloud.
Under the bludgeonings of chance
My head is bloody but unbowed.

Beyond this place of wrath and tears
Looms but the Horror of the Shade,
And yet the menace of the years
Finds and shall find me unafraid.

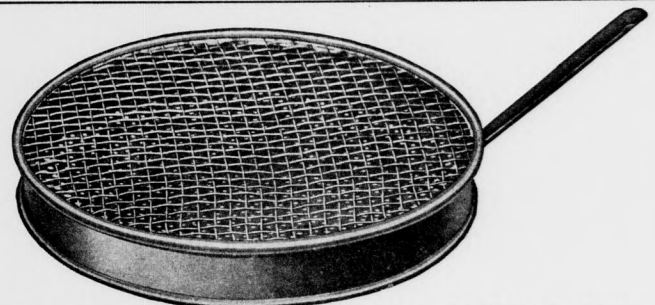
It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate,
I am the captain of my soul.

William Ernest Henley.

**H. Eikenhout & Sons
Jobbers of Roofing Material**

GRAND RAPIDS, MICH.

We carry a large stock of
**Roofings, Roofing Materials and
Building Papers**



The APEX BREAD TOASTER

THE BEST TOASTER MADE

FOR USE OVER GAS, GASOLINE AND BLUE FLAME OIL BURNERS
Retail at 25c with a Good Profit to the Live Dealer

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

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.



Grand Council of Michigan U. C. T.
 Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—E. A. Welch, Kalamazoo.
 Grand Past Counselor—Geo. B. Craw, Potoskey.
 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.

Michigan Division, T. P. A.
 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.

Meeting of Board of Directors, M. K. of G.

Port Huron, March 8—The regular meeting of the Board of Directors of the Michigan Knights of the Grip, called to order by President Frank L. Day at 9:30 a. m. All members were present except H. P. Goppelt.

The Secretary was instructed to write the beneficiaries explaining the conditions that now exist.

The Secretary was authorized to order the Brownell letters from the Tradesman Company and that the same be mailed promptly.

Letter from F. L. Mather relative to an advertising proposition was read and ordered filed.

The Secretary was authorized to write Ex-President Caswell regarding the applications from the Burns and Griswold Hotels.

President Day then appointed the following members as correspondents for the Michigan Tradesman:

Battle Creek—John Q. Adams.
 Jackson—Maurice Heuman.
 Lansing—F. M. Ackerman.
 Kalamazoo—Jno. M. Hoffman.
 Detroit—J. C. Wittliff.
 Bay City—M. C. Empey.
 Saginaw—H. Vasold.
 Traverse City—Fred C. Richter.
 Sault Ste. Marie—H. G. Tapert.
 Ludington—J. M. Goldstein.
 Port Huron—F. N. Mosher.

The communication from Kalamazoo relative to hotels sending out advertising matter to the members was laid on the table.

The report of the Secretary-Treasurer was received and placed on file.

The report of former Treasurer Hoffman was received and placed on file.

The Board of Directors reported that they had examined the books of the Secretary-Treasurer and found them correct.

The Finance Committee reported the following bills:

Courtney Bros., printing\$ 38.50
W. J. Devereaux, express and telephone 1.45
W. J. Devereaux, postage stamps106.00
J. D. Martin, expense to B. M.	.11.81
J. Q. Adams, expense to B. M.	10.09
F. L. Day, expense to B. M. 9.45
	<hr/>
	\$177.30

The bills were allowed as read and orders drawn on the general fund for the amounts.

The bill of the Secretary-Treasurer for salary, \$56.15, being 5 per cent. on \$1,123, was allowed and the Treasurer was instructed to draw an order on the general fund for the amount.

The Finance Committee reported the following death claims:

Wm. Wildanger, Flint.
 P. J. Van Rosmanlin, Minneapolis, Minn.

A warrant was ordered drawn on the death benefit fund for \$250 for each beneficiary, carried.

The Finance Committee reported the following death claim:

G. W. Weatherwax, Ludington.
 One hundred dollars was ordered transferred from the employment fund to the death benefit fund and the Treasurer instructed to draw a warrant on the fund for \$100 in favor of the beneficiary.

An assessment of \$2 on each member was called for May 1 to close May 31.

Adjourned to meet Saturday, June 8.

W. J. Devereaux, Sec'y.

Wafted Down From Grand Traverse Bay.

Traverse City, March 10—H. C. Hoffman has been confined to his home with a severe case of tonsillitis, but at present is slightly on the mend.

Wm. Mason has opened a hotel and eating house at Walton and from all we can learn he is serving the boys right.

Ester Carlson, daughter of Otto Carlson, of Cadillac, is rapidly improving since her operation for appendicitis about two weeks ago.

Richard Rybold, of Cadillac, better known as Dick, has engaged in the leaf tobacco business in Milwaukee after being a cigar manufacturer of Cadillac for the past twenty-two years. The new firm will be known as the

Vogt, Rybold & Runge. Cadillac's loss is Milwaukee's gain. We will miss you, Dick, and wish you all the success there is due you.

Remember our last party of the winter's series will be held next Friday evening. Come and support your loyal committee.

Seems queer that it only takes Jim Goldstein one year to write one week's items and get everybody sore for another year.

With deepest feeling of sympathy we are obliged to chronicle the death of N. G. Sayles, of Scottville, who formerly conducted a retail grocery store there, but of late has not been taking an active part in business, but trying to restore health. The end came last Wednesday and words cannot express our deep feelings of sorrow. The world has few such men as Mr. Sayles and if we had more it would be a better world to live in. Those who knew him loved him best. Mr. Sayles is survived by his wife and N. W. Sayles, a brother, who resides at Hart.

We have before us the annual report of one of the \$9 accident insurance companies which places before its members, as one of its strong features that it pays \$10,000 if the policy holder is killed on a train propelled by steam, etc. Now, we have taken the liberty of placing before you a few figures for comparison and consideration:

The \$3 company paid twenty-four death claims at \$5,000 each or \$130,000.

The \$9 company paid one death claim at \$10,000.

The \$9 company paid on above twenty-five death claims a total of \$140,000.

Average amount paid by the \$9 company on above twenty-five death claims, \$5,600.

The U. C. T. would have paid on twenty-five death claims \$6,300 each or \$157,500.

The \$9 company paid \$140,000.

The U. C. T. would have paid more than the \$9 company, \$17,500.

Average amount paid by U. C. T., \$6,300.

Average amount paid by \$9 company on above twenty-five claims, \$5,600.

The U. C. T. would pay more per claim on the above average, \$700 or 12½ per cent.

The Limit.

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.
 Jim Goldstein.

Of all the ugly things designed
 That makes us feel so sad
 In writing Grand Rapids items
 Jim did not make any one glad.
 Fred C. Richter.

Will Do Grand and Noble Work.

Port Huron, March 10—The Board of Directors of the Michigan Knights of the Grip held a meeting at the office of Secretary Devereaux in Port Huron Saturday, March 8. There was a feeling of enthusiasm among the members present. New applications are coming in rapidly and the mem-

bership have responded liberally to assessment No. 1.

Five thousand five hundred dollars has been paid out to the beneficiaries of our deceased members since Jan. 1 and the Board hopes to wipe out every dollar of our indebtedness at the next meeting. This can be done if those who have not yet paid assessment No. 1 will do so at once.

The organization has done a noble work in the past and it will live to do a grand and noble work in the future.

W. J. D.

"The millennium has not yet arrived, but no thoughtful man will deny that there has been a great awakening of the business conscience in recent years," says a veteran merchant. "The old motto, 'Honesty is the best policy,' in place of being more or less a beautiful sentiment, is coming to be more of a practical reality. The day has come when to be honest means not technically, legally honest, but broadly, humanely honest—honest in thought, in purpose, in act."

Go out shopping for an article for yourself. Lock around. Finally you drift back to perhaps the first or second place visited and purchase. Ask yourself why you went back to that place. Something caused you to do it. Try that "something" on your customers. Of course the temperament of people differ; yet you are about the average. Eight times out of ten what won you over will win for you.

Occasionally a patient swears by his doctor, but more often at him.

Lowest

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

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

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago
 St. Louis Minneapolis
 Dallas

Chirpings From the Crickets.

Battle Creek, March 10—Geo. Foreman, merchant at Eckford, has purchased a farm near Hastings. Running a general store and a farm is plenty of work for one man.

Wet and dry talk is again in the air.

Lots of la grippe, mumps and general sickness over the territory.

The fire bug is sure after Claude Lawrence, liveryman at Tekonsha. Not many weeks ago the building in which he had living apartments on the second floor burned to the ground and destroyed all his furniture and household effects. Last week fire in the office of his barn burned nine robes. Such affairs as these eat up the profits.

The K. P.'s put on a "poverty ball" at Union City last Tuesday night. The order is in flourishing condition at this point and the party was well attended.

Chas. D. Cutler, general dealer, at Athens, has moved into larger quarters. Mr. Cutler has been in Athens only a short time, but has built up a fine business. He was formerly at Nottawa with his brothers.

Bro. J. Q. Adams attended a meeting of the M. K. of G. at Port Huron Saturday.

Bro. Chas. W. Moore and wife will visit relatives in Jackson over Sunday.

The group pictures of the officers and executive committee of 253 are ready for the boys and they sure are fine.

Another good time for Saturday, March 15. Let us see you all.

Chas. Scully and W. W. Whitney of the United Confectionery Co., left for a short business trip South on Monday.

H. B. Gerould, formerly traveling out of Battle Creek, is now nicely located in the city. Success to you, Burr.

Bro. Geo. C. Steele, our worthy Secretary and expert sauer kraut taster, called at Mr. Topping's studio Saturday for his copy of the group picture we had taken last Sunday. Mr. Topping was absent, but his assistant stepped up to take care of Mr. Steele's wishes. Bro. Steele (the boy who put the pulp in paper) stated that he had called to get a picture. The assistant looked George over and asked him if it was the one of the father and his boys. Geo., seeing he was in earnest, said "yes" and asked the gentleman in charge (while they looked at the group photo) which man he thought was the father. The fellow promptly pointed to Clarence Whipple. Oh, you Clarence! You childless Clarence! and Charles Dye, a great-great grandfather right in the center! No, just grandfather! George had a good laugh.

I could not get enough material together last week to send in a letter, so this week, while making my rounds, I jotted down notes for future reference. Recollecting this, I just now turned to my notes and the first item was, "Get some Prof. Field's worm powders for babe," and still I call on trade that thinks I am too young looking to be a mar-

ried man. You see my family cares got in with my timely topics.

Bro. Herbert W. Ireland, formerly of Boston, but now, we are pleased to write, of Battle Creek, was rushing around Saturday selling more goods than some fellows sell Monday and Tuesday together. Extra special, neat, clean and bright, prompt delivery and quotations right. Herbert has as many adjectives as his command as one of W. R. Hearst's editors-in-chief. Between orders and business hours, Herbert is planning floats for Battle Creek's big summer celebration. His ideas are original and T. H. Butcher and T. Morgan are well pleased with them. Good for you Herb. Set the pace and make them all go some.

Joe Spaulding, one of our new members, has purchased the retail cigar business of S. W. McGee & Son. This is a desirable stand and will surely prove a good investment.

R. L. Greenman is now with the Hanselman Candy Co., of Kalamazoo. Rupert has been in the candy business some nine years and is well qualified to hold down the job.

Testimony in local papers reads that Sears, Roebuck & Co. dock girl employes five cents for the time they take to go to get a drink of water. Some system. Every time the average man goes to get a drink it costs him (the man) five cents if beer is all he wants. Some of the big Chicago mail order houses are getting some free advertising. May, however, prove costly.

Chas. R. Foster will read an original poem Sunday in the Methodist church.

As I try to close my letter in good form, my eye falls on my new photo of the thirteen counselors who represent the officers and executive committee of good old 253. My thought was to write a little poem and, as my first impressions are always the best and as my first poem will probably be as good as the rest, here goes. I take the top row, left to right and so on down.

Vint is a South Sider,
But travels east and west.

Ed. works behind the counter
And does his level best.

Charley is on the wagon
But sells a good substitute:
And when it comes to boosting
Boys, he is with us, he can boost.

Brother Johnson, clean out and in,
Will stay with us through thick and thin.

Bill, yes Bill, oft we meet
On the trains and on the street
Little case and little book
Large returns, never the hook.

Uncle George, one of the best
Loves his kraut same as the rest.

John Q. Adams, from a modest start
Is climbing to the top.
And claims he is not smart.

Chas. R. Dye, of Merrick fame
Known far and wide, what's in a name!

Norm, old boy, who could turn you down
When your competitors know you're in
town?
They hire a rig and jog away
And don't come back 'til some other day.

Ed. Guild is one of our pillars,
He always is there on time.
He is with a house whose color is yellow,
But he is not one of that kind.

C. B. W. is Clarence Best Whipple
And he lives out West Main street.
Curtains, carpets and rugs they used to
beat,
But Whipple's vacuum cleaners do a
heap.

Then Brewer and Pfander
Both on the job,
Doing their best
To shelter and feed the mob.

It's a picture no artist can paint.
It's a picture no Counselor can hate.
It's a picture we'll prize 'til we die.
It's a picture we'll hang upon high.

The years will make changes in our ranks,
A few of us may owe a few banks
But none need be ashamed
Of our order's good name.
Let's work good timber into our ranks.

Guy Pfander.

The Tradesman hastens to commend the "fine frenzy rolling" of its correspondent's first attempt—or offense—in poetry making and herewith offers to double his present salary if he will kindly refrain from repeating the attempt to express himself in rhyme. He writes such lucid English that the Tradesman is sure all his friends will join in the hope that he confine himself to prose writing hereafter.

News and Gossip of the Grand Rapids Boys.

Grand Rapids, March 10—Brother Goldstein's work for last week's issue was appreciated and we regret that we can't have Jim with us all the time. He surely is the man for the place and knows how to dish out the dope.

The dancing party was well attended last Saturday evening. A good many new faces made their appearance. Mr. and Mrs. Alton, Mr. and Mrs. Wernett, Mr. and Mrs. Hoover and Mr. and Mrs. Thomas came up for the evening and got their money's worth. Our friend, Mr. Tuller, pulled off a new one. If you will be there on the 29th of this month, he will show you what it is.

We saw in the columns of the Bulletin that R. M. Richards was in Detroit a short time ago and, while there, attended a play in one of the theaters. We don't wish to slight Hartwell B. Wilcox, as he was with Brother Richards.

We are sorry to report that Brother Harry E. Barbour is sick with pneumonia. Call and see Harry if you can. A speedy recovery is the wish of No. 131.

We do not think that Brother Goldstein is responsible for the article written in regard to the Hotel Phelps in last week's issue. The article was, no doubt, handed to him by someone. Mr. Goldstein is not traveling on the road and had been at the above named hotel since the new management, he certainly would not have sent in the item.

Mrs. Geo. McConnell is on the sick list and we would like to have some of the U. C. T. ladies call on her.

Wm. D. Bosman.

Believe Mr. Goldstein Was Misinformed.

Greenville, March 10—We, the undersigned traveling men, wish to state in reply to the article appearing in the Tradesman of March 5 over the signature of James M. Goldstein that we have never on any occasion, received any but the best and most courteous treatment at the Hotel Phelps, nor did we ever hear of or observe any treatment that was no courteous. As traveling men, it is not our purpose to defend the guilty, but to defend the innocent, especially in this

instance, as Mr. Green, the proprietor, is making every effort to put his hotel on a high standing and make a good home for the traveling men. We feel in this case the criticism is extremely unjust and take this opportunity of showing our appreciation of the treatment and service we have received at the Hotel Phelps.

Harry D. Hydorn, Grand Rapids.
Walt. F. Ryder, Grand Rapids.
G. W. Haskell, Owosso.
R. R. Robertson, Toledo.
Martin H. Koster, Grand Rapids.
William Forbes, Aberdeen, Scotland.
T. J. Curran, Cleveland.
F. J. Luger, Chicago.
E. B. Barber, Detroit.
A. E. Armstrong, Milwaukee.
S. M. Rosenberg, St. Louis.
J. S. Beck, Lansing.
F. Filcroft, Grand Rapids.
H. B. Getter, Grand Rapids.
H. C. Hoeg, Grand Rapids.
H. W. Harlow, Grand Rapids.
E. E. Laffer, Grand Rapids.
W. E. Lawton, Grand Rapids.
F. H. Spurrier, Grand Rapids.
H. S. Ross, Grand Rapids.
C. A. Donaldson, Grand Rapids.
Cornelius Crawford, Grand Rapids.
H. F. De Graff, Grand Rapids.
W. N. Burgess, Grand Rapids.
C. P. Reynolds.
L. H. Higgins.

A Good Joke On Fred Richter.

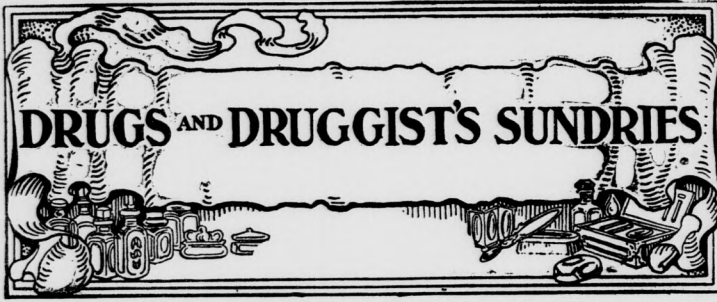
Traverse City, March 10—In a recent issue, Frederick Carl Richter, Traverse City correspondent for the Tradesman, announced that a young man had come to stay at the home of Mr. and Mrs. E. W. Bennett and would answer to the name of Roy. The facts are that "Roy" is an old friend of Mr. Bennett's, is employed in a local printing office and is making his home with Brother Bennett. Mr. Richter's item looked like a birth notice and was generally taken as such, so one of Mr. Richter's friends ordered a beautiful bouquet of flowers delivered to the proud parents (?) and the bill sent to the Tradesman correspondent. Now Fred is kicking himself because he paid the bill before he found out who ordered the flowers. B. Roy Thacker.

A Battle Creek correspondent writes:—Joy C. Hubbard, Treasurer of the American Column Co., has accepted a position as traveling salesman for the Hamilton-Brown Shoe Co., of St. Louis, Mo., and will start on his new duties next Monday. His territory will include Southern Michigan and he expects to be able to return home week ends. He will still retain his interest in the American Column Co.

A Dowagiac correspondent writes: Milan VanSlyke, who for the past year has had charge of the meat market of Merwin & Bonnell, now known as the firm of Bonnell & Hartter, has resigned his position here to accept one as traveling salesman with the Roberts & Oake Meat Co., of Chicago. The territory to be covered by Mr. VanSlyke is that along the Lake Shore railroad.

Saginaw—A. A. Ranck has established a bakery at 109 South Jefferson avenue. Between the sales room and bake shop will be a glass partition through which the baking and all other operations may be viewed.

Thomas F. Follis, Grand Chairman of the Committee on Railroads and Transportation, announces himself as a candidate for alderman in the fourth ward of Marquette.



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; Charles S. 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.

Information Gained From the Traveling Salesman.

The traveling salesman, we are informed, is one who sells goods, or at least is expected to, and comprises many different varieties of the species of man. We find him in many countries and localities. No doubt our dark-skinned brothers in Central Africa have among their number salesmen of some sort or other, but the kind we are most interested in are usually found in and about the pharmacies of the United States of America, and it will be my endeavor to portray a few of the more distinct types that are still in existence with the object of bringing out their good points and also their weak ones, as it is just as important to learn what not to do as what to do.

The type that is most familiar to all of us, is the rather bold fellow, who storms our place of business like a charge of cavalry and, figuratively speaking, takes us by the coat collar and talks us into a state of exhaustion. While in this condition we are too feeble to make any resistance, and he usually walks out with an order in his pocket. A few days later when the goods arrive, we unpack them with a sigh and place them on our shelves hoping for the best.

Then there is the silent fellow who slips into our store unnoticed, leaves his grip near the door and tiptoes up to the counter, asks to see the buyer. His talk is soft and low and he pours forth an endless stream. When we get uneasy and attempt to escape by going back of the prescription counter, he follows along, treading softly and purring in our ear. Then it gets to be a case of insurance. If we tire of listening before he tires of talking we lose.

We have also the smiling salesman. This is a more common type. No matter what he has in his mind on his face he has a smile. I have noticed this type walk along the street in sober meditation, with head bowed down, but on the moment they enter the store of a prospective customer, certain muscles of the face relax and others contract until we have the expression commonly known as the smile. This expression remains during the entire visit, waning a little, then brightening up again, like a day in April. The words of the poet, "Laugh and the world laughs with you, weep and you weep alone," has made a profound impression on this type, and in their journey through life they have found that there is considerable truth in this statement.

The timid salesman, who tiptoes up to the counter and says, "I suppose that you don't need anything in my line to-day," usually supposes right. The more aggressive salesman for the other house never allows us to be in need of anything.

The tired salesmen, who shamble into our store, go behind the counter to look for an easy chair, are not so numerous, but they exist. They sit patiently waiting with order book in hand, until well rested, while we look around to see if we can't "scare up" an order.

These are distinct types, all others are but variations of these. Taken as a class, they are ambitious, cheerful and accommodating, and well worthy of the pharmacist's confidence and consideration. The pharmacist that considers himself too learned, or so far above the salesman that he treats him with harsh discourtesy, is usually a small man who loses many opportunities to learn something about the business.

To return to the main issue, "What information can a pharmacist gain from the traveling salesman?"

1. I will say, first of all, he can learn something about the goods that he buys. The salesman should be well versed in all the details of his goods, and be able to explain and answer all questions in regard to the manufacture, material, uses, etc.

2. He can give valuable hints in regard to the display of goods, and the best selling methods. Visiting many stores during the day, he notes the methods of the successful ones and can tell the pharmacist which methods are the best. As an example, a salesman suggested to me that I put up a 35-cent cough mixture. I had by doubts about getting 35 cents. I did not believe that the people would pay it. He argued with me, saying

that he had seen it succeed in many places. I finally gave it a trial and was agreeably surprised to see how easy it was to sell a 35-cent package. Of course, the package must be worth it. It must be larger. It must be different. It must have talking points.

3. He can keep the pharmacist posted in regard to prices, special offers, what to buy and when to buy.

4. The pharmacist can also gain information in regard to business conditions in other towns, as the traveling salesman going from place to place takes note of this.

5. In regard to the location of a drug store the salesman's advice may be considered, as he has a slight knowledge of the business done in other stores. However, a location is much a matter of chance, and no one can state with any degree of certainty whether a certain place will be a success or a failure.

Harold N. Bruun.

Smoke Tickets.

"I've always tried to boost my cigar sales by selling in box lots. I would argue the saving in price, and at first I made a few sales, but invariably these men returned to their old habit of buying a half dollar's worth at a time. The box purchases didn't prove a saving after all. When they bought in box lots they smoked more, gave more away, and it really cost them more for smokes than it ever had before. That's what they all told me. So I decided I had been working on the wrong track and abandoned the quantity scheme.

"Still, I wanted to get the cigar trade of the town and sell even more cigars than I was selling, so I kept hunting for a plan that would sell the quantities and yet be of real advantage to the consumer. Finally I found it—and I got the inspiration from a lunch counter. I noticed that a restaurant sold meal tickets for twenty-one meals at a reduced price. You paid for twenty-one meals in advance, and got a discount by so doing. It is an old scheme in the restaurant line, but it was new in the cigar business, and I grabbed at it immediately. I had smoke-tickets printed—fifty stars on the outer margin, green stars for the five-centers, red for the tens. Then I pointed out to the men who had told me their objections to the buy-a-box plan that they could now buy a box at the box price and leave it with me. They would simply bring along their tickets and get one cigar or a dozen, as suited their fancy.

"This was a new one to all of them, and the novelty of the plan, combined with the saving, has been a wonderful trade puller. I now sell three-quarters of the cigars smoked in this town, and I'd rather sell them this way than by the box, because a customer comes into the store every day for his daily supply and very often sees some other article that attracts his fancy and loosens his purse-strings."—Tobacco World.

Some men are born good; some men acquire goodness; and others leave it to the kindly monument makers to find their virtues.

Oysters at the Soda Counter.

Every druggist who is in a position to secure oysters conveniently should consider their possibilities at the soda counter during the winter months. They are something of a novelty at the soda counter, making good sellers, and are easily handled. They offer opportunities for delightful specialties.

Oysters on the half shell make a fine lunch specialty, while the oyster cocktail is in a class by itself as a fountain tidbit.

Oysters may be dispensed raw by any dispenser, and unless you wish to serve them cooked, no special equipment is required.

The Governor's Orders.

The Governor of a Western State, a man of wealth but of penurious habits, walked into a hotel in San Francisco holding his head high and with a swagger in his gait. The chief clerk, who prided himself on his extensive acquaintance and boasted that he never forgot a face, hurried to greet the distinguished visitor.

"Ah, Governor," he cried, "delighted to welcome you to our little town." Turning to the desk he shouted: "A room with bath for the Governor."

The Governor leaned over and whispered in the clerk's ear. The expression of the clerk's face changed to one of intense disappointment; he turned again to the man at the desk and called louder than before:

"No bath for the Governor; the Governor doesn't need a bath!"

A Stern Moralist.

Joseph J. Manning, representative of the United Garment Workers of America, during the strike of the 75,000 men in New York, told a story of how he was walking through the wreck and ruin of the San Francisco earthquake, when he met an old woman trudging along with a basket on her head—a basket containing, perhaps, all her possessions.

"Hard luck, ma'am," said Manning.

The woman stopped, set her basket on the ground, and braced her hands on her hips.

"No, 'tain't neither," she said. "San Francisco has been a very wicked city and it's time something was done. The good Lord has done it this morning and 'tis a good job he made of it."

Then she set her basket on her head again and plodded on her way.

"Merely a Passing Notion."

Detroit, March 10.—I read your paper each week and find it newsy and interesting. Some of your articles are most excellent, I wish to refer particularly to your article on, "Better than Glasner Bill," and commend your excellent treatment of this nonsensical eugenic fad. I agree with you that it is merely a passing notion to be followed by others, perhaps equally or more rank, to be condemned. Chas. Clarke.

The true optimist is glad for the things he doesn't get, when it is impossible for him to be glad for the things that came his way.

WHOLESALE DRUG PRICE CURRENT

Table listing various drug categories such as Acids, Ammonia, Balmis, Berries, Barks, Extracts, Flowers, Gums, Leaves, Oils, Potassium, Seeds, Tinctures, and others, with their respective prices.



Our Home—Corner Oakes and Commerce

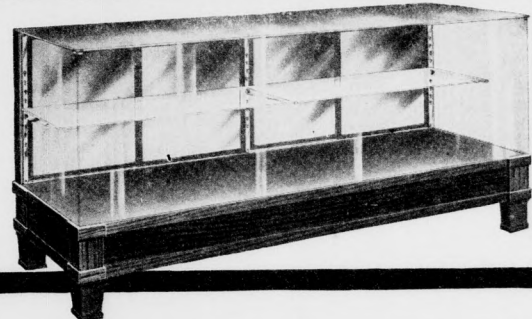
We are distributors of the Walrus soda fountain made at Decatur, Ill. We have five complete fountains on exhibition in our store, and we invite the inspection and consideration of all prospective buyers.

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 and DECLINED, listing various commodity prices.

Index to Markets

Main index table listing various commodities such as Ammonia, Beans, Flour, Candles, etc., with their respective prices and columns.

Continuation of the index table, listing commodities like CHEWING GUM, Extract, Sweet Goods, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COCONUT, COFFEES, ROASTED RIO, and CRACKED WHEAT.

6

Table with 1 column and multiple rows listing various goods such as Superba, Triumph Cakes, Vanilla Wafers, Wafer Jumbles, and In-er Seal Goods.

7

Table with 1 column and multiple rows listing various goods such as Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., East India, Sago, German, sacks, and Taploca.

8

Table with 1 column and multiple rows listing various goods such as Less carlots, Feed, Street Car Feed, No. 1 Corn & Oat Feed, Cracked corn, and Fruit Jars.

9

Table with 1 column and multiple rows listing various goods such as PROVISIONS, Barreled Pork, Clear Bacon, Short Cut Bacon, Bean, Bisket, and Dry Salt Meats.

10

Table with 1 column and multiple rows listing various goods such as Y. M. wh. hoop Milchers, kegs, Queen, bbls., Queen, 1/2 bbls., Queen kegs, Trout, and Mackerel.

11

Table with 1 column and multiple rows listing various goods such as Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, and Oolong.

SPECIAL PRICE CURRENT

12

13

14

Scrapple, 5c pkgs. 48
Sure Shot, 5c 1/2 gro. 5 76
Pankee Girl Serp 2 gr 5 76
Fan Handle Serp 1/2 gr 5 76
Peachy Scrap, 5c 1 90
Union Workman, 2 1/4 6 00

Smoking

All Leaf, 2 1/4 & 7 oz. 80
BB, 3 1/2 oz. 6 00
BB, 14 oz. 24 00
Bagdad, 10c tins 11 52
Badger, 3 oz. 5 04
Badger, 7 oz. 11 52
Banner, 5c 5 96
Banner, 8 oz. 1 60
Banner, 16 oz. 3 20
Belwood Mixture, 10c 84
Big Chief, 2 1/4 oz. 6 00
Big Chief, 16 oz. 2 00
Bull Durham, 5c 5 90
Bull Durham, 10c 10 80
Bull Durham, 15c 18 48
Bull Durham, 8 oz. 60
Bull Durham, 16 oz. 6 72
Buck Horn, 5c 5 76
Buck Horn, 10c 11 52
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 90
Brotherhood, 16 oz. 23
Carnival, 5c 7 00
Carnival, 1 1/2 oz. 39
Carnival, 16 oz. 40
Cigar Clip'g Johnson 30
Cigar Clip'g Seymour 30
Identity, 3 & 16 oz. 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 60
Cuban Star, 5c foll 5 76
Cuban Star, 16 oz. pails 7 72
Chips, 10c 10 20
Dills Best, 1 1/2 oz. 77
Dills Best, 3 1/2 oz. 77
Dills Best, 16 oz. 73
Dixie Kid, 1 1/2 foll 39
Duke's Mix, 5c 5 76
Duke's Mix, 10c 11 52
Duke's Cameo, 1 1/2 oz 41
Drum, 5c 5 90
F F A, 3 oz. 11 50
F F A, 7 oz. 6 00
Fashion, 5c 6 00
Fashion, 16 oz. 43
Five Bros., 5c 5 60
Five Bros., 10c 10 70
Five cent cut Plug 29
F O B 10c 11 60
Four Roses, 10c 96
Full Dress, 1 1/2 oz. 49
Glad Hand, 5c 1 44
Gold Block, 1 1/2 oz. 39
Gold Block, 10c 11 88
Gold Star, 16 oz. 38
Gall & Ax Navy, 5c 5 95
Growler, 5c 4 42
Growler, 10c 2 84
Growler, 15c 1 85
Giant, 5c 1 55
Giant, 16 oz. 33
Hand Made, 2 1/2 oz. 50
Hazel Nut, 5c 5 76
Honey Dew, 1 1/2 oz. 40
Honey Dew, 10c 11 88
Hunting, 1 1/2 & 3 1/2 oz. 38
I X L, 5c 6 10
I X L, in pails 32
Just Suits, 5c 6 00
Just Suits, 10c 11 88
Kill Dried, 25c 2 45
King Bird, 7 oz. 25 20
King Bird, 3 oz. 11 00
King Bird, 1 1/2 oz. 5 70
La Turke, 5c 5 76
Little Giant, 1 lb. 28
Lucky Strike, 1 1/2 oz. 94
Lucky Strike, 1 1/2 oz. 96
Le Redo, 3 oz. 10 80
Le Redo, 8 & 16 oz. 38
Myrtle Navy, 10c 11 80
Myrtle Navy, 5c 5 94
Maryland Club, 5c 5 90
Mayflower, 5c 5 76
Mayflower, 10c 5 96
Mayflower, 20c 1 92
Nigger Hair, 5c 5 94
Nigger Hair, 10c 10 56
Nigger Head, 5c 4 96
Nigger Head, 10c 9 84
Noon Hour, 5c 1 44
Old Colony, 1 1/2 gro. 11 52
Old Mill, 5c 5 76
Old English Curve 1 1/2 oz 96
Old Crop, 5c 5 76
Old Crop, 25c 20
P. S., 8 oz., 30 lb. cs. 19
P. S., 3 oz., per gro. 5 70
Pat Hand, 1 oz. 6 32
Patterson Seal, 1 1/2 oz. 48
Patterson Seal, 3 oz. 96
Patterson Seal, 16 oz. 5 00
Peerless, 5c 5 70
Peerless, 10c 1 92
Peerless, 3 oz. 10 20
Peerless, 7 oz. 23 76
Peerless, 14 oz. 47 52
Plaza, 2 gro. cs. 5 76
Plow Boy, 5c 5 76
Plow Boy, 10c 11 00
Plow Boy, 14 oz. 4 50
Pedro, 10c 11 80
Pride of Virginia, 1 1/2 77
Pilot, 5c 5 90

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 80
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 56
Soldier Boy, 1 lb. 4 80
Sweet Caporal, 1 oz. 60
Sweet Lotus, 5c 6 00
Sweet Lotus, 10c 12 00
Sweet Lotus, per doz. 4 85
Sweet Rose, 2 1/4 oz. 3 90
Sweet Tip Top, 5c 2 00
Sweet Tip Top, 3 1/2 oz. 38
Sweet Tips, 1/4 gro 10 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 1/4 oz. 2 28
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 00
Turkish, Patrol, 2-9 5 76
Tuxedo, 1 oz. bags 48
Tuxedo, 2 oz. tins 96
Tuxedo, 4 oz. cart 64
Tuxedo, 8 oz. tins 64
Twin Oaks, 10c 94
Union Leader, 50c 5 06
Union Leader, 25c 2 55
Union Leader, 10c 11 60
Union Leader, 5c 5 95
Union Workman, 1 1/2 5 76
Uncle Sam, 10c 10 80
Uncle Sam, 3 oz. 2 20
U. S. Marine, 5c 6 00
Van Ribber, 3 oz. tin 88
Velvet, 5c pouch 1 44
Velvet, 10c tin 1 92
Velvet, 3 oz tin 3 84
Velvet, 16 oz. can 7 68
Velvet, combination cs 5 75
War Path, 5c 5 95
War Path, 3 oz. 1 60
Wave Line, 5c 40
Wave Line, 16 oz. 40
Way up, 2 1/2 oz. 5 75
Way up, 16 oz. pails 31
Wild Fruit, 5c 5 76
Wild Fruit, 10c 11 52
Yum Yum, 5c 6 80
Yum Yum, 10c 11 62
Yum Yum, 11b., doz. 4 80

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, 3 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 pop heads 1 45
Pails
2-hoop Standard 2 00
3-hoop Standard 2 25
2-wire Cable 2 10
Cedar all red brass 1 25
3-wire Cable 2 30
Paper Bureka 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 85
Rat, wood 80
Rat, spring 75
Tubs
20-in. Standard, No. 1 7 50
18-in. Standard, No. 2 6 50
16-in. Standard, No. 3 5 00
20-in. Cable, No. 1 7 00
18-in. Cable, No. 2 7 00
16-in. Cable, No. 3 6 00
No. 1 Fibre 10 25
No. 2 Fibre 9 25
No. 3 Fibre 8 25
Large Galvanized 5 75
Medium Galvanized 5 00
Small Galvanized 4 25
Washbeards
Bronze Globe 2 50
Dewey 1 75
Double Acme 3 75
Single Acme 3 15
Double Peerless 3 75
Single Peerless 3 25
Northern Queen 3 25
Double Duplex 3 00
Good Luck 2 75
Universal 3 15
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 c't 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
1 lb. boxes, per gross 3 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
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. c.s 21 50

15

CIGARS Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 3
Evening Press 22
Exemplar 32
Worden Grocer Co. Brand Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 23
Pantallas 35
Pantallas, Finas 35
Pantallas, Bock 35
Jockey Club 35

Old Master Coffee



Old Master 33
San Marto
Pilot

TEA

Royal Garden 1/4 and 1 lb. 40
THE BOUR CO. TOLEDO, O.

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds



White House, 11b.
White House, 21b.
Excelsior, Blend, 11b.
Excelsior, Blend, 21b.
Tip Top, Blend, 11b.
Royal Blend
Royal High Grade
Superior Blend

16

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; Fleibach Co., Toledo.

COCOANUT

Baker's Brazil Shredded



10 5c pkgs., per case 2 80
36 10c pkgs., per case 2 60
16 10c and 35 5c pkgs., per case 2 60



The only 5c Cleanser

Guaranteed to equal the best 10c kinds



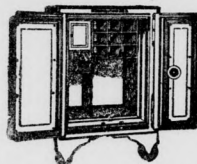
Apex Hams
Apex Bacon
Apex Lard
Excelsior Hams
Excelsior Bacon
Silver Star Lard
Family Pork
Fat Back Pork

Prices quoted upon application. Hammond, Standish & Co., Detroit, Mich.

17

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—carried 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

Lautz Bros. & Co.
Acme, 30 bars, 7 1/2 lbs. 4 00
Acme, 25 bars, 7 1/2 lbs. 4 00
Acme, 25 bars, 7 1/2 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 10 bx 3 10
German Mottled 25 bx 3 05
Marseilles, 100 cakes 6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 ck 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 4 00
Old Country 3 40

Soap Powders

Snow Boy, 24s family size 3 75
Snow Boy, 60 2 40
Snow Boy, 100 3 75
Gold Dust, 24 large 4 50
Gold Dust, 100-5c 4 00
Kirkline, 24 4b 3 80
Pearline 3 75
Soapine 3 75
Saubitt's 1776 3 75
Roseline 3 59
Armour's 3 70
Wisdom 3 80

Soap Compounds

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

Scouring

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 80

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.

Business Opportunity—For sale, rattling good business that every man seeks; has made money for years; it's too good to describe in this ad. Address A. E. Quick, Centralia, Ill. 878

Complete equipment of cracker and cake bakery for sale, including cracker machines, cake machine, brakes, mixers, racks, pans, rotary ovens, boilers, engines, nailing machine, etc., Lafayette Loan & Trust Co., Receiver, Lafayette, Ind. 871

Farm and Hotel For Sale—14-room hotel, doing a good business in town of 600, also 80 acre fruit farm, joins on to town, 2,400 fruit trees, 1,200 cherry, 800 peach, balance pear, apple and plums; located in the famous Grand Traverse county fruit belt. Reason for selling, poor health. Will sell separate. Both bargains. Come and see. Address R. B. De France, Owner, Kingsley, Grand Traverse Co., Mich. 873

Wanted—To rent store building for clothing, shoes and furnishing business in good live town in Southern Michigan. Location must be good. Address No. 872, care Tradesman. 872

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—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—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, 22x80, 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

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

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

Typewriters, the high-grade Emerson, wholly visible, is yours at a special low price. For liberal terms, write A. Sidebotham, Dickenson St., Grand Rapids, Mich. 870

Managing partner wanted. Am looking for man with good stock of goods dissatisfied with present location, who would take on the management of large department store in Eastern North Dakota, doing \$100,000 business a year. Will issue him treasurer's stock for his stock of goods and turn management over to the right kind of a man; or will sell controlling interest in the business. Address A. W. Heald, 417 Palace Bldg., Minneapolis, Minn. 869

For Sale—A good clean stock of general merchandise, invoicing from \$8,000 to \$10,000. In one of the best towns in the State. Population 500 and growing. Address Box 190, Middleton, Mich. 868

For Sale—Confectionery and restaurant, doing fine business. Town 6,000. A bargain. Address No. 875, care Tradesman. 875

For Sale—Practically new general stock, doing good business. Address No. 876, care Tradesman. 876

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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, 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 method. 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

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 failing health, possibly once in a year's time you have the opportunity of getting in on this class of business; investigate now; no agents. Address No. 800, care Michigan Tradesman. 800

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 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. E. & 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

Mr. Man—Do you want to sell out for cash? I handle the sale of stores, factories, business places and real estate. Write me if you want to buy, or sell. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 398

\$1,500 stock shoes, notions, women's and children's furnishings for sale or exchange for men's clothing and furnishings. E. C. Greene & Co., Jackson, Mich. 877

For Sale—Clean stock of furnishings, shoes and groceries, \$3,000. In the best town 600 population in Western Michigan. Must be sold at once. No trade. Address X, care Tradesman. 867

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

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

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

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

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

For Sale—The only shoe, rubber, hat and cap stock in a town in Central Michigan. Rich farming country and finest 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 what you want. The Varland System, Capital Bank, St. Paul, Minn. 814

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

For Sale—The grocery stock of the late A. T. Thomas, together with lease on building. Enquire of Geo. I. Thomas, Owosso, Mich. 825

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

Wanted—Permanent position by experienced shoe man, capable doing the buying. State salary first letter. Address 887, care Tradesman. 887

Wanted—For Michigan, up-to-date dry goods and shoe business. Stock about \$5,000. In strictly first-class shape. Reason for selling, wish to retire after 21 years active service. For particulars address Lock Box 57, Peshigo, 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

To Exchange—Merchant owning a 230 acre farm 5 1/2 miles from Texico. Jefferson Co., Ill., taken in the settlement of an estate, wishes to exchange it at its value for good, clean merchandise or income property; price \$75 per acre. Address Jos. M. Weiler, Olney, Ill. 864

Retail Merchants—Our specialty is promoting and conducting trade-building, stock-reduction and closing-out sales of merchandise throughout the country. Our service of feature sales personally conducted by high-grade specialty men has established a reference and endorsement that is unequalled. We refer by permission to the following Chicago wholesale houses: Wilson Bros., Cluett, Peabody & Co., Chas. Kauffman & Bros., C. D. Osborn & Co., Miller, Watt & Co., Keith Bros. & Co., and retail merchants for whom we have conducted sales. Write us, giving amount of your stock. C. N. Harper & Company, 1318, 10 S. La Salle St., Chicago, Ill. 866

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.

Salesman—Calling on grocery and other mercantile trade, to handle our Merchants' Premium Service; meritorious proposition; liberal pay. No samples. Address Stoper Sales Agency, Box No. 307, Grand Rapids, Mich. 874

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—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 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.

AFTER MORE TRADE.

Grand Rapids Wholesalers Plan for the Season.

The spring round up of the Grand Rapids wholesalers and jobbers was held Monday night at the Pantliad hotel, at dinner, to plan the season's activities, and about sixty attended. Richard J. Prendergast, chairman of the Wholesalers' Committee, presided. In opening the meeting, he thanked the wholesalers for having chosen him as their head, pledged his best efforts to make the coming year the most active and best in the history of the market, urged the others to cooperate with him in the building up of the city's trade, not through selfish motives, but on the broad and generous principle that whatever helps the city as a whole helps the individual.

Wm. B. Holden, the retiring chairman, spoke briefly of how the market had grown in the last ten years and predicted a still greater development in the next ten years. The greater development will require hard work, for competition is keen and the field open; but through co-operation, united effort and harmony among the wholesalers of Grand Rapids, all obstacles can be overcome.

Lee M. Hutchins discussed the trade extension excursion as the first of the season's activities for the promotion and extension of trade. He spoke of the merchants' week festivals of the past and of the good that had resulted from them in interesting and holding trade and in promoting a better understanding with the merchants who come here for their goods. He said he believed in this kind of publicity and promotion, that it was effective and useful, that not only did it make the merchants more friendly to Grand Rapids, but gave them better ideas of what Grand Rapids could do to serve them. Some of the wholesale lines may not be directly benefited by the annual visit of the merchants, but their coming is a good thing for the city, strengthens the market and in the end all are benefited. The festivals have been so successful in the past and have become so much of an established institution that they cannot be given up now, even if anybody desired it, and the desire should be to make it this year bigger and better than ever and to draw a still larger attendance from a much wider field. Grand Rapids, he said, was a circumscribed territory, with keen competition on all sides and Grand Rapids must put forth every effort to hold what it has and to gain more.

Guy W. Rouse was emphatically in favor of merchants' week as an effective method of encouraging trade, and the disposition of all should be to help it along as a means of helping the city. Not only will the visiting merchants be given a good time, but they will have a chance to see the diversified lines carried by Grand Rapids and this city's growing ability to supply their needs.

Ferdinand L. Riechel, D. P. Patton, H. W. Spindler, M. D. Elgin, Frank A. Voigt, Wm. Logie, Jr. and

A. B. Merritt spoke and they were unanimously for a better merchants' week than ever, with special effort being made to bring visitors from more distant points. A resolution by A. B. Merritt was unanimously adopted in favor of the seventh annual merchants' week, the date to be fixed later, and the following committee chairmen were appointed to make the necessary arrangements, each chairman to pick his own aides:

Programme—Lee M. Hutchins.
Amusements—Heber A. Knott.
Banquet—Frank E. Leonard.
Advertising—A. B. Merritt.
Finance—M. C. Huggett.
Transportation—M. D. Elgin.

Secretary M. C. Huggett rendered a financial statement showing total receipts last year \$8,862.18, and expenses \$8,526.71, including \$5,400 for the last merchants' week and \$3,100 for the trade extension excursion. The association now has in sight \$3,462.70 and will need about \$3,400 more to carry it through the year.

The second big event in the wholesalers' plan of campaign is the trade extension excursion and Heber A. Knott opened the discussion with the statement that he believed the excursion was even more effective than merchants' week as a means of trade promotion. He believed this year the excursion, if one is to be held, should be into territory that is disputable, that it may in fact be trade extension. A trip might be taken into the Upper Peninsula or into the Thumb district where there should be enough possibilities of trade to make it worth while going after it. He suggested trips down the Michigan Central to Jackson and back by way of Mason, Leslie and Owosso and the Grand Trunk or by the Pere Marquette to Greenville, Mt. Pleasant and the Eastern reaches. The route to be taken, however, is a matter of detail. Beside the one big excursion he suggested that two or three one day trips might be taken during the summer to Muskegon, Kalamazoo, Ionia or other points.

John Sehler thought the trade extension excursion to be such a good thing that he favored having two or more of them, one in the early summer if it will not interfere with merchants' week and another in the fall. Richard R. Bean, Clifford H. Walker, John Burch, P. C. Payette, D. P. Patton, R. B. Kellogg, H. J. Vinkemulder, Guy W. Rouse, M. D. Elgin, George W. Sevey, John S. Noel and others strongly favored the trade extension excursion and in the discussion several suggestions were offered. One excursion was approved by all. Two were approved by many provided this did not interfere with merchants' week and also provided large enough parties could be taken out, and the idea of one day trips during the summer was popular. The one day excursions, it was suggested, might be taken by automobile, interurban or steam railroad and several routes were indicated. A resolution by M. D. Elgin that the trade extension excursion be given as usual in the fall and that two or three one day trips be arranged for the sum-

mer was adopted and the following committee chairmen were selected:

Transportation—Heber A. Knott.
Finance—Samuel A. Krause.
Dining and sleeping car service—C. J. Litcher.
Advertising—A. B. Merritt.
Perpetual half fare excursion—Frank E. Leonard.

One of the suggestions in connection with the excursion was to have a sample car filled with the goods that are handled in Grand Rapids and this will be taken under consideration in planning for the trip.

Lee M. Hutchins described the work that the transportation department is doing for the wholesalers in improving the service for shippers, in checking up delays, detecting pilfering, and along similar lines and B. E. O'Leary gave many interesting details of what had been accomplished in improving the service. The shippers are getting infinitely better service as a result of what the department has been doing and a resolution was adopted heartily commending it.

John I. Gibson, of the Western Michigan Development Bureau, told of what the Bureau is doing to develop Western Michigan and to increase its population and a resolution by Mr. Knott was adopted endorsing the work of the Bureau and commending it to the cordial financial support of all interests.

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

Buffalo, March 12—Creamery butter fresh, 33@36½c; dairy, 22@30c; poor to good, all kinds, 20@25c.

Cheese—Fancy, 17@17½c; choice, 16@16½c; poor to common, 10@15c.

Eggs—Choice, fresh candled, 19@20c, at mark, 18½@19c.

Poultry (live)—Turkeys, 18@21c, cox 12@13c; fowls, 17@18c; springs, 16@18c; ducks, 18@20c; geese, 15@16c. Poultry dressed, turkeys, 20@25c; ducks, 18@20c; geese, 15@16c; chicks, 18@20c; fowls, 16@18c.

Beans—Red kidney, \$2@2.25, white kidney, new \$3.25@3.35; medium, new \$2.25@2.30; narrow, new, \$3.25; pea, new, \$2.25@2.30.

Potatoes—50c per bu.

Rea & Witzig.

It Will Save Time.

They took an ocean voyage for their honeymoon. The second day out "dearie" was experiencing the unreliability of an ocean that was guaranteed to be without variable-ness or shadow of turning and wondering if "hubbie" could by any human effort obtain a position abroad when "hubbie" entered the stateroom.

"It is lunch time, dearie; shall I have yours brought here or will you try to eat it on deck?"

"No, love; have it thrown overboard. It will save time and trouble."

Charlotte—William Fischel, who with three other Kalamazoo men conducted a cheap dry goods store in this city a few weeks ago under the name of the Charlotte Bargain Co., was arrested at his home in Kalamazoo by Deputy Sheriff George Fuller of this city on a charge of conducting

a store without taking out a city license and also of conducting business under an assumed name, without recording that fact in the county clerk's office. He was arraigned before Justice Blasier Saturday and pled guilty, paying a fine and costs amounting to \$50. Fischel brought a part of a bankrupt stock from Kalamazoo to this city and conducted a business for a few weeks. Suddenly he packed the goods during the night and left the city. The goods were attached at the depot to satisfy several Charlotte creditors but were later released in order that bankruptcy proceedings might be completed. A warrant was then sworn out for Fischel who, however, was not apprehended until over a week after the warrant was issued.

Onaway—The Lobdell & Churchill Manufacturing Co., manufacturer of lumber, bicycle rims and broom handles, has charged its name to the Lobdell-Emery Manufacturing Co.

Winn—Bert M. Adams has merged his general merchandise business into a stock company under the style of the B. M. Adams Co., with an authorized capitalization of \$17,000, of which \$13,500 has been subscribed, \$1,551 being paid in in cash and \$11,949 in property.

Kalamazoo—Herman Green, manager of the clothing store at 105 East Main street, owned by the Woodbine Clothing Co., of Woodbine, New Jersey, has formed a copartnership with Mr. Salisbury, recently of Philadelphia, Pa., and purchased the stock and the business will be continued at the same location under the style of Green & Salisbury.

One half of the world doesn't know how the other half lives; but it is usually satisfied that honesty doesn't play an important part in that living.

BUSINESS CHANCES.

For Sale—Barber shop, three chairs, in good condition. Best location in town of 2,000. Price \$500. Must be seen to be appreciated. Address Box 142, Knightstown, Ind. 879

For Sale—Clean fresh stock of groceries in Owosso, Mich. Best established trade and location, small investment required. A splendid opportunity to make money. Address No. 880, care Michigan Tradesman. 880

For Sale—My stock general merchandise, involving \$6,500; new stock, clean, up-to-date; in good progressive village, 500 to 600; location next door to post-office; cash business. Good reason for selling. Address M. J. Rucker, Mazeppa, Minn. 883

For Sale—Nice clean stock general merchandise and fixtures, will invoice about \$10,000, located on best corner, brick store, in good hustling town Southern Michigan. Long lease if desired. If you wish a good paying business it would pay you to look this up. Address No. 882, care Tradesman. 882

Dry Goods Business For Sale—I offer my business for sale as going business. The thought of selling my business was unknown to me until the past few days. My spring and summer goods are all in and stock is complete in even the smallest detail. Have had no close out sales and no announcement of going out of business. Stock is clean and no money will be asked for unsalable stock. This is known as Howell's busiest store. The business is in its prime and making money. My reason for selling will satisfy anyone interested. \$5,000 stock \$35,000 business. E. A. Bowman, The Busy Store, Howell, Mich. 881

For Sale or Exchange—First-class 237 acre stock or dairy farm in Allegan county, Michigan, 3½ miles from Plainwell, 1½ miles from Interurban. Fair buildings, dark loam soil, lies level, no waste land. Price \$75 per acre. Will take good income property or stock of general merchandise for one-half its value. Harry Thomasma, Owner, 433-438 Houseman Bldg., Grand Rapids, Mich. 884



Won Its Favor Without a Flavor

Next to the fact that it is made of the whole wheat and in biscuit form the strongest talking point about

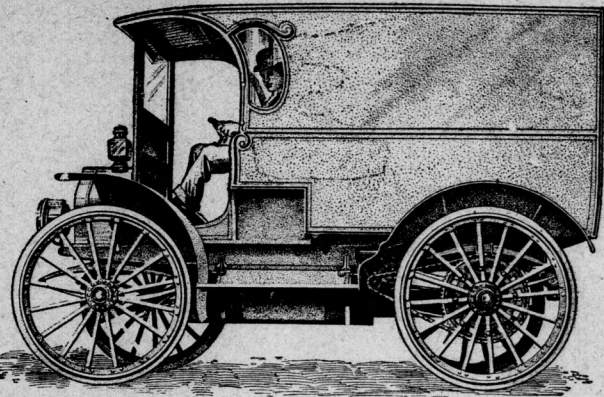
Shredded Wheat Biscuit

is the fact that it is not flavored, seasoned, treated or compounded with anything. It is a natural, elemental food, made in such a way that the consumer may flavor it or season it to suit his own taste. Flavored cereals usually deteriorate in the market. Being made of nothing but the whole wheat grain, nothing added, nothing taken away, Shredded Wheat will keep fresh in any clime any length of time.



Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

MADE ONLY BY
The Shredded Wheat Company
NIAGARA FALLS, N. Y.



Build a Reputation for Service

Even if it cost you as much to maintain as a horse and wagon equipment of equal capacity, an International Motor Truck would still be a good investment because of the vastly improved service it enables you to give. To be able to satisfy the most exacting customer—to establish a reputation for prompt, obliging service—is worth more to-day than any other business asset. An

INTERNATIONAL MOTOR TRUCK

traveling through the better streets, making deliveries as promptly as the postman delivers the mail, running here, there and everywhere to meet emergencies, is your best helper in building up a reputation for service.

You can have just the body or bodies you want. At a very reasonable cost you can install a modern system of deliveries or light hauling. A responsible company assures you of prompt, courteous attention in case of difficulty or accident. You can depend upon maintaining your schedule in any weather and at all seasons.

Write for a catalogue and full information about this business-developing, business-developed motor truck.

International Harvester Company of America
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85 Harvester Building Chicago, U S A

How About Your Printing?

THIS QUESTION is a very pertinent one for business men, because every day Business Printing takes on added significance as a *factor in trade*. Time was when any sort of printing would do, because not much was expected of it, but nowadays printing is *expected* to create and transact business. For this reason, good printing is exceedingly necessary in every line of business.

We have been producing *good* Business Printing for years. We have kept pace with the demand for the *best* in printing. As a consequence, our printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of *good* Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be *promptly executed*, but the printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver *good printing*.

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

TRADESMAN COMPANY :: GRAND RAPIDS, MICH.

FAIRY SOAP



It's *easier* to sell FAIRY SOAP than any other toilet soap, easier to hand out soap that needs no introduction because our liberal advertising has made it known to all.

Try pushing FAIRY SOAP; the steady sale will please you as much as its real "soap goodness" to the last thin wafer pleases your customers. "It's worth five times the five cents you sell it for."

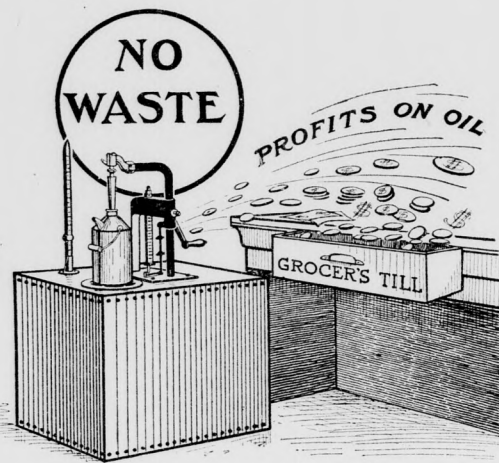
"Have you a little 'Fairy' in your home?"

THE N.K. FAIRBANK COMPANY

CHICAGO



DON'T Give Away Your Profits ON OIL



The oil *wasted* by the old fashioned tank *cuts down your profits* and *damages other goods*. The price of the oil *saved* by the

BOWSER SAFE SELF-MEASURING OIL TANK

First pays for the BOWSER outfit and then goes into your cash drawer as *extra profits*. The BOWSER automatic stop cuts off the oil as soon as you cease to pump and prevents dripping. The BOWSER gauge shows *how much to charge* when filling odd measures, such as a lamp or oil stove tank, and shows how much oil you have left in the tank. It does away with the nasty, oily measure and funnel. There are over 750,000 BOWSER tanks in use because they do what we say they'll do—SAVE MONEY. You should investigate. Let us send our catalogue—*FREE*. Write to-day.

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Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems, self-registering pipe line measures, oil filtration and circulating systems, dry cleaning systems, etc.

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