

MICHIGAN TRADESMAN

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Thirtieth Year

GRAND RAPIDS, WEDNESDAY, MARCH 19, 1913

Number 1539



DOUGLAS MALLOCH

I will walk abroad; old griefs shall be forgotten to-day; for the air is cool and still and the hills are high and stretch away to heaven, and with the dew I can wash the fever from my forehead; and then I shall be unhappy no longer.

Thomas De Quincey.

Laws ought to be fashioned unto the manners and conditions of the people to whom they are meant, and not to be imposed upon them according to the simple rule of right.

Edmund Spenser.

The Perfect House

There is a house, a perfect house, that sets upon a hill,
A house with grass and trees around,
where all is sweet and still,
Exactly near enough to town, yet far enough away—
It is the house, the perfect house, we mean to build some day.

There is a house where never noise comes pouring from the street,
There is a house where ev'rything is perfect and complete,
In winter warm, in summer cool, a house with comfort filled,
A house, a home, a heaven here—the house we mean to build.

There is a living-room that's long, a fire-place at the end—
A place to sit and smoke a pipe and visit with a friend.
There are some leather rockers there, and walls of quiet tone—
Oh, it's a refuge and a rest, the house we mean to own.

And ev'ry bedroom has a bath and ev'ry bedroom air,
And there's a linen closet large, so handy to the stair.
An attic playroom where the toys, the children's toys are spilled—
The children, too, will love the place, the house we mean to build.

The city flat, the crowded house, still they must do awhile;
But wife and I we sit and dream, we sit and dream and smile.
But I, I got a little bent, and wife a little gray—
Perhaps we shall not need the house we mean to build some day.

Douglas Malloch.

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo

WHEN YOU SEE

THE SIGN OF  GOOD CANDY

“DOUBLE A”

Remember it came from

The PUTNAM FACTORY, National Candy Co., Inc.
Grand Rapids, Mich.

THE REASON



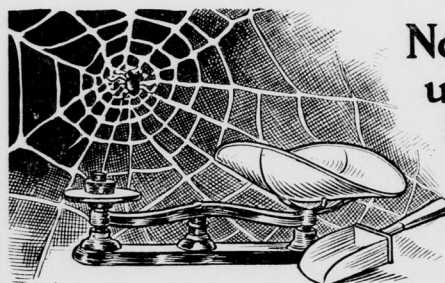
—Why it SELLS? That's easy—it's because it has

The Right Selling Quality

That's why

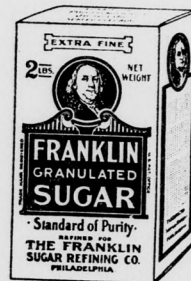
JUDSON GROCER CO.—Grand Rapids, Mich.

Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS



No more use for Scoop or Scales

Weighing sugar, putting it in bags, losing by waste of time, overweight and cost of bags and string used eats up all the profit of selling sugar. In fact, the grocer who follows such old-fashioned methods loses money. No wonder the sale of FRANKLIN CARTON SUGAR is increasing all the time. The FRANKLIN CARTON is a neat, handy package that's as easy to handle as a can of tomatoes; it's ready to sell when you get it. It pleases customers because everybody wants clean sugar. The capacity of the containers enables you to buy in convenient quantities and you can get any popular sugar in FRANKLIN CARTONS.



You can buy Franklin Carton Sugar in the original containers of 24, 48, 60 and 120 pounds

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA, PA.

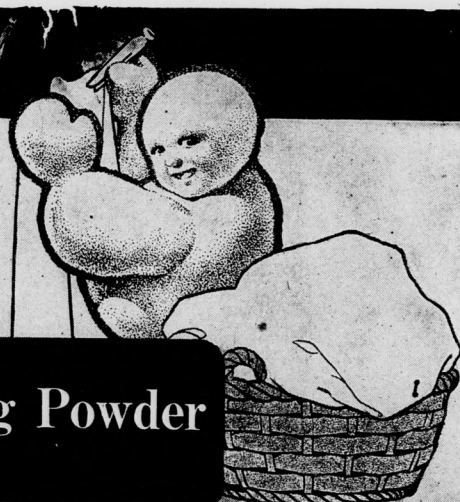
“Your customers know FRANKLIN CARTON SUGAR means CLEAN sugar”

next time

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

Lautz **Snow Boy** Washing Powder

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



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BAD BEGINNING.

President Wilson has repeatedly denounced labor unionism as the most deplorable feature of American life and the most dangerous to human liberty and happiness. His appointment of W. B. Wilson, former Congressman from Pennsylvania, and a most radical union man, as head of the new Department of Labor, is not auspicious and has been much criticized as tending to show that this department will be completely under the domination of the special interests represented by Gompers. The appointments the new President will make to the Industrial Commission will give better index to his general attitude on industrial matters. Nothing in the history of Mr. McReynolds, the new Attorney-General, would give the impression that any combination, union or otherwise, would be exempted from the operation of Federal laws. The independence of the new President and his evident purpose to have an administration practically as well as theoretically Democratic, makes it very problematical whether he will give his approval to any labor legislation of such vicious, uneconomic and partisan character as are some of the measures proposed by organized labor.

It is an item of interest, in connection with the subject of labor legislation, that the chief counsel for the defendants in the dynamite cases, Senator Kern, has been made the Senate Democratic caucus chairman.

Flint Grocers Made Money At State Meeting.

Flint, March 17.—One of the largest social gatherings ever held by the Retail Grocers' Association of Flint was that which took place as a farewell to Elmer W. Garner, former President of the organization and a celebration of the success of the State grocers' convention.

About sixty-five men were seated at the tables when the banquet began at 8 o'clock. President Fred R. Armstrong acted as toastmaster and

after paying a tribute to Mr. Garner and his work in the Association during the last twelve years and the work of W. C. Jones during the State convention he called on several for short addresses. W. C. Jones, who was introduced as "General," thanked the merchants for their co-operation which made a success of the convention and the banquet for the visiting delegates and particularly the pure food show which was largely attended.

George Snook, chairman of the finance committee of the convention, read a report that brought cheers from the banqueters. The report showed that \$2,096.59 was received from various sources and that only \$1,425.74 was spent by the local Association for the convention and pure food show. The balance which has been placed to the credit of the local Association is \$670.85.

Much credit for the success of the Flint Association during the twelve years it has been in existence was given to Mr. Garner by Secretary Charles Grobe, who spoke feelingly of the regret of the members at the departure of the former President who recently sold his business. Mr. Grobe also spoke for A. D. Alvord, a neighbor of Mr. Garner, who was unable to be present.

President Armstrong, on behalf of the members of the Association, presented Mr. Garner with a traveling bag. In accepting the gift, Mr. Garner said: "Wednesday night I start on a trip through the South with my father. If I was going away simply to see the flowers I would not need to go."

He spoke of his success in business and lauded the work that had been done by his fellow-associates. He also paid a high tribute to the employees of his store whom he said were in a large measure responsible for his success. He advised his hearers to show their appreciation of the work of their employes. Mr. Garner and his father, William Garner, will travel through Georgia and Florida, stopping at Palm Beach and Ormond and then go to Kingston, Jamaica, Havana, Cuba, and then go to the Panama canal.

W. C. Jones was given a beautiful Elks' watch fob and Secretary Grobe was presented with a signet ring. The presentations were made by President Fred Armstrong. The gift to Mr. Jones was in appreciation of his work in making the State convention a success and that to Mr. Grobe a testimonial to his long service in the Association.

E. G. Haymond, successor to Mr. Garner in the grocery business, paid the following tribute to the guest of honor: "I have dealt with a great

many men in a business way but I have never met one who was fairer or squarer than Mr. Garner."

Secretary Alfred Galbraith of the Board of Commerce, who was unable to be present sent a letter of regret. He paid a high tribute to the members of the Association and to W. C. Jones for the recent convention which he said was the best gathering of its kind ever held in Flint.

News of Merchants Throughout the State.

Houghton—A. J. Ruhl, general manager of the Lake Superior Produce Co. has returned from Washington, where he procured a good sized contract for supplying the United States navy with creamery butter during the ensuing year.

Bay City—Bert Sempliner, doing business as the Wenonah Cloak & Suit Co., has filed a petition in bankruptcy. He gives his liabilities at \$7,119.58 and assets \$3,602.33. E. J. Lanear has been appointed receiver for the business.

Detroit—The Detroit Outfitting Co. has engaged in business to deal in furniture, household furnishings, etc., with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$1,000 paid in in cash and \$295 in property.

Curtis—The Escanaba Lumber Co. has purchased all of the holdings of the Cook, Curtis & Miller Co. including the store, hotel, etc., and rumor has it that it intends to move the machine shops and round house from Bryan to the place.

Leland—William Kimberly, who recently lost his store building and grocery stock by fire, has remodeled his barn into a store and admitted his brother Erwin to partnership and the business will be continued under the style of Kimberly Bros.

Sault Ste. Marie—A. Tromblay & Son, who conduct a jewelry store at 223 Portage avenue, have dissolved partnership and the business will be continued at the same location by Joseph A. Tromblay, who has taken over the interest of his partner.

Kalamazoo—The M. Livingston Co., dealer in women's garments, has been merged into a stock company under the style of the Livingston Clothing Co., with an authorized capital stock of \$5,000, of which \$4,000 has been subscribed and paid in in cash.

Benton Harbor—The Enders & Moore Co., dealer in dry goods, has merged its business into a stock company under the style of the The Enders Co., with an authorized capital stock of \$12,000, which has been subscribed, \$8,000 paid in in cash and \$3,000 in property.

Adrian—E. B. Gibford, dealer in hardware specialties, has incorporated his business into a stock company under the style of Edward B. Gibford, Incorporated, with an authorized capital stock of \$40,000, of which \$25,100 has been subscribed \$8,100 being paid in in cash and \$17,000 in property.

Detroit—Joseph A. Burns has purchased the interest of his partners, E. J. Hickey, E. J. Navin and Hugh Mullen, in the men and women's clothing stock of the Burns-Hickey Co. and merged the business into a stock company under the style of the J. A. Burns Co., with a capital stock of \$92,500.

Muskegon Heights—Lena Schoenberg has sold her general stock to Henry H. Giroux and John M. Hodson, who will continue the business under the style of Giroux & Hodson. Mr. Giroux was formerly engaged in general trade at Cross Village under the style of Giroux Bros. Mr. Hodson was for several years book-keeper for Fred Brundage, of Muskegon.

Kalamazoo—Twenty-seven merchants of the city have signed an agreement not to patronize any scheme advertising, such as church publications and blackmailing labor union directories. A similar agreement has existed for some time but now new cards have been printed with the list of signers and the agreement is supposed to be iron clad. A committee of five, unknown to each other or by the members, will decide on every project placed before the club and no favoritism will be shown. There is an application almost daily for permission to solicit among the members, but permission is granted in exceptional cases only, not as often as once a week. This is done as a protection to the businessmen, as otherwise they are troubled continually with advertising schemes and requests for donations to labor unions, couched in threatening terms. No exception is made to lodge or church organizations.

Cadillac Council, No. 143, has started a campaign for the election of Past Counselor Henry E. Perry for the office of Grand Treasurer of the Michigan jurisdiction to succeed the present incumbent, who has served three years in that capacity, when the Grand Council meets at Grand Rapids, June 13 and 14.

Baxter & Plank have sold their grocery stock at Madison Square to A. E. & C. H. Evans, who will continue the business at the same location.

Mr. William Judson leaves Tuesday for Hot Springs, Ark., where he will remain a couple of weeks.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

March 11—In the matter of the Lithuanian Co-operative Stock Co., bankrupt, formerly of Grand Rapids, the final meeting of creditors was held. The final report and account of Chas. V. Hilding, trustee, was considered and allowed, and a final dividend of 41½ per cent. was declared and ordered paid. A first dividend of 20 per cent. was previously paid in this matter, making the total dividends for creditors 61½ per cent.

March 12—In the matter of John Bumb, bankrupt at Big Rapids, an order was made by the referee calling the first meeting of creditors to be held at his office on March 27 for the purpose of electing a trustee, proving claims, examination of the bankrupt, etc.

March 13—In the matter of Joseph B. Russo, bankrupt, of Grand Rapids, the first meeting of creditors was held and by unanimous vote of creditors present, E. B. Gansser, of Grand Rapids, was elected trustee and his bond fixed at \$1,000. John Ley, J. Clude Laraway and Joseph Cavagnario, all of Grand Rapids, were appointed appraisers. The first meeting was then adjourned to March 19, at which time the bankrupt was ordered to appear.

March 14—In the matter of Osborn Home Furnishing Co., bankrupt, formerly of Grand Rapids, the trustee, David A. Warner, of Grand Rapids, filed his supplemental final report showing compliance with the final order of distribution and an order was made closing the estate and discharging the trustee. No cause to the contrary having been shown by creditors, a certificate was made by the referee recommending the bankrupt's discharge.

March 15—In the matter of Simpson Automobile Supply Co., alleged bankrupt of Grand Rapids, the adjourned special meeting of creditors was held for further consideration of the offer of composition at 30 per cent. A very large majority in number and amount of the claims of creditors proved and allowed having voted to accept such composition, it was determined to report the same to the court, with the recommendation that it be confirmed. The final report and account of Ralph E. Hughes, receiver, was considered and allowed, and an order for his discharge entered conditioned upon his turning over the assets to the alleged bankrupt on confirmation of the composition.

March 17—In the matter of the Coronet Corset Co., bankrupt, of Grand Rapids, a special meeting of creditors was held. The second report and account of Geo. C. Brown, trustee, was considered and allowed and a second dividend of 5 per cent. declared and ordered paid general creditors.

March 18—In the matter of Montague Iron Works Co., bankrupt, of Montague, a special meeting of creditors was held. The first report and account of James F. Knowlton, trustee, was considered and allowed

and a first dividend of 25 per cent. declared and ordered paid to general creditors.

In the matter of the American Electric Fuse Co., bankrupt, formerly of Muskegon, the supplemental final report of Paul S. Moon, trustee, was filed, showing compliance with the final order of distribution and an order was entered closing the estate and discharging the trustee.

A voluntary petition was filed by John G. Egolf, a laborer of Grand Rapids, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. The bankrupt's schedules show no assets excepting clothing and wearing apparel, claimed as exempt, and the calling of the first meeting of creditors has been delayed until moneys are advanced for payment of expenses. The following creditors are scheduled:

Dr. P. Drummond, Grant	\$ 80.00
Floyd H. Titus, Grant	9.25
Jas. A. Phillips, Grant	2.25
Victor Rosmussen, Grant	23.75
Vandenbelt & Co., Grant	2.50
Jno. Hemingson, Grant	6.00
Grand Rapids Loan Co.	20.00
Citizens Finance Co.	21.00
Schmaltz & Engleman	11.00
Lake County Bank, Baldwin	50.00
Grant State Bank, Grant	15.00
John Baddis, Grand Rapids	50.00
Wm. T. Wilkinson, Baldwin	17.00
A. F. McGuire, Grand Rapids	57.51
	\$365.26

In the matter of Hans J. Fisher, formerly druggist of Grand Rapids, an order was made confirming the sale of the stock, including the bankrupt's exemptions, to Peter J. Haan, of Grand Rapids, for the sum of \$525. The offer of Samuel J. Naylor of \$800 for the fixtures was considered and it appearing that such fixtures were covered by a mortgage for \$800 and upwards and that there was no equity in such sale for the assets, the offer was rejected and the trustee directed to abandon such fixtures to the mortgagees.

In the matter of Lucas Brothers, bankrupt, of Maple Grove, Missaukee county, the inventory and report of appraisers was filed, and shows the following assets at appraised valuations:

Groceries	\$188.16
Dry goods	356.31
Shoes and rubbers	265.98
Hardware	70.82
Fixtures	283.00
	\$1,164.27

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

Buffalo, March 19—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, 20@21c, at mark, 19@20c.

Poultry (live)—Turkeys, 18@23c, cox, 12@13c; fowls 18@20; springs, 18@20c; ducks, 18@20c; geese, 15@16c. Poultry dressed, turkeys, 20@25c; ducks, 18@20c; chicks, 18@20c; fowls, 17@19c.

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—50@55c per bu.
Rea & Witzig.

People are always doing things they would condemn in others.

News and Gossip of the Grand Rapids Boys.

Grand Rapids, March 17—How many new members have you lined up for the April meeting? Every member of No. 131 should try to get at least one and give Brother Stark some work for the first time he occupies the Senior Counselor's chair. We know there is nothing that would please "Rastus" more than to have a large class of candidates. Besides this, would more than reach that 500 mark.

We have often wondered of late if District Passenger Agent Neil De Young could not use his influence to have the Detroit train, due here at noon, make a few stops between Grand Ledge and Elmdale. As it is now, if anyone goes to, say, Mulliken on the morning train out of Grand Rapids, he has to stay there all day or drive all the way to Lake Odessa. If train No. 3 could stop at Sunfield and Lake Odessa, it would be a great help to a good many traveling men who make this territory. We appreciate what Mr. DeYoung has done for us so far and trust he will do his best to have this request granted.

One for the G. R. & I. The train for the north, due to leave Grand Rapids at 7:20 a. m., is often held an hour, sometimes longer, to make connections with the train from the south. One can often read the morning Herald through, including the advertisements, while waiting impatiently for the train to move. Then, sometimes, after a long delay, it will pull out, even if the train from the south

is not in. Something must be wrong. It is wait a long time for connections and also a long time for none. It might be well for the Michigan Railway Commission to investigate the management of this road, too.

Brother Abe Peters informs us that the arrangements have been made for the spring training camp for the U. C. T. base ball club at Dorr, Mich., U. S. A. Several new recruits have applied for try-outs. Manager Borden will notify all members of the team when to report at the new field. Should the weather be cold or rainy, practice will take place at the Birney athletic club house.

J. J. O'Rourke, the ideal man, was seen last Sunday driving around with his new automobile all decorated in green. We soon came to the conclusion that St. Patrick's day was near.

It certainly is a great pleasure to learn that Wm. P. Drake is recovering from his recent illness. He is able to sit up, but is very weak. It will be some time before he will be able to take up his work. Have courage, Bill, Jonah came out all right.

The Committee of Sports for the Grand Council meeting to be held here June 13 and 14 has written letters to all Michigan councils to ascertain how many of them will bring a ball team to compete for the prizes. All ball players must be members of the U. C. T. or they will not be permitted to play. Wm. D. Bosman.

You can't convince a school boy that history repeats itself.

The Tradesman's Sworn Statement Made Under New Postal Law

Statement of the ownership, management, circulation, etc., of
THE MICHIGAN TRADESMAN, published weekly at Grand Rapids,
required by the Act of Aug. 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the Postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Editor—E. A. Stowe. Grand Rapids.

Managing Editor—E. A. Stowe. Grand Rapids.

Business Manager—E. A. Stowe. Grand Rapids.

Publisher—Tradesman Company. Grand Rapids.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

E. A. Stowe. Grand Rapids.

W. N. Fuller. Grand Rapids.

S. A. Sears. Grand Rapids.

S. F. Stevens. Grand Rapids.

Henry Idema. Grand Rapids.

N. G. Richards. Grand Rapids.

F. E. Clapp. Grand Rapids.

John DeBoer. Grand Rapids.

Fred Pettinga. Grand Rapids.

E. L. Reed. Grand Rapids.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

There are no bonds, mortgages or other securities outstanding against the Tradesman Company.

In regard to Section 2 of the law, the Tradesman does not accept payment for any editorial or other reading matter printed as news.

E. A. Stowe. Business Manager.

Sworn to and subscribed before me this 15th day of March, 1913.

(SEAL)

Florence E. Clapp.

Notary Public in and for Kent Co., Mich.

(My commission expires April 17, 1916.)

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, March 17—Spot coffee continues to be about the most depressed article in the whole range of grocerydom. Demand inactive and quotations dull and nominal. Some concession may be made, if necessary, to effect large sales, but even so buyers are not showing any interest beyond current requirements. In an invoice way Rio No. 7 is quoted at 11½¢ and Santos at 13½¢. In store and afloat there are 2,377,921 bags, against 2,346,185 bags at the same time last year. In sympathy with Brazil sorts the market for mild grades is dull and sales are of small quantities. Good Cucuta, 14½¢.

Teas are dull and heavy, especially Japans. Sales are simply of quantities sufficient for everyday business, and of low grades here there is quite an accumulation. Probably some concessions would be granted, although, as a rule, holders seem to be trying to sustain rates.

Refined sugar is quiet at the moment, although a steadily increasing demand is confidently looked for. At 4.30 it would seem as if the trade ought to be rather liberal buyers, but at the same time it is well to use caution. At the moment the tariff ghost is creating no fright and it is realized that it will probably be several months before any change can be put into effect.

Would-be buyers of rice would, perhaps, take greater quantities if they could agree with holders as to the value of the article. As matters are, neither side gives way and sales are of only everyday character. Prime to choice domestic, 5¾@5½¢.

Spices are quiet. Demand about steady, however, and quotations on the same level as at last report.

Molasses moves more slowly as the season advances and the demand for both blackstrap and grocery shows a steady falling off. Supplies are moderate and values are entirely unchanged.

In canned goods there has been a better demand for corn of the regular standard grade. Buyers had an opportunity to purchase at 50c, but wanted a still lower figure and this sellers are very loth to grant. At 45c quantities of stock could be moved, but at this figure profits would be "entirely submerged." The supply of corn has been too great and it is altogether likely the pack of 1913 will be much smaller than that of last year. Tomatoes are rather quiet at about 80c for standard 3c, f. o. b. factory. Other goods are moving in an everyday manner, with no change worthy of note in quotations.

There is a better demand for butter and the outlook seems to be quite decidedly in favor of the seller at this writing. Receipts, however, seem to be quite liberal. Extra creamery, 35½@36c; firsts, 34½@35c; held stock, 34@35c; imitation creamery, 25@26c; factory, 23½@24c.

Cheese is quiet and unchanged. Whole milk specials, 17¼@17¾c. Eggs are steady. Top grades Western, 20@22c and down to 17@18c.

Honks From Auto City Council.

Lansing, March 17—Brother F. H. Hastings is wearing a broad smile and learning to manage a brand-new Henry car. No, the price of coffee hasn't advanced!

The Hawkins House, at Ypsilanti, has changed to the European plan.

Brother M. E. Sherwood leaves tomorrow on his semi-annual two weeks' trip to the northern part of the State. Mrs. Sherwood doesn't think very kindly of the two weeks' trip, but dares not express her opinion on the subject, for fear the Tradesman correspondent will cause it to appear in print.

Rood J. Evans has been making good since January 1, selling sweet goods for the Evans Candy Co. His father, Brother R. J. Evans, says the boy has inherited a love for lugging a sample case and telling the livery and bus men where to get off at. When only three years old he used to toddle around the house with an old worn out grip, making imaginary calls on the trade. Occasionally, he would approach his mother, enquiring, "How are you fixed for gum drops?"

Two prominent members of our Council recently found it necessary to remain over night in Sherwood and report a very disagreeable mix-up with the little brown bugs. So serious were the results that next morning each thought the other to be broken out with a peculiar kind of rash.

The Perry Barker Candy Co. is progressive in more ways than one. One day last week Brother E. H. Simpkins, the President handed our correspondent a silver dollar and requested us to fix it so that the Tradesman would come every week instead of just whenever the firm's name was mentioned in some news item.

No doubt, the entire membership of our Council has now received "Treatise on Amendments." It is the duty of every member to study this carefully and come to our next Council meeting prepared for a thorough discussion of the amendments proposed and vote intelligently. The time and place for kicking is in our own Council before our delegates to the Grand Council are instructed and not after we have had it put all over us. H. D. B.

Self-Restaint.

It was a very hot day and the fat drummer who wanted the 12:20 train got through the gate at just 12:21. The ensuing handicap was watched with absorbed interest both from the train and the station platform. At its conclusion the breathless and perspiring knight of the road wearily took the back rail, and a vacant-faced "red cap" came to relieve him of his grip.

"Mister," he enquired, "was you tryin' to ketch that Pennsylvania train?" "No, my son," replied the patient man. "No; I was merely chasing it out of the yard."

Chirpings From the Crickets.

Battle Creek, March 17—People who are in a position to know, say that Jackson county will go wet.

T. Sweeney and wife, of Mason, have returned from a short trip to points in Saginaw county. Mr. Sweeney runs the Hotel Sweeney at Mason.

In my letter last week, I finished my offerings with an original poem which was prompted by a photo we had taken of the officers and executive committee of our Council. The Tradesman published my letter (including my poem) in the same language and style as it was received. Censorship must be rather lax in the front office. Mr. Stowe, or one of his associates, published a short notice regarding my poem. The party who spoke of my poem (called poem for politeness sake) used such rare English in commenting upon same that it was some little while before I knew whether I was complimented or insulted. Upon reading the little notation I got upon a C., K. & S. train and took the matter up with a brother who travels out of Grand Rapids, but lives in Battle Creek, and who has spent two Thursday supper hours the last eight weeks trying to get the Michigan Central train No. 14 at Kalamazoo for Battle Creek, to dance a few dreamy waltzes at a swell club party. One rapid trip from the C., K. & S. depot to the M. C. depot in a cab, one by fast running train always gone. This gentleman, after hearing my version of the criticism of the poem, decided that Mr. Stowe was gently but politely informing me to cut it out. Therefore, never again.

Wm. I. Masters is confined to his home with lagrippe.

Mrs. Boyd Cortright is at home sick.

Brother Rufus Brooks is still sick.

Mrs. J. N. Riste was unable to attend our annual party with her husband, on account of sickness.

The superb manner in which Brother Geo. C. Steele rendered "Mary's Lamb" upon the piano last Saturday night is the talk of the Council. Talent will out.

Battle Creek Council, No. 253, had its business session, initiation of candidates and installation of officers last Saturday afternoon. The new officers are as follows:

Senior Counselor—Ed. W. Guild.
Junior Counselor—Wm. I. Masters.
Past Senior Counselor—J. N. Riste.
Conductor—Robt. Longman.
Chaplin—Chas. Brewer.
Page—Guy Pfander.
Sentinel—H. W. Ireland.
Geo. C. Steele was re-elected Secretary.

At 7:30 in the evening, about sixty-five of the boys and their families sat down to a dandy supper served in the dining room of our Council quarters. After supper we were entertained by Mr. and Mrs. Schoomaker, H. W. Ireland, Robt. Langman, Frank Maltby and Chas. R. Foster. We then played progressive pedro. Honors were won by Mrs. C. Whipple and Mrs. Ed. Schoomaker. Chas.

I den took the work during the afternoon session.

Brother Harry De Kalb, with the Lull Carriage Co., of Kalamazoo, sold Reed & Johnson, of Coldwater, a carload of carriages last week. I met Mr. Johnson shortly after he had made his purchase and he told me that the carload of carriages was all he bought. He said Harry bought after that.

Chas. R. Foster's readings Saturday night were the first we had heard from Charles in many a meeting and they were very well received.

Grand Counselor, John Quincy Adams, was spending Saturday night with one of the Detroit councils on an official visit, so was unable to be with us.

One of our boys who now lives in Illinois and who reads the Tradesman each week, wrote our Secretary and said he wished I would write more about the U. C. T. boys and less about the farmers. All right, Charly. Some of us though are like farmers. Could use spreaders to good advantage and go to bed so early.

Remarks heard around 253's Council chambers:

"Does Orin Wright ever come to town?"

"I would like to hear Ed. Guild recite some Bobby Burns again—some-time."

"Pretty near time for Norm to have his territory changed again, isn't it?"

"There must be a lot of Beecher-Peck & Lewis and U. C. T. mail sent from 94 North avenue each week."

"How many diplomas has Robt. Longman?"

"Did he ever go to Congress from this district?"

"Why don't the I. O. O. F. buy a new vacuum cleaner from Clarence? This old machine is N. G."

"Who will be down in the morning with Boyd and Ed. to wash dishes? Bill is sick, you know."

"Where will we hang our new picture?"

"Herb will make a good Sentinel. Would like to see him go through the chairs."

"Should think John Adams would be all in. Understand he has writer's cramp."

"Don't Pfander send in a crazy letter? Acts fairly human, too. He's got a nice wife and child, anyway."

"Vint and Mark don't seem to enjoy the cigar smoke. Don't they use tobacco?"

"Does Bill use scrap or fine cut? Neither. Oh, all right."

"Does Greenman spend all his time in Battle Creek?"

"You bet, H. W. I. sold C. N. K. brooms."

"How did it hapen they trusted Whipple and Pfander with all that supper. And the way they eat, too."

Guy Pfander.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.



Movement of Merchants.

Levering—S. J. Hoar has engaged in the meat business here.

Auburn—Samuel Fisher will open a furniture store here.

Suttons Bay—M. C. Waagbo has opened a jewelry store here.

Springport—Whitemere & Farland have opened a meat market here.

Mesick—C. B. Gilbert succeeds A. M. Goodrich in the meat business.

Grawn—Wilson & Barnard have engaged in the undertaking business here.

Bagnall—F. A. Sprague succeeds Sprague & Farnsworth in general trade.

Coopersville—Sichterman & Laugh will open a grocery store here about April 1.

Kipling—Fire destroyed the store building and meat stock of Peter Fay March 14.

Constantine—H. E. Lintz & Co. have opened a dry goods and grocery store here.

Detroit—Henry Cowles, of Durand, has opened a bakery in Highland Park addition.

Sandusky—Clare Orr, hardware dealer, died at his home March 14, aged 35 years.

Hancock—Samuel T. Payne, meat dealer, died at his home March 15, aged 43 years.

Middleville—Fire destroyed the St. James Hotel March 17, entailing a loss of \$10,000.

Grand Ledge—Ward Davis will engage in the confectionery business here about April 1.

Wyandotte—Miss Della Renaud has engaged in the millinery business in the Roberts building.

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

Belding—Frank R. Bullis is closing out his stock of marble and granite owing to ill health.

Breckenridge—The Farmers' Elevator Co. has been organized with a capital stock of \$30,000.

Bangor—Walter Webster is succeeded in the restaurant business by his brother, O. Webster.

Stanton—E. L. Dawson, who recently opened a jewelry store here, has discontinued business.

Kalamazoo—Mark R. Anson has installed a soda fountain in his branch drug store on East avenue.

Portland—C. C. Ludwig is closing out his stock of general merchandise and will retire from business.

Kalamazoo—The opening of Tall Bros. jewelry store occurred March 19, having been postponed owing to the non-arrival of stock and fixtures.

Royal Oak—The Royal Oak Savings Bank has increased its capital stock from \$20,000 to \$40,000.

Detroit—The capital stock of the Kennedy Optical Co. has been decreased from \$50,000 to \$1,000.

Riley—Charles Cowies, formerly engaged in general trade here, has started a store at Lindsay, Cal.

Marquette—Louis Getz has added lines of shoes and men's clothing to his dry goods and millinery stock.

Komeo—Fire damaged the J. J. Cochrane stock of general merchandise to the extent of \$10,000, March 15.

Ishpeming—F. Braadstad & Co. have installed a soda fountain in the grocery department of their general store.

Carson City—The Gittleman Co. has added lines of women's clothing and furnishings to its stock of men's clothing.

Eastport—Montford Harvey, who recently lost his store building and grocery stock by fire, has re-opened his store.

Baldwin—Joseph H. Cobb, who has conducted a hardware store here for many years, died at his home here March 13.

Allegan—Basil W. Parker has sold his stock in the Hankow Tea Store to M. R. Misener, who will continue the business.

Jackson—Bert Wing, who recently sold his grocery stock, has re-engaged in a similar business on Greenwood avenue.

Pontiac—The Royal Oak Savings Bank has filed articles of incorporation increasing its capital from \$20,000 to \$40,000.

Pinckney—William E. Brown has sold his drug stock to C. G. Meyer, recently of Three Rivers, who has taken possession.

Manistique—Edward Dishneau lost his store building and grocery stock by fire March 13. The loss was covered by insurance.

Grand Ledge—W. F. Treat has leased the Babcock building and will occupy it with a stock of wall paper and paints April 1.

Beulah—The Crystal Lake Grain & Produce Co. is being organized to engage in the purchase and sale of grain, beans and produce.

Mason—Ernest A. Densmore has sold his hardware stock to William Tunningly, who will continue the business at the same location.

Kalamazoo—A. H. Prehn, who was engaged in trade twelve years on the East side, has leased the Bosman store, on South Burdick street, and will engage in the men's furnishing goods business therein about April 1.

Seneca—Ernest Dewey has sold his stock of general merchandise to A. O. Dersham, recently of Morenci, who will take possession April 1.

Lainsburg—Norman B. Blood, who has conducted a jewelry store here for the past fifty-one years, died at his home March 14, aged 80 years.

Allegan—Herbert E. Elliott has sold his interest in the Miner & Elliott bakery, to his partner, Ray Miner, who will continue the business.

Portland—Ernest Sandborn has sold a half interest in his bakery to Arthur Bailey and the business will be continued under the style of Sandborn & Bailey.

Ludington—Fred A. Swanson, for three years chief clerk in the Gibbs grocery and market, has resigned to take the management of the Masse Bazaar.

Ovid—Meehan Bros., engaged in the cream, egg and poultry business lost their plant by fire March 16. Loss about \$3,000, partially covered by insurance.

Saginaw—Referee in Bankruptcy Marston has declared a first dividend of 15 per cent. in the estate of Peter Becker, formerly engaged in the shoe business.

Laingsburg—Wayne Coleman and J. Colby have formed a copartnership and purchased the Edwin Wilcox & Son bakery and restaurant and taken possession.

Vestaburg—Harding & Hornbeck, dealers in hardware, have dissolved partnership and the business will be continued by Mr. Harding under his own name.

Marlette—The Marlette Clothing Co. has been organized with an authorized capital stock of \$7,500, all of which has been subscribed and paid in in cash.

Nashville—J. B. Mix has traded his hotel, the Wolcott House, to Clarence A. Griffin for his 20 acre farm and stock. Mr. Griffin will take possession April 1.

Port Huron—Daniel Conway, who conducted the Conway Hotel for a number of years, died at his home March 12, as a result of apoplexy, aged 74 years.

St. Johns—E. E. Bishop, poultry and egg dealer, is putting in machinery for the manufacture of butter. The new department will be in operation by April 15.

Allegan—Herbert A. Baker has purchased the interest of his partner, C. G. Messinger, in the Baker-Messinger drug stock and will continue the business under his own name.

Laingsburg—Touff Bros. have sold their dry goods and grocery stock to Walter Wright, who will take possession April 15. Mr. Wright sold the stock to Touff Bros. about three years ago.

Coldwater—Cleo Arnold has purchased the interest of his partner, P. C. Houston, in the implement stock of Arnold & Houston and will continue the business under his own name.

Stockbridge—E. Burney Ostrander has resigned his position of Assistant Cashier of the Stockbridge State Bank, a position he has held ever since it was established, and secured

a similar position in Detroit with the Woodward Avenue State Bank. Howard Marshall, of Gregory, succeeds Mr. Ostrander.

Lawrence—Jennings Bros. have sold their drug stock to Burrell Tripp, who conducts a department store at Allegan. Mr. Tripp has not decided what disposition he will make of the stock.

St. Johns—Noble Burnett, dealer in dry goods, has given a trust mortgage to J. Earl Brown for the benefit of his creditors. Liabilities, about \$8,000; stock on hand, without fixtures, \$6,800.

Cass City—The Farrell & Townsend Co. has opened a general retail clothing and shoe store, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

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

Allegan—William Babcock has sold his grocery stock to Melvin Collins, who will continue the business. Herman Konkie has opened a meat market in connection with the M. Collins grocery store.

Brighton—The private bank of G. J. Baetcke & Co. will not be able to pay more than 75 cents on a dollar to the creditors. The assets are given as \$73,500, while the liabilities are recorded as \$86,000.

Daggett—The Daggett State Bank has been organized with a capital stock of \$20,000 and a surplus fund of \$5,000. President, Paul Perrizo, Vice-President, Andrew E. Weng; Cashier, A. H. A. DeChateau.

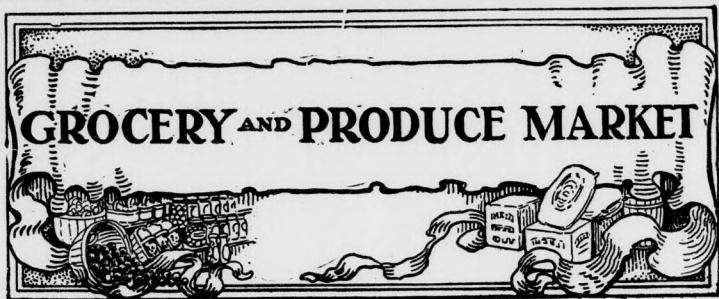
Caro—Fire destroyed the store buildings and stocks of the Watrous Hardware Co., R. J. Putman, grocer, and the restaurant of Perry & Wright. Loss about \$15,000, which is nearly covered by insurance.

Muskegon—J. W. Fleming has sold his produce business to M. Piowaty & Sons, of Chicago, who recently purchased a produce house in Grand Rapids. Mr. Fleming will remain with the house as manager.

Charlotte—Hubbard & Houghtaling, dealers in general merchandise, have dissolved partnership and the business will be continued by A. A. Houghtaling, who has taken over the interest of his partner.

Clifford—Fire destroyed the brick store building in which R. Smith conducted a general store and damaged the stock to the extent of about \$5,000. E. W. Wheeler, druggist, also sustained a loss which was covered by insurance.

Lansing—H. L. Barnard, is the latest Lansing citizen to receive a letter from Madrid, Spain, written by "S. Soloueff," imprisoned Russian banker, who will give \$160,000 of his secretly hidden roll if Barnard will donate a small trifle to free the count from the Spanish prison. Barnard will keep on selling groceries and leave the freeing of the supposed Russian count to any person who has time to attend to such philanthropy, he says.



The Produce Market.

Apples—Northern Spys, \$3 per bbl.; Greenings and Baldwins, \$2.75. Russets and other good varieties, \$2.50. Bananas—Have advanced to \$3 per 100 lbs.

Butter—The consumptive demand for butter has been very good and the receipts have been cleaning up on arrival. The warehouse stocks have been reduced to a considerable extent and all grades of butter are very scarce. The market is in a firm condition on both solid packed and print, and owing to the high price there is not likely to be any change in the near future. Fancy creamery commands 36c in tubs and 37c in cartons. Local dealers pay 27c for No. 1 dairy and 19½c for packing stock.

Cabbage—\$1.75 per bbl.

Carrots—60c per bu.

Celery—\$1.90 per box for California; \$3 per crate for Florida.

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

Eggs—The market is higher on account of Easter requirements. Most all dealers pay 19c this week, but expect to see the market drop to 14@15c before the end of another week.

Grape Fruit—The supply of Florida fruit is still large and with prices ranging from \$3.25 for 36s and 42s to \$3 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, 10c per lb.

Onions—Spanish are in fair demand at \$1.25 per crate. Home grown have been reduced to 25c per bu., at which price there should be a heavy movement.

Oranges—\$4.25 per box for either Florida or Californias.

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 Jer-

seys, \$2 per hamper; Delawares in hampers, \$1.75.

Tomatoes—\$3 per crate of 6 baskets—Florida.

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

Merchants to Hold Weekly Auctions.

Corunna, March 17—Corunna business men are making a strong bid for the trade of farmers of Shiawassee county by fostering a plan whereby the rural residents may bring livestock and other produce to this city to be sold by a competent auctioneer, each Saturday afternoon. The sale will be held on the streets if the weather permits, and if not, a building will be secured. Only articles that would create competition with Corunna merchants will be barred from the sale.

The Corunna Business Men's Association held a meeting Friday evening at the city hall and nearly every business place was represented. A committee consisting of L. N. Sheardy, Frank L. Johnson and E. H. Mills was appointed to make the necessary arrangements for the auctions, the first of which will be held on Saturday of this week, it is expected. All articles to be sold must be listed with the clerk previous to the sale. A commission of 1 per cent. from all sales will probably be demanded by the Association to pay the expense of the auctioneer and the clerk. Another meeting of the Association will be held Tuesday evening, when the plan will be talked over at greater length.

At a meeting some time ago, the Association appointed a committee to confer with the Corunna Bank to determine if it could be induced to remain open on every second Saturday evening, when the local furniture factories pay off their employees. The committee failed to report Friday evening, and it is understood that the members were unable to reach an agreement with the bank officials. The merchants say they are flooded with checks on Saturday evening and find it impossible to cash them all. If the factory man cannot be accommodated, they say, he goes to Owosso, getting the check cashed there and spending money that he might otherwise leave in Corunna.

The Grand Rapids Forging & Iron Co. has been organized with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and paid in in cash. The stockholders and the number of shares held by each are: Christian F. Frey, 50 shares; Matthias Ruoff, 50 shares and Chas. A. Hauser, 10 shares.

The Grocery Market.

Sugar—Federal is offering granulated at 4.25 f. o. b. New York. All other refiners are holding for 4.30. The market on refined is the lowest it has been in fifteen years and raw prices are so close to refined that it is impossible for the manufacturer to make a profit. This condition, it is thought, will not hold for any great length of time, but how much prices will advance, if they advance at all, is a question no one seems able to answer. The low point is usually reached during March and then the market proceeds to advance, but conditions are so different this season that most jobbers do not look for the market to go much higher for some time.

Tea—The market remains quiet, with no change in prices, only current requirements being asked for. Stocks are small in this country. Both blacks and greens hold firm for the better grades. Some low grade Japans have been offered very cheap. Not much life is expected in the market until the opening of the market for the new crop.

Coffee—There is very little demand at the moment, owing to the belief held by some people that prices are going even lower. In the last few months the market for all grades of Rio and Santos has slumped 2@2½c per pound and the tone at the present time is decidedly heavy. Unless powerful support comes, even lower prices are not unlikely. Brazil has held steady through it all, and this is really the only strong thing in the market. Mild coffees are also weak in sympathy with Brazils, though some grades have not declined so much. Mexicans are scarce and strong. Java and Mocha are about unchanged and quiet. Java is somewhat scarce.

Canned Goods—Tomatoes are unchanged and in fair demand. Corn and peas are in quiet seasonable demand at unchanged prices throughout. Apples are dull, largely owing to the cheapness of barreled apples. Prices are unchanged. California canned goods show no change and light demand. Small Eastern staple canned goods are moving seasonably at unchanged prices.

Canned Fish—Red Alaska salmon is undoubtedly weaker than it was some time ago, but has not declined as much as some other grades of Alaska salmon. French sardines are very scarce and gradually tending upward. The price is now quite high. Imported sardines are dull and unchanged. It is said that a combine has been formed in Norway to regulate the price of Norway smoked sardines and some of the dealers are looking for a slight advance. No change is looked for in domestic sardines, but it is thought that the recent advance will be maintained.

Dried Fruits—Prunes are about unchanged, 40s being relatively firmer and higher than the small sizes. The demand is quiet. Apricots are only about 1 per cent higher than opening prices of last summer, which is thought to be much too low, considering the way in which the market

is cleaned up. It is not expected that a great deal will be done in the movement of evaporated apples until the market is cleaned up some on green stock, which from present quotations is going to be a difficult task to do before warm weather. The raisin market has been very unsettled during the past winter and it was rumored that a combine had been formed on the coast which would be able to put the market on a better footing, but so far nothing has materialized and prices are exceedingly low and are liable to remain so, as stocks are large.

Cheese—Fancy cheese are only in moderate supply and no change in price is looked for within the next few weeks. Undergrade and skimmed cheese are very plentiful and selling at prices considerably under the price of fancy table grades.

Syrup and Molasses—Glucose is without change. Compound syrup is moderately active and unchanged. Sugar syrup is dull at ruling prices. Molasses shows no change and is in seasonable demand. Fancy molasses has ruled at about 5c per gallon above last year, but is showing some little weakness now.

Rice—Prices are unchanged from quotations of two or three weeks ago, and the market is firm. Millers in the South are holding stocks firmly at present prices.

Salt Fish—Cod, hake and haddock are unchanged, demand being comparatively light, but prices steadily maintained. The mackerel market is still in buyer's favor. The demand is very moderate and prices easy.

Provisions—Small hams are in better demand than any other goods, owing to the approaching Easter season. Pure lard is firm at unchanged prices, with a good consumptive demand, while compound is steady at unchanged prices with only a moderate consumptive demand. Dried beef is firm with a good demand; barreled pork and canned meats are steady at unchanged prices with a light demand.

Advocate Standard Weights and Measures.

Kalamazoo, March 17—At the last meeting of the Kalamazoo Retail Grocers' Association, the following officers were installed:

President—Rhenius Bell.

First Vice-President—W. H. Moerdyke.

Second Vice-President—W. H. Van Der Berg.

Financial Secretary—W. P. Johnson.

Corresponding Secretary—H. J. Schaberg.

Treasurer—Frank Toonder.

In the discussion of the weights and measures proposition, the members signified their desire to adopt a system whereby all may be made standard and a resolution to this effect may be passed soon.

Regular meetings will be held hereafter on the first and third Mondays of each month, and at the next meeting, committees will be appointed to prepare for entertainments for the summer season. H. J. Schaberg.



Three Less Banks Than Five Years Ago.

Entirely independent of each other and neither knowing that the other had such an idea in mind, the Grand Rapids Savings and the Kent State Banks had feelers out for a merger with the Commercial Savings Bank. The Kent State, it is stated, thought such a merger would be highly advantageous, as this would eliminate competition at Monroe avenue and Lyon street, where the Banks occupy opposite corners, and also on Bridge street, where both have branches. The South Division avenue branch, also, would be a desirable acquisition. Still another consideration, it is stated was that the Kent State will be a tenant in the new Pantlind Hotel, instead of a home owner, and a merger with the Commercial would restore it to its old position as having title to its own property. The actuating motive with the Grand Rapids Savings, it is stated, was to secure a main office in the heart of the financial district and two very desirable branches. The negotiations for the proposed mergers, in neither instance proceeded very far, but they did go far enough to make the stock control of the Commercial a matter of considerable importance. The Commercial stock is widely scattered into many small holdings, and to corral enough of this stock to be a factor that would have to be reckoned with in the event of serious efforts to bring about any merger plan was considerable of an undertaking. The bunching up of the stock, it is understood, was accomplished, but the process put the stock at quotations considerable above the normal. The first lots were bought at around 190 and then the price was jumped to 201, and then to 215, and for some blocks still higher prices were paid. The stock is now in such hands that neither merger plan is likely to go through.

Aside from its very desirable real estate holdings, the Commercial Savings would certainly be a fine acquisition for any bank, provided terms could be agreed upon. The Commercial has \$1,703,657.86 in savings deposits and total deposits of \$2,360,563.27. What a merger with either the Grand Rapids Savings or the Kent State would mean in the matter of deposits can easily be figured. The Grand Rapids Savings has total deposits of \$3,501,380.65, and the Kent State has a total of \$7,340,177.35. Adding to either of these the accumulations of the Commercial would make very handsome totals. It would make the Kent State's proposition as the

first bank in the matter of deposits beyond question, and with a total of \$5,860,000 the Grand Rapids would have a showing to brag about. From all accounts both deals are off and what might be is hardly worth considering.

This city now has three banks fewer than five years ago, two National and one State having been eliminated. The Kent and the State were merged to make the Kent State, the Fifth National and the Commercial were brought together to make the Commercial and the Grand Rapids National and the National City were combined into the Grand Rapids National City. These three mergers have been very successful and it is not apparent that the interests of the business community have suffered in the least through the curtailment of the facilities. How much further the merger movement can go without inviting the starting of new banks is a question, but this is not a question that is pressing for immediate answer.

National banks under the National banking law are permitted to issue circulation to the amount of their capital, but, as a preliminary to doing so, must buy Government bonds to deposit with the Treasury Department as security for the redemption of the notes issued. The Fourth National is equipped for all the circulation the law permits, but both the Old and the Grand Rapids are a little short of the maximum. The following shows how much the banks hold in bonds to secure circulation and the amount of circulation they actually have out:

	Bonds	Circulation
Old National	\$800,000	\$787,100
G. R. National City	900,000	883,497
Fourth National	300,000	295,097

There is some profit in the bank circulation, but this profit is narrower probably than the general public suppose. The bonds have to be purchased in the open market and are usually at a premium, even the 2 per cent Panamas. On a basis of \$100,000 circulation the bank would have to pay probably \$500 premium. The earnings for the bank would be \$2,000 interest on the bonds and assuming that the circulation was all loaned at 6 per cent, \$6,000 interest on business, a total of \$8,000. The charges against the earnings would be \$500 tax on the circulation, \$62.50 expenses and \$8.40 for the sinking fund. The expenses and sinking fund allowance may vary from time to time, but the figures given make a fair average. With these deductions from the earn-

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

Fourth National Bank

Savings Deposits

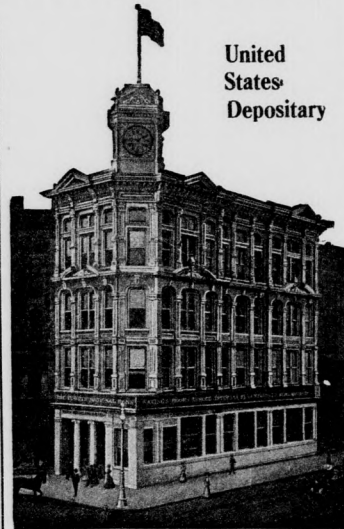
3

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

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

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.

ings the net returns are \$7,419.10. If the cost of the bonds, \$100,500, were put out at 6 per cent., the net earnings would be \$6,030. The actual profits on the circulation are \$1,389.10. Various other issues of bonds are used as a basis of circulation and with them the profits show from 12 to 14 per cent. The profits on circulation are not great, but every little bit helps.

Pays Back \$63,000 By Twenty Year's Toil.

Kansas City, Mo., March 15—"It was a matter of plain duty," Williard P. Holmes says. And so he went ahead and in twenty years he earned enough to pay off the \$63,000 of indebtedness recorded against his little bank, the Security Savings Trust Company, which failed in the panic of 1893.

A. N. Gossett, the assignee has filed a petition to the effect that Holmes is ready to supply money for the final dividend that would clear up the last dollar due depositors in the defunct bank. Mr. Gossett also asked an unusual thing of the court—to let him resign and appoint Holmes in his stead.

When it was suggested that his conduct might serve as an example Holmes was manifestly surprised.

"I don't see it that way at all," he objected. "I was instrumental in organizing the little institution back in 1887. I got some good people in it with me. Their friends deposited money with us. That was at the top of the wave here. In 1893 we hit bottom, with a good many other institutions. That was too bad. But it couldn't be helped. I don't know that our management was so much worse than others, but—"

Holmes simply didn't see it. He was still feeling the chagrin of the trained business man overwhelmed by circumstances. But the bright fact that he had shouldered the debts of the bank, and refused the shelter of the bankruptcy act, and paid dollar for dollar in a twenty years' struggle—that was a plain matter of course to Mr. Holmes.

Still, there was Mrs. Holmes' part. Holmes cheered up perceptibly and began to take real interest in the conversation. "There never was a moment when she wasn't sticking by me," he said. "We didn't have so very much in those days. The equity in our little home—I doubt if I could have gotten \$1,000 for it on a forced sale. But she felt the same way I did about the bank matter and we just set out to clean it up. She helped all the way."

But not one word would Holmes say about the twenty years he had spent working for the depositors that had put their money in his bank. Holmes couldn't see any call to make a fuss about it. His doctrine was absurdly simple. There was nothing else to do.

Holmes' hair is gray and Mrs. Holmes' hair is gray. She is rather tall and slender and she has dark eyes and you instinctly credit her with a lot when Holmes talks of the way she stood by him.

Quotations on Local Stocks and Bonds.		Bid.	Asked.
Am. Gas & Elec. Co., Com.	80	83	
Am. Gas & Elec. Co., Pfd.	44	46	
Am. Light & Trac. Co., Com.	350	370	
Am. Light & Trac. Co., Pfd.	106	109	
Am. Public Utilities, Com.	64	66	
Am. Public Utilities, Pfd.	74½	76	
Can. Puget Sound Lbr.	3	3	
Cities Service Co., Com.	118	122	
Cities Service Co., Pfd.	87	89	
Citizens' Telephone	92	94	
Commercial Savings Bank	215		
Comw'th Pr. Ry. & Lt., Com.	67½	68½	
Comw'th Pr. Ry. & Lt., Pfd.	90	92	
Elec. Bond Deposit, 1fd.	74	77	
Fourth National Bank	212		
Furniture City Brewing Co.	50		
Globe Knitting Works, Com.	125	135	
Globe Knitting Works, Pfd.		100	
G. R. Brewing Co.		155	
G. R. Nat'l City Bank	180	182	
G. R. Savings Bank	216		
Kent State Bank	200		
Macey Co., Com.	97	100	
Macey Company, Pfd.	30	35	
Lincoln Gas & Elec. Co.	30	35	
Michigan Sugar Co., Com.	55		
Michigan State Tele. Co., Pfd.	100	101½	
National Grocer Co., Pfd.	90	91	
Old National Bank	208½		
Pacific Gas & Elec. Co., Com.	57½	58½	
Peoples Savings Bank	250		
Tennessee Ry. Lt. & Pr., Com.	20	22	
Tennessee Ry. Lt. & Pr., 1fd.	75	76	
United Light & Railway, Com.	79	80	
United Light & Ry., 1st Pfd.	81	83	
United Light & Ry., 2nd Pfd.	78	79	
(old)			
United Light & Ry., 2nd Pfd.	73½	74	
(new)			
Bonds.			
Chattanooga Gas Co.	1927	95	97
Denver Gas & Elec. Co.	1949	95½	96½
Flint Gas Co.	1924	96	97½
G. R. Edison Co.	1916	98½	100
G. R. Gas Light Co.	1915	100½	100½
G. R. Railway Co.	1916	100	101
Kalamazoo Gas Co.	1920	95	100
Saginaw City Gas Co.	1916		99
*Ex-dividend.			
March 19, 1913.			

Death of a Popular Dry Goods Salesman.

Port Huron, March 18—Following a severe coughing spell and hemorrhage, with which he was seized last Friday evening, A. W. Peck, better known as "Allie," passed away at his home in Maryville, Saturday morning, March 15, aged 36 years. The deceased was thought to be on the road to recovery from a siege of typhoid fever. Deceased covered the Thumb country for Burham, Stoepel & Co., of Detroit. The funeral was held Tuesday, under the auspices of the Knight Templars, and was largely attended by the members of both the Knights of the Grip and the United Commercial Travelers. Mr. Peck leaves a wife and son and a host of friends to mourn his loss.

W. R. Carson received a hearty welcome from his old friends on his return from California, where he has been convalescing from injuries sustained about a year ago. His friends on the road will be pleased to learn that he will soon be with them again, making his rounds, calling on furniture trade. E. J. Courtney.

Smallest Council of the U. C. T.

Ann Arbor, March 17—The following officers were elected at the annual meeting of Washtenaw Council, No. 456:

- Senior Counselor—O. H. Dickinson.
- Junior Counselor—Fred W. Schamacher.
- Past Counselor—Geo. E. Clark.
- Conductor—Henry J. Kendrick.
- Page—Harry E. Bacher.
- Sentinel—Willis L. Rickey.
- Secretary-Treasurer—Arthur J. Foster.

Chaplain—Frank E. Wooley.
Executive Committee—John R. McNeil, Walter B. Burnet, Fred T. Stimson and L. C. Guenther.

The local Council was organized Feb. 13, 1909, and is the smallest

council possessing its own club rooms affiliated with the U. C. T.

Arthur J. Foster.

It's easier to persuade a man to stand alone than it is to induce him to stand a loan.

Ask for our Coupon Certificates of Deposit Assets Over Three and One-half Million



Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$300,000

Deposits

7 Million Dollars

3½ Per Cent.

Paid on Certificates

You can transact your banking business with us easily by mail. Write us about it if interested.

If You Have Money to Invest

You

Owe it to Yourself to

Investigate

the stock of the

National Automatic Music Company

42-50 Market Ave. N. W. Grand Rapids, Mich.

Which has paid 45 consecutive monthly dividends amounting to 68½ per cent.

Send for particulars

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.

TO YIELD 7¼%

The First Preferred Stock of the United Light & Railways Co.

Purchased in the present market yields above income.

DIVIDENDS PAYABLE QUARTERLY

Company's business is constantly increasing

We recommend this stock as a desirable investment

HOWE, CORRIGAN & CO.

INVESTMENT SECURITIES

Michigan Trust Building Grand Rapids, Mich.

MAXIMUM INCOME—MINIMUM COST

6% Cumulative Preferred Stock

American Public Utilities Company

Successfully operating properties in fourteen prosperous and growing cities of increasing industrial and commercial importance. WILL NET 7¼ PER CENT.

Earnings 2½ times dividend requirements. DIVIDENDS PAID QUARTERLY.

Orders received for one share and upward. Write for circular.

KELSEY, BREWER & COMPANY

Bankers, Engineers and Operators

Michigan Trust Building Grand Rapids, Mich.

Grand Rapids is your market place. You buy its furniture, you read its newspapers and deposit in its banks. Buy your Life Insurance there also of

The Preferred Life Insurance Co.

Grand Rapids, Michigan

Wm. A. Watts, Secretary and General Manager



(Unlike any other paper.)

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OF BUSINESS MEN.

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Grand Rapids, Mich.

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Five dollars for six years, payable in advance.

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Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

March 19, 1913.

LIGHT THROWN ON DARKNESS.

A careful reading of the testimony given by Fred W. Stevens in the Pere Marquette investigation by the Legislative committee in Detroit might reasonably lead to a question as to whether it is the Pere Marquette or the State of Michigan that is on trial. Mr. Stevens was an excellent witness. He answered all questions freely, openly and above board. He told candidly and with every appearance of honesty how the high financiers juggled the property into bankruptcy, loading it with so many millions of bonds, stocks and other evidences of debt that to swim out was impossible. It was an exceedingly interesting story of Wall street manipulation and none the less interesting because under laws enacted since the juggling was done its repetition in Michigan would not be possible. In the old days the matter of issuing securities rested solely with those in control and the capacity of the printing presses to produce the certificates, but now the Michigan Railroad Commission has an authority that corporation managers cannot ignore. While giving facts and figures as asked for throughout his testimony Mr. Stevens run an arraignment of the State of Michigan for its hostile policy toward the railroads. Taxes have been increased two and three fold. Cost of operation has been increased by various regulations, some relating to safety, some to the demands of labor and some to meet real or fancied needs of the public. Revenues have been reduced by the two cent fare law which applies equally to the sparsely settled districts and those that are thickly populated and by refusal to permit an increase in freight rates. In addition to what the State has done to make railroading difficult, labor costs have increased, coal and other materials cost more, and at every point the railroads have had to meet the same higher cost of living problem which confronts the private citizen. Those who are familiar with conditions will admit that there is sober truth in all that Mr. Stevens has said. The State has contributed its share toward making it difficult for even the solvent and well managed railroads to pull through. It has piled up the taxes, swelled the operating and maintenance expenses,

and curtailed the earning capacity of the railroads, and the State is suffering in the service it receives and will continue to suffer so long as such policies continue. All these handicaps that the State has placed upon the railroads have been known, but never have they been so clearly set forth as by Mr. Stevens, or with such apparent showing of high authority. It would not be at all strange if the investigation led to legislation undoing some of the handicaps under which the railroads are laboring. The two cent fare law, for instance, might be modified to such roads as show earnings up to a certain figure per mile, with, perhaps, three cents where the earnings are low. The ad valorem system of taxation adopted in the Pingree administration cannot be changed without an amendment to the State constitution, but taxes can be levied on some other basis than to see how many dollars can possibly be squeezed out of the corporations. Some of the regulations not directly relating to public safety might well be modified. In other words, the policy of the State should be to give the railroads a fair chance and to encourage them in giving good service, instead of making it impossible for them to do so.

WINELESS WHITE HOUSE.

The word comes that under the Woodrow Wilson Administration wines and liquors will not be served at the White House functions. This will bring sorrow to some who live in Washington and are high in public life. It may shock the foreign dignitaries and grieve them. It will certainly make the wine merchants sad. But is not this good sense and in perfect keeping with the very latest and best American ideals? In the old country the serving of wines and liquors may be customary with the practice based on centuries of habit; but this is America, not Europe. In this country the tendency is more and more toward sobriety, decency and the unfuddled brain. To-day the non-drinker is distinctly in the fashion and especially is this true among the successful business men and manufacturers. The time may have been, even in this country, when drinking was common, but in this day the drinker is looked upon with suspicion, his credit is impaired and many doors of opportunity are closed to him. It is becoming more and more so every year. If this is the tendency in commercial, industrial and professional life in America, why should not the White House reflect this tendency and encourage it? The White House dinners may be sneered at by official life in Washington and may be laughed at in foreign courts, but good honest American sentiment will applaud, as wineless dinners will be representative of this country and its customs. Those who attend such functions and feel that they must have a drink can acquire their jag later in the evening at the bar room, instead of under the White House roof.

THE PUBLIC BE PLEASED.

A. W. Warnock of the Twin City street railway lines, made an excellent address before the Grand Rapids Advertisers Club last week on the art of making friends. Instead of the old policy of the public be damned, he said, it is now the aim of public service corporations of all kinds—at least those that are well managed—to make the people friendly by pleasing them and trying to give them what they want. The properly conducted corporation to-day has its well-organized kick department with the best man obtainable in charge, and complaints of all kinds, whether they come in by telephone, letter, or personally, are given immediate attention and every effort is made to smooth things over and to placate and satisfy the person with a grievance. The public service corporations seek to take the public into their confidence and do all they can to cultivate the sentiment of mutuality of interests. They are finding that this policy pays. Not the least interesting part of the address was when Mr. Warnock suggested that the public co-operate with the management in trying to promote good service. When a street car conductor, for instance, makes a special effort to please the patrons by courtesy to the patrons or by special efficiency, why not drop a line to the office commending him for it. This would put heart into the conductor and encourage him in his efforts to please. Public service corporations are in effect big retail concerns, selling transportation, gas, electricity or other commodities at retail. The street car lines sell rides at 5 cents a package. The same rules that apply to the corporations should be and are followed by the successful retail merchants. They, too, try to please the public and to satisfy their patrons, or at least should do so. The store patrons can encourage the clerks and put heart into them and contribute to their efficiency by an occasional word of commendation and praise. The clerks are just as responsive to kind treatment as experience has shown the public to be for courtesy and corporation efforts to please.

THE LAW OF CIRCUMSTANCES.

In a recent issue of the Tradesman it was stated that the adoption of the dry measure quart box for strawberries was in enforcement of a law enacted by the Legislature two years ago. Instead of a law enacted by the Legislature it is the law of circumstances that brings about the change from the old wine measure box, and the law of circumstances is even more operative than anything the authorities of the State can do, for it has a way of enforcing itself and imposing its own penalties. A bill was introduced in the Legislature two years ago for the adoption of the dry measure quart box, but it was opposed by the Berrien county growers and also from other parts of the State and fell by the wayside. The only law on the subject is the old State law which prescribes that commodities sold by the bushel shall be measured

in bushels or fractions thereof. Strawberries come in this class and under the old State law must be sold in fractions of a bushel, not in fractions of a gallon. The law of circumstances, which applies in this case, is the enactment of State laws and city ordinances establishing the dry measure quart. This city adopted such an ordinance three years ago, but at the earnest request of the commission men and others the enforcement of the ordinance was suspended until this spring to let box manufacturers and growers adjust themselves to the situation. Detroit has a dry measure ordinance. Chicago by city ordinance and Illinois State law insist upon having a full quart. Cincinnati has for several years been practically closed against Michigan berries because the Michigan berry box was not up to the standard prescribed by ordinance and State law. Michigan berries are practically shut out of the Eastern markets for the same reason. With practically all the good markets closed against the short measure quart and the regulations every year becoming more stringent, the box manufacturers saw the necessity of making boxes of the standard size. Last spring they held a meeting in this city at the Livingston Hotel to discuss the situation and the result of the deliberations was the adoption of the standard size, to take effect this season. This gave them a year in which to work off their old stock and to let dealers and growers clean up. The logic which brought the Michigan manufacturers into line was the same which has appealed to the growers of Tennessee, Kentucky, Missouri, Texas and other states. Because the leading markets will refuse berries shipped in short measure boxes, they are compelled to use standard sizes. Some old size boxes, no doubt, remain in the hands of growers and in this city the Sealer of Weights and Measures will consider circumstances when he finds such boxes offered, but after this season the ordinance will be rigidly enforced, not only as against local production, but also against shipped in fruit.

The Pere Marquette Railroad, under an intelligent and energetic receivership, is trying to live down the unenviable reputation for accidents and calamities acquired under the old Wall street control, yet when a traveler steps up to the window at the union station in this city to buy a ticket the indiscreet clerks, while making change, insinuatingly shove forward an accident insurance blank and suggest that the traveler may want a policy with his ticket at an additional cost of only 25 cents, good for 24 hours and entitling his heirs to \$5,000 in the event of a fatality. The sale of accident insurance is, of course, entirely legitimate, whether at the ticket office or elsewhere, but it would be supposed that the Pere Marquette, trying to live down its past and to make the people forget, would avoid reminding them just before taking a train how hazardous it used to be to travel by that route.

OPEN TO SUSPICION.

The anti-vice movement in various forms is sweeping across the country and, instead of being a wholesome regenerative movement, it is taking on some of the phases of a popular fad, with all that this implies. Many of those who are foremost in the movement are well intentioned and zealous reformers. Experience has taught that these are unusually unsafe guides in matters that involve practical problems, whether of a human nature or every day affairs. Under the impression that the movement has vote winning possibilities, politicians have attached themselves to it. Seeing in it a chance to promote their own selfish interests, the professional labor leaders have espoused it. Impractical reformers, designing politicians, self seeking venal labor leaders—these are the factors at the head of the movement and it is not difficult to predict that it will fade away as other movements fade that are not based on sincerity and wisdom.

So long as human nature is as it is there will be vice in the world and wickedness. So long as there are men to tempt and women to be tempted, so long as men promise and women believe there will be that sorrow in the world which follows sinning. So long as there are cheap dance halls, so long as there are girls who openly court temptation instead of avoiding it, there will be girls and women going astray. The remedy is not in more laws or in official investigations or in anti-vice crusades, but in the teaching of better morals and the cultivation of higher character. Innocence can be protected, for instance, by the suppression of such institutions as the cheap clubs on the west side, but in the last analysis it is innocence itself and not the laws that must do the protecting.

The entrance of the union labor leaders into the movement is a characteristic bit of impudence and chicanery. The labor contention is that vice is a direct result of low wages paid to women and they prescribe as a remedy the enactment of minimum wage laws for women. This contention is put forward with a specious plausibility that impresses the thoughtless, but it is a falsity and is intended to deceive. There is no relation between low wages and vice and to claim that there is is a slander upon thousands of honest girls and pure minded women all over the land. Virtue is not a question of wages, but of character and morals. There is vice in the circles of wealth as well as in the ranks of the wage earners. The woman or girl who is viciously inclined will still be vicious, no matter what her wages may be. It is a false philosophy that would teach anything else. The remedy which the union labor grafters prescribe—the minimum wage law—instead of improving conditions, would make them infinitely worse. It would be an interference with natural laws and to do this is always dangerous. Instead of having employment at low wages, the enactment of such a law would throw many girls and women out of employment entirely, which, probably, is what the

union labor leaders are striving for. The reason female wages rank low is that so many girls and women seek employment not because they are compelled to work, but living at home and desiring more than the home purse will give them, they work to "help out" or to provide themselves with luxuries or because they have nothing else to do. In countless instances they look upon employment merely as a temporary expedient, to come to an end when they marry. Very often the girls are light headed, frivolous, careless and satisfy with what they receive. The sober, serious minded, conscientious ambitious girl who applies herself and tries to improve and to promote the interests of her employer—such a girl has no complaint to make of low wages, for she soon wins promotions and higher pay. There are very few employers but would rather have one \$12 a week girl and worth it than two \$6 a week girls who receive more than they earn. There are places for the low wage girls, but there would be no places for many of them with a minimum wage law, for employers could not afford to have them. If these low wage girls were employed, it would be at the expense of the girls worth more, because the natural tendency would be to average the wages and it would be infinitely harder for the girl of merit to win the reward of ability and skill. The professional union labor leaders never have been solicitous for the welfare of female labor. In fact, by promoting the enactment of laws limiting the hours of female labor and in various other ways they have shown themselves distinctly hostile to the women and disposed to curtail their opportunities. For them to advocate a minimum wage law for women at this time is certainly open to suspicion and it would be well to look into their motives before taking up with the theories they advance that low wages and vice go together.

THE PEDDLING WAGON.

The enterprising merchants in many of the smaller towns of the State are going out after the farmer trade instead of waiting for the farmer to come in. This method of merchandising has been in use in one form or another for ages. It found expression in the peddler with a pack on his back who passes from one farm house and from one settlement to another, selling such wares as he could tote around. It has been shown also in the peddling wagon, traveling routes through the country selling tin ware and buying eggs. The enterprising merchants of to-day are following old principles, but on modern and up-to-date lines. They have their peddling wagon and send it out over the rural delivery routes at stated intervals, but, instead of being an old fashioned peddling wagon, it is a complete general store in miniature. The popular type of wagon is enclosed, with a sliding door on the side. The wagon interior is fitted up with shelves, boxes, bins and drawers, with place for a barrel and beneath are tanks, one for kerosene and the other for gasoline.

The wagon is filled with these ordinary essentials to successful house-keeping, sugar, salt, spices, soap, baking powder etc., and is then started over a route of twenty or thirty miles, with a driver in charge to make sales to the farm wives. Certain routes are covered on certain days, so that the woman may know how to make their calculations on supplies, and often the peddling wagon has an extra load of goods to be delivered ordered by telephone or mail. The peddlers on their routes often return with eggs, butter and other products of the farm picked up on the way around or taken in exchange for supplies. These peddling wagons serve a double purpose. They widen the field of the enterprising merchant and they give the farm wife one of the conveniences of city life, as goods are brought to her door instead of compelling her to go to town for what she wants.

A BUSINESS ASSET.

We have heard much of late of the three-year-old millionaire who commands his retinue of servants, who summons the black playfellow hundreds of miles, and whose slightest caprice is at once the law of an entire household. There have been illustrations before of over-indulgent parents who pampered a child into a later life that led to crime. And the thought comes of how much better to bequeath to an heir the foundation of true manhood than to leave to him untold millions.

Self-discipline is the foundation of all success. Thomson says that, "Real glory springs from the conquest of ourselves; and without that the conqueror is naught but the veriest slave." This is but a poetical paraphrase of the old saw that "He who would govern others must first be master of himself." We see the necessity for self government every day. In the special occasions which come to every trade or occupation, every intercourse with our fellowmen may assume a phase in which patience, forbearance and endurance are called to the front. The man who flies into a passion the minute that things fail to move his way, soon finds almost everything going in the wrong direction; and his oars will then prove too weak to withstand the current of public opinion.

The lad who is to be trained to a successful business career has first the lesson of self-control to learn. The German teach every subject within their realms this important system of discipline through an enforced military service of seven years. We Americans may teach it in a more agreeable manner, but not through the indulgence of every childish whim—the enslaving of the man to please the child. This is the way weak men and criminals are made. The tyrant in the nursery becomes the law-breaker in after life. The child schooled to discipline is the level-headed and successful adult.

Of course, love is blind, but it might be just as well to remember that the eyesight of the neighbors is good.

BE READY FOR SPECIALS.

This is an age and a season of special sales. "Spring openings" and "Clearances" alike draw many customers, old and new. If you want to clear your shelves of old goods or exhibit the new ones, they in a great measure speedily accomplish the object.

Yet there are results more far-reaching than these which it is well to consider. After we gain the audience, the selling may be an easier matter. Some of them have made an effort—a hard one—to be present at the time set. Some have risen in the wee small hours and perhaps driven miles over rough roads or through the storm in order to secure the saving of money which you promised and which they sorely need. It has been a sacrifice, but one which those who find economy the household word, are glad to make for the sake of the reward.

Yet most of them are quick to appreciate the fact, if you have rendered it one, that some of the so-called bargains are really no bargains, but either cheaper or slightly damaged goods. Those who attend such sales are forced to economize, and this very fact renders them shrewd in comparisons. They quickly perceive that you have a few choice baits and are equally quick to appropriate their share. But if they have come miles to get some of the 50 cent kids, warranted to be first-class goods, they will resent the fact that these gloves are all in small sizes. Better take space to add this fact than to have even one disappointed customer. Of course, your main thought is to get them there, but such incidents tend to sour their temper and prejudice them against the remainder of your goods.

Service, too, is a great feature in these "sales." It is enough inconvenience to the bargain hunter to press through the inevitable crowd, without being obliged to waste valuable time in hunting some one to wait upon her or to make the change. If extra sales are expected, extra help in proportion should be provided in advance. Mark it well that the average shopper resents having her own time materially discounted in value.

One of the purest and most enduring of human pleasures is to be found in the possession of a good name among one's neighbors and acquaintances. This is not fame, or even distinction; it is local reputation among the few scores or hundreds of persons who really know one. It is a satisfaction quite of this world, and one obtained by large numbers of quiet men and women whose names are never mentioned beyond the limits of their respective sets of acquaintance. Such reputation regards not mental power or manual skill, but character; it is slowly built upon purity, integrity, courage and sincerity. To possess it is a crowning satisfaction which is oftenest experienced to the full rather late in life, when some other pleasures begin to fade away. Charles W. Eliot.



Making the Drug Store Windows Pay.

The goods that are shown in the window ought to be so placed that the light that shines upon them by night or by day will show the best features rather than emphasizing their defects. A little change of position will often make a great difference in the appearance of stock in the window. It is impossible to tell from the inside of the window just what the effect from the outside is. The trimmer ought to go out on the pavement and see the display as the customer sees it. He ought to do this several times in the process of arrangement.

A catchy plan that can be used for any of several lines of goods is the following: Suppose the druggist wants to call attention to his hot-water bottles. Let him drape the window interior with a solid color, such as red, black or blue. In the middle, upon a covered pedestal, he should place one hot-water bottle, so adjusted as to look its best, and in front of this a card reading in large letters, "Not For Sale," while below in small letters, that can be read only when the observer is close to the window, "Only a Sample, but Inside Are Plenty Just Like It at \$1.25 Each."

By buying a small toy wheelbarrow from the toy store at an expense of perhaps 25 cents, you will have something that can often be used to display bulk goods, showing them by the wheelbarrow load. The same plan may be used with a toy boat or train of cars or auto truck. The idea in each case will gain strength if it follows the means of transportation most in use in the locality of the store.

Displaying any form of package goods built up to represent even in a crude way some local structure will always attract attention. The town hall, the big bridge, the local skyscraper, etc., furnish subjects for this kind of construction. Another way of turning local color to account is by making a map of the village on the window floor, using some kind of powders or household drug that is to be advertised and outlining with it the streets and, of course, locating the store conspicuously. Rochelle salts or baking soda or borax might be used. On the site of the store a little pasteboard box, made to imitate the store, may be placed, with a sign over it, "The Baking Soda Store."

The windows should be used in a way that will conform to the greatest demands of the location of the store. A store near a large railway station will have a great deal of transient trade, which may be drawn in by dis-

plays of low-priced packages of candy, of chewing gum, of magazines and cheap books, of individual drinking cups, smokers' goods, etc. A store in a tenement section will find it most profitable to display goods at bargain prices, such as cheap hair brushes, combs, tooth brushes and dentrifices, hair tonics, household remedies, stationery, toilet preparations, etc. The window displays should peculiarly fit the neighborhood in which the store is located.

If the store handles school stationery, as many drug stores do, an individuality may be given to the line without much expense by having a lot of flashy labels printed in the school colors, with the name of the school on them, and attaching these to all the articles in the line. Anything new and special like this will get the attention of the children as soon as it appears in the window and the first children at school with the goods will excite the envy of all the rest, and the store will find an immediate demand for such things as catch the attention of the youngsters. Novelty along this line of effort is necessary, and with each new attraction the window is the only mouthpiece necessary.

Contests of any sort that can be inaugurated by window displays are usually popular and profitable. One of this kind might be a "quotation contest," with a window display of perfumes and an offer of a prize of a large bottle of perfume to the person handing in within a week the largest number of quotations from standard works mentioning perfume. A few sample quotations might be put on cards in the window, to show the public just what it meant. The details of any contest ought always to be made as clear as possible, because a large proportion of the people are slow to understand such matters, and nothing should be left to their imagination.

Dolls may be used to great advantage in giving window displays a life-like appearance. There are many scenes that may be arranged with their use, and it will prove profitable to get and keep a small assortment of them just for window displays. Many window displays may be made with the dolls, such as a table with dolls at dinner and digestive tablets shown in the arrangement; school scenes to advertise school goods; a cozy corner sort of plan to show a girl and her favorite box of candy; a doll in a toy bed with feet at a small hot-water bottle; doll baseball games or football games, or other forms of sport popular in the town at the time. The use of the dolls gives a human touch to the display and makes peo-

ple stop and look for more than the mere instant of glance that they usually give a window.

A good deal of interest will be shown by the public in a pair of fine prescription scales in the window. The scales should be well polished and placed conspicuously upon a pedestal, and perhaps a feather or little strip of tissue paper placed upon one pan to show how slight a weight will bear it down. A card accompanying the scale should call attention to its accuracy and state that it is sensitive to a sixty-fourth of a grain or whatever that weight may be, though it may be better to give the weight in fraction of an ounce or pound rather than grain, since a grain has no meaning for the general public. Of course, it is not every drug store that can spare a pair of prescription scales for window display, and in such a case it is feasible sometimes to place the scales in the window at closing time at night and leave the lights on and make a night-only display of the balance, with a statement that the same are "our accurate prescription scales in use all the while the store is open."

Another plan for the use of scales in the window is to emphasize the fact that the store always gives full weight, showing a scale with the pan weighed down with some sort of bulk goods. This plan will at once advertise the goods and the fact of good weight being given.

Raw material displays are always interesting and instructive, and the public will usually stop and examine with considerable care any display that shows an article from the raw constituents through the successive stages up to the fully finished product. The manufacturers of most lines of goods will gladly help the dealer to make up window displays of that sort by giving or loaning the raw material. Lines that can be handled thus without much trouble are paper goods, rubber goods, bristle goods, tobacco lines, etc., etc. Where the actual raw material or partly finished stock is unobtainable, pictures will help out by illustrating the processes.

To show a large quantity of goods, or, rather, to give the impression of a large quantity, the overflowing barrel idea is a good one, and it is simple. Merely a barrel set in the window with a filling of paper nearly to the top and the goods at the top and apparently running over and down the sides, being held in place if necessary by fine wire or thread. There is almost no limit to the number of lines of goods that may be shown thus.

A display of fine stationery may be made effective by setting a lady's writing desk in the window, fitting it up with the necessary writing equipment, borrowed from home or elsewhere, with a card reading: "No finer paper at any price, 48 cents a box." Of course, this display is suited only to a window low enough so that the top of the desk will be about level with the eyes of the passer-by.

If you use this display in daisy

time, you can get a conspicuous effect by gathering a large quantity of field daisies and decorating the window with them, putting in the goods and a card, "These Goods Are Daisies." If not in daisy time, get enough artificial daisies for a bouquet large enough to give point to the card. Many different kinds of goods are suited to use with daisies, but cigars or confectionery are perhaps the best.

Single-package displays have many merits, and they are being used by some of the most successful window dressers to a large extent. In the time of year when sunlight or flies are apt to destroy or spoil a good portion of the goods in the window, the single-package idea helps reduce window display costs. At all times the one-package, one-idea window sends people on with a more definite idea in their minds than any multiple-package display. When the window is full of goods the eyes rove about from point to point without finding a resting place. Where there is one thing shown conspicuously, the rest of the window being used to bring out that one thing, the eye rests on the prominent article and stays there, and the idea sinks into the minds to give a definite, lasting, concrete impression.

These one-article window displays require a good deal of thought in planning them so as to produce a maximum of effect, but once planned they usually require comparatively little work to make. Color, position, background and other things require careful attention, but it is not necessary to get much stock ready for show, and a display can in this way be made of a line which is carried in stock only in small quantity.

A clock face, drawn on a big sheet of white cardboard, can be used with a display of any sort of timely goods, with the inscription, "Time for Cough Cure" (or anything else). If you have a good, large clock, this may be used in the same way instead of the drawn dial.

At the time of millinery openings you can get a lot of attention by securing some old hat frames and decorating a number of them with various kinds of brushes, making up tooth brush or hair brush, or nail-brush hats. When all ready, make a window display and call it your spring or fall millinery opening. One who possesses considerable ingenuity in such matters may easily make some quite clever trimmings.

Ingenuity is a valuable possession for the window trimmer, but the man who keeps at it will make his windows pay even if he is not ingenious.

Get the Love of Winning.

I like to win in anything I go at. I believe any good salesman must feel much that way. Magnetism is a physical quality, without doubt; and it may be inherited, yes. But a fellow must have more than that; he must have the wish to win, the energy to try. What else? Why confidence. First, the ambition to win; second the confidence that you can win. These are the things—E. C. Simmons in Trade Outlook.

HYDRAULIC WATER.

Story of Corporation Folly Forty Years Ago.

The old controversy between the city of Grand Rapids and the Grand Rapids Hydraulic company is occasionally brought out for an airing, and, after the airing has been accomplished, it is laid away for another season of rest. The Hydraulic company was organized under a special charter granted by the State Legislature in 1849, sixty-four years ago this spring. The charter was given in perpetuity, but contained a provision for its repeal by the Legislature at any future time. In response to popular demand the charter was repealed about eight years ago. The State Supreme Court confirmed the repeal as legal and valid. An appeal to the United States Supreme Court was taken on constitutional points involving property rights and validity of contracts, and this case is still pending. The periodical resurrection of the old controversy between the city and the company now is based usually upon the company's right to make new connections, extend its mains or keep its old mains in repair and do not materially affect the main issue which is still in the courts. Some day, no doubt, there will be a final decision to put an end to the controversy which has become so old as to be almost a land mark in the annals of the city. In the meantime it is a question whether putting the old company out of business, which a victory for the city would mean, would be a good policy, unless, indeed, the city should continue the Hydraulic company's water system as an auxiliary to the present city system. The Hydraulic company is an important factor in the insurance situation in Grand Rapids. For the familiar sprinkler equipment of factories, stores and warehouses some second source of water supply is necessary. The city water supply is sufficient for ordinary hazards, but some failure in this supply is always possible and the insurance underwriters require that the extra precaution of the sprinkler equipment shall be supplied from some other source. The Hydraulic company affords the easiest and best possible source of water supply, and most of the large buildings, especially in the downtown districts which have the sprinkler equipment, have Hydraulic connections. If the Hydraulic company were put out of business and its service discontinued, building and factory owners would be under the necessity of building costly water tanks on the roofs with facilities for filling them, and this would be not only expensive but unsatisfactory.

The long-drawn-out controversy between the city and the Hydraulic company recalls the interesting history of the latter and how it failed to grasp opportunities which were once within its reach and could have been had for the asking. The company as it stands to-day is a monument to lack of enterprise and in its present plight is a living example of what corporation folly can produce. The Hydraulic company to-day might

control the water supply of the city, just as the gas supply and electricity are controlled by private corporations. The company was organized, as stated, in 1849 under a perpetual charter granted by the State Legislature and its purposes were to supply the city with water. It found a supply in the springs on the Penny farm, which comprised the district which is now east of Jefferson avenue and south of Wealthy street, and piped this water to the down town districts. In later years it secured an additional supply from the Kusterer springs, near the present Grand Rapids brewery. In 1870, 1871 and 1873 the city had a succession of disastrous fires sweeping the business districts and destroying thousands of dollars worth of property. These fires created the very natural demand for a water service that would afford adequate fire protection. The old company was urged to meet the situation with an enlargement of its scope and the extension of its mains. The management of the old company was conservative, did not see immediate profits enough to warrant the additional investment, lacked vision and, besides, it is impossible the old management did not have the money. Not having the money would have been the least of the difficulties in these days of modern finance, but forty years ago the art of issuing preferred and common stock and bonds had not been perfected. The company refused to go ahead and, as a last recourse, the city itself took up the matter of furnishing fire protection. A bond issue of \$250,000 was voted and the city water works was established, with Coldbrook and Carrier creeks running through what is now the Fifth ward as the sources of supply. It is not necessary to follow the history of the city water works, as this is a familiar chapter in municipal history. The old Hydraulic company continued to do business, distributing the spring water to the down town districts, but making no great effort to expand. In 1886 the old company was purchased by local and Eastern capitalists and re-organized with M. R. Crow as President. The new management knew the game of modern finance and re-organized with a large capital in stock and a big loan represented by a bond issue. The new management showed great enterprise in extending mains, in securing additional and better water supply from the springs on the Comstock property this side of the Soldiers' Home and in buying the Bailey springs further north as a source of future supply. The new management, however, recognized that, in competition with the city, the company could never hope to succeed and undertook to purchase the city plant and thus gain possession of the field. A definite proposition was made to the city, the aldermen were persuaded to give it their sanction, the newspapers were subsidized into endorsing the plan and a very active and energetic campaign was conducted. The proposition failed to receive popular approval at the polls. Not long after that the Hydraulic company ceased to spend money for

extensions and improvements and in due time it was placed in the hands of a receiver, and there it remained for years. The Hydraulic company in bankruptcy was a constant source of trouble and annoyance to the city, fomenting public discontent with the city service, inspiring criticisms and helping to defeat plans for improvements. It served also as a center for the water scandal of a few years ago. The repeal of the old company's charter was finally demanded as a punishment for its folly and to get it out of the way of further mischief. When the repeal was achieved the city offered to buy the company's physical assets and asked the company to meet in a good faith conference to make terms. The company's answer was a ridiculously exorbitant price upon what it claimed to own. The city could not meet such terms and then the litigation followed and it is still in progress. There is not much left of the old company now except its name, but how different the story might have been had there been more corporation enterprise and more faith in the future of the city and more willingness to take chances forty years

ago, and had there been more honesty and good faith in the management following the re-organization of the company.

Excellent Selections on Front Cover.

St. Louis, Mo., March 17—I have just received and read the poems and sentiments on the title page or outer cover of your March 12 Michigan Tradesman, which are always good but, of course, sometimes better than at other times. I have said to my sons, who are associated with me in business, that should I never get an opportunity to peruse the inner pages of your publication I would, nevertheless, continue my subscription in consideration of the excellent and well-selected quotations which regularly appear on its outer cover. It was my purpose to have said as much to you long ago, but I have neglected doing so until now. Anthony Ittner.

A dog may worry a cat, but a man, being nobler than a dog, worries some woman.

No matter how young you are, you are probably old enough to know better.

Just What You Want!

SIX COMPLETE

ALPHABETS

For **BEGINNERS**

In **CARDWRITING**


Complete Set Mailed to You for **\$1.00**

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247 Monroe Ave., Grand Rapids, Mich. (YOU WON'T WANT YOUR MONEY BACK)


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HAVE ENDORSEMENT OF LEADING ARCHITECTS



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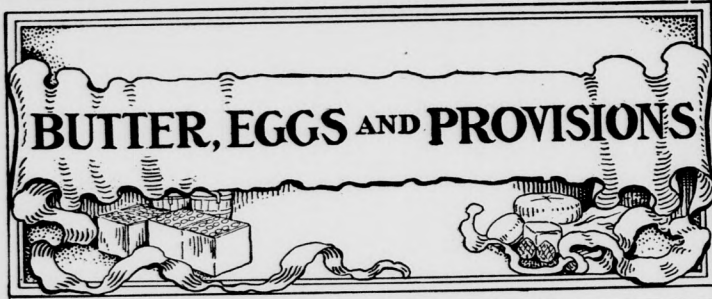
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Fancy vs. Utility Poultry-Keeping As a Business.

Written for the Tradesman.

Of all the vocations which are looked upon by hard-working mechanics, care-burdened merchants and wearied professional men as offering more congenial occupation, poultry keeping seems to rank first. A poultry plant, a small fruit farm, a garden, an orchard—the first, or a combination of all, seems like paradise to the city worker. And he believes there is money in it—a good living anyway.

The poultry show is one of the most pleasing exhibitions to city people. They enjoy it apart from any thought of possible profit. Their attitude is not that of the poultryman or farmer, though it may also be in a degree critical and studious. The labor connected therewith, the difficulties, the adverse features of poultry-keeping are not prominently suggested in the show room.

No wonder that the first inclination toward poultry-keeping as an occupation often comes directly or indirectly from the poultry show. Acquaintances discuss the show, and, always, some one voices his or her wish to sometime engage in poultry keeping. And always some enthusiast can depict in glowing terms the financial possibilities of the business. Visiting the annual poultry show, reading a poultry journal or occasionally seeing the flock of some poultry fancier tends to keep alive this interest and perhaps the hope of some day engaging in poultry keeping.

Poultry keeping appeals to the city worker because it can be undertaken without a large capital. It promises respite from the unvarying routine of office or shop. It affords opportunities to work according to one's own ideas and plans. One may escape many of the unwelcome experiences of either the employe or employer. Quite an extensive business may usually be carried on with no other help than one's own family.

The city man contemplating going into poultry keeping as a business usually sets about it in a businesslike way. He expects to begin with good stock—pure bred fowls—and up-to-date facilities. But many, very many, fail in one particular: They make a great mistake in supposing that poultry-keeping requires little or no

practical experience. This necessary experience is often more dearly bought as proprietor of a poultry plant than it would have been as an employe of one.

The fancy side of poultry-keeping is usually emphasized by the poultry shows much more so than the utility side—the producing fowls and eggs for market, for human consumption. Premiums, prizes and high prices for breeding stock and eggs for hatching make undue impression upon prospective poultrymen. From one dollar up to ten or fifteen for a setting of eggs quite eclipses the market prices of 20 to 35 cents a dozen, and two, five or ten dollars for a breeder instead of 50 cents to a dollar at the meat market seems to offer great inducements to raise prize-winning birds.

Comparatively few people outside of those engaged in raising fancy poultry know or realize the work, the expense, the study and the difficulties before fancy poultry-keeping can be made reasonably remunerative. A market for setting eggs or stock must be secured by advertising. This advertising comprises exhibition of stock as well as space in farm and poultry journals. It also includes circulars and booklets with illustrations and descriptions to be mailed to prospective purchasers. The poultryman can not spend the time necessary to answer in detail every enquiry except by printed matter in connection with his correspondence.

The time and expense of attending poultry shows is no small matter. The breeder who would be up to date must attend shows even though he does not exhibit. But one who does not show his birds can not expect very much demand. He must not only exhibit, but he must win premiums, and advertise his winnings. To win he must have the quality in his stock. This takes us back to the beginning.

It is no small matter to decide what breed or breeds to start with. Having decided this the next question is where to obtain foundation stock. To buy of those long in the business and extensively advertised means high priced stock. It means \$10 to \$15 for fifteen eggs and \$10 to \$35 for a male bird to mate with females costing \$3 to \$10 each.

Before all this one needs to have a considerable experience in care of setting hens or use of incubator so that incubation may not be an entire failure. How to produce healthy chickens, how to keep them growing thrifty to maturity, how to prepare them for the show room, how to

mate for another season; these and much more must a person know and do in addition to all that is required to succeed in the utility line—that is to produce eggs and fowls for market.

One need not purchase such high priced stock in order to get pure bred fowls. No, of course not. He can begin with eggs at \$1 per setting, or fowls at \$1 or \$2 each; and, strange to relate at the end of two or three years, the low priced stock might be much improved, or the high priced stock may have very seriously retrograded. Much depends upon the skill of the poultry breeder.

Then again, styles change in poultry as well as in other things. One must keep well in touch with popular fads and fancies in the chicken world. The breed or variety of which one has spent years in building up a flock—that is aiming to produce a certain type—may be eclipsed in popular favor by some other breed, variety or type. The breeder is then like a merchant with out-of-date

We want Butter, Eggs, Veal and Poultry

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

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Satisfy and Multiply

Flour Trade with

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 Grand Rapids, Mich.

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

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Michigan People Want Michigan Products

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"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

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

Your customers will like

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

Order of your jobber or
 Louis Hilfer Co.
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SEEDS WE CARRY A FULL LINE. Can fill all orders PROMPTLY and SATISFACTORILY.  

Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

Potato Bags

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

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

POULTRY AND EGGS WANTED

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

M. O. BAKER & CO.

TOLEDO, OHIO

goods. Purchasers do not eagerly seek his wares.

The fancy poultry-keeper enters a limited field—a field where there is strong competition—a field where money talks louder than merit. The utility poultry-keeper's field is unlimited. Competition there does not exist in the same sense. The ever-increasing numbers who engage in this line have not reduced prices nor curtailed profits. Utility products find a ready home market and when that is supplied good markets at a distance. It is necessary only to supply products of good quality to secure regular customers and good prices. In fancy poultry there is little home market. Customers are secured only by constant advertising. From the nature of the business, comparatively few are regular customers. Even if satisfied with birds shipped them or chickens hatched from settings they may not send to the same breeder the next year. And there is much dissatisfaction in this line of business. Customers expect too high class birds for the price they pay, or they ruin a hatch through ignorance or carelessness and blame the seller. They do not know how to grow thrifty birds and condemn the stock because they get no prize winners.

The one who engages in utility poultry-keeping has plenty to learn, and he can keep on learning and progressing. But he does not need to advertise his winnings to secure customers. Only the meat dealer, the grocer, or the consumer needs to be convinced of the merit of his products. Each of these is his own judge. He does not need to study a "standard of perfection" for weeks, months or years, nor require each bird to be accompanied by a score card signed by some distinguished poultry show judge.

The fancy poultry-keeper has often to spend more time to sell a single bird or a setting of eggs right at home than the utility man has to sell a crate full of fowls or a case of eggs at a profitable figure. And when shipping away the former has often to make a trip to town, to the railroad station or to the express office for a single bird or one setting of eggs, besides the correspondence in regard thereto.

One fancy poultry breeder who had some dozen or more pens and had been in the business a number of years said that his business did not really pay until his advertising bill reached \$1,500.00 a year. And he was one of the small fry compared with Fishel, Thompson, Bradley, Kellerstrass, Duston, Hawkins, Cook, Bright, Hewes, and perhaps a dozen other equally prominent fancy poultry breeders who advertise constantly in nearly all the leading poultry journals.

The annual expense for quarter, half or full page advertisements and occasional write-ups with illustrations must run way up into the thousands of dollars for each advertiser.

To succeed with fancy poultry one must be able to produce birds of high quality in sufficient numbers to fill orders. The birds must conform to

the popular standard, no matter how often fancies change. Their name and fame must ever be kept before the people, and the prices received or demanded must correspond to the outlay of money, time, study and endeavor.

Fancy poultry-keeping as a diversion or as a side line is free from the necessity of showing a profit, and anyone who chooses may thus indulge their propensity. This branch may be all right for the extraordinary person—one of a thousand—but the ordinary man or woman will find the less exacting branch—the utility line—difficult enough. There is far better chances of success, financially; there may be full as much pleasure, and surely far less disappointment, anxiety or excitement.

Utility poultry does not necessarily mean culls, mongrels or unattractive fowls. One can have pure bloods and take pleasure in keeping handsome fowls, and beside a satisfactory profit from utility products there is occasionally opportunity to sell setting eggs and breeders without expending more for advertising than is received from such sales.

E. E. Whitney.

Charles Corey Lost His Auto On a Wager.

Mears, March 17—Spring has arrived in Mears and I will have to attend to business instead of wasting my time in spoiling good stationery. Business has leaped forward suddenly and with a jerk. From the holidays until March 8 I averaged five traveling men and four customers daily. Since that time the average has been three traveling men and seven grown customers, besides a horde of kids buying marbles—a good solid increase in customers and a pleasing falling off of traveling men. I made the statement to Charles Corey on his last trip that spring was nearly here, but he disputed it and the end of our argument was a bet. I bet him 50 cents against his automobile that I could catch and cage at least two robins before his next trip, March 15. I have won the bet and have the robins in a bird cage, but both have died. Now, can you tell me what in tunket I am going to do with his auto? I begin to suspect he made the bet with the intention of getting rid of it. I feel like the man with a lawsuit. I lose even if I win. I only hope Charlie will insist on my showing live robins, instead of blind robins. I caught them all right, when my clerk opened the box and threw me a couple. Charlie is the fellow they copy when they want to make a picture of Cupid. He always has a smile on his face like Bill Burner, only not quite so much so.

The outlook up here is very bright for future business. The peach crop has only been killed twice this winter, so there will be a bumper crop. The year before it was killed at least four times, so we only had a normal crop in 1912.

In the last issue of the Tradesman you say "Blessed is the man who has good friends to blow his horn," but thrice blessed is the merchant who

has good friends to blow their money at home.

J. H. Lee, in his Bracing Breezes from Muskegon, states he is surprised to find the merchants take such an interest in the section set aside for the traveling fraternity. Why, bless his innocent soul, that is the best part of your splendid paper. We poor down-trodden four-corner merchants are barred from joining Muskegon Council, No. 404, but we are not barred from having our friends who are members. I, myself am as pleased to have the cheerful smiling face of a traveling man beam on me as to see old Sol's face peek through the

clouds on a gloomy day. I never knew but one traveling man who was a pessimist and he hated himself to death on his second trip. Long live the friendly, sunny, smiling and salve-spreading "boys" who travel the P. M. north of Muskegon.

C. A. Brubaker.

A Powerful Sermon.

"Brudders and sistahs," said the old colored preacher, "I'se gwine to preach a powahful sermon dis mawnin'. I'se gwine to define de undefinable, I'se gwine to explain de unexplainable, an' I'se gwine to unscrew de unscrutable."

FRESH COUNTRY EGGS

We are in the market for Fresh Country Eggs and will pay the highest market price

DETROIT PRODUCE CO. 3030 Woodward Ave. DETROIT

SEEDS

Can fill your orders for FIELD SEEDS quickly at right prices.

MOSELEY BROTHERS
Both Phones 1217 Established 1876 GRAND RAPIDS, MICH.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Judson Grocer Company

OUR Canned Fruits and Vegetables are taken from the trees and vines when in best condition. Very little hand work is done in filling the containers. Workers are required to keep scrupulously clean, factories are constantly washed with clear running water and machines, walls and floors are cleansed every night with scalding steam.

The Pure Foods House

Judson Grocer Company

Grand Rapids, Mich.



Decreasing the Cost of Selling Goods.

Five Things to Increase.

1. Sales.
2. Cash on hand.
3. Profits.
4. Efficiency of force.
5. Quality of goods.

Five Things to Decrease.

1. Debt.
2. Unnecessary expense.
3. Number of complaints made.
4. Amount of time wasted.
5. Cost of selling.

The clothier, whether maintaining a large store or a small one, can do no better than to make a copy of that list and hang it up where every member of the staff will see it—and see it every day.

During the last year or two there have been vast strides made toward scientific management in our retail stores. Men of brains have been studying the subject from every point of view in an endeavor to increase the efficiency of the establishment and decrease the amount of expenses. It is to the discredit of retailers that this phase of business was first applied to the factory and not to the retail shop. But now that the new order has arrived it is necessary that the merchant adopt it and not fall behind.

To increase his sales he must begin with himself and his store. He must be inoculated with the desire for success. He must have an ambition to climb higher in the retailing field. If he is one of those merchants who has been in the habit of going around "damning the down" and business in general he will have to be drawn up sharply and headed in another direction. If the town is damnable let him add his little share in making it less so.

Having arrived at the point where he can start off with a renewed enthusiasm, let him make a survey of his establishment. Let him time how long it takes to serve his customers in the different lines. Then let him carefully consider how much time is wasted through useless motions.

Here is one instance that might be cited. In many haberdashers' shops there is no collar case, or if there is, it is so small it is merely for displaying a few of the newer styles. In most instances half a dozen boxes of collars must be taken from the shelf, opened up and the collars brought out and shown. If the different styles carried in stock are shown in a collar case it does away with this useless waste of time, because while our man is making his selection another may be served. These cases will sell enough more collars to pay for them-

selves each year as well as save money and dissatisfaction in disposing of finger-marked collars.

Sales may be increased by earnest heart-to-heart talks with the clerks. There must be hearty co-operation in every establishment or there is loss of time, money and prestige. It will be found in many cases that some very fine salesmen are slow to adopt new ideas and fixtures. There are salesmen in some establishments that are sure the only way to handle clothing is in piles on tables. Even after using racks and cabinets they are hard to convince.

The clerks should be encouraged to do better work, not driven to it. Encouragement and commendation are worth more in efficient service than all the slave driving methods that were ever devised. Instill enthusiasm into their work by showing your appreciation of it.

Lastly, sales may be increased by a more careful study of the source of sales—the customer. To increase his sales the haberdasher must get into closer relations with his customers and those who are possible customers. This advertising of the haberdashery shop is sadly neglected in some quarters. Let the haberdasher get out and hustle for more customers, no matter how he goes about it; let him get more customers.

If sales are increased the amount of cash on hand ought to be greater. We wonder if the haberdasher realizes the importance of this one item. There are thousands of merchants who are doing business to-day for a mere living. That is, they get a living out of it and nothing more, because each year when stock is taken, while it may be found that the establishment has made a thousand or two over and above all shop and living expenses, the profits are in stock—in merchandise on the shelves. Then about every so often the merchant finds that he has a lot of "junk" on his hands and he has a hard time getting rid of it at any price—and his profits have dwindled down to a very small amount again.

Get more cash on hand. Let that be the keynote of the year—but don't forget to make use of that cash on hand to secure every discount possible in reducing debts.

Profits go hand in hand with sale. Usually the more sales the more profits. Profits may be increased by "grading up" sales and selling a better grade of merchandise. A clerk who persistently and consistently, day in and day out, urges the advantages of better grades to his customers must eventually show up increas-

ed sales and increased profits at the end of the year. This multiplied by every clerk in the shop means something worth while.

In considering the increase of sales we have dealt with efficiency of the sales force. There is no doubt in the world that it is up to the merchant, or the department manager, to build up an efficient sales force. The elements are there, but they must be combined and fashioned. A carpenter and brick-mason can build a house out of a pile of lumber and other piles of bricks and sand. In just such a manner must the haberdasher build up an efficient sales force. First, he must learn how; next, learn how to use his knowledge, and lastly, use it in such a manner that the clerks are enthused enough to begin to teach themselves.

As has been shown, by increasing the quality of the output, sales and profits, as well as cash on hand, are increased.

Debt should be decreased and can be by a more careful purchasing system. We carry much more stock of some lines than is necessary to conduct our business profitably. It will be found that one merchant will overstock on shirts, another on hosiery, another on something else. It is a hard thing to determine just how much stock in each line to carry. As a general rule the whole stock should be turned over from two to six times, according to local circumstances. But the same ratio would not apply to all lines. Suspenders could be turned over six or more times in a year, as also garters and kindred lines. Underwear could hardly be turned six times except under the most favorable circumstances.

There is another significance to that word "debt." There are often debts owed to us. This is so when a credit business of even the smallest proportions is done. Reduce these kinds of debts as much as possible by keeping only live debts on your books. If you have a man who is "good enough to pay if you give him time," have a good talk with him. Tell him you have to pay for your goods in thirty and sixty days, and that you can only extend credit that length of time. It will surprise some merchants to find how easy it is to collect regularly when an understanding of the time limit for credit is distinctly arrived at at the time the credit is obtained.

There are few unnecessary expenses the haberdasher has to reduce. There are some perhaps he might get more value for, but it is not good policy for a merchant to go around lopping off expenses—because he usually lops off the wrong ones. Get full value for your expenditures and you will as surely reduce expenses.

By increasing the efficiency of the force and making the shop more up-to-date you decrease the number of complaints to a minimum.

Each clerk will in the scientifically managed store find no idle time, so that his waste time is reduced automatically, as also is the decrease in cost of selling—A. E. Edgar in Haberdasher.

Spring Lines For 1913 Now Ready



Hats, Caps Straw Goods

G. H. Gates & Co.
Detroit

Write for Catalogue

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

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The railroads have promised Kalamazoo merchants and manufacturers direct shipments from New York and Boston in three days, whereas the time taken now is nearly ten days.

The plan of free public auctions to attract the farmer trade will be tried at Corunna under direction of the Business Men's Association of that city.

The Kellogg Toasted Corn Flakes Co., of Battle Creek, has completed a five-story addition to its plant and the manufacture of the Kellogg biscuit begins this week, with a force of 150 men.

The Commercial Club of Kalamazoo is out and after a membership of 1,000. Annual dues are \$12.

E. E. Bishop is adding a creamery to his poultry and egg plant at St. Johns.

Saginaw has secured the Wilcox-McKim Co., manufacturers of automobile parts. The company has \$125,000 paid in capital and will employ 125 men.

Ironwood's slogan is "20,000 population in 1920." The Commercial Club of that city has 130 members and everyone is said to be a "live wire."

Saginaw will try out the plan of a municipal market.

The city car lines of Saginaw were operated at a loss during the past year, according to the company's annual report.

The village of Comstock, Kalamazoo's neighbor, has installed sixteen street lights of 120 candle power each.

The Chicago & Northwestern road will improve its grounds at Ishpeming this year by starting lawns and planting shrubbery and flowers.

The Battle Creek Chamber of Commerce will organize a boys' division, the ages of members ranging from 15 to 21 years.

Hillsdale has clamped the lid on all gum machines, candy boards and gambling devices.

Electricians will be placed under the same rules as plumbers at Holland and all their work in wiring houses will be inspected before it is covered up.

The Park Board of Flint asks for \$35,000 this year. It is proposed to build bath houses at Thread Lake and to purchase swings, teeters, etc., for the new playgrounds.

Orchard avenue, from Maple to Henry street, in Battle Creek will be known as "Geranium street" or "Red street" this year. Beds of geraniums will be planted between sidewalk and curb in front of every piece of property.

The Retail Merchants' Association has been formed in Coldwater to promote social intercourse and closer personal acquaintance and to further in every way the cause of community development, believing that in the preservation and prosperity of the small cities, towns and agricultural communities lies the future security of our country.

The Owosso Improvement Association has endorsed the boulevard

system of lights for the business section of the city.

The Ann Arbor Council has passed a curfew ordinance.

Kalamazoo has passed a smoke ordinance. The building inspector will also assume the duties of smoke inspector and, in addition, there will be a smoke commission of five members, appointed by the Mayor.

L. A. Sears has been given charge of the Truscott Boat Manufacturing Co. plant at St. Joseph.

Benton Harbor's new park has been named Morton Park in honor of J. S. Morton, the veteran steamboat man, who has done much for the city.

Benton Harbor has adopted the free text book plan in the schools and all books will be furnished free to pupils in grades below the high school.

Pontiac will vote April 7 on the question of an appropriation of \$50,000 for the purpose of park sites.

Lansing merchants at the Chamber of Commerce in that city and after prolonged discussion adopted the following resolution: "Resolved—By the retailers of Lansing here assembled that we are opposed to the proposed 4 per cent. Merchants' Trade and Save System, believing that it will cause an unnecessary expense and result in no benefit to our customers in the end, as the expense of advertising, pass books and book-keeping will cost many times as much as the actual discounts paid, all of which must, of necessity, be added to our legitimate expenses and borne by the consumer."

Port Huron is negotiating with a Cincinnati firm for the installation of a plant for the disposal of garbage.

The cultivation of sweet peas next summer in the gardens of Battle Creek and the presentation of bouquets to passengers on trains passing through the city, as favors of Battle Creek are suggested by the horticultural society of that city.

Muskegon would like to get a canning factory.

Saranac has secured a creamery.

Charlotte is on the Chautauqua circuit this year and will have a full week's programme in July.

Almond Griffen.

Cogent Criticisms From Sunny Jim.

Ludington, March 17—In Wafted Down From Grand Traverse Bay by Red C. Frichter: "Seems queer that it only takes Jim Goldstein one year to write one week's items and get everybody sore for another year." As we always surmised, Fred thinks he is everybody. Never mind, Fritzie, old boy, a year is but a short time—any other place than Traverse City.

Curses! Not a single dry goods salesman signed his name to an article that called attention to one of our regrettable mistakes—and it was a mistake, too!

Roy Thacker, better quit kickin' our little friend, Fred Richter, aroun'.

Any durn fool kin buy a ticket on an' automobile, but it takes a wise un' to buy the winnin' ticket.

Thanks for them kind words, Bill Bosman.

And to think Editor Stowe would

stand by and never come to our rescue when it rained epithets from all points. However, if the boys won't let us talk about them as we please, we won't buy any more goods from them.

Chirpings from the Crickets by Poet Guy Pfander: "Wet and dry talk is again in the air." If you don't believe it, smell their breaths.

Bay City correspondence by R. E. Small: "Much pleased to see D. J. Buck back again among us once more and trust he will be as of old." Extraordinary man must Buck be. Most everyone else is expected to improve.

If Walter Lawton has no fault to find with a hotel, it indeed is deserving of much praise.

Talk of a home for indigent traveling men. After our page splash, what seems to be needed is a place for indignant traveling men.

We, too, although not a traveling "pest" were insulted at the annual meeting in Grand Rapids in March. Someone asked us to have a drink.

With apologies to Bill Shakespeare: Of all the poets beneath the skies, the Tradesman poets I do despise.

Except ourself.

But surely includes Fred Richter. Eager, piercing, bitter, is the definition of keen. Bringing to mind a certain editor, not mentioning any names, but the name of the paper is the Bulletin—rather a coincidence.

All the world likes a good looser.

The Sunday school teacher, following a short talk to her class, asked Mildred the following question: "Where do good little girls go, Mildred?" "To heaven," was the reply. "And where do bad little girls go, dearie?" "To the depot to meet the traveling men," was the quick response.

We should worry and grow talkative like a traveling man.

In order that ye editor be not blamed for this column, we sign our name in full. James McGuire Goldstein.

Intelligent Advertising.

A great many gourmands who are fond of ducks' eggs have often wondered why the demand for them is so small in comparison with hens' eggs. Indeed, the word "egg" has come to have but one meaning.

The egg of the hen owes its popularity to the countless centuries of persistent advertising. That wise barnyard fowl never fails to cackle exultantly whenever she lays. The duck, on the contrary, merely waddles quietly away and says nothing of her achievement. Moreover, the rooster is in the habit of sounding the triumphant note of his race at sunrise, thus calling attention to the excellence of the family wares while the cook is preparing the breakfast.

The lesson taught by these humble birds is one that no biped, either feathered or smooth, can afford to neglect. That some have learned the lesson and profited is proved by the fact that the most sought after brands of merchandise are those whose merits are the most persistently and attractively set forth in the advertising columns of high-class newspapers. The hen, aided by her mate, has al-

ways been her own advertiser, but should the rivalry of the duck threaten the great industry which she has built up by her own efforts, we may expect to see her advertisement in the paper—we need not mention its name—which will do her the the most good.

He Got His Wish.

A German peddler rapped timidly at the kitchen entrance. Mrs. Carter, angry at being interrupted in her washing, flung open the door and glowered at him.

"Did ye wish to see me?" she demanded in threatening tones.

The peddler backed off a few steps.

"Vell, if I did," he assured her with an apologetic grin, "I got my wish; thank you."

Some of us must save money in order that others may inherit it.

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

TO REACH YOUR PATRONS AND FRIENDS
USE A MICHIGAN STATE TELEPHONE

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, Systematizing, System Building, Commercial Law, Business Economics—everything pertaining to Accuracy and Business thoroughly taught through
CORRESPONDENCE INSTRUCTION
by Experts. Instruction open to business men, bookkeepers, clerks, etc. Questions may be asked as freely as in the classroom. Our students will interest you—send will bring them. Address Department 129
CLEARY COLLEGE YPSILANTI MICH.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hline Co.

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

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
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.



Just What Trade Are You Bidding For?

Written for the Tradesman.

Imagine for a moment that to the ten thousand women in some good-sized city a circular letter were sent, the letter to be made up of questions running somewhat like this:

1. At what store do you do your principal dry goods shopping?

2. Please state in detail why you give this store your preference? Is it that you find they have the latest and most exclusive styles, or do their goods excel in quality? Or is it their prices or their service that especially attracts you?

3. Do you attend special sales and patronize bargain basements? Please give your opinion as favorable to or against these very common methods of stimulating patronage?

4. The goods being exactly the same, are you willing to pay a little more to buy where you are not jostled by the vulgar throng, and can receive leisurely attention at the hands of a very courteous salesperson; or do you like better to take your chances with the crowd, and where you can get things at rock bottom?

I presume most women would think such a list of queries was merely some advertising scheme and would pay no attention to it; but if all would take the matter up seriously and give replies to the best of their knowledge, these replies would throw great light on the invisible cords of attraction that draw one woman to one shop and another to another. Of course the list of names should include women in all ranks of society and in circumstances varying all the way from poverty to extreme wealth.

Probably very many would name one or other of the department stores of the city, and would make an answer like this "I usually go to S—'s because there I can get everything that I want under one roof. If I wish material for a new gown, I go to the dress goods division; I can provide myself with a stylish hat in the millinery department; there is furniture on the third floor; if I need a rocker for the living room; they carry china and glassware, shoes and groceries; if I want a lunch, there are little tables where I can procure a bowl of nice soup or a sandwich, and a cup of tea or a soda; and finally, if I want diversion, there is a good moving picture show on the fifth floor. It's all right there handy, no tramping about from one place to another."

Some replies would favor this store or that store because, at least so it would seem to the writer, prices at those places were invariably the low-

est. It would be found that some women make a strong point of style while others put more stress on reliability, and so on and so on. Very likely there would be some one who would frankly say that such or such a store was their favorite; they liked it best and felt most at home there and so usually went there. Just why they could not tell, the question being too psychological.

And, by the way, are there not many merchants who would find it difficult or impossible to tell just why their patronage has come to be what it is? They know quite closely perhaps what class of persons principally constitutes their clientele, but could they tell definitely why these people come to them while others go to other places? Can you tell, Mr. Merchant, why Mrs. Blank is a regular and constant customer of yours, while her wealthy and fashionable neighbor, Mrs. DeBlank, as persistently seems to avoid you? Could you tell what methods to adopt to attract the trade of Mrs. DeBlank and her kind?

Perhaps years ago when you made your start in business you purchased your stock of kinds of goods that you thought you could sell, items that seemed to you attractive, without a very clear idea of just what persons the goods would be sold to. You have kept on in this way, and now the buyers who work under you and for you are proceeding on the same principle. Isn't it time you get at things more definitely? True, you have succeeded in a way, but would you not have made a greater success by having a clearer purpose in mind and a closer adaptation of means to ends? "Choose you this day whom you will serve." Decide what class or classes you will cater to. The man who knows just what he wants and goes after it by the most direct methods is the one who wins.

When you write an advertisement, have you in mind a distinct idea of the kind of woman you are talking to? Will chicness or cheapness present the stronger appeal to her? Your location, your building, your stock, the kind of salespeople you employ, the style of service you maintain, your methods of display and of advertising—all these must be suited to the tastes and convenience of the sort of woman whose patronage you desire.

No one store can hope to serve all classes. The aristocrat does not like to mingle with the common herd. As a rule elegance comes high. If it seems wisest to make your store the real center of style in your town or

Ha-Ka-Rac



All Weights
from
Light Jersey
to
Heavy
Shaker
All Colors
from
Staple Grey
to
Novel
Mixtures

Our salesmen will call on you soon with a large assortment of these popular goods in all styles and grades.

The Perry Glove and Mitten Co. Perry, Mich.



Flaxon

We carry a complete line of Mercerized Flaxons, 32 inches wide, all put up in small pieces, double fold, rolled and papered.

Plain White Flaxon to retail at 19c, 25c, 35c and 50c yard.

White Figured Striped and Checked Flaxon to retail at 25c yard.

White Flaxon Voile to retail at 25c, 35c and 50c yard.

Plain Shades and Printed Flaxon to retail at 15c yard.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

city, the place where the Queen of Fashion has her throne and holds her court, then you must have a very swell shop, and you can not expect shrewd, economical housewives who need to make their money go just as far as possible, to spend many dollars with you. Some stores extend their range of patronage by means of an underpriced basement, a bargain annex, or something of the sort. These are practical devices and serve their purpose nicely, but still an establishment has its hold on the public mind and secures the bulk of its patronage from the character of its main floors.

What class any given merchant had best cater to depend on the locality and on the man. In a large city where there are all kinds of people, probably there is always opportunity for a real genius to get just the kind of patronage he wants, whatever that may be; and the men who are not geniuses would better stay out. One man will succeed in catering to the fashionables, while another will do far better in supplying the needs of plain and common folks. In a smaller place much depends on how the ground is already occupied. A merchant who proposes to stake his venture on bidding for either the most exclusive upper class trade or for the extreme lowest class should be very sure both of himself and of his locality, for it is always to be remembered that the great volume of successful merchandising is done with the great middle class of people. This middle class, by the way, includes enough subclasses to allow each one of several different kinds of merchants full scope for his abilities.

Fabrix.

**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.

When Price Tickets are Better Than Clerks.

Tickets encourage the timid shopper. The fear of the shopper is real; it is a factor in merchandising. Scores of prospective customers shun unmarked lines because they dread to turn down an expensive item after they have troubled the clerk with a question.

Price tickets solve this problem by their inability to display either scorn or annoyance.

Tickets oil the bearings of your mercantile machine, making sales easy and profits large.

The use of price tickets whittles down expense. Plain prices dispense with needless bickering and enquiries. They cut selling effort in two. They take the place of an extra clerk.

Plain prices build confidence in your customers. A clearly stated price is logically an honest one. Concealed costs suggest distrust of values.

Price tickets relieve trade congestion. They answer questions for busy clerks. Plain prices talk values as glibly as the smoothest tongued salesman, but draw no salary for the service performed.

You sigh for greater sales and forget that they are at your very elbow.

You wish for cheaper and more efficient help and overlook an employe who will outwork, outlast and outsell all others and demand no wages for the service.

Look over your stock; count the price tickets.

Every unticketed counter is a wallflower that must forfeit the attention lavished on its plainly marked companions.

Every unticketed line puts sand in the bearings of your organization and doubles friction in your selling system.

All unticketed goods conceal a hole where profits trickle away.

An increase in the number of tickets usually swells the number of sales. The keen observer can measure a store's pulse without seeing more than a number of price tickets, and often the difference between mediocrity and success is a mere matter of plainly priced lines.

Remnants as Premiums.

An ingenious Michigan dry goods dealer has discovered a way to put new life and interest into a remnant counter. He took down the old price tickets, which divided the remnant counter into four sections priced at 10c, 25c, 50c and \$1 per piece, and put up a new sign which simply said: These Remnants Given Away—Ask the Clerk.

The new scheme was to give a 10 cent remnant with a \$2 purchase—a 25 cent remnant with a \$5 purchase and so on. This new sort of premium attracted immediate attention and has been in operation several months, but is still a big drawing card. It has sold many yards in the regular dress goods department and also made a bigger demand for the remnants. This shows how new life can be put into a comparatively old scheme by a slight change in its mode of operation.

An Empty Honor.

"I hear the ladies of your church got up a purse for the parson," said Wiggleton.

"Yes," said Dabbs.

"And was the old gentleman pleased?"

"Well—no. You see," said Dabbs, "after they'd got up the purse they couldn't raise any money to put in it."

Political Strategy.

"People say you've been sheriff too long, Jim."

"I expect I have. They also say you oughter step down and let somebody else be postmaster."

"I admit I've been postmaster long enough."

"Well, after this term, s'pose we exchange places."

Tanglefoot



Gets

50,000,000,000

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

The Sanitary Fly Destroyer—Non-Poisonous.

Summer Underwear

We are showing an exceptionally strong line Ladies'—Men's—Children's two piece and Union Suits, in an immense variety of styles and prices.

Our Men's ribbed at \$2.25 is a hummer and all through the line we show exceptionally good values.

NOW IS THE TIME TO BUY

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

"The Crowning Attribute of Lovely Women is Cleanliness"



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

NAIAD DRESS SHIELDS

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

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

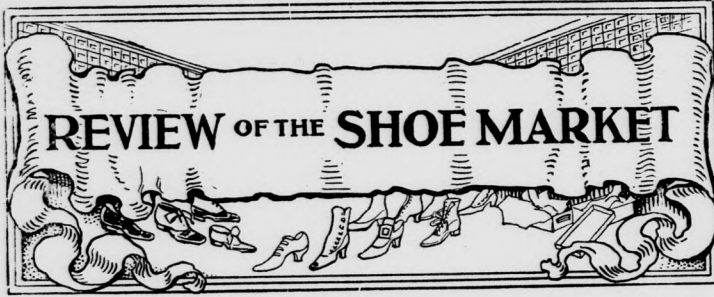
The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey

101 Franklin St., New York

Wenich McLaren & Company, Toronto—Sole Agents for Canada



The Dominant Note in Present Shoe Styles.

Written for the Tradesman.

To the man interested in footwear, the trend of fashion is evermore a fascinating theme.

As one looks over the rather ample variety of leathers and lasts in shoes designed and built for smart dressers both among men and women, one must admit that the spring and summer of 1913 is not by any manner of means a lean year in the cycle of modern footwear modes.

From the more conventional lasts, which like the poor we have with us in season and out, to the more swagger modes designed and featured for college boys and other young people of daring proclivities, it is rather a far cry; while in the matter of leathers and fabrics and combinations of leather—especially in footwear for young women—there is assuredly enough variety for almost anybody.

What Gives Style to a Shoe?

The last of the shoe has been correctly phrased, "the foundation of the shoe." It is more than that. In a very real sense, the last is the style. And it is truly wonderful what the last-maker can do by whittling off a little here and adding a little there; by skiving at a certain point, or giving a different swing to his last.

But there are certain points about the last that are what you might call style-centers. The toe, for instance; and the heel. A last of a certain character or style is designed to carry a heel of a certain height. And the last-maker who understands his business will indicate the kind of a heel that ought to go with a given last in order to make the shoe correct both in respect to shoemaking and style. So we are justified in speaking of the heel as a style-center of the last.

The toe of a shoe is, of course, its most conspicuous feature; and is, consequently, a most prolific style-center. Take an armful of your best sellers and analyze the styles carefully. See if I am not right in my contention that the thing that makes one style differ from another style is more in the treatment of the toe than anything else. In the pointed toe, the wide toe, the bull-dog toe, the knob toe, the recede toe, you have illustrations of certain stressed tendencies in the treatment of the toe that virtually fix the styles of the shoes. I do not, of course, mean to imply that there may not have been other differences about the lasts; but the toe, in each of the styles above indicated, was the big thing. Nothing else matter much.

So the toe of the shoe is a most

important point as respects style.

And the heel is also important, though not nearly so much so as the toe.

There are many other points about a shoe where style-producing modications may be made; such as the sole, the vamp, the tops, leathers or fabrics, and combinations of such, out of which the upper stock is cut. But I am interested now in calling attention only to the more salient style-centers.

Dominant Note in Popular Sellers.

It isn't always the shoe that (according to the style critic) exudes the most "class" that proves to be the biggest seller. A shoe may be ever so worthy, from a style point of view, and still fail to hit the bull's eye of the public fancy; so it's the shoe, or type of a shoe, that has the call that interests us. And in this discussion of current shoe styles I want us to forget all about the nifty lasts that move tardily, and focus our attention on the kind that are selling.

In general, two types of shoes seem to be in favor with men. First, the short model-shoe; second, the long-model shoe. The first type of a shoe is favored by the younger men; and the second type by men of maturer years and more subdued tastes.

The short model shoe makes a merit of appearing short; and it seems shorter than it actually is. This is produced by shortening the vamp and enlarging the toe, or giving the last a more perceptible swing, or both. But it is absolutely essential that there be a somewhat bulbous termination at the forepart of the shoe. Among shoes built on the short last the knob toe (not, of course, in its more acute form) still persists.

With reference to the long last model there are several things that claim our attention. In the first place, this style of a last seems to be more in keeping with refinement and dignity. Also it seems to be a dressier style. And in the very high grade shoes for men's wear, the long last is by long odds ahead of the short last.

Indeed, it is interesting to note how the makers of the finest shoes for men's wear follow this general type of a last. It is both long and straight. There is nothing bulbous about the toe. The stitching is fine, but not fancy. Everywhere so-called custom effects are deliberately sought. The absence of pull-straps in some of the models, and the absence of metal eyelets in most of them, are notable features. In displaying them, some of the smarter shoe dealers of the big shops, display the shoes with-



Let any good shoemaker dissect one of our Hard Pans and he will tell you that a better built work shoe for any and every kind of hard service cannot be made.

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



Hood's Royal Oak and Camel Boots

Are made with
Extra Duck Vamps Extra Double Soles
Extra Toe Caps

They are made for
Extra Hard Service

That's why they are
Trade Builders

These Boots Cost You

\$3.33

Less "Early Order Premium" of 5% and—
Less "Prompt Payment Discount" of 5%

Get our catalogues of all styles
of Rubber Boots in Men's,
Boys', Youths', Women's, Misses'
and Children's.

Grand Rapids Shoe & Rubber Co.
The Michigan People
Grand Rapids



out laces. Everything about the shoe bespeaks simplicity and refinement. And the effect is pleasing.

I have dwelt rather more than I had intended upon these two general types of shoes, but I want to say a few things in a general way about our present shoe styles—I mean the shoes that are actually now selling, and seem destined to go big during the spring and summer.

First, freakish lasts, fabrics and untried leathers, are not cutting much ice. Neither men nor women are now caring to invite attention to their footgear by wearing shoes conspicuously at variance with accredited modes of footwear. While there is variety, it is a sane and safe variety within certain well defined limitations.

Shoes that are most popular just now are the refined type; and in the cities medium grade shoes are enjoying the biggest call. The medium grade shoe, of course, carries more style than the cheaper shoe.

And I have already indicated the principal characteristics of the high priced shoe for men's wear. It would require too much space to tell about the fancy footwear—the high grade, high priced creations—that are being featured for spring wear. And besides, I don't know whether such material really belongs here, for I started to talk about the dominant note in present shoe styles—the shoes that are now actually selling; and some of these new footwear "dreams" may not go encouragingly with the dear public.

On the whole, however, I think there is much in the present status of our footwear styles to make us thankful. Chas. L. Garrison.

Picard "Pure Shoe" Law Declared Unconstitutional.

New Orleans, March 4—Judge Fred D. King, of the Civil District Court, Parish Orleans, has declared the Picard "pure shoe" act, so-called, passed by the last Louisiana Legislature violative of both the constitutions of the United States and Louisiana in the case of B. Rosenberg & Sons, shoe manufacturers and wholesalers, New Orleans, versus the Boston Shoe Store, of Shreveport, La.

The defendants refused to accept part of a shipment of shoes sold by the plaintiffs for the reason that they were not stamped as required by the Picard act, which becomes effective, July 1. The plaintiffs brought suit and alleged the use of substitutes in specific parts of the shoe as described in the Picard act is due principally to high cost of leather, that substitutes are frequently better than leather, that substitutes have been generally recognized and acceptable, that substitutes are employed by the best manufacturers, that there are no fraudulent practices existing in Louisiana that stamping the soles would render a useful article of commerce odious and unacceptable and injure a great industry, that over 90 per cent. of all boots and shoes sold and worn in Louisiana are manufactured by factories in the East and West, and that

the act violates the constitutions of the State and Nation.

Judge King's decision was as follows:

"The law as it reads impresses one as an unwonted interference with a right of contract and of holding and of disposing of property.

"There are many laws passed by the legislature supposed to be enacted in the interest of the public health or welfare, which are really passed from other motives. 198 U. S. 45.

"This statute seems to come within the scope of this denunciation from the highest court of the land. It is difficult to see how it can be sustained as a legitimate exercise of the police power, in view of its discriminatory and unreasonable requirements, and of its general provisions, which clearly violate the guarantees contained in the fourteenth amendment of the Federal Constitution and articles 2 and 166 of the Louisiana Constitution for the year 1898.

"It does not appear to either reach or correct any wrong to the public, for no such wrong apparently exists in this State.

"On the other hand, it imposes burdens upon those engaged in lawful business, which in effect, are confiscatory.

"The rule of law is, that provisions requiring the labelling or marking of merchandise offered for sale are invalid if their effect is to make a useful article of commerce odious; and where substitutes have come to be recognized as legitimate, the power of prohibition or regulation cannot be exercised to the destruction or damage of a valuable industry.

"For these reasons, the defendant should be required to accept and pay for the goods involved here, when and as delivered and at the installment periods mentioned in the plaintiff's petition, not stamped and judgment should be rendered accordingly."

Messrs. D. Pokorny, I. R. Jacobs, C. B. Merrill and other prominent retail shoe merchants of New Orleans who have been prominent in the work of

the associated shoe interests of Louisiana in combating the Picard law, are jubilant over Judge King's decision. They assert that no appeal will be made to the Supreme Court of the State from the decision of the local court, and, if this should prove to be so, the Picard act is no longer to be feared by the retail shoe trade of Louisiana.

Heard the Rattle.

The witness on the stand was being subjected to cross-examination. In answering one question he nodded. Whereupon the court stenographer, who could not see the witness, demanded: "Answer that question."

The witness replied: "I did answer it; I nodded my head."

"Well, I heard it rattle, but could not tell whether it was up and down or from side to side," answered the stenographer.

Motive Power From Potatoes.

Coal is giving out, petroleum is going up in price and down in production. The supply of both is limited and must come to an end. But there comes the cheer that alcohol will be the motive force of the future. Petroleum and coal may give out; but the earth will always grow potatoes. Potatoes can produce alcohol, and alcohol can drive engines. In the potato we seem to have discovered the secret of perpetual motion.

It will probably take the average man a long time to get used to being an angel—if he ever gets a chance.



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.

SHOES FOR SPRING WORK



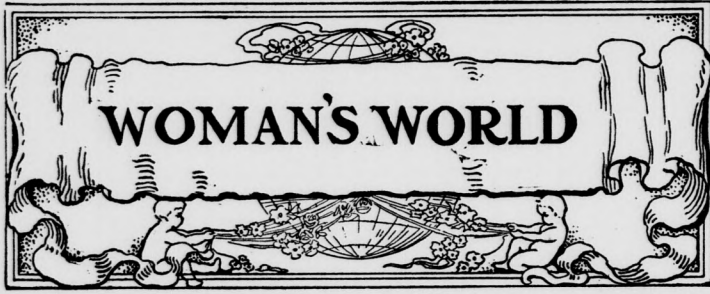
WITH the disappearance of snow arises the demand for good, strong, serviceable leather footwear for the farmer.

Write for a sample pair of No. 486, 12 inch black walrus shoe. Especially suited for this season of the year.

Also made in 10 inch and 8 inch heights.

HIRTH-KRAUSE CO.

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.



Every Man Should Safeguard and Protect His Wife.

Every man who loves his wife, and who has a proper sense of a man's responsibility toward the woman he has married and who has given the best years of her life to him, tries to safeguard her future as well as he can.

He looks forward to a time when he may not be with her to work for her and provide for her, and so he settles upon her the home if he can, or puts some good bonds and stocks in her name, or he makes heroic efforts and sacrifices to carry some insurance so that she may not be penniless when he is dead.

If the average husband should tell the dark thought that haunts him the most with its terror it would be the fear of his wife being old and poor, in want, perhaps, of even the common necessities of life, and it is this specter of dread that nerves him to deny himself a thousand little pleasures and luxuries that he would enjoy.

This being true, it is amazing that men bring all their efforts to protect their wives to naught by never teaching the women how to take care of the money they have made so many sacrifices to leave them. Yet the knowledge of how to take care of money is just as necessary as the possession of money. Without the one you can not have the other long.

Every man knows that the champion easy mark of the world is a widow with her insurance money, and that it is such a simple process to swindle her that no dishonest man can resist the temptation to do it. There is not one who cannot name off-hand without even stopping to think, a dozen pitiful, helpless, poverty-stricken widows that we know and are called on to help from time to time, who were left comfortable fortunes by their husbands, but who have been cheated out of their money, or let it slip through their fingers, because they were as ignorant of all business uses as a child. They didn't know which was the business end of a check. They didn't know the difference between a giltedge bond and Wild Cat Preferred. They didn't think that such a casual thing as signing your name on a piece of paper that you hadn't read could really amount to anything, one way or the other. They were sure that Deacon Smith was perfectly honest, because he prayed such beautiful prayers, and that Cousin Thomas would pay back their money because wasn't he their own dear aunt's son?

I know one woman who to-day is

keeping a miserable railroad eating house whose husband left her \$200,000 that she got rid of within two years by the simple expedient of signing an innocent looking paper that a man told her was an option on a lot. She didn't read it. She probably wouldn't have understood it if she had, but when the man was arrested for running a fraudulent real estate agency she found out that she was his partner and responsible for his debts. She truthfully denied that she knew of having such connection with him, or was responsible for his debts, but the law took a very different view of the matter, and she found herself swept bare of every penny.

Each one of you can match this story with another in your own knowledge, and this is what makes it so incomprehensible that the man who is trying to protect his wife doesn't also try to protect her from her own ignorance about money.

Of course men shrug their shoulders and say that women don't understand business. As a general thing that is true, but how could a woman understand anything that she is never taught? Neither do men understand how to crochet and do battenburg stitch embroidery, but that is no indication that they haven't intelligence enough to learn how to do crocheting and embroidery if they had the proper instruction given them, and had the importance of learning how to do fancy work impressed on their minds.

That there is nothing so mysterious or occult about ordinary financial affairs that a woman can't learn them is abundantly proven by the fact that there are hundred of thousands of clever and successful business women in the country, and that many of the most valued employes in every commercial concern are women. Moreover, in the management of their own affairs women are quite as successful as men. The average woman can get twice as much out of a dollar as a man can when it comes to shopping and housekeeping.

There is no earthly excuse that a man can give for not trying to fit his wife to handle whatever money he leaves her when he dies, yet practically no man does it. If you, Mr. Man, who read these lines should die to-morrow, what would your wife know about your affairs? How competent would she be to wind up your business or to carry it on? How much would she know about the best way to invest her insurance money?

Wouldn't she have to absolutely depend upon your partners, and some lawyers, and trust to their honesty and disinterestedness? Wouldn't she

be just as liable to get into a rotten speculation as to make a good investment with her money? Does she even know the difference between living on one's income and spending one's capital.

Wouldn't she think that she was as rich as Mr. Rockefeller and could afford a trip to Europe or an automobile if your share amounted, when settled up to \$30,000, instead of realizing that she must be very economical because she had only an income of \$1,020 or \$1,500 a year, and there was no one to bring in any more money.

If you died the happiness of the woman you love and that you know to be so helpless, the very food and shelter of your little children would depend on your wife's knowing how to manage money and take care of what you left her, yet you do not take the trouble to try to prepare her for such a contingency!

It's little short of a crime to turn this defenseless creature out to the tender mercy of the financial sharks. Don't do it. Begin to-day to try to teach your wife something about your affairs, and about investments. Try to take out some insurance against her ignorance along with your other insurance.

Dorothy Dix.

We must be honest with ourselves. No ideal picture such as the vain imagination loves to draw will help. Hokusai, the great Japanese humorist and one of the great draughtsmen of the world, once made a picture of a beggar on the highway. We see him with his rags and unkempt beard, his begging bowl and staff. But he is looking up, and in the air he sees himself—another beggar, indeed, but a much more proper figure—the self of his own favorable imagination. It is a striking parable of the people who make good resolutions for the men they think they are, and wonder when they fail. You are planning, my friends, for yourself and no other—the real self, not the man whom you would like to be nor the man you think you are in your most optimistic hours. You will accomplish most if you make some sort of genuine acquaintance with yourself.

The latest Gospel in this world is, Know thy work and do it. Blessed is he who has found his work; let him ask no other blessedness.

Thomas Carlyle.

Between the toothache and the dentist a man is forced to choose between two evils.

Push Goods Already Favorably Known to the Consumer

GOODS that are nationally advertised by their manufacturers are easy to sell. The buyer already knows about them through the advertising. He knows what they are made of, how they are made, under what conditions produced, and the maker's guarantee. These buyers are already favorably predisposed toward advertised goods when a dealer offers them—sales are easy and quick.

The grocers selling National Biscuit Company products know this to be true. It takes no argument to sell them. No time is lost in taking the order. N. B. C. products are sales-makers, time-savers. They are well known because of year after year of advertising. They are liked because of perfect quality.

Sell N. B. C. products in the In-ersal Trade-Mark packages and familiar glass-front cans.

NATIONAL BISCUIT COMPANY

TULA AND GREEN.

Two New Towns in the Upper Peninsula.

A week or two ago we noted the birth of a new village in Gogebic county, near the Ontonagon line, named Tula. This infant is growing and continuing to thrive and is quite a dusty kid. We are having babies pretty fast up here in this Cloverland of ours and to-day we take pleasure in announcing the birth of another village—the village of Green—in Ontonagon county, named after its founder and father, Thornton A. Green, of Ontonagon. This, his youngest progeny, promises to keep pace with its father in push, enterprise and aggressiveness. Green is located about seven miles west of Ontonagon and is reached by the C. M. & St. P. Railway and also by the Ontonagon Railway, a private road owned and operated by the Greenwood Lumber Co., of which Mr. Green is President and General Manager. The village is, to a certain extent, an accident. It was originally established as a supply point for the various camps of the Greenwood Lumber Co. in order to save such a long haul from Ontonagon. Mr. Green at this time was beginning to realize the wonderful possibilities of the region as a farming proposition and started a farm himself as an experiment and with demonstration in mind. He then thought of the faithful men who had been in his employ for many years, both in the manufacturing plant and in the woods, and thought he could render them no more lasting and substantial service than to encourage them to take up the land and assist them in a financial way to get started, having ascertained from his own experimental farm that there was no better soil to be found anywhere in the United States than in this northern portion of Ontonagon county. In the course of the years the country around began to develop beautifully as a farming settlement and the necessity for a farming town became more and more apparent. The town of Green is now the result, which already is as thrifty a little town as one could imagine, having a large general store, post office, several good residences, two churches and two school houses. There are several farms in the immediate vicinity to draw from. Among the settlers in the neighborhood of Green are: Chas. Dayton, Hemlock Hill, farm owned by T. A. Green, Wm. Joslin, Fred Fuller, Arthur Braemer, R. Roberts, Howard Voegelsong, Vera Roberts, Louis Roberts, John Basket, Hervi Page, Phillip Eiken and many others whose names we were unable to procure. New farms are being transferred to settlers almost every day by the Greenwood Lumber Co. Another industry which adds permanence to the town of Green is the development of the copper mines just west and quite adjacent to the town, notably White Pine and the Non-such mines. Nothing can arrest the growth and development of Green. It is easily the most promising proposition in Ontonagon county. A new macadam road up the lake shore and

what is known as the Iron River road will prove a great benefit, both to the settlers and to Ontonagon, because it will facilitate their bringing their cream to the Ontonagon creamery and their potatoes to the produce warehouse. All of the settlers seem to be prosperous, as there is an abundance of employment with the Greenwood Lumber Co. at the season when they cannot work on the farms. The liberality of the Lumber Co. in giving them a good advantageous contract is also an important factor in their prosperity. Already there are about three thousand acres taken up by settlers.

Tippling the Bane of the Traveler.

The high cost of living is to the traveling salesman largely a matter of tips. If he could get along without tipping he wouldn't mind his other expenses so much. He pays for service at every turn, and he feels that he must tip if he is to succeed. He requires service constantly, and even if at times he does not actually need it he must take it anyway and pay for it.

The average person traveling for pleasure feels that if he does not tip liberally at the hotels and en route it will do no harm, for, nine chances to one, he will never see the tip collectors again and can put up with slower service and some discomforts. With the salesman, however, conditions are entirely different, and he must tip, and tip well, if he wishes to avoid trouble. To economize on tips is poor policy in his judgment.

"Tippling is a necessary evil," said an experienced traveling salesman, "and it begins almost as soon as a man leaves his office. For instance, suppose I am leaving Chicago in a rush. I jump into a taxicab and hurry to the station. As the cab slows up in front of the entrance a porter grabs my satchel—tip No. 1. I pay the chauffeur, and tip him. My trunks have been sent ahead, but I have to check them and buy my ticket. To get the ticket takes but a moment, but unless I slip the baggage man a quarter I stand around for, perhaps, a quarter of an hour before I can get my trunks checked. Even after that is done, I have to tip again to make sure that the trunks get on the train, and before I am seated in the car I have spent at least 65 cents.

"I must tip the waiters at every meal, of course, and anything in the way of refreshments in the buffet car means additional tips. When I reach Chicago the porter must be remembered at least to the extent of a quarter, and my satchel is carried out of the station for a dime. If I hire a cab to take me to the hotel, 15 cents more in tips, and the boy that helps me out of the cab and into the hotel expects something. Ice water is 10 cents a picture (sometimes only 5) and the porter must be remembered for bringing up my trunks. Every time I ring for a boy to take out my laundry or bring me anything, it is 10 cents. If I want to sit at the same table in the dining room, or expect to get good service there, I must

fix the head waiter as well as the waiter.

"All this tipping is for service in the hotel. In addition to this, I would not dare carry my own sample case out of the hotel. I must hire a sample carrier. If I did not I would be a marked man. The boys would not only spread it around, which would mean poor service, but they would also 'queer' me in the different departments that I visit. They would also tell other salesmen that I was not doing well, and that I could not afford a carrier. I might prefer to carry my own samples, but cannot do so without losing caste.

"If a salesman makes the same trip year after year, he becomes known and he must stand in well with the hotel employes. Suppose he wants to catch a train in a hurry. If he is not looked on with favor by the boys in the hotel, his sample trunks will never make the train. He can also rest assured that all kinds of obstacles will be placed in his path in the future. Salesmen are supposed to be doing business and not supposed to be on the road for pleasure. Consequently, they are expected to be more liberal in tipping than any one else. In many cases it will be found almost impossible to leave the hotel without tipping the boy who operates the revolving door."

Misdemeanor to Solicit Certain Information.

Kalamazoo, March 17—Can you tell me any way by which a person can find out where and from whom goods come that are shipped in to our customers. I was of the opinion that a person had a right to get such information from the agent and that he

was compelled to give it, but the railroad agent here says that agents are told to keep shut when they take the examination and that he can not see why the railroad company would tell them that if such a thing were so. Is there a law that compels them to give such information?

Section 15 of the Federal Act to regulate commerce reads as follows:

It shall be unlawful for any common carrier subject to the provisions of this Act, or any officer, agent, or employe of such common carrier or for any other person or corporation lawfully authorized by such common carrier to receive information therefrom, knowingly to disclose to or permit to be acquired by any person or corporation other than the shipper or consignee, without the consent of such shipper or consignee, any information concerning the nature, kind, quantity, destination, consignee, or routing of any property tendered or delivered to such common carrier for interstate transportation, which information may be used to the detriment or prejudice of such shipper or consignee, or which may improperly disclose his business transactions to a competitor; and it shall also be unlawful for any person or corporation to solicit or knowingly receive any such information which may be so used:

Provided, That nothing in this Act shall be construed to prevent the giving of such information in response to any legal process issued under the authority of any State or Federal court, or to any officer or agent of the Government of the United States, or of any State or Territory, in the exercise of his powers, or to any officer or other duly authorized person seeking such information for the prosecution of persons charged with or suspected of crime; or information given by a common carrier to another carrier or its duly authorized agent, for the purposes of adjusting mutual traffic accounts in the ordinary course of business of such carriers.

Penalty. Any person, corporation, or association violating any of the provisions of the next preceding paragraph of this section shall be deemed guilty of a misdemeanor, and for each offense, on conviction, shall pay to the United States a penalty of not more than one thousand dollars.

It is apparent that not only would it have been a violation of the law for the carrier to give our correspondent the information, but that it is also a violation or misdemeanor to solicit such information.

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. 🍷 🍷 🍷 🍷 🍷

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



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

The Hardware Dealer Must Be a Genius.*

I will not undertake to present to you a system for conducting your business and guarantee that its adoption will bring to each of you the success for which you are striving. Nor could I prescribe a cure-all for the unnumbered multitude of varied difficulties which visit us. Business to-day is not a parlor game which can be run according to any cut and dried set of rules. The successful man of business to-day must be something of a genius. Not only are the blockhead and ignoramus disqualified, but so is the man who can only follow and never lead. Likewise, the man who will never follow nor learn of others, finds the door of business success shut in his face. The successful business man of to-day must have somewhat of the spirit of the pioneer. He must blaze his own trail through the trackless way. He must venture and risk if he would win. The timid and fearful man is barred out. At the same time, one must hearken to the voice of the past; from her monuments of success, and from her heaps of wreckage, as well, he may learn wisdom for his day and task. He must face life with a hopeful heart and an optimistic vision. No hindrance from without can compare in its harmful influence with the barrier of a disgruntled and embittered spirit within. There are too many men in every walk of life whose chronic condition is similar to that of a negro who went to sleep in a railroad coach with his head hanging over the back of the seat and his mouth yawning wide open and thus offering a splendid opportunity for a mischievous boy who sat behind him to drop a quinine pill into his open face. When the darkey awakened a moment later, he seemed to be disturbed and after a violent siege of spitting, which did not appear to relieve him very much, accosted the conductor as he passed through the car and asked if there happened to be a physician on the train. The conductor informed him that a member of the medical fraternity was in the smoker ahead, and upon the urgent request of the black man sent the doctor back. The doctor asked our dusky friend if he wanted him and what was the matter. To which the negro excitedly replied,

*Annual address of President McFarland before Pennsylvania Retail Hardware Association.

"Yassah, doctah. I don speks I'se orful sick. I doan rightly know what's de mattah wif me, but judgin from the bittah taste in my mouf I'se mouty 'fraid my gall's doan bust-ed." So I say there are too many folks with whom this condition seems to be chronic. They have an everlasting bitter taste in their mouth and blue goggles on their eyes, and no wonder the world is all wrong to them.

There never was a day when business was so big as it is to-day; never a day when the tradesman cut such a figure as he does to-day in the world's affairs; never a time when business and trade had the place they have to-day. And yet, there never was a time when the business man in general and the hardware man in particular, needed more to recognize the dignity of his place and work. This is true of any legitimate business; but I have had experience in dry goods and grocery mercantile business, and have had opportunity to observe many other sorts of business more or less closely, and I want to congratulate every hardware man on his choice. It is of a grade and standing of its own, with unique and unsurpassed advantages and opportunities. The hardware man in any community is not an insignificant character or inconspicuous figure if he measures up to his opportunity. And he is a short-sighted man who cannot see duty and opportunity for him beyond his own office, store or plant. As the poet has said, "Tis not all of life to live," so I may say, 'tis not all of business to keep shop and to make money. A man who is a slave to his business not only degrades himself, but necessarily also degrades his business, for the business depends upon the man, and what could you expect of a slave?

For example, as I have intimated, the successful hardware man of to-day is a conspicuous figure in his community. This is as it should be. He should so conduct his store that it may be depended upon to give him a standing in his community. And then in turn, his standing in his community will contribute to his success in business. That hardware man stands in his own light who does not see the advantage of impressing upon his community his own personal worth and the worth of his business so as to win their confidence and respect not only as an honest and reliable man, but so as to make them feel that he and his business are a community asset of no mean value. So the wide-awake hardware man will recognize as a real opening an oppor-

tunity to identify himself prominently with any and as many public enterprises, business, political, charitable, social or what not, as he can without sacrificing his business itself. In so doing, he will give his prestige and dignity and broaden his own personal outlook upon life.

This phase, it seems to me is important, namely, that a man and his life shall be larger than his business. When the contrary is true it is usually not because his business has grown great, but because the man has grown small and narrow by reason of having tied himself down to and shut himself up within his own business. He then finds himself in much the same position as the Georgia nigger who was fishing from the wharf when an immense fish grabbed his

hook and gave the line such a violent yank as to jerk him overboard. When he came up sputtering and spitting, he was heard to ejaculate, "What I'se wantin' to know, is, am dis nigger a fishin' or am dis fish a niggerin'?" A man who makes his business should be its master and not its slave. He should know that he is running his business and not his business running him.

This danger, however, threatens not so much the man who makes too much of his business as the man who makes too little, for the fault is not with the business as with the man. It is the little business man far oftener than the larger one who is a slave to his business. The broader a man's outlook upon life, the larger the scope of his life's vision, the more he will

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expect of his business and the more he will make of it.

Whatever his business is, he will seek to make it the best of its kind. He will search to know what its possibilities are, and will grasp every available means which promises larger success. He will discover and enter every door of opportunity which is opened or can be opened into any way that leads to better things, and will identify himself and his business with every influence and agency which will help him to realize the largest possible measure of success.

Consider, for example, the doctor who comes with his diploma to the community in which he has decided to practice his profession. He feels confident in the assurance that he is now a doctor, has his life's equipment, and so he settles down to his work. Suppose he looks for nothing in his practice that he has not learned in the schools and interprets everything he finds in terms of his schooling, however strained that interpretation may be. He will soon find himself without patients and practice. He must develop. His diploma was only his beginning; it was the open door; the way was before him.

But such a physician corresponds to the hardware man who, having acquired his business, thinks he has everything to be had, and thinks not of learning something new, and doing some new thing with his business every day. Growth is the law of life. The hardware man must grow as such, and so must his business or he and his business will fall behind in the procession where growth is the law. For that father was right who, when his boy asked, "Father, what is the race of life?" replied "The race of life, my boy, is that dignified and stately procession where every man has to take his hat in his hand and run like mad or get left."

But to turn to this physician again; suppose he shuts himself off from the rest of the world of his profession as though he were the only or at least, the all-knowing physician. What would happen to him? I need not answer. So with the hardware man, his business has a right to its place in the great hardware world. Other men in the same business have a right to know what he is doing, and he, they, all right, I say, for this is a fair exchange of value for value. Each can teach the other something, each can help the other, and open a way and reach out a helping hand now and then. There is neither reason nor excuse for such a spirit among hardware men as was displayed by a certain colored man who had invited his pastor to dinner and served a very excellent roast goose which was heartily appreciated and generously praised by all the guests, and especially by the minister, who eventually turned to the host and enquired innocently. "Brudder Jackson, may I ax you where did you git dis fine goose?" Though strange as it may seem, the question appeared to embarrass Jackson, who replied, however, when he had in a measure recovered, "Heah now, Pawson Jones, when you preach-

es an extra good sermon, I doan ax you where did you git dat sermoan, does I? Wall, den, Pawson, you orto show me 'de same curtsy about 'dis goose, as I shows you 'bout your sermons."

However defensible may have been the position of this hospitable colored man, I am sure you will agree with me that there is neither reason nor excuse for such an attitude on the part of any hardware man towards his brothers in trade. As the professional man cannot think of doing without his professional journals, so the hardware man needs his trade papers to keep him in touch with the hardware business in general and to give him practical ideas. And as the men in the professions associate themselves together for mutual encouragement, enlightenment and general mutual advantage, so must the hardware man do likewise.

Every business to-day requires something of a specialist to run it, and in this respect each particular trade is a profession. And right here in our Association is our opportunity and our plain duty. We have our problems, as does every business. We look to the manufacturer and the jobber for our chance and our rights. We feel that we make these people and we make their business, and so are inclined to think that we deserve more consideration at their hands than we get. But such is human nature, and such is this strenuous race of life that we can only expect this larger consideration when we are in a position to demand it. Their business does depend upon ours. They do make their money off of us. We have certain rights before them. It is our privilege to demand them, but our trade is only able to demand them when it has made the most of itself and its opportunity especially by organization for mutual benefit.

Our Association can do great things for our business in a broad and general way; but two things we must remember: First, that we are an organization, practically in our youth, and so must be patient while we try to be progressive. The second is that the value and power of our Association will be the sum total of what our members put into it of energy, effort and sacrifice. So you may expect to get much out of this Association only if you put your fair share of thought and of interest and of effort into it and tie your business up to it.

I therefore implore you to think well of your business; it deserves it or can be made to deserve it. Expect much of your business and you will not be disappointed if you give it a chance. This Association is one of the very urgent needs of your business. Here is one of its best opportunities; more than that, here is one of the undisputed rights of your business. Give your business a chance; see that it has its rights. I cannot too earnestly advise you to take an ever increasing interest in your Association and its work.

A listener may hear good of himself—after talking into a phonograph.

A Housecleaning Window.

House cleaning offers excellent advantages for window trims which will bring good business to the retailer. Here is a suggestion for a display of the several lines of house cleaning supplies.

The floor of the window is covered with some dark color cheese-cloth. In the center at the front, place a quantity of washing soda and on this display soap and scrub brushes. At each side of this display stove polish and metal polish and back of these ammonia, lye, etc., and back of these washing powders, dustpans and brushes. In the center at the rear, place a pyramid of buckets and at each side a display of brooms. Across the window at the rear stretch a clothesline and in the center place a strip of linen fastened on with clothes pins. On this linen appropriate reading matter may be lettered in black.

Not Her Wedding.

A white rose in his buttonhole and cotton gloves on his dirty hands, old Bill Loafer swaggered jauntily along the street. At the corner a friend stopped him, exclaiming incredulously:

"Why, Bill, ol' man, what's happened—bin left some money?"

"No, no," said Bill. "It's me golden weddin'; I'm celebratin' me golden weddin'."

"But why don't your wife celebrate it, too?" enquired the friend. "I see 'er goin' to work as usual this mornin'."

"Er," muttered Bill as he grunted reflectively. "She ain't got nuffin' to do wiv it. She's me fourth."

Fully two-thirds of what the average man says is of no consequence.

And a tricky man, like a worn out deck of cards, is hard to deal with.

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

We buy from the best and largest manufacturers in the world, and the quality of our goods is given first consideration.



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Will do it and bring the best trade. See our special show cases.
Michigan Store & Office Fixtures Co.
Grand Rapids, Mich.



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 Grand Junior Counselor—E. A. Welch, Kalamazoo.
 Grand Past Counselor—Geo. B. Craw, Petoskey.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Wittliff, Detroit.
 Grand Conductor—M. S. Brown, Saginaw.
 Grand Page—W. S. Lawton, Grand Rapids.
 Grand Sentinel—F. J. Moutier, Detroit.
 Grand Chaplain—C. R. Dye, Battle Creek.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. 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. Devreaux, 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.

Annual Meeting of Cadillac Council No. 143.

Detroit, March 15—"Boys, you've got me where I can't talk," said A. G. McEachron, a member of the Executive Committee of the Grand Council of Michigan and Chaplain of Cadillac Council, No. 143, of Detroit.

This is some confession to come from Mac, who has a reputation for never being at a loss for words to express his thoughts, no matter how trying the situation may be, but the members of the 1912-13 Entertainment Committee of his Council had his "goat" at the annual meeting held in the Council chambers, Saturday, March 8.

During the progress of the afternoon session, Past Counselor Henry E. Perry arose to his feet and, in his most impressive, oratorical fashion, extolled the many virtues of his brother member, his past services and ever readiness to advance the interests of his Council and the order at large, stating that his committee associates had decided, as a just reward, to present him with a badge to wear at future Grand Council meetings. So saying, he opened a box he had before him and held up to view a large pasteboard emblem done in the colors of the order—blue, white and gold—the last being represented by twenty round disks on the crescent and grip—which were connected by gold chains. A roar of laughter, clapping of hands and stamping of feet followed and no one joined more heartily than Mac himself, but the laughter changed to genuine applause when Past Counselor Perry stated

that each of the twenty gilt spots were, in reality \$2.50 gold pieces. Mac tried to reply, but was so overcome with emotion and frustrated that, after floundering around like a fish in shallow water, he made the remark quoted at the beginning of this article and dropped into his seat.

The above was but one of several interesting episodes which took place at the annual meeting of Cadillac Council, which was called to order at 3:30 p. m. by Senior Counselor E. B. T. Schumacher, who seemed extremely proud of being in such distinguished company as those who occupied the rostrum with him, including, as it did, Manley J. Hemmens, Supreme Traveling Representative; John Quincy Adams, Grand Counselor, of Michigan, and John D. Martin, of the Grand Executive Committee. The Council chamber was filled to overflowing it being necessary to add extra seating capacity to care for the increased attendance. Enthusiasm reigned supreme and business matters were carried through with a vim. When it came to the initiatory part of the regular order of business, it was found that seventeen timid applicants were in waiting to be conducted over the mountain trails, while another stole into camp the medium of a transfer. The following were initiated: Joseph C. Marcano, William Freleigh, Thomas F. Ferguson, Latham L. Thigpen, Guy Callard, Otto I. Schreiber, Edward S. Crooks, James C. Burrell, Eugene M. Cotter, Edwin P. Telotte, Ralph O. Wire, Frank Gallagher, John G. Pickens, John Murphy, Mallory P. Spencer, Henry C. Gamble and George A. Ransome. Admitted by transfer, J. C. Nagel.

About 7 o'clock a recess was taken for supper and all adjourned to the large dining room, where the members were joined by their wives and families and participated in an excellent repast. At the conclusion of the meal, short addresses were made by Brothers Hemmens, Adams, Martin and Schumacher.

The Council presented the ladies with a ten inch cut glass fruit bowl, mounted on a standard, to be competed for while the Council again took up its duties. This beautiful piece was won by Mrs. E. B. T. Schumacher, wife of the Senior Counselor.

On re-convening the Council, Manley J. Hemmens, Supreme Traveling Representative, gave an instructive address which was met with hearty applause.

The election of officers for the ensuing year was then taken up with the following result:

Senior Counselor—C. W. Reattoir.

Junior Counselor—J. P. Soloman,
 Past Counselor—E. B. T. Schumacher.

Secretary-Treasurer—J. W. Schram.
 Chaplain—A. G. McEachron.
 Conductor—J. E. Hardy.
 Page—T. S. Hocknoll.
 Sentinel—Frank D. Ferris.
 Executive Committee—(Two years), Arthur W. Wood and I. H. Sweet; (one year), S. B. Rosenfield and Geo. H. Fleetham.

Delegates to the Grand Council (taking precedence in the order named)—Henry E. Perry, E. B. T. Schumacher, Charles W. Reattoir, William H. Baier and Fred H. Clark.

Alternates—Harvey Auger, Harry F. Dorweld, Cliff C. Starkweather, S. B. Rosenfield and Chester W. Peddie.

Henry Ohlschlager, having served six consecutive years as a member of the Executive Committee, was declared a Past Counselor.

The year of 1912-13 has been one of the best ever experienced by Cadillac Council, both financially and as to growth of membership. The entertainment committee, comprising Henry E. Perry, chairman, C. C. Starkweather, Angus G. McEachron, J. P. Soloman, Frank D. Ferris, A. W. Wood, T. S. Hocknoll, George H. Fleetham, Harry F. Dorweld and J. E. Hardy reported a net profit of over \$500, from which they reimbursed the Council to the amount of \$100 for the increase in salary voted to Secretary-Treasurer J. W. Schram at the previous annual meeting. This was done in a novel manner, 100 new \$1 bills being fastened lengthwise to a ribbon and, supported at intervals by members of the entertainment committee, carried around the Council chamber until one end touched the Secretary's desk where he looked after the rest, making sure that none of the "long green" got away.

As Cadillac Council has a large number of applicants awaiting initiation, a special meeting was called for the evening of March 22. All members are requested to be in attendance.

Seepings from Sault Ste. Marie.

Sault Ste. Marie, March 19.—The Soo Co-Operative Mercantile Association has organized here with an authorized capital of \$10,000, and has rented a large store on Ashmun street, which is now being put in preparation for opening about April 1. The shelves and fixtures will be new and, with the backing of some of the leading citizens and numerous stock-holders, the prospects are bright for a successful career. R. Fuller of Chicago is manager.

The ice men are busily engaged putting up ice for the summer, and an unusually good crop is being harvested, being about two feet in thickness and clear as Lake Superior water can make it.

The Cornwell Beef Co. is installing a sharp freezer in addition to its cold storage plant. When completed, it will have one of the most up-to-date plants in the State.

The country roads leading into the Soo are in very bad condition, as the past few days of thawing

weather has made travel very cumbersome and the stages are experiencing some difficulty in making daily trips.

The St. Mary's Transit Co. has succeeded in breaking a channel for the ferry between the two Soos and the boat is now making regular trips, as usual, although it is experiencing some difficulty in keeping the channel clear.

The usual amount of repairs is being done on the locks this year. This with the building of the new lock, makes business lively in the vicinity.

Owing to the soldiers being called to Texas, Fort Brady is practically deserted, and it is somewhat quieter around the city to what it has been with the numerous troops that were stationed here. W. G. Tapert.

Doings in the Buckeye State.

Written for the Tradesman.

The Manufacturers and Jobbers Association, recently organized in Columbus, has as its main purpose the boosting of Columbus-made goods.

Fremont is assured a postoffice building costing upwards of \$100,000.

Toledo grocers and butchers will conduct a food and general programme of amusements at White City park during the week of July 14.

Columbus has 2,500 retail stores.

Toledo claims to be the second greatest transportation center of the United States. It has twenty-two lines of steam road, twelve interurban lines and six passenger steamship lines. Toledo has a steam belt line road connecting twenty-two railroads and the largest and best freight terminal in the world.

The Lake Shore road will build large car shops at Ashtabula.

A "better farming special" conducted by the Ohio State University will be operated over the lines of the Norfolk & Western Railroad, starting from Columbus March 19 and ending in Cincinnati March 27.

Columbus will install a rubbish disposal plant at a cost of \$35,000. Paper, rags, tin cans and all valuable material will be sorted as it passes along on a moving belt. For the first time waste paper and other rubbish will be collected from the business section. Paper and rags will be baled and sold, and the new plant is expected to yield a profit to the city of \$6,000 a year.

The Common Council of Toledo is discussing the question of purchase of lands for a civic center.

A company has been incorporated to build an electric road between Middletown and Cincinnati.

P. T. Colgrove President of the Michigan Good Roads Association was one of the speakers at the recent rural life and market congress held in Columbus. He favored a one-mill tax to be used in construction of an inter-county system of highways, and this proposition was endorsed by the congress in its resolutions.

Pottery plants in the East Liverpool district are being operated to full capacity. One of the largest concerns has called in its traveling salesmen.

Almond Griffen.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, March 17.—The announcement that officials of railroads affiliated with the Central and Western Passenger Associations are considering the advisability of adopting a rule that will require payment for all sleeping car reservations when made, with a provision for a refund if notice of cancellation is given within a reasonable time, does not receive support from traveling men who make their headquarters in Hancock.

"It would be an injustice to the traveling public," said one salesman yesterday, "because it happens at times that an agent is called upon just before train time to wait over another day, a customer deciding he wanted to look over a line again and a refusal cannot conveniently be made without taking a chance of losing a customer. The traveling men pay thousands of dollars annually to railroad companies in fares and in the same breath it might be remarked that the goods we sent are shipped over these same roads, netting the railroad company another revenue in freight charges."

It is expected that the subject will be presented for consideration at meetings of both Associations, which will be held soon in Chicago. According to officers of the passenger departments of several roads, the practice of reserving, without payment, sleeping car accommodations has assumed the proportions of a nuisance. This is particularly true in large cities they say.

Numerous instances have been cited where persons engaged lower berths on trains and then postpone their journeys; meanwhile others are informed that "lowers" are engaged and are compelled to take upper berths. When it is discovered subsequently that there are empty lower berths, they are inclined to criticize the railroad company.

The death of Frederick P. Tillson, which occurred last Tuesday, caused profound sorrow in Ishpeming. The news of his passing was a surprise to his friends and acquaintances throughout the county, as it was entirely unexpected. He had been confined to his home but a few days with a slight attack of pneumonia and his condition was at no time considered critical. He died suddenly from embolism of the heart.

Mr. and Mrs. Tillson had planned to leave the city the latter part of this week for California, where they were to spend several weeks visiting friends and sightseeing. Mr. Tillson's health had been poor for some three or four years past, and he spent the last two winters in milder climates. Last winter he was in Florida.

Mr. Tillson was a native of Romeo, where he was born April 26, 1853, so that he would have been 60 years of age if he had lived until the 26th of next month. He was a son of Dr. Philo Tillson. His mother's name was Beulah Walter.

Until he was 16 years of age Mr. Tillson lived at Romeo. He then

went to Dixon, Ill., to take a position in a drug store conducted by his brother, A. H. Tillson, who is still a resident of that city. He remained there seven years, until 1876, when he came to Ishpeming to accept a position in the drug store conducted by the late Julius Ropes and Dr. Bigelow, who is now a resident of Milwaukee, in the stand at present occupied by the Tillson Drug Co. After being in this concern's employ for two years, Mr. Tillson bought out Dr. Bigelow's interest, and later he acquired the interest of Mr. Ropes.

Mr. Tillson conducted the business on his own account until two years ago, when a company was formed, with Will Reid as the junior member of the firm. Mr. Reid has been absent in West Baden, Ind., for the past ten days. Mr. Tillson had marked success in business.

The marriage of Mr. Tillson to Miss Minnie Bennett, who survives him, occurred in Ishpeming some thirty-five years ago. Mrs. Tillson's home before her marriage was in Sandusky, Ohio. A nephew, Hugh Tillson, who was in his employ for several years as pharmacist, now lives at Gwinn where he holds an important position with the Cleveland-Cliffs Iron Co. He was called to the city to take charge of the funeral arrangements. Three brothers and one sister are living. The brothers are W. Z. Tillson of Pool Siding, Neb., W. C. Tillson of Salem, Ore., and A. H. Tillson of Dixon, Ill. His sister is Mrs. A. H. Pool of Pool Siding, Neb.

Mr. Tillson was a member of the Ishpeming Masonic, Elks and Woodmen societies. He also held membership in a number of Ishpeming social organizations.

Milton C. Spencer, district salesman for the United Shirt & Collar Co., is a native of Marquette of whom we are all very proud. In a recent interview he has described the steps by which he achieved success:

"A combination of optimism, personality, and pure nerve made it possible for me to become a successful salesman of shirts and collars.

"In selling goods you've got to make up your mind to do many things you don't want to do. By the same token you've got to be observant and look after the interests of your customers; your own interests always should be secondary.

"I was born in Marquette, where the optimists grow. Circumstances brought about my opportunity. I needed the reverses that struck me in order to fully appreciate my art. I always felt I was cut out for a salesman. Before chronicling how I sell goods it might be well to cite a few instances in my career that led up to my present position, a few setbacks that would have discouraged many men, but that made me face the cold world with renewed energy.

"I had a menial job with a Chicago gas company when the idea of selling goods dawned upon me. I heard indirectly that the American Carbolite Co. of Duluth needed a sales manager. I never had sold a nickel's worth of goods of any kind, and here

is where my nerve played an important part in the shaping of my destiny. I corresponded with the Carbolite Co. and applied for the job. I got it. I went to Duluth and put on a bold front. I convinced the man who hired me that I was a regular sales manager. For nine months I sold their goods and educated myself in the art of salesmanship. The firm never became aware of the fact that when I entered its employ, I was a rank novice. Mismanagement finally put the company in the hands of a receiver, and I found myself out of a job.

"There was a chap in Duluth who ran a box factory. I wanted to get back to Chicago, so I went to this man and asked him if he did business with any Chicago concerns. He said he did but would like to increase his trade in that city. I made him a proposition to pay my expenses to Chicago and I'd sell enough goods when I got there to break even. He took me up. I had a personal friend in Chicago who did a small line of manufacturing. I went to him and talked boxes. The prices I quoted were satisfactory and I took an order from him calling for enough boxes to tide him over three years. It was a big order and meant quite a little money for me. I sent it on to Duluth. Ten days later the box factory burned to the ground and the box manufacturer went out of business.

"Thus, I had three jobs in one year. Being broke in Chicago isn't a joke by any means. So I looked for a place that wanted a salesman whose principal qualities were personality and nerve. I landed with a shirt and collar firm, and it wasn't long before I demonstrated to the boss' entire satisfaction that I was capable of selling his goods. That was several years ago, and I'm still at it, but where I had a small city territory at the start I now have a big district covering portions of several states.

"Service is my best booster. I never permit a man to overstock his shelves with my goods. Such overstocking hurts his business and it also hurts my own. More than once I've refused to sell a merchant as much goods as he thought he should order. I've talked them into buying conservatively and keeping their stock fresh.

"The successful salesman keeps his eye peeled for little schemes and ideas that will help his customers sell goods. The mere selling of goods is not such a difficult task as one might suppose. But when you ship an order to a customer and then give him a bunch of little ways and means of disposing of it—schemes and ideas that other merchants find profitable—you win his heart and you keep his patronage. It's human nature to help the man who helps you, and there is no reason why a salesman, no matter how competent he may be, should not interest himself in behalf of his customers."

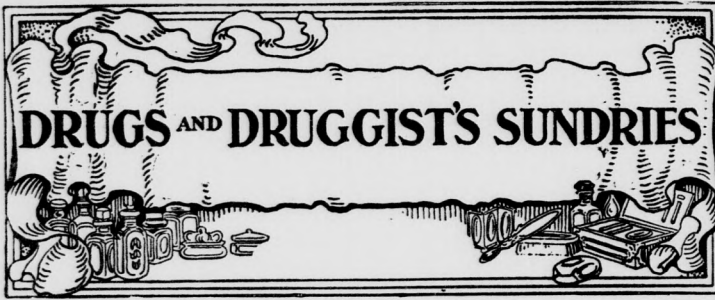
Having at all times our eye out for the beautiful, our attention was attracted this week to two show windows in different parts of our territory, both of which impressed upon

us not only for their surpassing beauty, but the mighty force they carried with them as successful advertisements. One of these was the show window of T. Hughes & Son, at Ishpeming. The other was at the store of Richard Quayle, at Gwinn. The foundation work of both was the same and consisted of a box shaped background and ends of beautifully designed paper showing a happy looking colored chef in the center, seemingly enjoying his chosen avocation of slicing ham. As the central figure, he is being ably assisted by a number of rabbits very busy carrying pots and pans and some other both beautiful and interesting designs, the whole forming a delightful background. The other details, in which both are similar, consist of a purple crepe paper floor, two beautiful round doilies placed at proportionate distances apart, on each of which rested one of Armour & Co's Star hams, a spotless white Easter greeting card between the two hams and a little toward the background and a beautiful "Easter Moon" hanger in a conspicuous position.

The window of T. Hughes & Son was embellished with beautiful cuts of fancy beef, lamb chops, chicken and turkeys and the background and ends were most artistically decorated with Armour canned meats, such as potted ham, veal loaf, pork and beans, mince meat and the like, the only departure from Armour & Co's Star products being a platter of colored Easter eggs. The window would have to be seen to be appreciated and when our curiosity prompted us to enquire who the window artist was, imagine our surprise when we were informed that our own U. C. T. booster, Fred Edlund, was the chap. He was assisted, however, by Emil Swenson, the butcher at Hughes'. This Swenson, it must be explained, is not a brother to Mrs. Fred Edlund, nee Amanda Swenson.

The window of Richard Quayle differs very widely in detail and is, in a sense, both unique and beautiful. It does not show any cuts of beef or fresh meats, but is most correctly appropriate for such a high-grade grocery store as Mr. Quayle runs, having for its embellishment, in addition to the foundation described, a beautiful line of such groceries, both fresh and canned, as are appropriate for Easter. These are placed pretty well back toward the background, but the front it altogether unique, in that it consisted of a beautiful lot of prize barred Plymouth Rock chickens, housed in a special coop, made to fit the window specially for the occasion. The chickens were displayed by John Quayle, who is the most noted poultry fancier in Cloverland and the window display must be credited to John T. Wells, assisted by H. A. Field and Robert Richards, of the Armour Co. Ura Donald Laird.

Dan Smith, well known in St. Ignace and formerly proprietor of hotels at DeTour and Rudyard, has purchased the Grand Central Hotel, at Pickford, which he will manage hereafter.



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 and Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.

Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Million Prescriptions Filled in Forty-Six Years.

One million original prescriptions filled at a single drug store in a period of forty-six years, is a record that might well be boasted of. More than thirty years in the drug business, conducting an all-day and all-night store, with never a time in all those years that the doors to that drug store have been locked or the store closed, is another record that is an achievement. These two records have been reached by J. J. Schott, proprietor of Schott's drug store, on Market street, Galveston, Tex.

J. J. Schott went into the drug business for himself in 1867 and inaugurated an all-day and all-night store in 1882. Since the latter service was inaugurated Mr. Schott says his store has never been closed. "We have no keys for the doors to the store," Mr. Schott said, "and could not lock them if we desired."

Unusual as this record may be, the record of filling 1,000,000 original prescriptions at a single drug store is an achievement still greater. It should be understood that this number represents original prescriptions and not prescriptions refilled, which if counted, would increase the number by more than one-third. The one-millionth prescription was received and filled on the afternoon of January 13.

In looking back over his career as a druggist in Galveston Mr. Schott recalls many things of interest. "The first prescription filled after I went into business for myself in 1867," said Mr. Schott, "was written by Dr. Edward Randall, an uncle of the Dr. Edward Randall now practising here. The prescription was written for Mrs. Dr. Ashoff and was filled by me. I also filled the one-millionth prescrip-

tion, which was written by Dr. Edward Randall, the younger, this afternoon."

The one million and more original prescriptions are on file at Schott's drug store, and may be seen by any enquiring person. If laid flat one upon another they would make a stack of more than 400 feet high. There has been an average of sixty prescriptions per day during the forty-six years that this number has been reached.

The 1,000,000 prescriptions are kept on file by being strung on heavy wires, 5,000 on each wire. There are 200 of these wires and they will be hung in the store to give the public an opportunity of seeing what 1,000,000 prescriptions mean. Now that the 1,000,000 prescriptions have been reached, Mr. Schott says he will change his counting machine and start over, this time counting in the duplications, that he may see how many prescriptions are actually filled, both new and old.

Storing Vaccines for Distribution.

As a distributor of biologic preparations the retail pharmacist has a much more important part than he is generally credited with or even than the majority of pharmacists appreciate. Owing to the high grade of technical skill and the large capital required for the maintenance of a plant it is not likely that manufacturing establishments will be generally located near enough to the physician for him to be able to obtain his supplies direct from the maker without the intervention of the pharmacist as a distributor.

The time that would elapse in procuring the antitoxic serum or even the vaccine from the maker, notwithstanding modern methods of communication and transportation, would be serious and detrimental in most cases.

It therefore becomes a necessity to have supplies at hand in each locality, and logically and naturally the pharmacist is the recognized distributor.

To fully consider the responsibilities of the situation and the necessary precautions entailed upon the purveyor of this class of products is important for the pharmacist who intends handling serums and vaccines.

Ever since they were first produced there has been no material disagreement among experts that light, air, and temperature are the important factors in the preservation and storage of this class of products, and the Pharmacopœia fully recognizes these principles in its directions for the preservation of serum antidiptericum, the only one official, which is as fol-

lows: "It should be kept in sealed glass container, in a dark place, at temperatures between 4.5 degrees and 15 degrees C. (40 degrees and 59 degrees F.)." Two of these factors, insofar as the distributor is concerned, have been cleverly controlled and eliminated by the makers, who have generally adopted packages consisting of either ampoules, or ampoules convertible into syringes which are packed in light-proof containers.

The third factor, or that of temperature, is therefore the one that is important for the distributor, and it may be tersely stated that it is useless for the pharmacist to attempt to handle this class of preparations who does not have a refrigerator and maintain in it a temperature of somewhat near 10 degrees centigrade (50 degrees F.), with a range of not more than 10 degrees Fahrenheit or about 4 or 5 degrees centigrade, either way.

It does not necessarily follow that the equipment must be elaborate or expensive, and there are a number of types of refrigerators on the market that are well adapted for the purpose. One of the best and easiest kept clean is made from thin plates of enameled steel in both square and cylindrical shapes and of convenient sizes. The writer has found one of this type perfectly satisfactory and capable of maintaining on the average of temperature of about 50 degrees Fahrenheit under ordinary store conditions.

Another important matter is the question of age, but as the relation of age to efficiency has been pretty thoroughly worked out, and as every maker sends out his package with the limit of time for use plainly stated thereon, the only obligation upon the distributor is to dispense products within the time limit.

In this connection, it should be remembered that this time limit involves storage under prescribed condition in the product that makes the time limit of no value whatever as an index to efficiency. W. L. Cliffe.

Liquid for Cleaning Tan and Black Shoes.

The following typical formulas for preparation for cleaning leather shoes have been published, most of the so-called cleaning compounds being used in connection with a polishing paste which is applied after the leather has been cleaned:

For Tan or Russet Leather.

Tragacanth 2 drams
 Oxalic acid 3 drams
 Water 32 fl. ounces

Mix and dissolve. The liquid should be colored yellowish with aniline yellow or saffron.

For Black Leather.

Yellow wax 4 av. ounces
 Raw linseed oil 6 fl. ounces
 Oil of turpentine .. 20 fl. ounces
 Soap 2½ av. ounces
 Hot water 28 fl. ounces

Melt the wax at a gentle heat, then cautiously incorporate the two oils. The soap which may be the ordinary yellow bar, should be in shavings and then be dissolved in water. Now mix the two liquids, adding sufficient nigrosine to color. Without the nigro-

sine the mixture may be used to clean tan shoes.

For a combination preparation, the following has been recommended:

Yellow wax 4 ounces
 Potassium carbonate .. 4 drams
 Rosin soap 2 drams
 Oil of turpentine 8 ounces
 Aniline yel. (phosphine) 4 grains
 Water q. s.

To 12 ounces of water contained in a suitable pot, add the wax and the soap and scrapings, together with the potassium carbonate, and boil until a smooth, creamy mass is obtained; remove the heat; add the turpentine and the dye, the last named having been dissolved in alcohol. Mix thoroughly and add sufficient water to make the product measure 24 ounces.

The paste which is used with the liquid application is composed of yellow wax and rosin, thinned with petrolatum, the proportions suggested being wax, 4 parts; rosin, 1 part; petrolatum, 12 parts, mixed according to art. A simpler form of the liquid polish or shoe cream is made by dissolving equal parts of yellow wax and palm oil in three parts of oil of turpentine.

Yellow wax or ceresin.. 3 ounces
 Spermaceti 1 ounce
 Oil of turpentine 11 ounces
 Asphalt varnish 1 ounce
 Borax 80 grains
 Frankfort black 1 ounce
 Prussia blue 2½ drams
 Oil of mirbane 1½ drams

Melt the wax, add the borax, and stir until a kind of jelly has been formed; in another pan melt the spermaceti; add the varnish, previously mixed with the turpentine; stir well and add the wax; lastly, add the colors, mix well and incorporate the oil of mirbane.

For the preparation of the water dressings, as a general proposition only those waxes are available which are capable of being emulsified, including carnauba, beeswax, Japan, and insect wax and shellac. Paraffin, ceresin, and mineral waxes are not available. In order to produce an emulsion it is necessary to use a small amount of neutral soap in addition to the required amount of alkali, though care must be taken to avoid an excess of soap, as this would make the resulting paste too readily soluble in water. Dressings of this class are made by heating the soap, alkali, wax, and water to nearly the boiling point of water, stirring constantly until a uniform milky mixture is produced, which, on cooling, solidifies into a mass of the consistency of an ointment.

He Knew the Process.

"Your sister is a long time about making her appearance," suggested the caller.

"Well," said little brother, "she'd be a sight if she came down without making it."

On Second Washing.

"I've just washed out a suit for my little boy and now it seems too tight for him."

"He'll fit it all right, if you wash the boy."

WHOLESALE DRUG PRICE CURRENT

Acids	Cubebs	4 50	Digitalis	7 60
Acetic	Erigeron	2 50	Gentian	7 60
Boric	Eucalyptus	75 85	Ginger	7 60
Carbolic	Hemlock, pure ..	1 00	Guaiac	7 60
Citric	Juniper Berries ..	1 25	Guaiac Ammon.	7 60
Muriatic	Juniper Wood ..	40 50	Iodine	1 00
Nitric	Lard, extra	85 1 00	Iodine, Colorless	1 25
Oxalic	Lard, No. 1	75 90	Ipecac	7 75
Sulphuric	Lavender Flowers	4 00	Iron, clo	7 60
Tartaric	Lavender Garden ..	85 1 00	Kino	7 75
Ammonia	Lemon	4 00 4 50	Myrrh	7 60
Water 26 deg. ..	Linseed, boiled bbl	49 50	Nux Vomica	7 50
Water 18 deg. ..	Linseed, boiled less	54 58	Opium	2 00
Water 14 deg. ..	Linseed, raw bbls.	48 50	Opium Camph. ..	7 75
Carbonate	Linseed, raw less	53 57	Opium, Deodor'd	2 25
Chloride	Mustard, true	4 50 6 00	Rhubarb	7 75
Balsams	Mustard, artif'l	2 75 3 00	Paints	
Copaiba	Neatsfoot	80 85	Lead, red, dry ..	7 1/2 10
Fir (Canada) ..	Olive, pure	2 50 3 50	Lead, white dry ..	7 1/2 10
Fir (Oregon) ..	Olive, Malaga	1 60 1 75	Lead, white oil ..	7 1/2 10
Peru	Olive, Malaga	1 50 1 65	Ochre, yellow bbl	1 1/2 5
Tolu	Orange, sweet	4 00 4 50	Ochre, yellow less	2 1/2 5
Berries	Organum, pure ..	1 25 1 50	Putty	2 1/2 5
Cubeb	Organum, com'l ..	50 75	Red Venetian bbl	1 1/2 5
Fish	Pennyroyal	2 25 2 50	Red Venet'n, less	2 1/2 5
Juniper	Peppermint	3 35 3 50	Shaker, Prepared	1 50 1 60
Prickly Ash ..	Rose, pure	16 00 18 00	Vermillion, Eng.	90 1 00
Barks	Rosemary Flowers	90 1 00	Vermillion, Amer.	15 20
Cassia (ordinary)	Sandalwood, E. I.	25 60 30 00	Whiting, bbl. ...	1 1/2 1 1/2
Cassia (Salign)	Sassafras, true ..	80 90	Whiting	2 7 5
Elm (powd. 25c)	Sassafras, artif'l	45 50	Insecticides	
Sassafras (pow. 30c)	Spearmlnt	6 00 6 50	Arsenic	6 10
Soap (powd. 25c)	Sperm	90 1 00	Blue Vitrol, bbl.	6 7 1/2
Extracts	Tansy	4 75 5 00	Blue Vitrol less	7 1/2 10
Licorice	Tar, USP	25 35	Bordeaux Mix Est	8 15
Licorice powdered	Turpentine, bbls.	49 1/2 58	Hellebore, white	15 20
Flowers	Turpentine, less	53 58	powdered	20 25
Arnica	Wintergreen, true	75 00	Insect Powder ..	30 35
Chamomile (Ger.)	Wintergreen, sweet	2 00 2 25	Lead Arsenate ..	8 16
Chamomile (Rom.)	Wintergreen, art'l	50 60	Lime & Sulphur	15 25
Gums	Wormseed	6 00	Solution, gal ..	15 20
Acacia, 1st	Wormwood	8 00	Paris Green	15 20
Acacia, 2nd	Potassium		Miscellaneous	
Acacia, 3d	Bicarbonate	15 18	Acetanald	30 35
Acacia, Sorts ..	Bichromate	13 16	Alum	3 5
Acacia, Powdered	Bromide	40 50	Alum, powdered and	5 7
Aloes (Barb. Pow)	Carbonate	12 15	ground	5 7
Aloes (Cape Pow)	Chlorate, xtal and	12 15	Bismuth Subni-	2 10 2 25
Aloes (Soc. Powd.)	powdered	15 20	trate	2 10 2 25
Asafoetida	Chlorate, granular	30 40	Borax	6 12
Asafoetida, Powd.	Cyanide	2 85 2 90	powdered	6 12
Pure	Iodide	15 30	Cantharides powd.	1 25 1 35
U. S. P. Powd.	Permanganate ..	30 35	Calomel	1 25 1 35
Camphor	Prussiate yellow	50 60	Capsicum	20 25
Guaiac	Prussiate, red ..	50 60	Carmine	3 50
Guaiac, Powdered	Sulphate	15 20	Cassia Buds	40 40
Kino	Roots		Cloves	25 30
Kino, Powdered..	Alkanet	15 20	Chalk Prepared ..	60 8 1/2
Myrrh	Black, powdered	20 25	Chalk Precipitated	7 10
Myrrh, Powdered	Calamus	35 40	Chloroform	38 48
Opium	Elicampane, powd	15 20	Chloral Hydrate	1 25 1 45
Opium, Powd. ..	Gentian, powd. ...	12 15	Cocaine	4 15 4 35
Opium, Gran. ..	Ginger, African,	15 20	Cocoa Butter ..	50 60
Shellac	powdered	15 20	Corks, list, less 70%	85 100
Shellac, Bleached	Ginger, Jamaica,	20 25	Copperas, bbls cwt	2 50
Tragacanth	powdered	22 28	Copperas, less ..	4 6
Tragacanth, Pow	Goldenrod, powd.	6 50	Corrosive Sublim.	1 25 1 40
Turpentine	Ipecac, powd. ...	2 75 3 00	Cream Tartar ..	28 35
Leaves	Licorice	14 18	Cuttlebone	25 35
Buchu	Licorice, powd.	12 15	Dextrine	7 10
Buchu, Powd. ..	Orris, powdered	25 30	Dover's Powder	2 00 2 25
Sage, bulk	Poke, powdered	20 25	Emery, all Nos.	6 10
Sage, 1/2 Loose	Rhubarb	75 1 00	Emery, powdered	5 8
Sage, Powdered	Rhubarb, powd.	75 1 00	Epsom Salts, bbls	2 1/2 5
Senna, Alex. ...	Rosinweed, powd.	25 30	Epsom Salts, less	2 1/2 5
Senna, Tinn. ...	Sarsaparilla, Hond.	25 30	Ergot	1 50 1 75
Senna, Tinn, Pow.	ground	25 30	Ergot, powdered	1 80 2 00
Uva Ural	Sarsaparilla Mexican,	25 30	Flake White	12 15
Oils	ground	25 30	Formaldehyde lb.	12 15
Almonds, Bitter,	Squills	20 25	Gambler	6 10
true	Squills, powdered	40 60	Geatline	35 46
Almond, Bitter,	Turmeric, powd.	12 15	Glassware, full cases	80%
artificial	Valerian, powd.	25 30	Glassware, less 70 & 10%	10%
Almonds, Sweet,	Seeds		Glauber Salts bbl.	1 1/2 5
true	Anise	15 20	Glauber Salts less	2 5
Almond, Sweet,	Anise, powdered	22 25	Glue, brown	11 15
imitation	Bird, is	7 8	Glue, brown grd	10 15
Amber, crude ..	Canary	7 10	Glue, white	15 20
Amber rectified	Caraway	12 18	Glycerine	22 32
Anise	Cardamon	1 60 1 75	Hops	50 60
Bergamot	Celery	45 50	Indigo	85 1 00
Cajeput	Coriander	10 15	Iodine	2 75 4 00
Cassia	Dill	18 20	Iodoform	4 80 5 00
Castor, bbls. and	Fennel	4 8	Lead Acetate ..	12 18
cans	Flax	4 8	Lycopodium	60 75
Cedar Leaf	Flax, round	4 8	Mace	80 90
Citronella	Foenugreek, pow.	5 10	Mace, powdered	80 1 00
Cloves	Hemp	5 7	Menthol	13 80 14 60
Cocanut	Lobelia	5 7	Mercury	85 90
Cod Liver	Mustard, yellow	9 12	Morphine, all brd	4 55 4 80
Cotton Seed	Mustard, black ..	20 25	Nux Vomica	7 10
Croton	Poppy	15 20	Nux Vomica pow	7 15
	Quince	1 00	Pepper, black pow	20 25
	Rape	6 10	Pepper, white ..	25 35
	Sabadilla	26 30	Pitch, Burgundy	10 15
	Sabadilla, powd.	35 45	Quassia	10 15
	Shinflower	6 8	Quinine, all brns	3 1/2 3 1/2
	Worm American	15 20	Rochelle Salts	20 26
	Worm Levant ..	40 50	Saccharine	3 80 2 20
	Tinctures		Salt Peter	7 1/2 12
	Aconite	7 60	Seidlitz Mixture	20 25
	Aloes	7 60	Soap, green	15 20
	Arnica	7 60	Soap, mott castle	10 15
	Asafoetida	1 00	Soap, white castle	10 15
	Banoina	7 60	less per bar ..	6 8
	Benzoin Compound	7 60	Soda Ash	1 1/2 5
	Buchu	7 60	Soda Bicarbonate	1 1/2 5
	Cantharadies ..	7 60	Soda, Sal	1 1/2 5
	Cardamon	7 60	Spirit Camphoe ..	7 4
	Cardamon, Comp.	7 60	Spirit Colomne ..	2 75 3 00
	Catechu	7 60	Sulphur roll	2 1/2 5
	Cinchona	7 60	Sulphur Subl. ...	2 1/2 5
	Colchicum	7 60	Tamarinds	10 15
	Cubebs	7 60	Tartar Emetic ..	40 50
			Turpentine Venice	40 50
			Vanila Ext. pure	1 00 1 50
			Witch Hazel	65 1 00
			Wine Sulphate ..	7 10

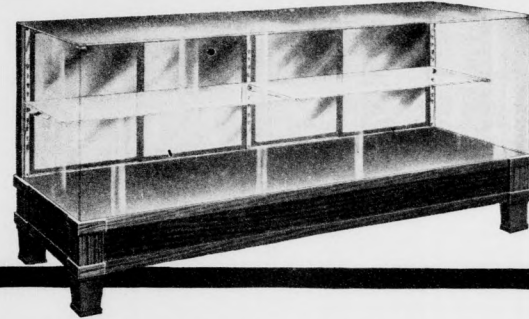


Our Home—Corner Oakes and Commerce

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. Instruct 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.

ADVANCED

DECLINED

Table with columns for Hams, Pork-Barreled, Cheese, and other grocery items.

Index to Markets

Main index table listing various grocery items (Ammonia, Beans, Baked Beans, etc.) and their prices.

CHEESE section listing items like Acme, Bloomingdale, Carson City, etc.

CHEWING GUM section listing items like Adams Black Jack, Adams Sappota, etc.

CHICORY section listing items like Bulk, Red, Eagle, etc.

CHOCOLATE section listing items like German's Sweet, Premium, etc.

CLOTHES LINE section listing items like No. 40 Twisted Cotton, No. 50 Twisted Cotton, etc.

COCOA section listing items like Baker's, Cleveland, Colonial, etc.

COCOANUT section listing items like Dunham's, Cracker Jack, etc.

COFFEES, ROASTED section listing items like Common Rio, Fair, etc.

CRACKED WHEAT section listing items like Bulk, 24 2lb. pkgs., etc.

CRACKERS section listing items like National Biscuit Company, Excelsior, etc.

CONFECTIONS section listing items like Standard Stick Candy, Jumbo, etc.

CONFECTIONS (continued) listing items like Gypsy Hearts, Coco Bon Buns, etc.

CONFECTIONS (continued) listing items like Golden Waffles, Red Rose Gum Drops, etc.

CONFECTIONS (continued) listing items like Molasses Fruit Cookies, Iced, etc.

CONFECTIONS (continued) listing items like Mottled Squares, N. B. C. Honey Cakes, etc.

CONFECTIONS (continued) listing items like Orange Jellies, Lemon Sours, etc.

CONFECTIONS (continued) listing items like Peppermint Drops, H. M. Choc. Lt. and Dark, etc.

CONFECTIONS (continued) listing items like Bitter Sweets, Brilliant Gums, etc.

CONFECTIONS (continued) listing items like A. A. Licorice Drops, Lozenges, etc.

CONFECTIONS (continued) listing items like Mottles, G. M. Peanut Bar, etc.

CONFECTIONS (continued) listing items like Hand Made Crms, Cream Wafers, etc.

CONFECTIONS (continued) listing items like String Rock, Wintergreen Berries, etc.

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes items like Scrapple, Sure Shot, Yankee Girl, Pan Handle, Peachy Scrap, Union Workman, All Leaf, BB, Bagdad, Badger, Banner, Bannet, Belwood Mixture, Big Chief, Bull Durham, Summer Time, Buck Horn, Briar Pipe, Black Swan, Bob White, Brotherhood, Carnivale, Cigar Clip, Identity, Darby Cigar, Continental, Corn Cake, Cream, Cuban Star, Chips, Dills, Dixie Kid, Duke's Mix, F. F. A., Fashion, Five Bros., Five cent cut Plug, Four Roses, Full Dress, Glad Hand, Gold Block, Gold Star, Gall & Ax Navy, Growler, Growler, Growler, Giant, Hand Made, Hazel Nut, Honey Dew, Hunting, I X L, Just Suits, King Bird, King Bird, King Bird, La Turka, Little Giant, Lucky Strike, Le Redo, Myrtle Navy, Maryland Club, Mayflower, Nigger Hair, Nigger Hair, Nigger Head, Noon Hour, Old Colony, Old English Curve, Old Crop, P. S., Pat Hand, Patterson Seal, Peerless, Plaza, Flow Boy, Flow Boy, Pedro, Pride of Virginia, Pilot.

13

Table with 2 columns: Item Name and Price. Includes items like Pilot, Prince Albert, Prince Albert, Queen Quality, Rob Roy, Sweet Lotus, Sweet Lotus, Sweet Rose, Sweet Tip Top, Sweet Tip Top, Summer Time, Standard, Standard, Seal N. C., Seal N. C., Three Feathers, Three Feathers, Three Feathers, Tom & Jerry, Tom & Jerry, Trout Line, Trout Line, Tuxedo, Tuxedo, Twin Oaks, Union Leader, Union Leader, Union Leader, Uncle Sam, Uncle Sam, Van Bibber, Velvet, Velvet, Velvet, War Path, Wave Line, Wave Line, Way up, Way up, Wild Fruit, Wild Fruit, Yum Yum, Yum Yum, Cotton, Cotton, Hemp, Hemp, Flax, Wool, White Wine, White Wine, White Wine, Oakland Vinegar, Highland apple cider, Oakland apple cider, State Seal sugar, Oakland white pickling, WICKING, WOODENWARE, Baskets, Butter Plates, Ovals, Wire End, Churns, Clothes Pins, Round Head.

14

Table with 2 columns: Item Name and Price. Includes items like 4 1/2 inch, Cartons, Egg Crates, Humpty Dumpty, No. 1, complete, No. 2, complete, Case No. 2, fillers, Faucets, Cork lined, Cork lined, Cork lined, Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, Ideal No. 7, 12lb. cotton mop heads, Palls, 2-hoop Standard, 3-hoop Standard, 2-wire Cable, Cedar all red brass, 3-wire Cable, Paper Eureka, Seal N. C., Seal N. C., Three Feathers, Three Feathers, Toothpicks, Birch, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Tub, 20-in. Standard, 18-in. Standard, 16-in. Cable, 18-in. Cable, No. 2, No. 2 Fibre, No. 3 Fibre, Large Galvanized, Medium Galvanized, Small Galvanized, Washboards, Bronze Globe, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bawls, 13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter, Assorted, 13-15-17, Assorted, 15-17-19, WRAPPING PAPER, Common Straw, Fibre Manila, white, Fibre Manila, colored, No. 1 Manila, Cream Manila, Butchers' Manila, Wax Butter, short c't 13, Wax Butter, full count 20, Wax Butter, rolls 19, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Cream, 3 doz., Yeast Foam, 1 1/2 doz., AXLE GREASE, MICA AXLE GREASE, BAKING POWDER, ROYAL, 10c size, 1/4 lb. cans, 6 oz. cans, 1/2 lb. cans, 3/4 lb. cans, 1 lb. cans, 3 lb. cans, 5 lb. cans.

15

CIGARS Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots, El Portana, Evening Press, Exemplar, Worden Grocer Co. Brand Ben Hur, Perfection, Perfection Extras, Londres, Londres Grand, Standard, Puritanos, Panatellas, Finas, Panatellas, Bock, Jockey Club.

Old Master Coffee



Old Master, San Marto, Pilot.

TEA

Royal Garden 1/2, 3/4 and 1 lb. 40 THE BOUR CO. TOLEDO, O.

COFFEE

Roasted Dwinell-Wright Co.'s B'ds



White House, 1 lb., White House, 2 lb., Excelsior, Blend, 1 lb., Excelsior, Blend, 2 lb., Tip Top, Blend, 1 lb., 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; Fielbach Co., Toledo.

COCOANUT

Baker's Brazil Shredded



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



The only 5c Cleanser

Guaranteed to equal the best 10c kinds



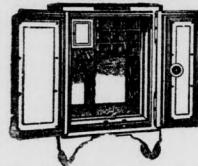
Apex Hams, Apex Bacon, Apex Lard, Excelsior Hams, Excelsior Bacon, Silver Star Lard, Family Pork, Fat Back Pork.

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—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 70 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 Marselles, 100 cks 6 00 Marselles, 100 cks 5c 4 00 Marselles, 100 ckt tall 4 00 Marselles, 1/2 box toll 2 10

Proctor & Gamble Co.

Lenox, Ivory, 6 oz., Ivory, 10 oz., Star.

Tradesman Co.'s Brand

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

A. B. Wrisley

Good Cheer, Old Country.

Soap Powders

Snow Boy, 24s family size, Snow Boy, 60 5c, Snow Boy, 100 5c, Gold Dust, 24 large, Gold Dust, 100-5c, Kirkline, 24 1lb., Pearlina, Soapine, Baubitt's 1776, Roseline, Armour's, Wisdom.

Soap Compounds

Johnson's Fine, Johnson's XXX, Rub-No-More, Nine O'clock.

Scouring

Enoch Morgan's Sons, Sapollo, gross lots, Sapollo, half gro. lots, Sapollo, single boxes, Sapollo, hand, Scourine Manufacturing Co, Scourine, 50 cakes, Scourine, 100 cakes.



We Manufacture Public Seating Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA

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.

Ice cream and confectionery business in live manufacturing town and summer resort. Fully equipped and every modern convenience for both wholesale and retail business. Seating capacity 100. Will sacrifice if sold before April 1. J. Van Wesslem, Grand Haven, Mich. 908

For Sale—Well selected general stock in small town, sixty miles from Chicago. Business profitable. Fine location for man acquainted with farming trade. Will rent or sell store and dwelling. For particulars write No. 909, care Tradesman. 909

For Sale—Good clean stock general merchandise, located in best town 800 population in Central Michigan. Invoices about \$4,000. Fine business, excellent farming country. Will sell at inventory. Deal with owner, no agents. Address No. 907, care Tradesman. 907

Wanted—To lease hotel in town with one regular hotel. Dry town preferred. Give particulars in first letter. 809 W. 2nd St., Flint, Mich. 906

To Exchange—100 acre farm, 2 1/2 miles from town, in Jefferson county, Indiana. Worth \$6,500. Want general merchandise. Address Box 272, Piercetown, Ind. 905

For Sale—Retail lumber business, the only yard in town 3,000 population and in the best farming section of Ohio. Address Clemmer & Johnson, Hicksville, Ohio. 904

Want to take young or middle aged man with some money, or would join stocks, to locate in one of the best manufacturing cities in the State. Good opening. Must be capable of taking charge of the business, I am past the age. Must be well recommended. Address No. 903, care Michigan Tradesman. 903

For Sale—Grocery stock and fixtures, will invoice about \$5,000. Doing a business of \$40,000 a year. Located in one of the best towns in Michigan. Population about 3,000. Reason for selling, have other interests to look after. Address No. 902, care Michigan Tradesman. 902

A Rare Opportunity—For sale, only abstract business in Socorro county, the second largest county in the United States. Owners moving to California. Address The Socorro Title Abstract Co., Socorro, New Mexico. 901

For Sale—1,500 acres good alluvial level farm lands, largely in cultivation, near Vicksburg, Mississippi, tracts of 160 acres or more. Price \$35 per acre on terms of \$10 per acre cash, balance three equal yearly payments. Address Box 105, Dyersburg, Tenn. 900

Department Store—Strictly up-to-date ladies' department store, in a good live town; doing a nice business. Good reason for selling. Might give some terms. Address W. P. Dorman, Girard, Kan. 899

Splendid opportunity to go into business in good flourishing city of 2,500 to 3,000 inhabitants in corn belt of Illinois. Conditions are extremely favorable if taken at once. Best location in city. Reason for selling, desire to retire from active business. Further information address Box 454, Gibson City, Ill. 898

For Sale or Rent—Elegant modern store building, 114x32 1/2. Mrs. Iver Larsen, Decorah, Iowa. 896

Good opening for drug and stationery store in town 3,500. Good room in brick block. Reasonable rent. For particulars write D. J. Sloan & Co., North Baltimore, Ohio. 895

Will rent space for millinery and ladies' furnishings in my new store, ready July 1st. Apply Cadden's Popular Garment Store, Evansville, Indiana. 894

Wanted—Partner to take charge of Chicago office and invest \$3,000 to \$5,000 in farm company with established mail order trade on fancy eggs, butter and poultry. Good profits. Investigation courted but four flushers save your stamps. Drawer "A," Homer, Mich. 893

For Sale—Practically new greenhouse plant and splendid business; two big houses, hot water heated; also house, barn and six lots. Address George Lunn, South Lyon, Mich. 892

Three good counters and a 4 window shades, 10 to 12 feet wide. A. E. Putnam Co., Milan, Mich. 891

For Sale—Good paying exclusive tea and coffee business in a growing resort city of 12,000. Doing a \$20,000 business on \$1,800 investment. Falling health, reason for selling. A snap for the right party. Address K, care Tradesman. 911

80 acres, Laclede county; healthy place to live; good water, good house, good land; about 40 acres in cultivation, 15 or 20 to clear yet; all fenced, \$25 per acre. Write owner, J. W. Peters, Conway, Mo. 910

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. Kaufner, Milwaukee, Wis. 92

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

For Sale—\$6,500 general merchandise in one of the best towns in State. Will take farm up to \$4,500. Address W. H., care Tradesman. 811

For Sale—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—The John Z. Evans Mfg. & Supply Co., located on main line of the C. & N. R. R., also on the Wabash and M. & St. L. railroads, at Albia, Iowa. Fine display room and office. Rooms, 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

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, 3 1/2 miles from Plainwell, 1 1/2 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

I bring buyers and sellers together. Write me if you want to buy, sell or exchange any kind of business or real estate anywhere. Established 1881. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Illinois. 857

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

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—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

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

\$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

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

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

If you wish to buy, sell or exchange any legitimate business of any kind, anywhere, consult our Business Chance Department. Its operation is national in scope and offers unexcelled services to the seller, as well as the buyer. Advantageous exchanges for other properties are often arranged. In writing, state fully your wants. The Varland System, Capital Bank, St. Paul, Minn. 814

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

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 of doing the buying. State salary first letter. Address 857, care Tradesman. 857

For Sale—My stock of general merchandise and good will, also my store real estate. Doing a good prospering business. Stock about \$8,000, in strictly first-class shape. Reason for selling, wish to retire after 21 years active service. For particulars address Lock Box 57, Peshtigo, Wis. 858

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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, invoicing \$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, Mazepa, 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

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

For Sale or Trade—160 acres Hyde county land; eighty can be broken; remainder is excellent pasture; eleven hundred dollar mortgage to be assumed; price twenty dollars. Might accept twelve or fifteen hundred in trade. Erastus Cornell, Highmore, S. D. 889

For Sale—Furniture, jewelry, wallpaper and undertaking business. Stock, fixtures and two funeral cars invoice \$7,500. Good paying business in live town in Western Michigan. Stock in first-class shape. Will sell reasonable. Also residence, \$3,500 and seven acres fancy bearing fruit, \$2,000. Will sell separately. Have other business that requires attention. Address No. 888, care Tradesman. 888

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

To Exchange—Merchant owning a 280 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.

C. A. Nelson, merchandise auctioneer. For terms and date. Address Lock Box 322, North Loup, Neb. 890

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 543

HELP WANTED.

Wanted—Subscription solicitors who have had actual experience in securing subscribers for trade journals. State experience, length of time employed and names of former employers. Address No. 897, care Michigan Tradesman. 897

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

Baker, single, wants steady position in small country town, to work alone. C. M. Mertz, 408 Washington St., Laporte, Ind. 887

Getting a Grip On the Individual Customer.

Written for the Tradesman.

Every now and then, in my shopping tours, I jolt against a salesman who seems fairly to grip me. He sells without perceptible effort and I find it a joy to purchase of him. Salesmen of that sort are the class who hold customers and build business.

A good salesman is often such quite unconsciously. To do things right comes natural to him; he would feel homesick and ill at ease if he sold in any other or less efficient way. Other salesmen have acquired the knack. Still others could acquire it if they set their minds to the task.

"How do you do it?" I asked a star salesman the other day.

He shook his head.

"Don't, please don't, put any of those Chinese puzzles up to me," he rejoined. "I couldn't tell you how I do it."

"But you make a good bunch of sales?"

"Yes, I make the sales all right. People seem to prefer to buy from me. The boss gets a bit cross now and then when he sees two or three lined up, waiting for me to get through with a customer. But don't ask me how it's done." With manifest eagerness to be through with the subject, he relapsed into business. "Half a pound of coffee," he jotted down. "You prefer it strong, don't you? How did you like those pickles I recommended the other day—the new mustard at 15 cents?"

He went on jotting down the order. At tea I hesitated. I can never remember whether Japan or black rules our household.

"You usually get package tea, 40 cents, black," he informed me; and down it went upon the order.

"Your address is 15 Blank street, isn't it," he concluded. Which was about as close to the bullseye as a good marksman can get.

He couldn't tell me how he did it—not infrequently the secret of success is a mystery to the man who succeeds. He is too busy succeeding to analyze himself. This salesman knew my particular wants so well that I, on the buying side of the counter, had plenty of time to analyze him and his methods. And his methods consisted solely in knowing me, my address, my preferences and prejudices with such complete accuracy and amazing thoroughness that I could, had I desired to be reticent, have ordered three of four dollars' worth of groceries in a dozen words and as many nods. Yet only a few weeks had elapsed since my first visit to that store, and I certainly didn't purchase every day.

Knowing the customer and getting a firm grip on his preference is a fundamental of successful selling. The salesman to whom all customers are the same, and whose attitude to each and all is that of an obliging but impartial slot machine, can't hold them even in competition with other slot machines which pay no more tribute than he does to their individuality. The salesman who knows his custom-

ers thoroughly and caters to their individual preferences can hold them against all sorts of competition. His only danger is that some bungler on the staff may make a mistake in putting up the order or that a careless delivery man may spatter the goods with mud.

Star salesmen of this variety are rare. One man I know seems to never forget the name of a customer. The minute a man or woman enters his store, he gives one quick look, says "Good morning"—and out pops the correct name, automatically. Yet there are dozens of salesmen, some in the same store, who will sell to you a score of times and still have to ask your name and address the twenty-first trip.

It isn't merely in store salesmanship that knowing the customer counts. This sort of knowledge fig-



Angus G. McEacheron and the emblem presented to him by Cadillac Council, featured on page twenty-four.

ures in the success of the traveling man; it makes the good hotel clerk an asset to his business. The knack of picking up names, addresses, peculiarities and prejudices and salting all this information down for future reference is worth dollars to a man. Intense mental concentration is the initial price. The chap who wants to study and learn his customer can't afford to let his wits go wool gathering.

William Edward Park.

Manufacturing Matters.

Flint—The Western-Mott Co. is building a large addition to its plant.

Hopkins—Bert Lewis succeeds Krug & Ellinger in the glazed tile business.

Detroit—The Detroit Tungsten Lamp Co. has changed its name to the Central States Supply Co.

Detroit—The Michigan Smelting & Refining Co. has increased its capital stock from \$300,000 to \$750,000.

McCords—The Co-operative Creamery Co. has been organized here and will engage in business April 1.

Charlotte—The Hancock Manufacturing Co. has added several machines to its plant, thereby greatly increasing its capacity.

Fountain—F. W. Plumhoff, who has

operated the creamery at New Era for the past four years, is building a creamery here, which he will take possession of about April 15.

Ann Arbor—The Hoover Steel Ball Co. has been incorporated with an authorized capitalization of \$250,000, of which \$125,000 has been subscribed and \$25,000 paid in in cash.

Detroit—The Detroit Washing Machine Co. has engaged in business with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed and \$1,200 paid in in cash.

Hastings—Donald A. Kerr has taken the position of Assistant Manager of the Hastings Milling Co. He will supervise the sales department, both in the city and to the outside trade.

Ypsilanti—The Ypsilanti Vulcanizing Co. has been incorporated with an authorized capital stock of \$1,000, which has been subscribed, \$250 being paid in in cash and \$750 in property.

Detroit—The Standard Screw Products Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The Standard Screw Products Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$15,000 paid in in cash.

Detroit—The Peninsular Leather Specialty Co. has been organized with an authorized capital stock of \$2,000, of which, \$1,050 has been subscribed, \$560 paid in in cash and \$140 in property.

Flint—The Unique Furniture Manufacturing Co. has been organized with an authorized capital stock of \$150,000, which has been subscribed, \$6,000 being paid in in cash and \$144,000 in property.

Whitehall—Green & Reed, who own and operate the flour mill, have dissolved partnership and the business will be continued by John O. Reed, who has taken over the interest of his partner.

Detroit—The Michigan Broom Manufacturing Co. has been incorporated under the same style, with an authorized capital stock of \$4,000, of which \$2,000 has been subscribed and paid in in cash.

Charles—The Loud Lumber Co., of AuSable and Oscoda, has taken over the holdings of the Sterling Cedar & Lumber Co., which includes the timbered lands and the mill property located at this place.

Kalamazoo—The John Hale Hat Co., which conduct a chain of stores in various cities, has opened a store here in the Hanselman building under the management of F. C. Miller, recently of South Bend, Ind.

Saginaw—A new company has been organized under the style of the Mead Cooperage Co., to manufacture and deal in hoops, staves, headings, etc., with an authorized capitalization of \$10,000, of which \$5,100 has been subscribed, \$1,500 being paid in in cash and \$3,600 in property.

Battle Creek—The Toeller-Dolling Co. has engaged in business to manufacture and deal in merchandise which may be handled in a department store. The company has an authorized capital stock of \$75,000 common and \$25,-

000 preferred, of which \$55,000 has been subscribed and \$45,000 paid in in cash.

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

In the matter of Eugene D. Tangney, bankrupt:

By virtue of an order of the referee in bankruptcy made and issued in said cause authorizing the undersigned, trustee therein, to sell the entire assets of said bankrupt's estate, less exemptions heretofore set apart:

I do hereby give notice that on the 22nd day of March, A. D. 1913, at 11 o'clock a. m. at the store of said bankrupt, 313 South James street in the city of Ludington, Michigan, I will offer for sale at public auction the estate of said bankrupt, hereby reserving the right to withdraw from such sale any and all property for which in my opinion a sufficient bid shall not be made. The property to be offered for sale consists of stock of merchandise consisting of clothing and gent's furnishing goods, notions and store furniture, including a safe. The trustee reserves the right to reject any and all bids.

Dated at Ludington, Michigan, this 8th day of March, A. D. 1913.

Frank A. Foster, Trustee.

Standard Weight for Bread.

Bay City, March 18—The city ordinance establishing a standard weight for loaves of read to be sold in this city is to be enforced and two members of the police department are to begin at once an inspection of weights and measures throughout the city.

The order regarding the bread ordinance was issued to Superintendent of Police Davis by Mayor Woodruff and the action regarding inspection of weights and measures was taken by the Council.

Alderman Cooley introduced a resolution directing the Ways and Means Committee, in preparing the annual budget for the coming year, to include therein a sufficient sum to pay the salary of a sealer of weights and measures, but later withdrew it in favor of one of similar import prepared by Alderman Wood which provided for a meat inspector who should also act as sealer of weights and measures.

Not All Joke Either.

"Now, Charlie, don't you admire my new silk dress?" asked a fond mother of her little boy.

"Yes, mamma; it is very pretty."

"And, Charlie, just think, all the silk is provided for us by a poor little worm."

"You mean papa, don't you, mamma?"

BUSINESS CHANCES.

For Sale—Mosler safe, inside made for McCaskey account system. Colegrove Bros., Remus, Mich. 912

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



The Karo Demand is Increasing Everywhere

Karo sales are jumping. Effective advertising in the magazines, newspapers, bill-boards and street cars is proving a powerful sales maker. It is influencing millions of housewives to use more Karo than ever—telling them about the great food value of Karo, its purity, its nourishment, the energy it supplies and what's all important, its economy.

With the cost of living so high, these Karo facts strike home with double force, they are increasing sales quickly.

Karo is the great household syrup—the syrup of known quality and purity—specially wholesome and delicious, and of highest food value.

Your customers know it—they know that the Karo label stands for highest quality, best flavor, and full net weight. Stock generously with Karo. It sells quickly, is easy to handle and pays a good profit.

Corn Products Refining Company
New York

Use Your Head Instead of Your Shoulders

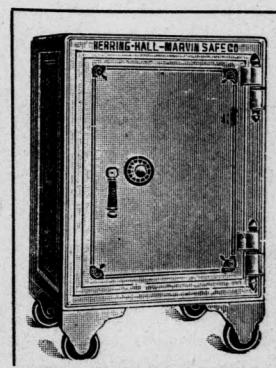


“Many a man goes through life with his shoulder at the wheel, who would have gone farther and with much less friction had he hitched his head to the tongue.”—*W. L. Brownell.*

A man in business if he would be successful must use his head. In some men's heads the bump of caution is more fully developed than in others. Every business man whose bump of caution is normal realizes that he is running a great risk when he leaves his books of account on a shelf or under the counter when he locks up his store at night.

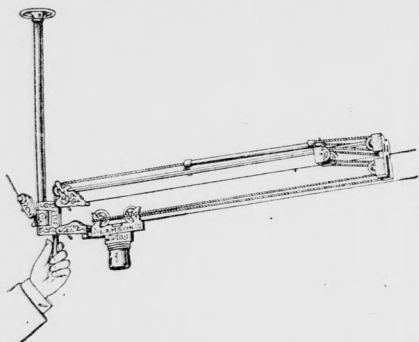
**Did You Ever Investigate and Find Out
For How Little Money You Could Buy
One of Our Dependable Safes?**

Just drop us a line to-day and say, “Tell us about your safes and name us some prices.”



GRAND RAPIDS SAFE CO. *Tradesman Bldg., Grand Rapids, Mich.*

LAMSON



Dispatch, Economy, Safety

Lamson Cash Carriers improve your service by common-sense centralization and equal distribution of labor.

Cut out lost motion, reduce the payroll and speed up the work.

Give the cashier the quietness and isolation that ensures *correct* records.

And double-check every sale whether it be cash, charge, or C. O. D.

ASK YOUR NEIGHBOR

The Lamson Company

(Dept. No. 3) Boston, U. S. A.

Representatives in all Principal Cities.

SERVICE

Why Put Your Hand in the Lion's Mouth?

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

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

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

TRADESMAN COMPANY

Grand Rapids

The Prairies Are on Fire And the Woods Burning

Never in the history of big CO-OPERATIVE SELLING EFFORTS has so much interest been shown as in CANNED FOODS WEEK! Everywhere in the United States and apparently everywhere else, the retail and wholesale dealers are coming up on the firing line.

Even Canadian dealers are asking for information and literature and Uncle Sam has waked up to the importance of the event and has asked for information and literature to send to the Consuls abroad to post them up on the industry and its importance.

Do you know that during Canned Foods Week display advertisements will be inserted in 216 big daily newspapers throughout the United States?

Do you know that during that week advertisements will be placed in 5,993 of the smaller and weekly papers of the United States?

Hundreds of these papers are getting up Special Issues of Editions, and will publish entire pages and sections relating to Canned Foods.

The wholesale grocers, canners, retail grocers, department stores, general stores, and all dealers who handle CANNED FOODS are pulling together and pulling hard to make the week a great occasion for the distribution of canned foods and the education of the public in relation to the excellence, wholesomeness and economy of such foods, and to make it the greatest selling and educational effort ever known in the world's history. Provide yourself with stock to meet the demand, and arrange for window and counter displays.

SPECIAL FEATURES

A poster 42 x 28 inches purple ground, white lettering, one pennant 24 x 14, green ground, white lettering, another pennant same size, red ground with white lettering, all appropriately printed for window or counter display, also a leaflet lithographed in six colors showing a design for a single and a double-window arrangement, will be sent out generally so far as the funds at the command of this committee will admit.

The work of this committee is general, and for the benefit of the entire



trade in canned foods, as we are advocating no label or brand or private interest, therefore it is much harder to raise funds than for individual benefit.

If you want to be *absolutely sure* that you will receive the SPECIAL ADVERTISING FEATURES as described, send this committee (10) cents in postage stamps for partially defraying the expense of the postage and cost and this assortment will be mailed you all in one large envelope:

- 1 42 x 28 Poster Purple with White Lettering.
- 1 40 x 10 Pennant Red with White Lettering.
- 1 40 x 10 Pennant Green with White Lettering.
- 1 Lithographed Window Display Leaflet, 6 colors.
- 2 White Silk Badges with Pins for your salesmen.

We will mail this outfit before March 15, 1913. For the outfit without the badges send only five cents. For each extra badge send three cents.

Many want to use more than one set of Posters, Pennants and Badges and to be positive that they will not be overlooked, and to feel that they are helping the cause along.

If your canner or wholesale grocer will not or cannot furnish you with leaflets for distribution to consumers, write to this committee telling us how many you can use without waste and they will be promptly mailed to you without charge of any kind.

Be quick about these matters as there is no time to lose. We are receiving 500 letters daily now and the number is increasing. This is *your* work for *your* benefit and profit and you are welcome to our help. Give us your co-operation.

THE NATIONAL CANNED FOODS COMMITTEE

1517 MASONIC TEMPLE, CHICAGO, ILL.

J. A. LEE, Manager