

# MICHIGAN TRADESMAN

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Thirtieth Year

GRAND RAPIDS, WEDNESDAY, APRIL 2, 1913

Number 1541

**T**HANK GOD every morning when you get up that you have something to do which must be done, whether you like it or not. Being forced to work and forced to do your best, will breed in you temperance, self-control, diligence, strength of will, content, and a hundred other virtues which the idle never know.

*Charles Kingsley.*

## Earth's Waiting

Unkissed by the sunshine, unbaptized of showers,  
With buds scarcely swelled which would burst into flowers,  
We wait for thy coming, sweet wind of the South!  
For the touch of thy light winds, the kiss of thy mouth,  
For the yearly evangel thou bearest from God—  
Resurrection and life to the graves of the sod!

O, rose of the springtime! its light and its breath  
Bring warmth to this coldness, bring life to this death;  
Renew the great miracle, let us behold  
The stone from the mouth of the sepulchre rolled,  
And Nature, like Lazarus, rise as of old!

Let our faith, which in darkness and coldness has lain,  
Revive with the warmth and brightness again;  
And in blooming of flower and budding of tree  
The symbols and types of our destiny see;  
The life of the springtime, the life of the whole,  
And as sun to the sleeping earth, love to the soul.

*J. G. Whittier.*

**T**HE truths of Nature are one eternal change, one infinite variety. There is no bush on the face of the globe exactly like another bush; there are no two trees in the forest whose boughs bend into the same network, nor two leaves on the same tree which could not be told one from the other, nor two waves in the sea exactly alike.

*Ruskin.*

# WHEN YOU SEE

THE  
SIGN OF  GOOD  
CANDY

“DOUBLE A”

Remember it came from

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

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo

## 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

# Insurance:



PACKED SECURELY IN TIN CANS SEALED BY THE LABEL, this superb coffee IS *REALLY INSURED* against *Dirt, Deterioration and Disappointment*—the 3 “Ds” modern sanitary requirements and people paying good money for coffee don’t want and *WON’T HAVE*—they’ll go somewhere else first. See?

**JUDSON GROCER CO.—Grand Rapids, Mich.**

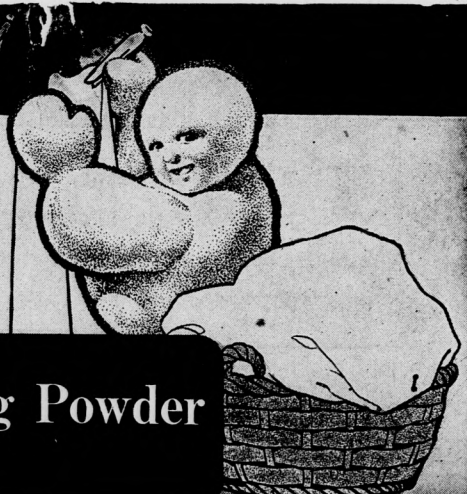
Wholesale Distributors of  
DWINELL-WRIGHT COMPANY PRODUCTS

**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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Thirtieth Year

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## CLEAN UP PROMPTLY.

If the vast inundation of the Middle West had to come, this was a most opportune time. The spring housecleaning had not yet been done. The enforced renovation after the flood will now be more cheerfully performed than had it directly followed the laborious placing of every thing in special order. The cellars are nearly empty of winter provisions, thereby saving a lot of extra work in sorting over; and a mass of soaked vegetables is about as disagreeable and unpleasant a thing as can be imagined.

By all means clean up at once. The refuse, slime and filth of all kinds is not only a most disagreeable thing, but a most unwholesome one. Just what germs you may be harboring in the debris, no one knows. You know, if you stop to think, that it is unwholesome enough. Hygienic reasons are insistent that you make it your first business to make a complete renovation, getting rid of damaged goods for what they will bring and thoroughly cleaning and disinfecting the entire premises. A wave of warm weather will start decomposition; damp and waste things of any sort will breed flies and mosquitoes. Malaria and a host of other things may lurk in the dark corners. The only safe way is to turn on the light; keep the hose and brush busy and use the best disinfectants at your command.

The public will give you a good letting alone if this is neglected. The municipal authorities may look you up, which, of course, would be a most damaging sort of notoriety. The cleaning process, promptly and thoroughly done, will be your best business advertisement, as well as your only safe way from a sanitary point of view.

## LOOKING AHEAD.

The outlook of the future of human industry is inspiring to every earnest and thoughtful person. The undeveloped possibilities of Nature are amazing. Millions of acres of

forests and fields, mines and mountains await—not merely development, but even the practical recognition of their actual existence. The very contemplation of the possibilities of industry should awaken the ambition of every sincere man—an ambition to take some effective part in making available to all humanity the necessities, the utilities, and the wholesome accompaniments of life.

How shall a man equip himself to take a worthy part in the work of development which the coming years must surely bring? Millions ask themselves that question as they realize that the years ahead will surely require of them a deeper measure of effective activity than they have given thus far. They are answering it for themselves in their present efforts for self-improvement—by acquiring sound business and social principles, by the broadening of their sympathies, the breaking of unnecessary limitations of thought and action, the detection and correction of erroneous theories and actions, the perfection of skill, the enlargement of their purposes, and uplifting in thought, ideals, hope, energy and endeavor.

The best is yet to be! Are you increasing your ability to appreciate it and take part in it or are you merely passing your time away?

## VALUE OF AN IDEA.

Who can measure the value of an idea? Starting as the bud of an acorn, it becomes at last a forest of mighty oaks. Beginning as a spark, it consumes the rubbish of centuries.

Ideas are as essential to progress as a hub to a wheel, for they form the center around which all things revolve. Ideas begin great enterprises and the workers of all lands do their bidding. Ideas govern the governors, rule the rulers and manage the managers of all nations and industries. Ideas are the motive power which turn the tireless wheels of toil. Ideas raise the plow boy to president and constitute the primal element of the success of men and nations. Ideas form the fire which lights the torch of progress, leading on the centuries. Ideas are the keys which open the storerooms of possibility. Ideas are the passports to the realms of great achievement. Ideas are the touch-butts which connect the current of energy with the wheels of history. Ideas determine the bounds, break the limits, move on the goal and awaken latent capacity to successive surprises of better days.

## DOING BIG THINGS.

Big things are only little things put together. The writer was greatly impressed with this fact one morning as he stood watching the workmen erect-

ing a steel framework for a tall office building. A shrill whistle rang out as a signal, a man over at the engine pulled a lever, a chain from the derrick was lowered and the whistle rang out again. A man stooped down and fastened the chain around the center of a steel beam, stepped back and blew the whistle once more. Again the lever was moved at the engine and the steel beam soared into the air up to the sixteenth story, where it was made fast by little bolts.

The entire structure, great as it was, towering far above all the neighboring buildings, was made up of pieces of steel and stone and wood, put together according to a plan. The plan was first imagined, then penciled, then carefully drawn and then followed by the workmen. It was all a combination of little things.

It is encouraging to think of this when you are confronted by a big task. Remember that it is only a group of little tasks, any one of which you can easily do. It is ignorance of this fact that makes some men afraid to try.

## People Buy When They See.

In the month of April, for instance, very many families need certain house-cleaning specialties, as bug exterminators, furniture polishes, etc., and they do buy them. Now there are various classes of merchants who sell these things in your neighborhood, and if you are the one who displays them in the window, you will be the one who does the greater part of the selling.

The same idea holds good for all general supplies, every month of the year, hence an aggressive campaign on your part in doing consistent window advertising will prove a very profitable scheme.

Again, the month of April produces much rawness and roughness of the skin, and remedies for this class of complaints are legion and are sold by various kinds of merchants, beauty parlors and lady peddlers. It is apparent, then, with the demand already existing, that a good window display of goods of this nature is bound to make a prospective purchaser or the passer-by.

## More Than He Could Give Her.

A young wife recently went into a butcher shop and addressed the butcher thus:

"I bought three or four hams here a month or so ago, and they were fine. Have you any more of them?"

"Yes, ma'am," replied the butcher. "There are ten of those hams hanging up there now."

"Well, if you're sure they're off the same pig I'll take three of them," replied the young wife, meekly.

## Beware of the Manning Nurseries Co.

Dowagiac, April 1—A number of Dowagiac business men would like to hear from "The Manning Nurseries," supposedly located at St. Joseph, although banks of that city have been unable to locate them and checks drawn on the concern have been returned here unpaid.

Several weeks ago a man, pretending to be a solicitor for the nurseries made his appearance here, and after making purchases for small amounts in various stores presented checks drawn against the Manning Nurseries Co., on the Union Banking Company of St. Joseph. The checks were made payable to the order of C. H. Manning, and were signed "The Manning Nurseries Co., C. H. Manning, Treas." The endorsements were also in the name of C. H. Manning. The persons who presented the paper explained that Manning always drew the checks in that way so that the agents would have no difficulty in getting them cashed by the company's representatives in towns where they were not known. In this he was right, for the stranger had not the least trouble in getting the Dowagiac merchants to come across with the coin, although they have experienced a lot of worry and accumulated wrinkles in trying to get their money back through the regular channels of collection.

In the course of business the Dowagiac merchants deposited these checks in the local banks and by them they were sent through various other institutions to the St. Joseph bank for collection. After several days' delay the paper was returned to this city with the notation, "No account." Letters were then sent to St. Joseph asking that the Manning Nurseries Co. be located, but the replies were all the same in that the company was unknown and that no account had been opened by the firm at the bank on which the checks were drawn. Now the Dowagiac merchants are of the opinion that they were up against a slick swindler who was too shrewd to commit forgery, but who himself created a fictitious company name, using his own name as Treasurer and obtained money by alleged false pretenses, which is a lesser offense in the eyes of the law.

Some of the Dowagiac business men have already thrown the worthless checks in the waste basket, while others are having those presented to them suitably framed as souvenirs.

Most of the political jobs seem to require men who haven't sense enough to make good in a business of their own.

A man never has to be driven to drink but once; after that he stands there without hitching.

## CLOVERLAND.

## Zephyrs From the Upper Peninsula of Michigan.

Marquette, April 1—The Roycroft Farm, at Sidnaw, owned and operated by W. S. Prickett and managed by M. G. Brown, is one of the most modern and scientific farms in Michigan, a full and illustrated description of which we intend to furnish the readers of the Michigan Tradesman in the very near future. It possesses the distinction of having produced the champion heifer of Michigan, known as Corrinne of Roycroft 247,303. Mr. Brown is somewhat modest in speaking of the performances of Corrinne. Figuring on a basis of 80 per cent., this heifer produced 800 pounds of butter in 365 days. Her nearest competitor in the junior two year old class is Sergis Copia Buttercup, the Holstein heifer owned by George S. Biglow, of Breedsville, which produced 674 pounds of butter in one year. Corrinne of Roycroft is, therefore, the champion female of Michigan for this age and length of test.

It is taking ourselves who live in Cloverland a long time to rise up to a full realization of the magnitude of the possibilities of the future of this wonderful Cloverland of ours, of the unequalled opportunity of the settler, and of the real estate speculator. We welcome the honest settler, but we sincerely hope that the real estate speculator may not be encouraged to tarry with us and that he will leave the land for the bona fide agricultural settler to whom we will open our doors and our hearts and bid him, "Cead Mille Falthe," an Irish expression for ten thousand welcomes.

It seems no matter what part of this Cloverland of ours that our business takes us to in traveling our territory, we find the work of permanent development along agricultural lines going on. Our latest awakening to this was in a recent visit to Maple Ridge, about twenty-five miles north of Escanaba, on the C. & N. W. Railway. This little burg, for the twenty-five years that we have known it, has always been a lumbering center, but we now find it fast becoming a thrifty little farming village, slowly but surely being built upon a permanent basis and is only an illustration of what is going on all over Cloverland. For the past two or three years the influx of settlers to this neighborhood has been somewhat wonderful for the purpose of taking up lands and making homes for themselves. Most of the land in this vicinity, which was abandoned in the days when only large timber was marketable, is now being taken up by agriculturists who are cutting the smaller remaining timber and clearing the land for farms. Like the most of Cloverland, the soil is excellent for farming purposes and this vicinity is especially favored in having several branch railways in different directions in close proximity to the village, thus affording unequalled facilities for the shipping out of products and shipping in supplies. The town itself is located on the main line of the C. & N. W., while the White Fish branch of the C. & N. W. is only seven miles to the east. A few miles further east brings you to the Rapid

River-Trenary branch of the Soo line and eight miles to the west will bring you to the Beaver branch of the C. & N. W. A few miles still further west brings you to the main line of the Escanaba & Lake Superior Railway. The country tributary to all these lines of railway is fast being settled, but there are yet thousands of acres open to the settler on advantageous terms. The town of Maple Ridge is a hammer, much of the lumbering in the immediate vicinity being conducted by Larsen Brothers and by Joseph Sayer. Larsen Brothers also conduct a large general store and are the financial foundation of the town. Another general store is that of Comminess & Trombley. The town has also recently built a church, a large town hall and a capacious and modern school building. A new hotel has also been recently completed and is conducted in a modern and up-to-date manner by Nick DeBeek, its owner, who was formerly a popular and highly respected conductor on the C. & N. W. Railway, who was forced into retirement from active service on account of becoming deaf. The crying need of Maple Ridge is the establishment of a C. & N. W. depot, the absence of which puts a serious embargo on the growth and development of the village and surrounding country, but it is believed that it will be only a question of a short time when this difficulty will be overcome. Maple Ridge is a comer and our wish is that it may continue to grow and prosper.

To intending settlers in any part of Cloverland, we would suggest that a letter to Col. C. W. Mott, Secretary and General Manager of the Upper Peninsula Development Bureau, at Menominee, will bring full information gratis as to where to choose a farm.

Thank you very much for your kind words, Sunny Jim, but we must plead guilty. We are doing all the writing ourselves, as my wife has become a suffragette and my daughters are both little more than babies. As to the fellow who called you by our name, more correctly spelled "Ura Darnold Liar," we admit that while we came honestly by that name—about fourteen dollars' worth at the Bay City convention—we are willing to concede that you are more entitled to our non de plume than we are ourselves, but we would not sell, barter or trade it to you under any circumstances. And now while we are writing, we think we owe our mother country, dear old Ireland, a patriotic duty in calling upon you to at once, without delay, under penalty of being fed with Jerry Moher's famous pork sausage three times a day for the next thirty days, return to the place from which you swiped—that middle name of yours, McGuire, and explain fully how you ever could muster up courage enough to couple so noble a name of so proud a race with Goldstein.

We are reliably informed that Jay Pierce, of Hancock, has learned the art of pinning on a "didey" to perfection. He does so, however, by placing the tiny little mite on the table.

Calumet has struck another blow at the traveling man. Years ago when the Douglass Hotel, at Houghton, and the Scott, at Hancock, demonstrated that

if they would deliver the service the traveling public would be willing and glad to pay increased rates and when these hotels built convenient sample rooms, ample lobby accommodations, exclusive writing rooms, writing tables in the rooms, ample and modern wash room and toilet arrangements, a quite satisfactory bellboy service and an ample porter service, the traveling public came across willingly and appreciatingly with a heavily increased patronage.

Then the Arlington Hotel, at Calumet, looking at the proposition only one short-sighted way and seeing that the traveling public were willing to pay \$2.50 to \$3.50 per day without studying the whys and wherefores and without, in the first place, a suitable building and little or none of what goes with it, as above, this hotel went on its nerve and forced the rates up to \$2.50 @ \$3.50. From that time on, the hotel only eked out a precarious existence and has been, for the last two years, closed up entirely, leaving Calumet with no hotel excepting the Michigan, a good but small European hotel, and the Central Hotel, which for several years has been conducted as an all-night lunch counter and rooming house. This hotel consists of several old frame buildings consolidated into one and is in the center of the block. The front entrance has been fixed up and so has the front and main part and makes quite a respectable appearance. As a rooming house proposition in the earlier days, the beds were rented at 25, 35 and 50 cents and the meals, 25 cents, besides the lunch counter menu. Soon after the Arlington went out of business a number of rooms were transformed into modern rooms, which are, indeed, faultlessly kept, for which a charge of \$1 was made. These rooms were both appreciated and patronized and at 35 cents a meal, made this a \$2 a day proposition. While there are many objections to the place as a \$2 a day house, it was tolerated on account of the necessity of the case and now the management comes forth with an advance to 50 cents per meal, making the old Central Hotel, with its all night lunch counter; with its associations of street singers and negro Pullman porters and such like; with its cellar dug out wash rooms and toilet rooms; with its little joke of a little four party writing table; with its lunch counter running through the dining room, where hatted and dusty tramps break bread with you; without a sample room or a bell boy or a porter or anything that goes with even a \$2 a day house—is now right up on deck with a rate based on unmitigated and unadulterated gall of \$2.50 a day—\$1 for the rooms and \$1.50 for the meals. When will the moneygetters cease going after the traveling man's goat?

Ura Donald Laird.

## Old Time Lenten Laws.

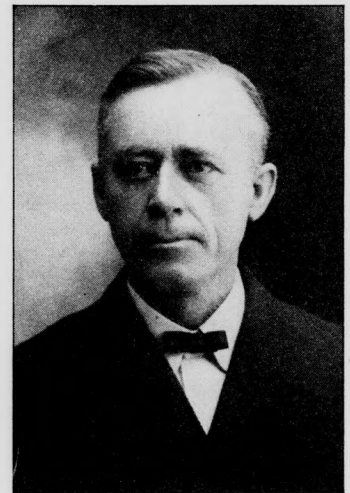
London butchers had a very rough time during Lent long after the Reformation. They had to pay a special license fee of 6s. 8d. to kill beasts during the animal fast, and the permission extended only to such meat as was fitted for sickly persons. If they were caught exposing meat for sale to the general public they were savagely fined right down to the rise of the Commonwealth.

## Death of M. E. Peck, the Belding Shoe Dealer.

Belding, March 28—Mordant E. Peck suffered a stroke of paralysis this morning at his place of business and passed away without gaining consciousness. He came down to the store as usual and at about 10 o'clock, while sitting in his chair, Mr. Fuller, the clerk, saw that something was the matter with him, as he was breathing heavily. He spoke to him but received no reply. Mr. Fuller and Fred Boyer endeavored to revive him and sent in a call for physicians, Dr. Orr responded and he was taken to his home in a hack, where he died shortly after 11 o'clock.

## Biographical.

M. E. Peck was born in Naples, New York, June 26, 1854. Shortly thereafter his parents moved West, settling in Pierson, Michigan. In this locality he grew into manhood, bearing his share of the heavy burdens imposed by the new conditions. His sterling qualities of character opened for him the door of opportunity and he early found employment in stores, working up into positions of responsibility and trust. Here



he met Miss Anna Berkey and from the union which resulted three children came to bless a happy home. In 1889 he removed to Belding and in 1903 entered the mercantile field for himself. It was during the earlier years of his residence in Belding that his wife died, leaving him with the cares of the training and educating of his little family. During the trying and lonely years which followed he never murmured nor faltered, but, encouraged by a faith in One who knows the whole of life, he met adversities bravely and well. Later, after the little family had grown into young manhood and womanhood, he was married to Miss Margaret Stevens. His last years were spent busily and happily. Health was his in such seeming abundance that when death came so hurriedly, the shock was most severe to all those who knew him and loved him. And none knew him but to love him and respect him. The wife and three children survive.

The rising generation should get up when the alarm clock gets busy.



**BANKRUPTCY MATTERS.**

**Proceedings in Western District of Michigan.**

Grand Rapids Referee.

March 25—A voluntary petition was filed by Fred A. Jones, of Grand Rapids, formerly in the laundry business, and he was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order has been made by the referee calling the first meeting of creditors to be held at this office on April 14 for the purpose of electing a trustee, if desired, proving claims, examination of the bankrupt, etc. The only asset scheduled by the bankrupt and not claimed as exempt is 578 shares of stock in the Grand Rapids Laundry Co., listed as of no value. The following creditors are scheduled:

Henry H. Hoar, Chicago, Ill., chattel mortgage on machinery used in laundry business, and which liability was assumed by G. R. Laundry Co. ....	\$ 620.00
Unsecured Creditors.	
John Sharp, Big Rapids .....	\$ 16.80
L. Beautraw, Big Rapids .....	504.69
Crain Store, Big Rapids .....	3.35
Amos Tonkin, Big Rapids .....	82.30
James Stockwell, Big Rapids .....	125.00
Tom Mitchell, Stanwood .....	54.00
Mrs. Al. Earns, Stanwood .....	15.00
Mrs. Nettie L. Chapman .....	17.00
Mrs. H. W. Boozer .....	30.00
S. H. Metcalf & Co. ....	20.75
Cristana Hendry, Pleasant Lake .....	50.00
Cross, Lovelace & Ross, Muskg'n .....	20.00
Jos. R. Dugal .....	55.00
Evening Press .....	22.24
The Daily News .....	2.40
Foster, Stevens & Co. ....	18.50
Acme Welding & Repair Co. ....	5.50
G. R. Muskegon Power Co. ....	94.47
Lewis Electric Co. ....	18.80
S. P. Bennett Fuel Co. ....	25.00
G. R. Gas Light Co. ....	41.72
A. Leitelt Iron Works .....	10.00
Musselman Grocer Co. ....	44.77
P. Stekettee & Son .....	38.50
Barclay, Ayers & Bertsch Co. ....	12.69
G. R. Blow Pipe Co. ....	4.00
Lamb Electric Co. ....	15.10
Detroit Laundry Machinery Co., Detroit .....	18.60
Troy Laundry Machinery Co., Chicago .....	28.75
Leetes Sinclair Co., Chicago .....	4.20
Troy Laundry Co., Chicago .....	13.81
German Laundry Supply Co., Chicago .....	30.00
	\$1,442.94

March 26—In the matter of J. J. Van Zoeren & Co., bankrupt, of Grand Rapids, a petition was filed by William B. Holden, trustee alleging that the bankrupt has failed to account for moneys and property, or both, belonging to their estate in bankruptcy, aggregating at least \$7,392.61, and praying for an order directing said bankrupt to account for such assets, and an order was made by the referee directing the bankrupt to answer such petition and for a hearing thereon at his office on April 9.

In the matter of Will McNitt, Jr., bankrupt, of Boon, the report of the trustee showing sale of the stock and fixtures to Foster, Stevens & Co., of Grand Rapids, for the sum of \$800, sale of equity in certain real estate to Foster Stevens & Co. for \$120, sale of accounts receivable to the said parties for \$30 and sale of equity in certain real estate to Robert Zeitz, of Boon, for \$13, was confirmed, and it was ordered that the claimed mortgage lien of Foster, Stevens & Co. upon the stock and fixtures be transferred to the fund derived at such sale and the trustee was directed to retain such fund in his hands until further order of the court.

March 27—In the matter of Joseph B. Russo, bankrupt, of Grand Rapids, the inventory and report of apprais-

ers was filed and shows assets of the appraised value of \$1,230.86, including claimed exemptions. An order was made authorizing the trustee, E. B. Gansser, of Grand Rapids, to sell such assets at public or private sale after giving ten days notice to creditors.

In the matter of John Bumb, bankrupt, of Big Rapids, the first meeting of creditors was held, and Fred D. Vos, of Grand Rapids, was appointed trustee and his bond fixed at \$500. The bankrupt was sworn and examined and the meeting was then adjourned, without day.

March 31—In the matter of American Carving & Manufacturing Co., bankrupt, of Grand Rapids, a hearing was had on the trustee's report of offer of \$24,000 for the assets as of such date, and no further offer having been received, an order was made accepting such offer and confirming the sale.

In the matter of Eugene D. Tangney, bankrupt, of Ludington, the trustee's report of sale of the assets to Harold Goldstrum, of Bay City, for the sum of \$3,415, was considered, and no cause to the contrary having been shown by creditors, an order was entered confirming such sale.

In the matter of Van Motor Car Co. bankrupt, formerly of Grand Haven, the trustee, John Snitseler, filed his supplemental final report and vouchers showing compliance with the final order of distribution, and an order was entered closing the estate and discharging the trustee.

In the matter of Brink Shoe Store, bankrupt, formerly of Grand Rapids, the trustee, Albert A. Frey, filed his supplemental final report and vouchers showing compliance with the final order of distribution heretofore entered, and an order was made closing the estate and discharging such trustee.

April 1—In the matter of Ashley & Smith, bankrupt, of Howard City, the report of Wm. B. Holden, trustee, showing sale of the assets to the Wurzburg Dry Goods Co., of Grand Rapids, for the sum of \$2,535.00, was considered, and no cause to the contrary having been shown by creditors, an order was entered confirming such sale.

St. Joseph Referee.

March 24—In the matter of William C. Snyder, bankrupt of Baroda, an adjourned creditors' meeting was held. The preliminary report of William E. Hogue, trustee, was considered and allowed, and a first dividend of 10% declared and ordered paid to general creditors. The stock and fixtures formerly owned by the bankrupt at Baroda have been purchased by Henry Diamond & Son, of Benton Harbor, the latter disposing of their grocery store in Benton Harbor to Jerome Osborn & Sons.

March 25—Thomas H. McAllister, who operates some sixteen stores in Indiana, Illinois and Michigan, with a line of dry goods, has leased the store building in St. Joseph, formerly occupied by Enders & Moore, bankrupt, and will on or about April 10, open a dry goods store to the public.

March 26—In the matter of William H. Evans, bankrupt, of St. Joseph, Referee Willard J. Banyon has been appointed receiver of the bankrupt's as-

sets, which consists of a small stock of dry goods and fixtures of value of about a \$1,000. The stock will be sold at private sale of the petition of the petitioning creditors to sell the same immediately is granted.

March 27—In the matter of Adelbert A. Welcher, bankrupt, of Berrien Springs, an adjourned first creditors' meeting was held. Daniel T. Patton, trustee, of Grand Rapids, by his attorneys, Hilding & Hilding, filed a petition for an accounting, alleging that bankrupt should account for sum of \$8,000.

March 28—In the matter of Charles W. Vanderbilt, bankrupt, of Kalamazoo, a first meeting was held and by unanimous vote of the creditors present, George C. Monroe, of South Haven, was elected trustee and his bond fixed at \$500. William McEwing, Boru Marvin, of South Haven, and Edward W. Vosburg, of Kalamazoo, were appointed appraisers. The first meeting was adjourned to April 28 at the office of referee.

March 28—In the matter of Clarence M. Jennings and Robert Jennings, and Jennings Brothers, partnership, of Lawrence, the first meeting of creditors has been called for April 17. The schedules of the bankrupt disclose liabilities of \$7,556.11 and assets consisting of a small stock of drugs of value of \$2,000.

March 29—In the matter of Elwood Lamore, Charles Lamore and Lamore & Co., bankrupt, of Eau Claire an adjourned creditors meeting was held. Addison G. Procter, of St. Joseph, was appointed trustee by Referee Banyon and his bond fixed at \$500. Homer Hess and David Tatman, of Eau Claire, and Vere Beckwith, of Benton Harbor, were appointed appraisers. First meeting was further adjourned to April 29, at office of referee.

**Juicy Jottings From Jackson Council.**

Jackson, April 1—The annual meeting of Jackson Council, No. 57, was held on Saturday evening, March 8. There was a large attendance and a class of four initiated. The following officers were elected for the ensuing year:

Senior Counselor—Ray A. Pringle.  
Past Counselor—Nelson G. Eddy.  
Junior Counselor—Steven E. Lewis.

Conductor—Grant M. Scott.  
Page—Harry N. Beal.

Secretary-Treasurer—Maurice Heuman.

Sentinel—Max A. Nowlin.  
Executive Committee (two years)—George A. Pierce and R. A. Gibson; one year—Wm. N. Kelly and E. G. Tompkins.

Chaplain—Kirk S. Dean.

L. P. Tompkins acted as installing officer. The ceremony was performed in open session and the ladies who were holding their meeting in the parlors were invited in. After the new officers had been placed in their respective stations by Acting Conductor, Frank A. Aldrich, they were each called upon by Past Counselor Tompkins for remarks. They all responded and the spirit manifested in these speeches was very optimistic.

Nelson Eddy has been a faithful

and efficient officer as Senior Counselor, always presiding with a spirit of fairness and dignity that has commanded the respect and esteem of our members.

R. A. Pringle, the new Senior Counselor, is out for a record year. He has the executive ability and the Council is with him, for they all like Ray. His list of committees is in the hands of the Secretary and will be announced at the next meeting.

Our annual memorial services will be held Sunday, April 6, at 3 o'clock. Brother Geo. A. Pierce will deliver the eulogy, after the names of the fifteen departed brothers have been read by our Secretary.

Brother C. D. Weaver, who has represented the Root & McBride Co., of Cleveland for the past few years in this territory, has gone to Sandusky, Ohio, to act as manager of a large dry goods store. We regret losing Mr. and Mrs. Weaver, but his many friends are glad to see him obtain this high class position, for Weaver is a high class man.

F. L. Day has been refinishing and decorating his home on West Morrell street. His family has steadily grown smaller in the last few years, but "somehow" he says, the large house is none too large and should all the children and grandchildren come home at once, it would really be too small.

Our Council is getting ready to go into the matter of the proposed amendments and there is much in them that needs very careful consideration. Every Council in this Grand Jurisdiction should do the same thing before Grand Council meeting is held. Spurgeon.

**The Goose That Laid Golden Eggs.**

A certain man had a goose which laid him a golden egg every day. A foolish friend advised him to kill the goose and realize at once on the future.

"No," said the man, "that is not the proper way. I know a better." Thereupon he organized a company and issued stocks and bonds which he sold at a good round figure. Then he gave out the report that the goose had quit laying. This enabled him to buy stock back at a low figure. Then he gave out the report that the goose was laying two eggs a day, which enabled him again to sell the stock at a big advance. After he had repeated this process a number of times he was so rich that he didn't care what the goose laid or when. Accordingly, he invested his wealth in gilt-edged securities, journeyed abroad, and went in for art.

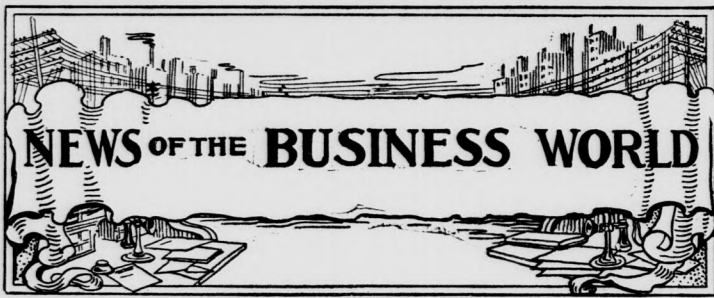
Ellis O. Jones.

A reformer may be willing to supply the pattern if somebody else will do the work.

Platonic love by any other name would generate just as much gossip.

**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.

Stockbridge—John May will open a restaurant here April 15.

Alma—G. B. Hieck & Son succeed N. E. Saad in the grocery business.

Baldwin—B. Warady, recently of Chicago, has opened a bazaar store here.

Bentley—Roy Whitney, recently of Ewart has engaged in the drug business here.

Bronson—M. E. Dorn has engaged in the grocery business on North Matteson street.

Muskegon—Fielstra Bros. have engaged in the meat business at 237 Grand avenue.

Saginaw—Charles A. Pierson has opened a jewelry store at 112 North Franklin street.

Laingsburg—Robert Hayner will open a bakery and confectionery store here about April 15.

Bronson—John Phaff has traded his store building and grocery stock to Clifford Short for his farm.

Howard City—Claude Wolfe is closing out his stock of jewelry at auction and will retire from business.

Haslett—Frank Heimendinger and Orla Elliott have formed a copartnership and engaged in the grocery business here.

Otsego—Abram Kohlenstein, of the firm of Kohlenstein Bros., was married to Miss Rose Berman at Chicago March 30.

St. Johns—C. A. Putt, grocer, is remodeling his store building and has installed a sanitary window in which to display baked goods.

Hancock—M. F. Melvin has been appointed Upper Peninsula manager for the Washburn Crosby Co., with headquarters in this city.

Crystal—Lewis Steele, recently of Belding, has engaged in the bazaar business here under the style of the Steele Variety Store.

Bentley—Roy Whitney has purchased the drug stock of J. F. McCarthy and will continue the business at the same location.

Leroy—G. M. Young has sold his stock of harness to his son, Morrison, who has taken possession and will continue the business.

Muskegon—Ole Peterson, grocer, is erecting a brick veneer store building at 138 Peck street which he will occupy with his stock.

Mendon—L. J. Lowe has sold his grocery stock to Burt Long, recently of Sturgis, who has taken possession and will continue the business.

Williamston—James Fisher has purchased the C. F. Arnold stock of general merchandise at Belle Oak and will continue the business.

Whitehall—Gee & Car, dealers in furniture and hardware, are erecting a steel and brick store building which they will occupy with their stock.

Ewart—Mrs. E. S. Smith has taken over the interest of her partner, Mrs. R. S. Ingersoll, in the restaurant and will continue the business.

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

Calumet—The Keckonen Hardware Co. is erecting a two-story brick and steel store building on Fifth street which it will occupy with its stock.

Detroit—The Alex Y. Malcomson Coal Co. has changed its name to the Malcomson-Houghton Co. and increased its capital stock from \$150,000 to \$1,000,000.

Hartwick—Dennis A. Davis, pioneer merchant and druggist, has traded his store building and stock for Detroit city property and retired from business.

Benton Harbor—Lion & Van Meter, meat and grocery dealers, have sold their meat stock to William H. Condo, who will continue the business at the same location.

Adrian—E. N. Smith has sold his interest in the E. J. Shepherd & Co. drug stock to his partner and the business will be continued under the style of E. J. Shepherd.

Muskegon—Henry W. Chase, who recently sold his interest in the drug stock of Chase & Tuxbury, will engage in a similar business in the Nelson block about April 15.

Vermontville—Mr. Lentz has sold his interest in the general stock of Allen Eckhart & Lentz to his partners and the business will be continued under the style of Allen & Eckhart.

Baldwin—George F. Duffing, hardware dealer, has taken over the house furnishing, furniture and undertaking stock of R. E. Weston and will consolidate it with his own.

Stanton—George Beck has purchased the interest of his partner, Victor Coote, in the stock of the City bakery and will continue the business under the same style.

Three Oaks—The Three Oaks Packing Co. has been organized with an authorized capital stock of \$40,000, of which \$20,000 has been subscribed and \$4,000 paid in cash.

Shelby—A. J. Rankin has sold a half interest in his crockery, hardware and implement stock to his former clerk, James E. Harter, and the business will be continued under the same style.

Hancock—Abram and Frank Ojala have formed a copartnership under the style of Ojala Bros. and are erect-

ing a brick and steel store building on West Quincy street which they will occupy with a stock of groceries and meat.

Lansing—The Dunham Hardware Co. has dissolved partnership, Paul E. Dunham taking over the implement, vehicle and harness stock and E. Clare Dunham the hardware stock.

Forest Grove—E. H. Bok has sold a half interest in his implement stock to his son, John, and Leonard Arendsen and the business will be continued under the style of Bok & Arendsen.

Howard City—W. B. Holden, trustee for the bankrupt dry goods stock of Ashley & Smith, accepted the bid of the Wurzburg Dry Goods Co., of Grand Rapids, which, it is understood was \$2,553.

Eaton Rapids—Martin Hansen, recently of Trufant, has purchased the B. H. Custer & Son stock of dry goods, clothing and shoes and will continue the business at the same location.

Gresham—Andrews & Oatley, dealers in general merchandise, have dissolved partnership and the business will be continued by Mr. Andrews, who has taken over the interest of his partner.

Eagle—John Dravenstatt, dealer in drugs, groceries and crockery, has traded his store building and stock to John Green, for his 80 acre farm. Mr. Green has taken possession and will continue the business.

Menominee—L. D. Eastman sold the Stephenson creamery, under a mortgage foreclosure by the Stephenson bank. The property was bid in by Hannah Bergvall for \$2,300. The bank's claim was \$399.92.

Port Huron—M. H. Mann, dealer in second-hand goods, bid in the C. F. Taylor & Son bankrupt stock of hardware at \$7,600, which is less than 50 cents on the dollar. The stock will be closed out at special sale.

Corunna—Jennings & Son, of Owosso, are building an addition to the store building which they recently purchased and will open their furniture and undertaking establishment as soon as the work is completed.

Marquette—The D. N. Nason Co. has engaged in business for the purpose of dealing in men's furnishing goods, with an authorized capital stock of \$7,500, of which \$4,500 has been subscribed and paid in cash.

Lake Odessa—Wilson Elliott has sold his interest in the men's furnishing and clothing stock of W. Elliott & Co. to his partner, Edwin Shellhorn, who will continue the business at the same location under his own name.

Saginaw—Paxson & Schoeneberg, dealers in hardware and paint, have merged their business into a stock company under the style of The Paxson Co., with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$9,300 paid in cash.

Ewen—A 50-pound sack of flour will be the Jenson Mercantile Co.'s wedding gift to each couple united in Ewen and vicinity from this time forward. This is the proposition

posted by the concern, which is subsidiary to the Jenson Lumber Co., operators of Ewen's sawmill and the biggest single industrial factor in the district. To assist young couples in beginning their matrimonial voyage in this era of the high cost of living is the object of the philanthropy.

Interlochen—Willis Pennington lost his store building and drug stock by fire March 31. Loss about \$9,000, partially covered by insurance. Ben Pechtoa also lost his store building and stock of shoes in the same fire. The loss on the building was covered by insurance but no policy was carried on the stock.

Battle Creek—Searle A. Wilkes, retail shoe dealer, has filed a petition in bankruptcy in the United States Court, showing liabilities of \$4,937, of which \$2,390 is secured by a chattel mortgage, and assets of \$3,100, chiefly stock in trade in his store in Battle Creek. Wilkes succeeded the firm of Callendar & Wilkes and the bulk of the indebtedness was incurred by the partnership. Judge Tuttle appointed a custodian for the property.

Durand—Fred J. Northway of Durand has started suit in the Circuit Court against Fred F. Hamlin and Fred E. Terry of Durand and the Isbell-Brown Co., in a matter involving a grain elevator at Durand. The plaintiff alleges that Hamlin and Perry were partners in the conduct of the elevator. Terry, he declares, sold his interests to Hamlin, accepting as consideration a chattel mortgage on the building, machinery, tools and some personal property, and a note for \$1,500, secured by the mortgage. All of the debt, with the exception of \$727, he says, had been paid up, when Terry assigned the mortgage to Mr. Northway. Hamlin later leased the property to the Isbell-Brown Co., of Lansing, with the understanding, it is set forth, that it be subject to the mortgage. The Lansing company now refuses to recognize the mortgage, it is alleged.

### Manufacturing Matters.

Sigma—C. H. Fairchild has engaged in the saw mill business here.

Detroit—The Gearless Differential Co. has increased its capital stock from \$20,000 to \$50,000.

Orleans—R. S. Noddins has taken over the Mel Anderson grist mill and will continue the business.

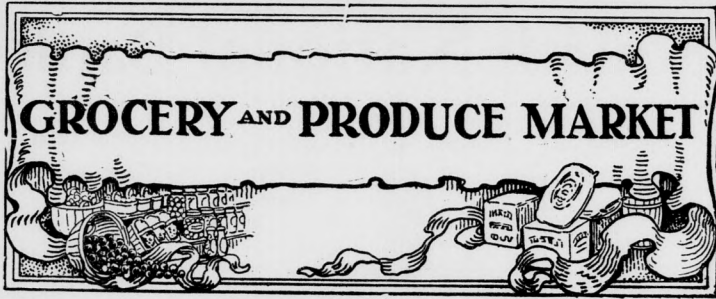
Northville—The Stimpson Scale & Electric Co. has increased its capital stock from \$50,000 to \$100,000.

Central Lake—George Bishop has sold his planing mill to O. P. Barber, who will continue the business.

Ovid—The Ovid Furniture Manufacturing Co. has been organized and will commence manufacturing about April 15.

Woodland—The Woodland Creamery has resumed operation under the management of the Crystal Creamery Co., of Hastings.

Detroit—The Gilmore Motor Co. has merged its business into a stock company under the style of the Gilmore Motor Manufacturing Co., with an authorized capital stock of \$35,000, of which \$21,000 has been subscribed and paid in in property.



### The Produce Market.

**Apples**—Northern Spys, \$3 per bbl.; Greenings and Baldwins, \$2.75. Russets and other good varieties, \$2.50. There continues to be a betterment in tone to the situation on apples of high quality. On low grade stock it seems impossible to raise prices above a certain level. The range of selling value between top qualities and medium is more than common. All parties having apples in store of high qualities are, apparently, well pleased with the outlet and standard of levels at the present time. There is no question whatever about the situation remaining strong, and we think will show a still higher price later. Of course the season is advancing to a point where stock has to be of the very best quality to stand up, although we are pleased to state that apples are coming out of storage this year in exceptionally nice condition.

**Bananas**—Have advanced to \$3.25 per 100 lbs.

**Butter**—Fancy creamery has advanced to 37c in tubs and 38c in cartons. Local dealers pay 27c for No. 1 dairy and 21c for packing stock.

**Cabbage**—\$1.75 per bbl.

**Carrots**—60c per bu.

**Celery**—\$1.90 per box for California; \$3.25 per crate for Florida.

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

**Eggs**—Local dealers are paying 15@16c for strictly fresh. All interested in eggs are beginning to study the situation most carefully so as to know as near as possible what the April situation is going to bring forth. April eggs will be keenly looked after for cold storage purposes. It is only natural that buyers should undertake to secure eggs for cold storage purposes as cheaply as conditions will permit. We do not believe that they will buy storage eggs this year as cheaply as last, although last year's standard was considered high. There will be a struggle to break down the present standard of levels but we don't think they can accomplish it. There is a great demand, local and daily consumption almost outside of bounds, so that the tone to the situation is going to be keen constantly. It is natural to expect that eggs may go just a little lower, but we will not be at all surprised, and in fact disappointed if they don't hold their present position and possibly a fraction higher during the month of April.

**Grape Fruit**—\$3 for 36s, \$3.50 for 46s, \$3.75 for 54s and \$4 for 64s.

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

**Green Onions**—50c per dozen for Southern.

**Green Peppers**—60c per basket.

**Pineapples**—Cubans command \$4 for 18s and 42s and \$4.50 for 24s, 30s and 36s. Florida stock will not be in market for some weeks yet.

**Hogs**—10c for dressed. The receipts are comparatively liberal, but not enough to warrant any material change in the situation. Armour appeared quite bearish on the market and was able, accordingly, to take advantage of some opportunities offered. The packing for the week amounted to 398,700 head against 363,000 the previous week and 465,000 the same week a year ago. On Tuesday the markets received 62,900 hogs, which is 17,200 less than a week ago, with 19,000 less than a year ago, 700 less than two years ago.

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

**Lemons**—\$6.25 per box for fancy Messinas. Californias are entirely out of market.

**Lettuce**—New Orleans head, \$2.50 per bu.; hot house leaf 10c per lb.

**Onions**—Spanish are in fair demand at \$1.25 per crate. Home grown 25c per bu. There is no improvement whatever to the situation. Apparently there are onions in every direction, which can be sold at practically any price the trade has a mind to bid. The tendency is for lower prices instead of higher. The main thing, from now on, is to get rid of them. Outside markets, in every direction, are glutted constantly. Only top quality of onions can be considered at hardly any price at all. There is no promise whatever.

**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; 16c for turkeys. These prices are live-weight. Dressed are 2c higher. The only way that the demand and supply of poultry can be brought together is to put the price of poultry so high that the average consumer cannot afford to buy it. That's about the way the situation is working now. Receipts are not liberal enough to take care of the natural demand from day to day, but by using and maintaining high prices the demand will gradually secede so that receipts will take care of the situation. Poultry is going to be in position to set its own prices from now on until the close. We shall expect the first run of broilers to start in at a long price.

**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. It has been a real and genuine fight the last week to maintain quotations and trading levels that were established at

that time. Another feature to the outside trade is this, they are gradually becoming more rigid as to their demands for quality and sorting. We know of a few cars that were refused this last week which were cars that under good normal conditions, with anything bright at all in the market, would have gone through as sold. These cars were sold as choice round white, but did not have as high color as this grade would require, but cars which have been selling to the same customers previously and coming through without any trouble. These things all have a meaning, they have a bearing on the situation and should act as a forewarning for the future.

**Radishes**—25c per doz.

**Strawberries**—Louisiana fetch \$2.75@3 for 24 pints; Florida's command 30c per qt.

**Sweet Potatoes**—Kiln dried Jerseys, \$1.75 per hamper; Delawares in hampers, \$1.50.

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

**Veal**—Buyers pay 8@12½c, according to quality.

### The Grocery Market.

**Sugar**—Generally speaking, refined sugar is unchanged at 4.25 f. o. b. New York, but some of the New York refiners are shading five points. The demand is fair. No great change is looked for in the price of either beet or cane sugar within the next week or ten days. The duty question will soon be discussed and most buyers are waiting to see just what may be done by Congress.

**Tea**—The market is unusually quick for this time of the year. Dealers are not indulging in any speculative purchases, but buying as their immediate wants demand. Some low grade Japans have been offered at very low prices, although the better grades are bringing steady prices. No decline is expected in the first crop Japans. Ceylons hold firm in both grades and prices. China Blacks are lower in proportion than Indias or Ceylons and a fair amount of business being done while Greens are inactive.

**Coffee**—The decline since the first of the year has been much larger than was expected by some but the wholesaler is just as glad to be able to lower coffee prices as anyone else, as it is sure to increase the demand. The demand for Brazils is not very heavy. Milds are about unchanged and in moderate demand. Java and Mocha are dull and unchanged, except that Javas are steady to firm by reason of scarcity in some lines. Brown Javas are constantly growing scarcer because the quicker shipment made by steamers, instead of the old sailing vessels, leaves insufficient time to brown up before arrival.

**Canned Fruits**—Apples are quiet at ruling prices. California canned goods are unchanged and in seasonal demand. Small Eastern staple canned goods are moving moderately at unchanged prices.

**Canned Vegetables**—Tomatoes have been meeting with a better demand from the consuming trade according to reports from the country retailer. Peas have also been moving well, and a good quality of either early June or tele-

phone variety can be bought at from \$1.30 to \$1.35 per dozen. Corn is still plentiful and cheap, with prices unchanged from quotations of the last two or three weeks.

**Canned Fish**—French sardines, speaking particularly of quarters, are now ruling about the highest price on record. Sales were made during the week at \$26 a case. The supply is very low and prices very firm. Norwegian sardines show no change for the week, but are steady to firm. Domestic sardines are quiet and unchanged. No particular interest is taken in spot salmon, the market still being weak and in buyer's favor, particularly on Alaskan grades. Some packers are offering future salmon subject to approval of price, but buyers are not interested.

**Dried Fruits**—Raisins are unchanged in price since a week ago, but firmer on the Coast according to a recent report. Figs and dates have been in about the usual demand for the season of the year and prices are unchanged from quotations of a week ago. Prunes continue to meet with a fair demand from both the city and country grocer. Large sizes are still held at a premium over medium and small sizes. Reports from the Coast are to the effect that the market is much firmer than a short time ago. Apricots are selling well and prices, while a little higher than at the opening of the season, are not as high as expected by many. Evaporated apples are still very cheap, and from present indications there will not be an advance for some time.

**Cheese**—Owing to the still high prices the consumptive demand is light, and the prospects of early opening of the season have made producers and holders everywhere anxious to reduce their prices in order to clean up old stock. Before this can be fully accomplished values may have to go still lower. Under grade cheese is plenty and is selling considerably under the price of the best.

**Rice**—Prices are unchanged and it is thought that millers in the South will not hold their stocks as firm as they have in the past on account of the buying being so light.

**Spices**—Prices are unchanged, but firmer. Most large buyers are going slow on account of the possible revision of the tariff.

**Salt Fish**—Cod, hake and haddock are unchanged, in fair demand and steady. The mackerel situation during the week has not improved. The market is in buyer's favor and the demand is light.

**Provisions**—Smoked meats are ¼c higher. The consumptive demand is fair. Pure lard is firm at ¼c advance and a good demand. Compound lard is steady and unchanged with a fair demand. Barreled pork, dried beef and canned meats are steady and unchanged with a seasonal demand.

Charles E. Dell, of Greenville, takes the position of specialty salesman for the Hazeltine & Perkins Drug Co., formerly held by Wm. E. Besancon.

The Leonard Hobart Co., dealers in china, silverware and stationery, has changed its name to The Hobart Co., Incorporated.





### Real Boosters for Farm Encouragement Movement.

The annual meeting of the Michigan Bankers' Association will be held this year at Lansing and the dates will be June 10, 11 and 12. The convention headquarters will be at the Hotel Downey and the sessions will be in Representative hall in the capitol. With vivid recollections of the fine entertainment which the Kalamazoo bankers set up last year, the Lansing bankers have already begun their plans for making the Michigan brethren glad they came. The programme for the convention has not yet been arranged, but one topic undoubtedly will be a review of the banking laws after their revision by the present Legislature. Agricultural development in the State will also receive a fair share of attention. The bankers of the State have become real boosters of the farm encouragement movement and the State Association has a special committee to recommend policies that will be helpful to the farmer.

In regard to the farmer, the discussion as to the financing of the agriculturist is not so active as it was a few months ago. The subject is still mentioned occasionally, but for some reason not so much interest seems to be taken in it. This may be, not because the farmer is no longer in need of being financed, but because other and more important topics have arisen to talk about. The subject, no doubt, will come up in due time again, and once more there will be the opportunity for the airing of a lot of theories. As a matter of fact, so far as the Michigan farmer is concerned, the matter of finance is not very serious, at least not with such farmers as have methods of doing business that entitles them to credit. The surprise is not that the farmers have difficulty in obtaining credit, but that they are able to find ordinarily sane and sensible bankers willing to give them credit. A manufacturer or merchant who did not keep books would have difficulty in borrowing at the bank, on any terms, but the farmer who keeps books is the rare exception. J. H. Skinner, of the United States farm management service for Kent county, has been making a canvass of the farmers in this county and he says that not one in a hundred can tell how much money he has received during the year or what he has done with it. President Robert D. Graham, of the Commercial, says that the only book-keeping the average farmer does is the manure pile back of the barn. If the pile is large in the spring the farmer knows he has had a good year, but a small pile means that times have been bad. When the farmers learn to do business in a busi-

ness like way and as it is done in every other field of activity, there will be less complaint that farmers have trouble in getting credit at the bank to finance their work.

The Legislature is still grinding and up to date has enacted three amendments to the State banking law. One of these amendments pertains to the consolidation of banks, prescribing the procedure. Certified copies of the action by the directors of the banks interested must be filed with the banking department, also the agreement between the banks. Both banks shall be examined by the department and the consolidation shall not be effective until the department gives its sanction and not even then if the consolidation is to defeat or defraud any credit. Another amendment to the law makes compulsory the appointment of an examining committee from the directorate or from the stockholders who shall semi-annually make a detailed examination of the bank and its affairs and report the same to the directors, a copy of such report to be filed with the banking department at Lansing. The third amendment relates to the organization of banks, the election of officers and directors, the requiring of all officers and clerks who handle the money to give bonds and various other minor details. Several other amendments to the banking law are still pending, but they relate to details rather than to principles and are designed to make the present law more efficient in its operations.

The new Grand Rapids Trust Company probably will not file its articles of incorporation until week after next. The delay is not due to any hitch in the proceedings, but merely to avoid an expensive interview with the tax assessors. The State law requires banks to file lists of their stockholders with the county clerk not later than the second Monday in April, and from the lists thus filed the tax assessors make up their rolls. By putting off the incorporation until after the second Monday in April the new Trust Company can side step the taxes. The taxes will amount to \$4,000 or \$5,000 for the year and no easier way to make this amount can be suggested that to put off the start in business.

The work of remodeling the Michigan Trust Company's offices is still under way and it will probably be another month at least before the offices can be occupied. When the work is completed the Trust Company will have offices as nearly fire proof as metal, concrete and tile can make them. Even the desks and chairs will be of metal and the waste paper baskets will be of

## Fourth National Bank

Savings  
Deposits

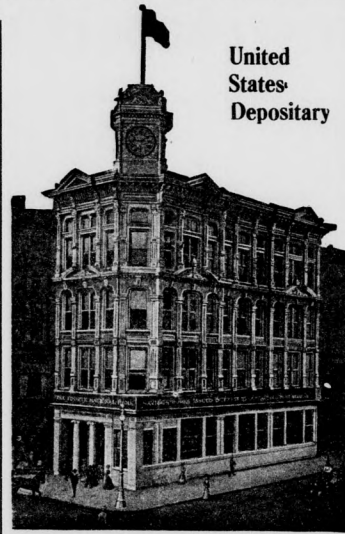
3

Per Cent  
Interest Paid  
on  
Savings  
Deposits

Compounded  
Semi-Annually

Capital  
Stock  
\$300,000

United  
States  
Depository



Commercial  
Deposits

3 1/2

Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year

Surplus  
and Undivided  
Profits  
\$250,000

## GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

**Merchants, Treasurers, Trustees,  
Administrators and Individuals**

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

CORRESPONDENCE PROMPTLY REPLIED TO

We recommend

### Public Utility Preferred Stocks

(as a class) for conservative, profitable investments, to net 5 1/2 to 7 1/2%. Circulars of the various companies mailed upon request.

**HOWE, CORRIGAN & COMPANY**

Citizens 1122

533-535 Michigan Trust Building  
Grand Rapids, Mich

Bell M 229

2 1/2% 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.



wire. It is stated that some unmannerly and possibly irate individual once told the Michigan Trust Company to "go to h—l," and President L. H. Withey decided the only thing to do under the circumstances was to so equip the office that a visit could be made to the hot place if business reasons demanded.

J. Pierpont Morgan, the recognized head of American finance, is dead. Morgan was a great man and in his day probably controlled more millions than any other man in the world. He had wealth of his own, but it was not his own wealth that gave him his power over the wealth of others. It was his recognized ability, his high character, his genius for success, his unerring judgment. However wealthy he might be in his own right, a small caliber man, a dishonest man, a man without character, scruples or conscience, a man without the elements of leadership would have created little more than a small splash in the world of finance, but J. Pierpont Morgan, having the qualities that make for success, and that win and hold confidence, rose to be a giant among his fellows. His leadership rested not on the gold of the commercial world, but upon the sterling value of true worth as a man. The Morgan banking business will go on just as it has in the past. Other men will take up the lines and drive on. Morgan the great financier, is no more, and it will be long before his successor appears. The wealth he possessed can be passed on by will or gift, but his qualities of leadership cannot be devised or inherited. The man who takes Morgan's place will rise to pre-eminence, not through favor, but on his own merits, on what he is himself. Even in the dollar worshipping commercial world it is character and not wealth which makes for greatness. The dishonest man, the trickster, the shallow man, may be ever so rich in dollars, but he cannot be great.

The Supreme Court has given its approval to the merger of the Home Telephone Co., of Detroit, with the Michigan State Telephone Co. The Home was the independent company doing business in Detroit and environs. The absorption of this company by the Michigan State was arranged and the State Railroad Commission approved the plan. The independent interests at Grass Lake opposed the merger on the ground that its interests were not fully protected. The Circuit Court of Ingham county sustained the merger and now the Supreme Court has given it its sanction. This should settle the right of rival telephone companies to merge and thus do away with the unsatisfactory dual system in existence in so many towns in Michigan, and the continued useless duplication of plant and equipment. Now that the validity of the law has been sustained by the Supreme Court, it is within the possibilities that the merger of the Citizens' in this city with the Michigan State or some satisfactory division of the territory to put a stop to the competition will again become a live subject. Merger or division of the territory plans were very seriously discussed several months ago, but the litigation following

the Detroit merger and the possibilities of action under the anti-trust laws caused them to be dropped. Both companies have been very friendly during the suspension of negotiations and as soon as conditions seem favorable, it is quite likely that the negotiations will be resumed.

The Detroit Savings Bank has decided to establish four new branch banking offices, increasing the number of the Bank's branches to twelve. The new locations are Oakland avenue, opposite Clay avenue, the southeast corner of Fort street West and Campbell avenue, the southeast corner of Greenwood and Holden avenues and the southeast corner of Russell street and Canfield avenue East.

The First National Bank of Munising has added to its staff Robert M. Mayes, of Mayfield, Kentucky, formerly assistant cashier of the City National Bank of that city. He has also been connected with banks in New Mexico and with one of the leading banks of Chicago. Mr. Mayes' banking experience should make him a valuable man for the First National.

The Commercial National Bank, of Benton Harbor has increased its directorate from seven to eleven members. The new directors are Postmaster J. W. Needham, E. A. Blakeslee and O. A. D. Baldwin. The directors selected a new Cashier, H. T. Campbell, of Minneapolis, who for several years has had charge of the Minneapolis branch of the Continental Commercial Bank of Chicago. For seven years Mr. Campbell was cashier of the State Savings Bank of Lansing. He is a brother-in-law of George Caldwell, who has secured part of the stock owned by President J. M. Ball. Illness of Cashier A. N. Reece necessitated the selecting of his successor.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	78	82
Am. Gas & Elec. Co., Pfd.	44	46
Am. Light & Trac. Co., Com.	375	385
Am. Light & Trac. Co., Pfd.	106	109
*Am. Public Utilities, Com.	61	63
*Am. Public Utilities, Pfd.	75	76
Can. Puget Sound Lbr.	3	3
Cities Service Co., Com.	114	118
Cities Service Co., Pfd.	85½	87½
*Citizens' Telephone	90	92
Commercial Savings Bank	215	
Com'wth Pr. Ry. & Lt., Com.	67	68½
Com'wth Pr. Ry. & Lt., Pfd.	89	91
Elec. Bond Deposit, Pfd.	74	76
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 Ban.	180	181
G. R. Savings Bank	216	225
Kent State Bank	266	
Macey Co., Com.	200	
*Macey Company, Pfd.	95	97
Lincoln Gas & Elec. Co.	28	33
Michigan Sugar Co., Com.		40
*Michigan State Tele. Co., Pfd.	100	101½
*National Grocer Co., Pfd.	90	92
Old National Bank	207	
Pacific Gas & Elec. Co., Com.	56½	57½
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	20	24
Tennessee Ry. Lt. & Pr., Pfd.	75	77
*United Light & Ry. Com.	77	78
*United Light & Ry., 1st Pfd.	79	81
*United Light & Ry., 2nd Pfd.		
(old)	76	77
*United Light & Ry., 2nd Pfd.		
(new)	73	74
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95½ 96½
Flint Gas Co.	1924	96 97½
G. R. Edison Co.	1916	98½ 100
G. R. Gas Light Co.	1915	100½ 100½
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99
*Ex-dividend.		
April 2, 1913.		

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E. A. STOWE, Editor.

April 2, 1913.

**MAKES MEN MORE HUMBLE.**

The recent tornado which swept the West, destroying many lives and millions of property, and the still more recent floods in Ohio and Indiana, illustrate anew how puny is man and how utterly insignificant are his mightiest efforts. Man is quite prone to be proud. He boasts of his achievements. He builds to heaven. He bores far down into the earth. He erects temples which he says shall be eternal. He dams the rivers and dikes against flood and defies Nature to undo what he has done. And then Nature gives a gentle sigh or sheds a few tears and the work of a life time is gone in an hour, scattered to the winds or afloat on the flood. In these spasms of destruction Nature never seems to be exerting herself unduly. She never seems to be going the limit or to be doing as much as she could. It is but a passing mood—a little frolic on her part—and yet what havoc it plays with the proud works of man! These terrible disasters serve their purpose. They tend to make men more humble in their attitude toward the unseen but all pervading Power above. They make men less confident in their own supreme power. The greatest and best service that disaster renders, however, is in teaching their dependence not only upon the Almighty, but upon one another. Disaster makes brothers of men, bringing them closer together in charity and helpfulness. As soon as the direful news came from Omaha of the calamity there, as soon as it was known how destitute the floods had left Ohio and Indiana, without waiting to be asked for help, all the country began collecting money and clothing and food and hurrying it forward for the relief of the sufferers. One of the disguised blessings of calamity is the opportunity it gives for the awakening of the spirit of charity and benevolence.

**THE ROBBER RETAILER.**

Most of the men who call the retailer a robber know nothing about the expense, labor and worry that go on behind the counter.

These mud-slingers have an aptitude for stringing pretty phrases together and get paid for the space they fill.

Their success is based on the same principles that used to make the "Afri-

can Dodger" popular. If you ever attended an old-time county fair, you'll remember the crowds that watched certain people throw things at a man who could dodge, but couldn't get away.

Most of the men who call the retailer a robber know nothing about the cost of doing business, but if they dig down into the truth of the matter they discover that the retailer is rendering a big service for very little pay.

When the average layman learns the difference between the retailer's cost price and selling price, he jumps to the conclusion that the entire difference goes into the retailer's pocket. In reality, most of it goes into service for the consumer, as we can soon show.

Among the things that add to the cost of the goods you buy, but which cannot be eliminated without injury to you, are rent, heat, light, wages, taxes, delivery. To this the retailer must add his own living expenses and insurance.

Suppose, now, that this typical retailer invests \$7,000 a year in stock, and desires to get the very reasonable return of 5 per cent. on his investment. He cannot hope to break even until his expenses are balanced off, and so he adds to the cost of his merchandise an amount sufficient to care for his expenses and leave a balance of 5 per cent.

His rent may be \$35 a month or \$420 a year. This is an item which cannot be eliminated. If the consumer bought goods in quantities sufficient to get the price which the retailer pays, he would most certainly have to provide for their housing and shelter, so that this expense would exist even if all retailers were eliminated.

Heat and light, other necessary expenses which direct buying will not eliminate, might total \$100.

Wages to two clerks, at \$10 a week, would amount to \$1,040 a year. Even the co-operative buying enterprises have not been able to eliminate clerk hire.

Taxes, delivery and miscellaneous necessary expenses could easily add another \$200.

Of course insurance, which the retailer must have and which any co-operative society would be compelled to carry, might not amount to more than \$30, but the lowest possible estimate of the retailer's living expenses would allow him at least \$15 a week, or \$780 a year. Could the manager of a co-operative store be induced to perform to perform his duties for less than that?

Now add up the totals, and you have \$2,570, and all of it expenses which co-operative buying would not eliminate. What gross profit will the retailer have to add in order to break even and get his justifiable 5 per cent?

We'll suppose that this retailer handles \$7,000 worth of goods in a year. To cover his expenses, therefore, he must add 33 per cent. to the cost of his merchandise even to secure a selling price that enables him to break even. Five per cent. more makes 38 per cent. On this basis, he will sell the merchandise for which he paid \$7,000 at a total selling price of \$9,660, and if he averaged up his selling prices throughout the whole line, he'd sell dollar goods for \$1.38, two dollar

goods for \$2.76, 10 cent goods would cost him 7 cents and so on.

Now what is 5 per cent. of \$7,000? Would the average man be willing to work twelve and fourteen hours a day throughout each year for living expenses of \$15 a week plus \$350? Of course, all storekeepers do not work fourteen hours a day and all of them do not confine themselves to the figures shown here, but we have chosen a typical example, merely to show the rewards of a "laboring man" whose hours are governed by no union, whose usefulness is not impaired by infamous regulations enforced by the walking delegate and who does much to make life livable for the people who buy goods from him.

Every man is worthy of his hire, and the next time you hear the retailer called a robber, ask yourself: if you are getting a greater reward than you deserve.

**AFTER THE FLOOD.**

Great as has been the physical suffering and financial loss, the mental anguish and heartaches, there is still a rainbow of promise in the skies as surely as in the days of Noah. Look where we will, catastrophes of seemingly crushing import have in the end resulted quite the reverse. It would have taken Chicago a generation to acquire the new lease of life—or rather, the lease of a newer life—which the great fire brought to it. San Francisco is a greater city to-day than she would have been had not the earthquake made her work her best.

In many places there will be the weaker ones to look after. This can, in some instances, be done without realizing that it is a burden carried. Make a clearance of your damaged goods and get them out of the way. Cull out such as are not salable and strive to apply them where some one can get some good out of them. There are plenty of people who will be glad of the protection they offer, even though the colors are too much disfigured to find a buyer. Trying to work them off in the ordinary way will be less satisfactory for a double reason. Others will make a clean sweep of their damaged goods and the people will invest with them to the full limit of such material wanted. The culls will continually come to the surface, causing dissatisfaction among patrons who have bought them for regular stock and you will thus lose their good will and the public trust.

It may be that this very thing is needed in your own case to renovate, as in the days of the first great flood. The general innovation should enthuse everyone concerned with a new life, a greater energy, a resolution to commence anew, and to have all things new. New paint will conceal the disfigured walls. The old sidewalk, which, now that you recall it, was a shabby affair, will be replaced by the substantial cement. New life within and without will cause you to appreciate by another year that the flood was in many ways a real help.

As you travel in the smoking car of life you will notice a lot of men who merely chew stubs.

**THINK BIG.**

Men often think of a position as being just about so big and no bigger, when, as a matter of fact, a position is often what one makes it. A man was making about \$1,500 a year out of a certain position and thought he was doing all that could be done to advance the business. The employer thought otherwise and gave the place to another man who soon made the proposition worth \$8,000 a year—at exactly the same commission.

The difference was in the men—in other words in what the two men thought about the work. One had a little conception of what the work should be and the other had a big conception of it. One thought little thoughts and the other thought big thoughts.

The standard of two men may differ, not especially because one is naturally more capable than the other, but because one is familiar with big things and the other is not. The time was when the former worked in a smaller scope himself, but when he saw a wider view of what his work might be he rose to the occasion and became a bigger man. It is just as easy to think of a mountain as to think of a hill—when you turn your mind to contemplate it. The mind is like a rubber band—you can stretch it to fit almost anything, but it draws in to a small scope when you let go.

Make it your business to know what is the best that might be in your line of work, stretch your mind to conceive it and then devise some way to attain it.

**HIDDEN STRENGTH.**

It is a great day in a man's life when he truly begins to discover himself. The latent capacities of every man are greater than he realizes and he may find them if he diligently seeks for them. A man may own a tract of land for many years without knowing its value. He may think of it as merely a pasture, but some day he discovers evidences of coal and finds a rich vein beneath the subsoil. While mining and prospecting for coal he discovers deposits of granite. In boring for water he strikes oil. Later he discovers a vein of copper ore and, after that, silver and gold. These things were there all the time—even when he thought of his land merely as a pasture. They have a value only when they are discovered and utilized.

Not every pasture contains deposits of silver and gold, oil nor granite, or even coal, but beneath the surface of every man there must be, in the nature of things, a latent capacity greater than has yet been discovered. One discovery must lead to another until the man finds the deep wealth of his own possibilities. History is full of the acts of men who discovered somewhat of their own capacity; but history has yet to record the man who fully discovered all that he might have been.

To a man the most fascinating woman in the world is the one he almost, but not quite, won.

Lots of things come to the man who waits until he doesn't want them.



**NEW IDEAS IN EDUCATION.**

An idea is not necessarily the best in the world because it is new, nor is the fact of that newness anything against the worth of the idea. But when common sense seems to be combined with a new method of considering an old problem, then it is time for earnest attention to be given the matter in order that theory and practicality may be separated.

If for no other reason than this, there would be much interest taken in the ideas of Principal William D. Lewis of the William Penn High School of Philadelphia. The element of Mr. Lewis' doctrine that will claim the most general attention is that the taxpayers are not getting their money's worth out of the school plant. That is, they are putting money into an enterprise which is used part of only five days a week. The wider use of the schools for day and night sessions, community meeting places for social or other affairs, in short, making the school building a busy center from which to conduct educational and social campaigns, is so eminently justifiable from every point of view as to require no argument. It is by making the school just such a busy place, Mr. Lewis argues, that the power of the saloon, the dance hall and other temptations can best be combatted.

What will strike some persons as revolutionary is the emphasis Mr. Lewis places upon technical training in the schools. He adopts a safe ground at the outset by recommending that this shall be co-ordinate with and shall not supersede the classical studies which have an undoubted broadening and cultural effect. He would have the technical high school and the classical high school together so that there may arise no invidious distinctions between those who choose to work with their heads and those who prefer to train their hands as well. But the mere fact that he would give the pupil a chance to choose for himself between the two schools will strike many as an upheaval of the traditions on which our educational system is based.

There are some who believe that it is about time for an upheaval. The underlying principals of most college courses have not been greatly changed in a century and the work in high schools has been shaped generally to meet the requirements of the colleges. A hundred years ago when many people could not read and the educated showed their superior intelligence by quoting bad Latin, perhaps a knowledge of the dead languages was necessary to give the impression of university training. But any school man can tell you how small is the proportion of the grammar school graduates to enter the high school, and in turn, what a relatively small number of the high school graduates finish a college course.

The high school has come to be the college of the people and it should, in the nature of things, furnish what the people require. The educators are not to blame because modern developments in industry and

commerce have made an expert knowledge of book-keeping or stenography or financial methods more readily convertible into cash than ability to translate omnia vincit labor. An increasing percentage of the boys and girls who attend high school must earn a living when they get out of school. Obviously, their earning capacity will depend upon their ability to perform some definite task. A man can not be of a jack of all trades in this day and succeed. But he can know all about one thing and find ready market for his knowledge. In the name of common sense and in the interest of society, what better work can the schools do than place within reach of the boy or girl the training which will be of immediate and practical benefit on graduating from school life to life's school.

**THE RECORD EVERYWHERE.**

This city has its full share of large, well-equipped and well-conducted department stores; in fact, it has more of them and better department stores than most towns of this size. Herpolzheimer's, Friedman's, the Boston Store, Ira M. Smith's, Spring's, Steketee's, and Wurzburg's—there are no finer or better stores of the kind to be found anywhere for the quality and variety of goods carried or in the service given. One of the interesting facts about the department stores here is that not one of them came full fledged into existence applying for Grand Rapids patronage. All of them are developments from comparatively small beginnings, and another interesting fact is that the houses now doing business are all of long standing. The oldest business is that of the Spring Dry Goods Company, which dates back almost to village days. Herpolzheimer and Steketee have been doing business for a half a century or longer and Wurzburg is another old house. The Boston Store, Friedman's and Ira M. Smith's are comparatively young, but even these can look back twenty to thirty years. These stores were all started as dry goods stores and, as the town grew, the population increased and opportunities presented themselves, one department after another was added until what was simply a dry goods store became a full fledged department store such as are to be found in the big cities. During the years that these business houses have been growing up there have been other dry goods stores in Grand Rapids and other merchants, and these others, no doubt, had equal opportunity to grow and become strong. But where are they to-day? The merchant who is satisfied with his present business; who does not recognize opportunities when they pass his way; who is not everlastingly pressing on to greater achievements; who does not grow with the years—such a merchant soon falls by the wayside and his name disappears from over the door. This has been the record in Grand Rapids; it is the record everywhere.

Many a good farmer never saw an agricultural college.

Already, it is said, disappointed office seekers are finding fault with the manner President Wilson is dispensing the patronage. It is asserted that he has too many Southern men in the cabinet and the South is liable to have too much to say in the administration. Mention also is made of the fact that the ambassadorship to England has been offered to two old men, while real live wires politically have been overlooked. The disappointed ones are not making their complaints in public, but the Republicans are attending to that matter and making as much capital as possible out of the alleged grievances and perhaps manufacturing some of the material. The people at large seem to be pretty well satisfied with President Wilson's appointments thus far—except his placing an arrant demagogue at the head of the labor department—as well as his general policy and it is safe guessing that the criticism at this time springs from those who have failed to get what they sought and those who would profit by dissension in the Democratic ranks.

Pennsylvania is in the throes of discussion about a State flower. Some weeks since a bill was introduced in the Legislature at Harrisburg which provided for the adoption of the daisy as an emblem. But when the farmers heard of it they snorted and declared they would not have one of the meanest weed pests made a State flower. They would like to see the daisy abolished from Pennsylvania entirely instead of having it flaunted as a flower to represent the Keystone State. The bill was amended to make the purple violet the State posy, but the friends of the trailing arbutus put forth arguments to show why that shy and delicate blossom should be made the floral emblem of a great State. The Daughters of the American Revolution have declared for the arbutus, and are endeavoring to interest the other women in its selection as the official flower.

Dr. Mary Walker advised people to eat onions every day if they would be well, but her advice had little influence on the onion market. Now comes the Assistant Horticulturist of the United States Department of Agriculture to say that a large part of the 1912 crop of onions is languishing in storage, while the price of the vegetable is the lowest ever known. He suggests that the housewives inaugurate an onion campaign, crying for the delicacy so loudly that the onions will burst the storehouse doors and make their escape. The housewives would have no trouble in crying if they were with the onions and the strength of the latter ought to be sufficient to cause any door to break down.

It is better to be a guest at the Impecuniosity Hotel and be able to pay your bills than to dwell in pampered luxury at the Waldorf-Astoria at the expense of kiting checks and drawing drafts on the Bank of the Blue Sky.

**GREATEST BUSINESS MAXIM.**

The business life affords perhaps the best opportunity to test the practical value of the Golden Rule. It is significant that business men are coming more and more to see and advocate this rule—not merely as a result of moral teachings received outside of business circles, but as a conclusion which business experience itself has forced upon them.

In business affairs the practice of the Golden Rule stands for all that is honorable and progressive and just. The business houses which attain a measure of prestige and wholesome reputation are those in which this spirit in some degree obtains. Perhaps no wrong trait in the personality of a business more quickly receives the censure and discredit of other business men than does the absence of fairness—which is but another way of saying the absence of the spirit of the Golden Rule.

With a record of centuries to attest its value and the evidences in its favor accumulating day by day as men become more enlightened, the Golden Rule stands pre-eminent as the world's greatest business maxim. The toppling towers of vast business interests that have been built on a less worthy basis show the insecurity of all seeming success obtained otherwise than by acting habitually on this fundamental moral law.

The tendency to eliminate drum major propensities in official life seems to be growing. Installing governors and presidents with cannon and gunpowder suggests barbaric display and appeals to the portion of human nature that never thinks deeply or seriously on important propositions. Ceremonials and poppycock apparently are slipping from the affairs of men.

Elbow-touching won results all the way from Marathon to Waterloo and from Waterloo to Appomattox and other great sword-crossing contests that have changed the map of the world. Elbow-touching will produce the results in industrial life. Elbow-touching is organization. Organization to be most effective must have all the units.

The man in overalls with grimy hands doing an honest stunt of work is more deserving of respect than is the pampered pet of the drawing-room whose forefathers were neither afraid to tackle the toughest job nor ashamed of the fact that they knew how to toil and overcome obstacles.

There can be no progression where the channel you are sailing in is filled with the eddies and whirlpools of envy and resentment. There is no investment that pays a bigger dividend than to display a liberal spirit toward your competitor in business.

Perseverance doesn't shine with the same brilliancy as genius, but it has a steadier light and will outlast the more brilliant glow. So just keep on persevering.

Few people can afford to feather their nests with borrowed plumage.



## BANKRUPTCY MATTERS.

## Proceedings in Eastern District of Michigan.

March 21—In re James I. Lancaster, of Lapeer, grocer, the first meeting of creditors was held, the bankrupt examined and Harry Palmer, of Inlay City, elected trustee, with bond in the sum of \$900. No order of sale of the property was made, the case being adjourned to April 15, at Detroit, at 2 p. m. The bankrupt schedules priority and secured claims amounting to \$632.39 and general unsecured claims in the sum of \$2,223.39 a total indebtedness of \$2,862.78. The assets are scheduled as real estate, \$900; stock in trade, \$600; household goods, \$100.

Clarence E. Cole, doing business at Lapeer, under the name and style of Cole Brothers, filed a voluntary petition and was adjudged bankrupt, March 5. The first meeting was held at Lapeer to-day, at which meeting the bankrupt was examined and Harry A. Eberline, of Detroit, elected trustee with bond of \$5,000. No order of sale entered. Inventory of property is now being taken by trustee. The bankrupt schedules priority claims of \$373.29 and unsecured claims of \$11,949.68. The assets are scheduled as follows: Cash, \$20; stock in trade, \$8,422; household goods \$500; books, prints and pictures \$10; automobile, \$410; machinery, fixtures, etc., \$500; open accounts, \$627.69. The bankrupt was conducting a general merchandise store.

March 25—In the matter of C. F. Taylor & Son. The stock and fixtures of the bankrupts' hardware business was sold by the trustee, J. F. Wilson, of Port Huron, on March 24 for \$7,650. Two vacant lots were also sold for \$20. Books accounts of the face value of about \$4,100 were also offered for sale, but were not sold. The stock and fixtures were appraised at \$12,375. The partnership liabilities are scheduled as secured \$3,850, of which \$850 is secured by pledge of two insurance policies and the balance of \$3,000 by mortgage on homestead of bankrupts appraised at \$6,000. The unsecured claims amount to \$22,472.18. A first dividend of 16 2/3 per cent. has been declared on the partnership claims filed and allowed. The individual liabilities of Charles F. Taylor are: priority claims, \$305.76; general, \$100. No individual assets beyond homestead mentioned above. The individual assets of Ward L. Taylor consist of insurance policies fully pledged. His unsecured liabilities are about \$300.

In the matter of David Chatlin, the bankrupt, at the first meeting of creditors offered a composition of 22 per cent. This was accepted by the creditors and duly confirmed by the court on the hearing of the order to show cause. The composition dividend will be paid early next week on all claims filed and allowed. Mr. Chatlin was engaged in the dry goods business at 228 Gratiot avenue, Detroit.

In the matter of the Eagle Furniture Co., the final dividend, amounting to .0137 per cent., was mailed

creditors March 29. A first dividend of 5 per cent. has already been paid.

In the matter of Jacob F. Meier Co., trunk and bag manufacturers of Detroit, on March 25, the trustee was authorized to sell the property of the bankrupt at private sale for the best price obtainable up to and including April 10 (without the limit of 75 per cent.), when a further report of sale will be heard and considered. The trustee has filed the following report:

	Appraisal	Sold.
Raw material	\$7274.00	\$4074.01
Finished stock	5646.36	5109.53
Machinery	4098.98	159.95
Office Fixtures	1104.78	

The liabilities are scheduled as unsecured claims, \$19,941.51. In addition to the property above mentioned, the trustee received cash of \$828.20 and bills receivable and accounts of the face value of \$3,348.17.

In the matter of the U. S. Auto Supply Co., under which name Millie Waclman was transacting business, the property of the bankrupt was appraised at \$7,955.38. A portion of the property, appraised at \$3,500, was sold and confirmed at \$558. Frederick T. Witmire, Detroit, has been elected trustee. The liabilities of the company are scheduled as follows: priority and secured claims, \$4,991, of which \$600 is secured by land contract and \$3,400 covering stock and fixtures in consideration of which the secured creditors agreed to ship a car load of metal polish, but which has not been delivered. The unsecured claims amount to \$5,740.45.

## Advertising Toilet Specialties.

The tremendous business now being transacted in the various toilet specialties is largely the result of liberal advertising conducted on broad and comprehensive lines, the effect being the exerting of an almost irresistible force in creating a general demand for the articles so exploited.

This advertising has created a desire in the minds of thousands of people, and has been the means of attracting countless numbers of women to the toilet department in search of the goods which they have read about in the various publications devoted to their interests.

Instead of ignoring this source of trade, it is a wise buyer who will lay in a stock of such goods, and help to keep up the standard which the manufacturer is endeavoring to maintain by spending thousands of dollars in advertisements that tell of the merits of his goods.

As has invariably been the case, in this, as well as other lines, the short-sighted buyer usually finds himself at the end of the season in the position of seeking goods which, had he overlooked his prejudice, he would have had in stock all season, and which would have produced a satisfactory revenue, as well as have added prestige to the department.

The man who stands at the bottom of the ladder and steadies it is often of more benefit to the country than the one who climbs to the top.

If you want a man to deliver the goods, employ one who doesn't talk.

## The Growth of the Shine Parlor. Written for the Tradesman.

It is interesting to drop into a popular metropolitan shine emporium and watch the artists of the polishing rags and brushes at work. Interesting to watch the people coming and going. The shine shop of the better class is becoming a tremendously popular place, and the business, though an humble one, is evidently remunerative.

Most of us can remember the time when the village bootblack (in our Southland he was either a negro or an extremely unkempt and unassuming white youth) used to go about the street with his box, brushes and blacking or polish; so when you wanted a shine or a polish, you gave the high sign and the bootblack hove to and you edged off to a somewhat sheltered part of the walk, with your back to the wall and your foot on the box. And there, with more or less visible confusion and sometimes very appreciable jostling, you had your shoes shined.

Polishing implements in those days were few and crude; and the most daring bootblack at that time could not imagine the forthcoming development of his humble business.

Now shoe polishing concerns occupy valuable rooms on the busiest streets of our busy cities, and many of them pay enormous rentals for the use of the property. While many of them are ensconced in rather small quarters, here and there you'll find a pretty good sized room, right in the very choicest shopping and hotel district, devoted to the shoe-shining business.

And these shine parlors are not dingy, ill kept, poorly equipped places; or at least the better class of them are not. They are neat little shops, with clean floors and clean windows. And the furniture is often equal in elegance and value to the furniture of the best shoe stores of the city. Richly figured mahogany and fine, quartered oak, upholstered in leather, are none too good for the shine shop of to-day.

And it is equipped also with things in the way of conveniences—electric fans in summer; ice water, newspapers to look over while your shoes are being shined, a cigar counter (with a jet of gas always blazing), and the like.

And everything is crisp and businesslike.

When you enter, if you are a stranger to the place, the manager will indicate by a nod where you are to sit. In an undertone (and like as not, in a language you do not understand), he'll instruct one of his men to wait on you next. And you do not have long to wait, for the artists of the polishing rag work rapidly.

Modern Leathers Require Much polishing.

I had occasion recently to call attention in these columns to the increased call shoe polish manufacturers are receiving for their product. Great quantities of this polish is consumed in shine parlors in the downtown sections of our big cities.

It is true, I think, that the average

person of to-day is a bit more particular about his footwear than the average person of other days used to be. The refinement in lasts and the increased price that consumers have been willing to pay for their shoes, indicate that people are more interested in footwear appearances than they used to be. And when I speak about the "increased price," I mean the higher asking price due to grading-up rather than to the general advancement in prices due to the general law of increase that takes in practically everything. Manufacturers are putting more actual value into shoes for the average man and woman than they used to do a few years back; and of course shoe manufacturers would not do that unless the people were willing to pay for it.

Realizing more and more the importance of keeping his shoes neatly cleaned and polished in order to make them appear at their best, the average person is spending more money in the shine parlor; or, if the shine parlor is not accessible, more money for shoe polish and polishing materials. And this tendency to keep one's shoes neatly polished has received a decided impetus from the educational propaganda that shoe dealers have carried forward; namely, that it makes shoes last longer to keep them polished.

But there is another side to this matter; and that is that shoes made from the kinds of leather that are now being used actually require more polish than old-fashioned leathers used to require. Fine footwear for men used to be largely calfskin, tanned with a good deal of grease and oil that kept the leather soft and pliant whether they were "blacked" or not. But modern leathers are treated to processes that remove much of this grease and oil—in fact, pretty much all of it. The leather is not less soft and pliant; but it is more porous. It is somewhat less durable, perhaps, but it is infinitely more sanitary and satisfactory. And when it comes to appearance and style-features, the old-fashioned leathers, with all of their real and alleged merits, are not to be mentioned in the same breath with our modern leathers.

But the point I am driving at is this: this modern leather from which we are making shoes positively requires polish—and much polish. Tan shoes, for instance, ought to be polished at least twice a week; and often in case of rains. And dull leather shoes should be polished just as often, if not oftener. Even patent leather becomes hard unless it is polished occasionally; and this should be done whether the shoes are dingy or not. Removing the dirt and thus making the shoes appear better is only a part of the benefit of the shine: softening up the leather is quite as important as enhancing the appearance of the shoes.

The Shoe Dealers Shine Parlor.

This is always a timely topic—more especially as spring days approach.

Some dealers have tried it and given it up; others have thought of trying it, but have never worked up their courage to the sticking point; and

some dealers have thought it not worth their while. And yet there are a few dealers that conduct successful shine parlors in connection with their stores. This question, like all other problems that confront the individual dealer, must be answered in the light of local conditions.

But there is this to be said in favor of the store that has some little nook in which shoes (particularly women's shoes) can be polished: it will serve to draw trade and enhance the store's good will in a very appreciable manner. While women in the cities do not hesitate to patronize the better shine shops, in many of the smaller towns and villages there are, of course, no such facilities. And yet these women of the lesser communities are quite particular about their footwear as their sisters of the larger cities. Consequently they are compelled to do their own polishing at home. And yet they could (and would) gladly pay the nominal charge of five or ten cents to have it done in a more expert manner by others, if there were those who could do it. Now the advantage of attracting visitors of this kind to the shoe store are obvious. You make your money, not on the shines you sell, but on the sale of other merchandise occasioned by these visits. Take it all in all, if you are a shoe dealer in a small town, the proposition is well worth considering.

Chas. L. Garrison.

#### Maintaining the Receptive Attitude.

Written for the Tradesman.

A man is never too old or too young except when he is too old or too young to learn. He is always the right age, moreover, so long as he is old enough—and young enough—to discriminate.

The receptive attitude is characteristic of the merchant or merchant's helper who is on the high road to improvement and success. The merchant or clerk who is always willing to learn from his own experience or from the experience of other people, is the one whose capacity for doing things steadily enlarges and who day by day becomes more valuable to his business, to his customers and to himself. When a man ceases to be receptive to new ideas, or has not yet learned to be receptive, stagnation is his business portion and failure must largely be his reward.

Ever now and then we hear of an old established and apparently prosperous business drifting on financial rocks and, as a result, undergoing reorganization—for as a rule the name of the old established business is too valuable an asset, it itself, for enterprising men to allow it to founder utterly. Such an incident represents the climax of a process very frequently met with in men and in mercantile and industrial undertakings. A man of enterprise and initiative starts in business and, by dint of originality, plus hard work, makes good. He finds in his experience that certain methods conduce to successful business and pins his faith to these methods, rather than to his own intelligence. He ceases to develop; his business commences to decline. New

men in the same field have adopted methods of business more advanced; he has failed to keep pace with them. Often his name and his personality carry the business successfully along, and the decline commences only when his heirs, brought up in his now absolute ways of doing business, take hold. In any event new blood, with accompanying new ideas, must be infused into the business. A new start is made; and the business in the new hands in course of time goes inevitably through the same process.

It doesn't pay a merchant, a clerk or any individual, for that matter, to pin his faith to certain methods. The surest and safest asset for a successful business is a steadily growing and developing individuality. To be successful, a man must, of all things, be most careful to avoid the ruts.

"The most profitable two weeks I ever spent while in business," states one merchant, "were two weeks that I never went near the store. I had been jiggling in for four years, steadily, with never a break except for Sundays. Business was commencing to drag. I did not know what was the matter, but I felt nervous and tired and irritable. So I just left the head clerk to run things and went to the sea shore for two weeks, and never went near a store.

"When I came back I found that business had worried along fairly well in my absence. But I found, too, that I looked at the store from a totally different and fresher viewpoint. I had grown so accustomed to it before I left that defects were not apparent; I looked on it now as a new thing and inside of a week had put my fingers on seven or eight serious weak spots in the methods of doing business.

"That holiday paid, because it helped to jolt me out of what might easily have been a fatal rut."

A fresh, new attitude toward our everyday work is a good thing, now and then. A man is apt to come to the point where he places all his reliance in a certain routine and ceases to think things out for himself. Two classes of failures develop in this process.

The first failure is the man who subconsciously lacks confidence. Unable to do anything of his own initiative, he yet responds readily to almost any suggestion. When he hears of some new thing, undertaken by a competitor, he adopts it without pausing to consider how adaptable it is to his own circumstances. He no longer discriminates between the novelty which is likely to "catch on" with his particular clientele and the novelty which is too expensive or too cheap for them. Unable to discriminate, he yields to every suggestion, good or bad.

The other failure is the man who is perfectly self confident. He has developed certain methods which, at one stage in his career, have been very successful. He has proven their value. Hence, he is satisfied that they are the furthest that anyone can travel in the direction of achievement. New ideas he rejects, without even considering whether they may prove

valuable, let alone trying to adapt them to his circumstances. He is utterly impervious to anything beyond his own "furthest north" in the ceaseless march of progress.

The man who retains his receptive attitude does not fall into either of these ruts. With a clear view of himself and his business, he is ready to absorb whatever is good, and to reject whatever is bad; to discriminate, to pick and choose, to think all things out for himself.

William Edward Park.

#### Town Boosting By Means of Elbow Touching.

Traverse City, April 1—Taking advantage of the opportunity is one of the factors which has done more toward putting Traverse City on the map than anything else. I have told you several of our plans in the past and I believe you stated at one time that you would be glad to know of any advanced step that we might take.

Here is another case: The business men had to take care of an important matter at once. They called a meeting by telephone and took care of it. It seemed to the people interested, that it was a psychological moment to take care of things and then and there they organized a committee of twenty-one, that being the number of men present. This was done on Monday morning. They said, "Let's do this next Monday," but they found that the morning was a busy time for the merchant to leave his business and so they changed it to the evening at 6 asking the people to come to dinner and discuss matters further. In a week's time we outgrew this dining room.

The committee in charge of these meetings was the house committee of the Elk's Lodge. They went before their organization that night at their business meeting and "discovered" a room on their fourth floor which they have fixed up to accommodate 150 men at banquet tables. The Elks have, furthermore, given the free use of this, fitting it up in a very fine manner, saying that they wish to do their share toward the welfare of the city. The chef of the Elks' cafe furnishes the dinner and we meet at 6 o'clock every Monday night.

The chairman is changed every week, so there can be no set form of procedure, the Secretary necessarily holding over from week to week. Every matter of importance which comes before the city is given a chance for airing and being discussed from all standpoints. Holding meetings weekly, nothing can escape the notice of the people, and the fact that seventy-five or 100 business men can meet from week to week, touching elbows, rubbing off the points of strangers, meeting as brothers for one common good, for the relief and welfare of the city in which they live, has only one logical end—the cementing of friendships, bringing merchants and business men generally closer together and the free discussion of all matters. Their belief in the "star chamber" act and the taking of the public into the confidence of this organiza-

tion which has no limit of membership does the most to overcome the critical people and turn their hammers into jack-screws. In seven weeks' time the membership has grown from the original twenty-one to 169 and many are included in the membership who formerly were the most bitter in their criticisms against any action that the Board of Trade chose to advocate.

The only condition of membership is that possibly some time, if the needs require, each member will contribute \$10 during the year for necessary expenses that may be incurred. So far it has not been necessary to ask for a cent and many are already sending in their checks.

Such matters as discussing the plans for the new commission form of government, which was most successful at the polls, and the bonding for school purposes and other matters that have caused a lot of criticism have been successfully handled. It is a most harmonious, hearty gathering of men and the best solution of difficult problems that has ever been devised. It means considerable, of course, for a certain few, as is always the case in any boosting town, but whatever they do seems to be just right in the minds of these converted critics.

As time goes on I shall give you the results of some of our future meetings.

Merritt B. Holley.

#### Inventor of Ice Cream Soda Dies.

Fred Sanders, well-known confectioner of Detroit, and the inventor of ice cream soda, died recently in that city.

In an interview, some years ago, Mr. Sanders told how he came to invent ice cream soda. Confectioners for many years were in the habit of making cream soda with soda water and sweet cream, but there was no ice cream soda.

"Well, the fresh sweet cream used to get sour toward evening, and I had to disappoint some customers," said Mr. Sanders.

"One night, just before I was getting ready to close up, a newly-married couple came over for a cream soda. All the cream was sour. I don't know what made me do it. I had never thought of it before; but I wanted to keep that couple's trade. Anyway, I put some ice cream in the soda. They liked it and asked for another, and that was the first ice cream soda.

"The fame of the ice cream soda spread all over the city, and Detroit people, when they got to other cities, began asking for it. Dealers in other cities began writing me letters about it, and it wasn't long before ice cream soda was as commonly known as milk throughout the country.

"At first quite a few of them didn't believe it would work. My place used to be called 'that little soda place back there in Detroit.'"

Mr. Sanders was born in Germany in 1847 and came to this country with his parents at the age of 1 year.

No, Cordelia, your husband's brain fog is probably not due to thinking of you while you were away during the summer.



## COIN COLLECTING

## Pleasant Side Lines for the Small Merchant.

Written for the Tradesman.

One of the disadvantages about coin collecting is that the collector must examine the date of every coin taken in over the counter. This has a tendency to discourage the collecting of old coins. Merchants say the chance for getting coins of value are too slight to justify the degree of watchfulness required, that the same amount of energy expended in other directions promises better returns and that this constant thinking about the dates takes up energy which should be given to pushing one's business.

With a well-planned system any man undertaking a small business can find time to look at the date of every coin coming to his cash drawer. Everything depends upon having a system that works smoothly without diverting much thought from his business.

A good plan is to start each day with a large supply of small change (new coins) from coppers to dollars, and when coins are received in payment for goods place them in a special compartment of the cash register, empty at the beginning of the day, a compartment kept especially for the coins received each day, making change out of the new coins with which you start. Never let a coin go out as change until you have had time to look at it. Then, after closing at night, go through the coins taken in that day and sort out the new ones for use next day, putting the old ones away.

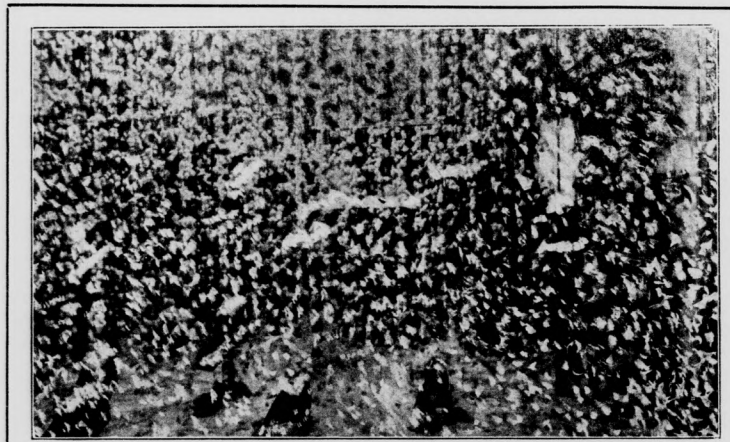
Follow this system awhile and it becomes mechanical and you can pursue it for years without giving much thought to it. All you need do is to drop the incoming coins in your special compartment and think no more about them until after business hours and your house is closed. Thus you do not expend mental energy upon something which may not profit you greatly, while you have in working order a system which enables you to detect and hold out some rare coin which may mean hundreds of dollars to you, and in any event a great many of moderate value, yielding a reasonable profit on each coin. If you pursue this policy for say twenty years and never get a single coin whose premium value is enormous, you have not lost much time trying, and there's almost a certainty of your securing enough coins of moderate premium value to pay you for your trouble.

Take, for example, the 1804 dollar, called the "King of American coins." There were but very few of these dollars coined, which makes them very rare and high priced, for it must be remembered that the value of a coin depends upon its scarcity more than its age. Up to eight or ten months ago all but one of these coins were in the hands of collectors. Nobody knew what had become of it, whether it had been lost, melted up or become so badly worn as to be sold as old silver. Every collector in the country was watching for it and

offering a big price for it, as well as every business man who made a hobby of collecting and who knew the value of the coin. About ten months ago it is said that an old farmer up in Maine came to his country town one day to buy groceries, and gave this 1804 dollar in payment of his bill of groceries, at its face value, of course, not knowing its enormous premium value, and the grocer, who did know, turned it in to a collector, receiving therefor the neat sum of \$1,200.

While such coins as this are exceedingly rare and the collector would not have a chance once in fifty years to realize such a sum from any coin taken in in the ordinary course of business, yet by saving a great many on which there is a moderate premium he might make as much on the many as this grocer made on the one. There's always the possibility of doing so, at least, and there is a fascination in this.

It is exceedingly unlikely now that



Boyer City, April 1.—I am sending you a postal card of a window I recently photographed by request of some of the business men here. The picture is of a window of Frank Thompson's men's furnishing store. You will note there are no reflections of anything in front of the store at all. I made this picture merely to prove that this can be done as easily as any other way.  
Ray Chase.

a collector would find any really old coins in circulation, and the vast majority of people think none of the more recent ones are worth saving for their premium value, hence they give no thought to the subject. But there are quite a number of the more recent coins which have some premium value and a few of them are quite valuable and there will be many chances to save some of these. Among the more recent coins with a premium value which you are apt to find circulating are the following, and every business man with a hobby for collecting should keep this list near at hand:

- 1856, Nickel cent, with Flying Eagle.
- 1877, Bronze cent.
- 1909, Lincoln cent, with engraver's initials.
- 1877, Nickel.
- 1846, Dime.
- 1894, Dime, Mint Mark S.
- 1853, Quarter dollar, Liberty seated, without arrows.
- 1838, Half dollar, with O between Bust and Date.

- 1852, Half dollar, Liberty seated.
- 1853, Half dollar, Mint Mark O, without arrows, no tray around Eagle.
- 1851, 1852, 1854 and 1858 Dollar.
- 1866, Dollar, without "In God We Trust."
- 1873, Dollar, Mint Mark S.
- 1895, Dollar, no Mint Mark.
- 1900, Lafayette Dollar.
- 1904, Dollar, no Mint Mark. Proof.
- 1842, 1865, 1875, 1881 and 1885, \$2.50 Gold, no Mint Mark.
- 1872, \$2.50 Gold, Mint Mark S.
- 1890, \$2.50 Gold, no Mint Mark. Proof.
- 1854, \$5 Gold, Mint Mark S.
- 1864, \$5 Gold, Mint Mark S.
- 1875, 1876, 1877, 1879, 1887, \$5 Gold, no Mint Mark.
- 1873, 1875, 1876, 1877, 1890, \$10 Gold, no Mint Mark.
- 1882, 1883, 1884, 1887, \$20 Gold, no Mint Mark.
- 1907, \$20 Gold, Flying Eagle, Date in Roman letters.

It generally pays, also, to save coins of all denominations which are no

is two-thirds of that big consignment of stuff which he bought in large quantities in order to secure a special discount and which didn't move out as fast as the traveler predicted it would. There are lines which have genuine, proven merit behind them, but which are lagging because the merchant hasn't found time to push them properly. Finally, there are forgotten odds and ends of stock, which have accumulated through sheer forgetfulness or through inadvertently re-ordering before that step was actually necessary.

All this old stock represents interest on the money (accrued, not collected). It represents, furthermore, a certain percentage of the overhead expense of running the store. There is involved in this stock, also, the dangerous element of lessened value through deterioration—a danger not yet realized, but bound to be realized eventually unless the stock is cleared out.

The proper thing for the enterprising, go-ahead merchant to do is to turn that old stock into money as speedily as he can. The goods that are suffered to stay on the shelves, day after day, month after month, steadily eat up the profits on the quick sellers, add to the taxes and insurance account, take up store room that could be used to better advantage and involve the risk of ultimate dead loss.

The merchant who understands his business will realize that much of this stock can be cleared out by simply pushing it—giving it a prominent place for a few days, proffering this line or that to a customer or advertising it. This is particularly the case with goods of genuine, proven quality, for which—or at least for goods of the same general nature—there is a more or less steady demand. That the goods in question have failed to sell is, as a rule, due largely to neglect.

For other lines, which are "dead ones" pure and simple, the axe is the only remedy. This does not, mean, however, reckless slashing of prices. Such a step is neither necessary nor desirable, but it is usually quite feasible to put a price on such goods which will move them out and give the store some advertising, while at the same time leaving a margin of profit for the retailer. A very small reduction will often do the trick and will, as a rule, do it quite as effectually as a marked "cut," the latter very often arousing suspicion as to the merit of the goods.

The clearing out of "dead" stocks is a matter of business, pure and simple. In a great many cases they can, by dint of a little energetic pushing, be moved out without tinkering with the price. But in extreme cases a slight cut will enable the merchant to clear out a slow moving line and reinvest the money in new, up-to-date and desirable goods that will pay a steady and a surer profit.

William Edward Park.

Good cooks are also born—once in a great while.

Letters a man doesn't write are never read in court.

longer being coined by the Government, when they can be taken in at their face value, although the premium on some of them is very slight. It is very rare, indeed, that the business man will get one of them, so he must depend very largely in the collecting of valuable coins upon the above list.

Isaac H. Motes.

## Turn the Old Stock Into Money.

Written for the Tradesman.

The merchant who has gone through the mid-winter stock-taking usually spends a portion of the quiet time immediately after its conclusion in nursing vain regrets. Upon his shelves he has found all sorts of "stickers," which represent cold, hard cash, often paid out when the problem of scraping together the cold, hard cash was by no means easy.

There are goods which the merchant really didn't want to buy, but which he was over-persuaded into buying. There are other goods which promised golden profits—and which unaccountably failed to sell. There



### What Some Michigan Cities are Doing.

Written for the Tradesman.

Flint has a population in excess of 40,000 and will have upwards of 50,000 when the next Federal census is taken in 1920.

Lansing will entertain the annual convention of the Michigan Bankers' Association June 10-12.

Ward H. Parker, of Grand Blanc, has been chosen as farm demonstrator for Genesee county and will have headquarters with the Flint Board of Commerce. His salary is \$1,800 and expenses.

Battle Creek is preparing for home-coming week in August. The "Busy Bee" has been adopted as the official emblem, to be placed on pennants and advertising matter and the colors decided on are a combination of blue, red and dove gray.

The Board of Trade of Lowell is arranging for sports, street fair, etc., to enliven the summer months in that town.

Houghton is planning to establish a public market, together with public scales and an inspector of weights and measures.

Lansing will have three or possibly four playgrounds for children this summer. One general supervisor will be secured, with several assistants.

Ald. Reiser, of Cadillac, says that the lake front there must be improved and that the improvement should start right now. He wants the pretty city park to be extended to the edge of Lake Cadillac and to see the entire lake front from Chapin street to the club house cleared of boat houses and made beautiful with grass and flowers. Evidently there are people in Cadillac who do not realize what such an improvement would mean for the city, for the lake front plan was suggested years ago and was urged year after year by E. Eugene Haskins, a public spirited citizen, until his death.

St. Louis has sold its \$16,000 paving bonds to a Toledo firm and will start its street improvement this spring.

A petition signed by the business men of Otsego will be presented to the officials of the Grand Rapids-Kalamazoo electric road asking that a branch be built from Plainwell to Otsego, and possibly on to Allegan.

The Reed City Board of Trade has re-elected officers, is clear of debt and starts the new year under sunny skies. The Michigan Wood Preserving Co. was located there during the past year and the Board is negotiating with other concerns.

Flint will open public playgrounds covering several acres on North Saginaw street.

Bay City has 127 saloons, which is thirty-seven more than the law allows, or should allow. The State regulation is one saloon to every 500 persons. The plan of letting citizens vote on the question of an increased license fee was defeated in the Common Council.

The Marshall Butters Lumber Co. is erecting a large plant at L'Anse.

The report of the Light and Power Commission of Marquette for the fis-

cal year ending March 11 shows a gain of over \$43,000, which is the best showing for any year since the city went into the electrical business.

The Commercial Power Co. is installing new lights at Battle Creek at cost of \$25,000.

Lapeer will probably adopt the boulevard system of street lighting.

The week-end trip rate from Ann Arbor to Detroit via Michigan Central is \$1, but the round trip rate starting from Detroit is \$1.48. The Ann Arbor Civic Improvement Association is trying to do away with the discrimination.

Secretary Butler and members of the Commercial Club of Kalamazoo are planning to provide the people with wholesome entertainment Sunday afternoons in the way of municipal concerts in the auditorium of the new State armory. High grade music will be furnished and possibly moving pictures.

Mt. Clemens has purchased 600 water meters, which will be installed there.

Linden now has electric lights and is hoping to secure new factories.

Mayor Potts, of Paw Paw, is urging that the old court house grounds be converted into a public park.

Owosso has been granted an additional city letter carrier, making nine carriers there.

This week is merchants' trading week for people of the Grand Traverse region at Traverse City.

The contract has been awarded for a new postoffice building at Gaylord. It will be located at the corner of F and Main streets.

"When the peddler comes, call the police." This is the request made of all householders at Jackson by the police department and is an emergency measure to capture itinerant merchants who may be evading the license fee of \$1 a day.

The Grand Haven Board of Trade has granted the request of the Common Council for a loan of \$4,500, to be used in paving Washington, Howard, Fourth and Fifth streets.

At last three new business blocks and many residences will be built at Coloma, in northern Berrien county, this year.

An Improvement Association has been formed at Casnovia, with a view especially to push the fruit interests of that section.

Saginaw will spend \$110,000 for new pavements and about \$45,000 for sewers this season.

A stock company is being formed at Midland to operate the brick and tile plant there.

Benton Harbor will vote next week on the question of a bond issue of \$100,000 for water main extensions and improvements.

Chief Belfy, of the Muskegon fire department, is asking for new automobile equipment and other improvements, so that the Elk's temple blaze may not be repeated.

Almond Griffen.

When the average man does make an honest confession he makes it in strict confidence to himself.

### Substitute for Gasoline on the Market.

The Standard Oil Co. announces that a substitute for gasoline has been discovered after a year's experiments. It also was announced that the new product, which will be called motor spirit, will be marketed by the company immediately.

Motor spirit will cost 3 cents a gallon less than gasoline and will furnish, it is asserted, 25 per cent. more mileage.

The new fuel is an additional by-product of petroleum. It was discovered by W. M. Burton and patents for the process of manufacture were granted the first of the year. The spirit has a greater range of boiling points than gasoline. This, it is said, will allow a motor to be started as easily, or more easily, with the new fuel than with gasoline.

By the discovery of the spirit the output of fuel for gasoline engines from a given amount of crude petroleum is declared to be practically doubled. This it is believed will tend to prevent any rise in the price of gasoline.

Motor spirit resembles gasoline closely except it is yellow in color and has a pungent odor. The company intends it for use in motor trucks and stationary engines, but its cheapness is expected to encourage its use in pleasure cars notwithstanding there are several discouraging features from the standpoint of pleasure car owners.

Chief of these is the exhaust of a car which employs the spirit as a

fuel is a white smoke similar in appearance to that caused by an excess of oil.

The great consumption of gasoline by motors has been threatening the available supply for some time, and has been advanced as the chief reason for increasing the price of gasoline.

The new fuel has been under test by the Standard Oil Company for several weeks, and its efficiency, it is declared, has been proved satisfactory to the company's engineers.

### Wail of the Mail Order Buyer.

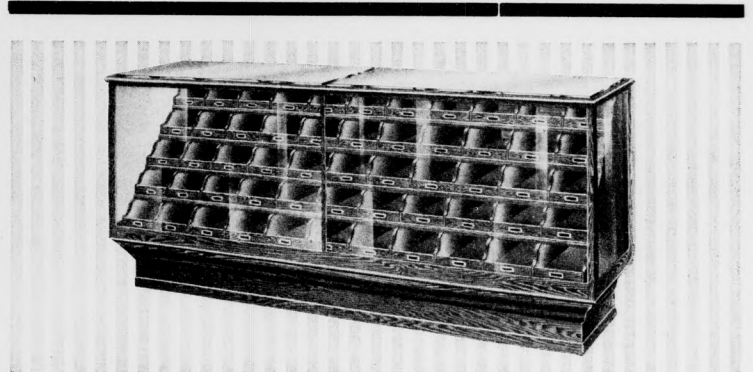
This town is going to the dogs—  
I always said it would;  
The people don't turn in and help  
A neighbor like they should.  
I've always thought we all should aid  
A fellow in his fights,  
And, when he gets the worst of it,  
Should help him get his rights.

But do the people do like that  
In this community?  
When I have trouble like I have,  
Do they come helping me?  
For instance, with the railroad I  
Have got some trouble now:  
Have people helped me as they should  
To fix that little row?

You see I bought some shingles from  
Chicago, where they're cheap:  
I saved a dollar on the lot.  
For here they're pretty steep.  
I needed them, and right away,  
The rainy days were near:  
The railroad took a month at least  
To get the shingles here.

And, when I got them, half a bunch  
Was missing from the lot;  
I guess it was the better half—  
The poorest ones I got.  
The freight bill was another fright—  
They overcharged me, too;  
And I won't pay it, not a cent—  
I won't be robbed. Would you?

But I can't get the shingles now.  
Nor get my money back.  
The railroad will not give them up—  
It's raining in the shack.  
The merchants they won't do a thing—  
I think it is a crime:  
They ought to rise and make a kick  
And bring that road to time.



TWO BIG IDEAS should be kept in mind in buying display cases. FIRST, that they shall show your goods to the best possible advantage; in fact be real "Merchandise Movers." SECOND, that they be so constructed as to be "Labor Savers," so as to reduce your selling costs.

THE *Wilmarth* LINE

For the past 16 years we have been working out show case designs, along these lines, which embody the ideas of the best merchants all over the country. You can profit by this accumulated experience. Our catalogue shows a number of cases especially designed for your line, and we probably make just what you are looking for.

WILMARTH SHOW CASE CO.  
GRAND RAPIDS, MICH.

Chicago—233 W. Jackson Blvd.

Pittsburg—House Bldg.

## PRACTICAL SALESMANSHIP.

### Some Observations on the Personality of the Salesman.

Written for the Tradesman.

There is big money nowadays in the selling end of the big businesses and there ought to be good money in the selling end of any business. The volume of business and the profits of the business depend to a greater extent upon salesmanship than most retailers and many manufacturers realize.

The reason for the failure of many a retail business is the lack of the ability to sell goods, either upon the part of the proprietor or his employes.

Whether the business is so small that the manager does all his own selling, or so large that it is all done by the salespeople, the rule is the same; the better the salesman, the larger his sales.

To develop the selling power of the people who meet the customers is to develop the business itself.

In order to be a success as a salesman you must first be a success as a man. Begin at the beginning. If it is too late to begin at the beginning, then begin right where you are. It will never be any earlier.

There are a few so called "born salesmen," people to whom the art of persuading others to buy is as natural as it is to eat or to breathe. Such persons are comparatively few and though they need less instruction than others, still the individual who has nothing further to learn about his work from others is indeed a wonder.

A salesman should begin with his personal appearance. This does not mean that he should wear his Sunday-go-to-meeting clothes every day. That would be over-dressing for the part and it would be a mistake in any business. He should be well dressed, but inconspicuously dressed. He is well dressed whose clothes attract no attention.

Of course we must all dress for our work, but if a man is compelled to wait upon customers at intervals of unpacking goods or cleaning the store, that is still no reason why he should appear before his trade in a slovenly, untidy garb. Even a jumper and overalls may be neat.

There are a good many people, customers, buyers, upon whom clothes have little or no effect, but even such persons will not be unfavorably effected by clean, attractive and suitable clothes.

No one likes to do business with a salesman who is offensive in any particular or in any degree. An unpleasant breath, dirty linen, blackened teeth, unkempt hair; all of these send somebody away or effect somebody adversely, though there may not be the slightest hint of it given.

Bear in mind that I am not accusing the selling members of this trade with any greater laxity in such matters than any other class of business people. They no doubt possess less. But we are all likely to become slack in matters of dress or care of the body. The individual who never does

backslide in such directions is not in need of advice, but there are a good many who need to be prodded vigorously and constantly.

Physical condition has more to do with selling success than we are apt to think it has.

To be a good salesman, to be fit to compete with the brightest of competitors, a man needs to be right on his tiptoes when he is talking with a prospective purchaser. He must be alert in every sense. His mind must be keen and his wit nimble.

Can any salesman fulfil these conditions after a night out with the boys, or when his mind is befogged with alcohol or tobacco?

There have doubtless been instances where a salesman has apparently succeeded though addicted to all manner of vices. But no matter what the facts of his success may be, if he has had any, it has been in spite of this severe handicap and never on account of it.

There are enough handicaps and disadvantages in business without a man loading himself up with any unnecessary ones.

You should not only have no handicap of ill condition to overcome, but you should, if it is a possible thing, be so fit at all times as to possess a handicap over the other fellow who is less careful.

The big organizations of selling men who are employed by the most successful manufacturing concerns of the country are nowadays giving the most careful attention to matters of physical fitness. They know that no man or woman can do high class work when in low class physical form.

Can you induce the customer to buy a better article than he came in to buy, can you make large and satisfactory sales when you are suffering from a headache or a toothache, or even when you are merely feeling dull and listless?

You may have less time to get out of doors in connection with your business than some kinds of merchants but you should not give up to this disadvantage, but make it your business to get out as much as you can, for it pays to take time for outdoor exercise winter and summer alike.

There is one quality that spoils a man for successful salesmanship. It is a common quality, one that troubles most of us at times. Laziness.

It means the absence of energy. Nobody ever heard of a lazy hustler. Nobody ever heard of a man succeeding if he possessed the habit of letting whole hours slip away in idleness. There is no time to be lazy if you are going to succeed in your business.

This has nothing to do with vacations. Everyone needs occasional rest, but rest is not laziness. It is simply the necessary relaxing that allows the mind and body to come back.

While one is on duty he should cut out mental and physical laziness absolutely. He should be filled with an energy that will keep him looking for something to do.

We are fond of calling the commer-

cial successes of to-day "Live wires." That is what they are every minute they are on duty. They may let down and shut off the current of energy while they are away from business. It is wise that they do. But did you ever see one of these "Live wires" loafing on his job?"

You who have already achieved success in your business or established a trade that you know will last you out, may be able to afford the luxury of taking it easy during working hours though you probably will not do it.

But you who have not yet reached the height of your ambition, and that means about nine hundred and ninety-nine men in a thousand, you cannot spare time to loaf. You need to put in all the time not required for rest and recreation in doing or in learning how to do.

Now, I know some employes are going to read this who will say, "That's all right but you needn't think I'm going to work myself to death and lose all the fun in life for what pay I'm getting."

The person who takes that attitude makes a mistake. He probably does his employer some injustice, but he does himself infinitely more.

The employer is entitled to get more work from his help than he pays for or he will not make a profit on them. But if he has an employe who is not making good he can let him go. You, as a salesman, cannot do your employer any more injustice than he is willing to permit. But you cannot get away from yourself. By shirking you are robbing yourself of the advantages of experience and you are saddling yourself with the qualities of a quitter.

If you expect to be a success some day you have got to begin right now to develop the qualities required for success. Success comes because the man has developed the qualities that make it. The rule never works backward. No man ever became a success and then developed the necessary qualities afterward.

The good salesman is not the result of a day's study. Salesmanship is not to be picked up at odd times. It is not a smattering of this and that. It is a well developed mental quality and it comes only with a course of hard training in the school of experience.

The man who would be a good salesman must have the courage to stick to his learning. Sticktoitiveness counts for almost more in salesmanship than in any other line of work. The man who cannot stick cannot sell any merchandise. He may be able to hand out the goods that are asked for, but his usefulness ends with the absolute demand of the customer.

You must stick in order to learn salesmanship and you must stick after you have learned it. If you are easily discouraged and cannot get over that unfortunate quality, I would be inclined to advise you to get out of the business of selling.

Still, when you come to look over the fields of vocations you will be quite apt to find that the places where

no sticking quality is needed are all filled—by failures.

I advise a man who would be a good salesman to read. I advise him to read his trade journals and literature about the goods he sells, and I advise him further to read some good literature every day to develop his mind and his vocabulary.

You probably think that you can't learn much about selling goods out of literature of the real, literary sort, but let me tell you something. Every statement you make to a prospective buyer loses or gains something in the way you make it, in the words you use and in the way you arrange those words.

The men who have made the good literature of the country, the strong writers, know how to express themselves in the way that gives the full-est value to what they have to say.

By reading just a page or two of that kind of literature every day you are certain insensibly to absorb some good language and learn some new words that can be made to bring in a money return when the right time comes.

The talker, the salesman who uses poor grammar, labors under a handicap just as surely as he uses booze cap just as surely as he who uses booze and tries to mix it with his business.

I believe that any man can be or do almost anything that he sets out to be or do. I believe that even for the average man success is possible beyond anything that he himself realizes.

The trouble with too many fellows is that they set out with the idea that they can accomplish only so much. They place a limit on their ability and naturally they cannot rise above that limit.

Every salesman should assume that he is competent to handle any class of trade. He should acquire a self-confidence that will enable him to hold up his head in any company. He should have faith in his ability to make people think about his goods as he himself thinks.

If you limit yourself in your selling ambitions you will never be a salesman. You will stop with being a clerk, an order taker, a mere puppet. But if you say to yourself, "Why can't I get all the trade of that rich Hoggenheimer family instead of just the things they forget to buy downtown?" and if you set about getting that business, you will one day find that you have added the Hoggenheimers to the list of regular customers.

The man who does not aim high will never shoot high and the dealer who shoots at the cheap trade will get no more than he aims at. Make up your mind to get the best trade, to hold the business of the high class customers who are now only occasionally buyers, and then study how to do it.

If you know of a high class salesman in any line of goods and have an opportunity to watch his work, watch it at every chance. See how he sells goods. Buy from him yourself if necessary for that very pur-



pose. Get the high class bee in your bonnet and keep it there. If your first efforts along that line meet with failure, remember that few things worth doing are done easily or rightly at the first attempt. Success in doing these things worth while is secured only by practice. Perfection in any kind of work comes only with abundant training.

A slot machine will sell goods as well as the clerk who simply sets out what the customer asks about and then leans back against the shelves and waits for the customer to sell himself the goods. A slot machine would be better because it would work overtime without complaint and never make mistakes or disgust customers by lack of interest or attention.

Few salesmen treat every customer as an opportunity. They make it their business to sell the goods that are asked for and they stop there, and no man ever became a Hundred Point salesman on that basis.

Of course it is not to be expected that every dealer or traveling man or clerk can or will become a perfect salesman. Perfection is rare in anything. But its rarity and the difficulty of attaining it need not prevent any of us from trying to become as nearly perfect as we can.

Michael Angelo said, "Trifles make perfection, but perfection is no trifle." We are too apt to think that this or that little thing is not of enough importance to bother with, when as a matter of fact, the great things are all made up of little ones.

All of the qualities that go to make

up a man, help to make the successful salesman. Honesty, industry, sobriety, everyone of the homely old virtues counts in salesmanship.

The salesman cannot show qualities that the man does not possess. The man will show through the front of the salesman and attract or repel the people with whom he is trying to do business. You may think that insofar as your relations with your customers are concerned, it does not make any particular difference what kind of a man you are underneath the surface you intend to show. You are all wrong. You do not give the general public credit for the discernment it actually possesses.

If you are not honest at heart, your customer will find it out and nothing that you can say about your goods will carry the weight you want it to carry, no matter what your accent, intonation or language.

If you would be a good salesman, make yourself a man. None of the effort put forth in getting right as a man will be wasted in the making of yourself into a top-notch salesman.

Frank Farrington.

#### The Customer's Side of the Cash System.

Written for the Tradesman.

Many a merchant has been ruined by long credits. Many another merchant with hundreds and thousands of dollars outstanding on his books would gladly inaugurate the cash system, if only he were sure that his customers wouldn't take offense. The fear of what his customers will think impels the merchant to hesitate. His

own side of the question he knows from bitter experience, but how the innovation will appeal to the buyer is another matter.

Merchants who hesitate to take the leap are hampered by the fact that they haven't studied the problem from the purchaser's view point. Nor will the cash system ever become general until the purchaser's side of the question is urged in support of the change. Men and women, if they buy for cash and nothing but cash, will do so, not because the course conveniences the merchant, but because it is in their own interests. Spring the "sympathy gag"—the old story that credit buying robs the merchant of interest on his money and is unfair to the merchant—and 90 per cent. of the public will continue to buy on credit just the same, but show the buyer that unlimited credits are disastrous to him, and there's more than a fighting chance that he'll at least make an effort to change his ways.

Cash buying spells for the buyer just what cash selling spells for the seller—the difference between success and failure. No man can succeed who doesn't keep his running expenses within his income and no man who buys strictly for cash can very well exceed his income.

The income of every household should provide, not merely for every item of its running expenses, but also for a margin to be set aside for the threatened rainy day or for safe investment if the rainy day turns out bright. To this end, the household should start with a little modest fur-

niture all paid for, and enough money to keep things going for a few weeks ahead. With that start, the joint management will make it a point to buy closely and pay cash for everything. Adhering rigidly to that system, they'll get better value for their money than if they buy on credit and there'll be no phantoms of unpaid bills to pop up at unexpected moments and scare them out of their financial wits.

This plan does not bar the purchase of a home on mortgage, which comes under the head of investment. It merely requires that a household should not eat or wear out more than it earns. Each week's running expenses must be met by a previous week's income and leave a margin, however slight. That, in brief, is the philosophy of cash buying, from the cash buyer's standpoint.

That's the line on which to educate the public, if the merchant wishes his "cash only" arguments to convince as well as appeal. It is good, sound business, and education in that sort of business is a matter, not merely for individual merchants or merchants' associations or boards of trade, but for the schools. If merchants and people generally want to see good results along the line of cash buying, they'll take united and systematic action to convince Mr. and Mrs. Purchaser that living within the family income and paying cash is better business for them than running up long credit and spending their income long before it is earned.

William Edward Park.

## Use Your Head Instead of Your Shoulders

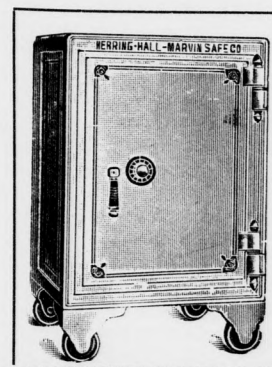


"Many a man goes through life with his shoulder at the wheel, who would have gone farther and with much less friction had he hitched his head to the tongue."—W. L. Brownell.

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.**

## START RIGHT.

## When You Engage in the Grocery Business.

The main drawback to the advancement of any young man who desires to become his own boss in the grocery business is that he does not consult with persons who are in a position to advise him what is best to do. They open their stores, in many cases, absolutely regardless of location or neighborhood conditions, and the result is their business does not flourish as it should.

The new proprietor should first see the sales manager of a reputable wholesale house, the man who, above all others perhaps, has the interest of the prospective merchant at heart. His own interests are so closely allied with those of the new merchant that he will go far out of his way to guide the young man and caution him against the pitfalls that he should steer clear of. A good start in the retail grocery business, like in every other line of trade, means everything.

The young man first should get in touch with a wholesale house, one that handles a branded stock of goods for which there always is demand. When he has decided upon who his wholesaler will be, he should get in communication with the credit manager, show his references, and establish a line of credit. This accomplished, the sales manager and the salesmen with whom he does business after he once has started will take care of the rest.

## Much Depends on Neighborhood.

The size and quality of his initial stock would depend wholly upon the neighborhood in which he opens his store. Ordinarily a stock of groceries representing an outlay of \$1,000, or even less, might be ample. This could be increased or diminished in certain varieties of stock as soon as the new merchant has felt out his trade and got a line on what was and was not in demand.

It would not take long before he ascertained the general trend of his trade, and he should, therefore, buy most conservatively at the outset. On his purchases he could, with satisfactory references, arrange terms of from thirty to sixty days. On some commodities, such as tea, for instance, he could have four months; but, if able, he should take advantage of all discounts, for by so doing he can save enough to defray his expenses on a good summer vacation.

An important feature he should consider is getting and keeping good help. A competent clerk, for example, can fill more orders in an hour than one who does not know the game could fill in a half a day.

He should not buy too many items—that is, he should not be too quick in stocking up with a lot of new novelties and items that may not move off his shelves. Many articles come on the market that are purely speculative, items that the wholesaler knows little more about how they are going to take than does the retailer.

## Keep Operating Expenses Down.

The beginner should be exceedingly careful to keep his operating expenses

down to the lowest possible minimum. I cannot lay too much stress on this feature of the business. High rent should be avoided, he should have no more clerks at the start than he absolutely needs, and the number of his horses and wagons for delivery purposes should not be more than his business warrants. He should get none of these things before he actually needs them, for they make a bad showing on the credit side of the ledger.

His fixtures should not cost him more than 20 per cent. of his working capital. Second hand fixtures are desirable if they are clean and in good condition. The new merchant can make some profitable trades in second hand fixtures if he bides his time.

The young man should ever be on the alert in building up his business. He should not overlook anything that will bring a customer into his store, and that customer, once enrolled, should not be permitted for any reason to depart. He should meet his trade personally and never overlook an opportunity for getting acquainted. One customer, given personal attention, begets additional customers. He should adopt a liberal policy in exchanging goods and in replacing damaged orders with new goods. If he can possibly do it, personal solicitation will prove one of the best trade builders ever conceived.

His deliveries should be prompt and he should make no promises that he cannot fulfill. When a housewife has ordered her groceries and expects them at a certain hour in order that she may begin the preparation of a meal she should not be disappointed. The order should be at her back door at the time it is promised.

Of course, the good customers of any neighborhood, are hard to get. The new merchant will find that the "undesirables" of his particular community will swarm in upon him, but the right business methods will bring the desirable ones.

In opening accounts he should use the utmost care and vigilance in extending credit to those who apply for it. Nothing in the world eats up profits faster than a book filled with questionable accounts. His mercantile agency will prove invaluable in giving him a line on his customers, and he should avail himself of every opportunity for learning who is and who is not entitled to take goods out of his store without paying cash for them.

Close personal application should be given to all transactions. The proprietor of a retail grocery store cannot afford to take too many chances. Like every other pursuit, that of conducting a retail grocery store entails exceedingly hard work on the part of the proprietor. He should work harder than anybody else connected with his establishment, for on his efforts the success of the enterprise depends.

With the right location, the right goods, the right class of trade, and conservation of operating expenses the new merchant should make a living and a good one.

R. F. Haegelin.

## Solution of the Problem of the Universe.

Traverse City, March 29—As there is much talk about the high cost of living going on in this country, I would like to give a few of the views which have been brought up in the past six years through my experience as a grocery clerk. These all apply to our own city, because all Michigan cities are not alike. I would also like to hear from other interested people on the subject through the columns of the Michigan Tradesman.

The common laborer should live within the wages he gets each week. For instance, if a man gets \$10 a week and tries to spend \$11 he is surely going behind all the time. Nobody is to blame but himself.

Buying on credit, too, is bad business. If people would limit themselves to what cash they have on hand, instead of looking for the future to pay for it, many people would be better off to-day. For instance, a customer goes into a store where his credit is good. He will buy several articles he could have gotten along without, provided he had to pay the cash. Along with the rest comes style. Everybody wants to have just as good as his neighbor. For illustration, Jones puts in city water and electric lights. Brown, next door, can't stand that. He has to do the same or something better. So the story goes. No person wants the other to get ahead of him.

A good illustration now is biting off more than you can chew. This applies not only to the poor, but, in fact, everybody. For instance, a man's prosperity can't hold out any longer, so he starts buying something on the installment plan, for people can buy as long as they have the first payment. Jones buys a house or piano or furniture—anything but groceries. Mr. Jones gets along with the payments all right until hard luck raps at his door. He gets so far behind on the payments that the owner forecloses on him and what has he got? Nothing. He is just as poor as ever.

Buying away from home does not help to build up the home town. Thousands of consumers are sending to Buffalo and Chicago for their goods because they can get them for nothing, so they think. No doubt, if the consumer would take the cash he sends away and look around at home, as no person is married to any one trading place, he would get along just as well or better than if he had helped build up Buffalo or some other big city. By trading at home you make one hand wash the other, for if you spend your money in the town where you work you can always get work in the town where you spend your money.

Giving away premiums is another good bait for the man's money, because when a concern gives away a \$10 premium free with \$10 worth of goods, there is something wrong somewhere. The outside buyer had better open his eyes because we don't see any of these premium houses going out of business by failing. They are giving the premiums away all

right and somebody is paying for them. Who is it but the pin headed customer who buys their products?

It looks to me as though people who are hollering hard times ought to have a guardian appointed over them to show them how to spend their money. In a few years they would have more than they have now.

Another item worth mentioning is too many places to spend the nickels and dimes. In places where there used to be one place for them, there are now twenty-five. Of course, we have to consider that money in some people's pockets is like fire, it burns through. A man can't turn around without spending 5 or 10 cents for something he could get along without.

Commonly speaking, a great many people can't stand prosperity. If they see prosperity coming they will soon get out of the way.

Saucy Clerk.

## The "Ten Demandsments."

For gross worldly wisdom it would be difficult to surpass the "Ten Demandsments" hanging in one of the many salmon canneries at Stevenson, in Western Canada:

1. Don't lie. It wastes my time and yours. I am sure to catch you in the end, and that is the wrong end.
2. Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes my face long.
3. Give more than I expect and I will give you more than you expect. I can afford to increase your pay if you increase my profits.
4. You owe so much to yourself you can not afford to owe anybody else. Keep out of debt or keep out of my shops.
5. Dishonesty is never an accident. Good men, like good women, never see temptation when they meet it.
6. Mind your own business, and in time you'll have a business of your own to mind.
7. Don't do anything here which hurts your self-respect. An employe who is willing to steal for me is willing to steal from me.
8. It is none of my business what you do at night. But if dissipation affects what you do the next day and you do half as much as I demand, you'll last half as long as you hoped.
9. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet for my vanity, but one for my dollars.
10. Don't kick if I kick. If you're worth while correcting you're worth while keeping. I don't waste time cutting specks out of rotten apples.

## Buy At Home

Buy at home and try at home  
To give the town a show;  
Live at home and give at home  
And help the town to grow.  
Make your cot the nicest spot  
That's under heaven's dome;  
Just buy a bit to brighten it—  
Buy and buy at home.

If you'd like a town to strike  
All comfort and content,  
It will be the town, you see,  
In which your money's spent.  
If you'll find the finest kind  
Of town, you needn't roam;  
Just boost a bit—and live in it  
By-and-bye at home!



# The Annual Puffed Rice and Puffed Wheat Coupon Sampling Offer is Here

The coupons will begin to reach the housewives about April 10th at an average rate exceeding *two million weekly*.

760,000 a week on the average offer one package entirely free

All we ask of you is merely to get ready for the first of this coupon demand.

We take the risk on goods you purchase to take care of the business sure to follow this offer.

## The Guarantee

Buy two cases each Puffed Rice and Puffed Wheat, and should any part remain on August 1st, we will relieve you of the surplus on request.

You get your full profit on every coupon you redeem.

We reimburse you in cash at the retail price.

We urge you to anticipate by ordering your Puffed Rice and Puffed Wheat now.

**The Quaker Oats Company**

## LET WELL ENOUGH ALONE.

## True Story of a Tragedy in Real Life.

Written for the Tradesman.

"I have had an offer, Angeline," said Horace Wilington, entering his wife's presence one summer morning, his usually pale face aglow with enthusiasm.

"An offer—for the farm?"

"Yes, for the farm, for everything just as it stands. It's not quite what the place is worth, but it may be best to sell."

"Twenty-five hundred is small enough—"

"But two thousand in cash is worth more to us now, Angie, than more later on," broke in Horace. "My health is getting worse all the time. I have worked too hard this summer; I'm a broken man at forty. The place is all right, capable of being made one of the best fruit farms in Michigan. I kind of hate to part with it; but you know how it is."

"Yes, I know," and the little woman pondered thoughtfully. "I think," she went on, "that the best thing we can do is to sell and go into business—I'm in for that, Horace."

"I thought you would be, Angie. I'll go to town and cap that bargain for the Holdiman store. Then we'll sell the farm and go into business in town!"

A brilliant and engaging prospect for husband and wife. When Horace and Angeline married and went into the wild forty they had health, mutual love and a rich promise in the future for strong hands and willing hearts.

Glowing prospects do not always pan out pay dust, however.

The few years of digging and clearing the forty were very happy, despite the hard work, for were these two not building for themselves a home? In the midst of the work, when every fairy air castle seemed destined of fulfillment, came Calamity with a big C. The forty was well nigh cleared for the plow, yet there remained one small field in the northeast corner where the nest of pine stumps lingered as if bidding defiance to the farmer.

While engaged in removing these stumps Horace Wilington met with a severe accident, an injury to his spine which laid him on a bed of illness for many months. That was the first real pullback they had experienced. The farm had been cleared, several hundred dollars placed in the bank, with bright prospects ahead for complete independence when this blow fell.

It is needless to tell of the long weeks of illness, of the many doctors summoned, of the dwindling of the little bank account until the last dollar went into the discard and the couple found themselves stranded.

Angeline was a brave heroine through it all. She nursed her husband, worked indoors and out, even took in washings to earn enough to keep the pot boiling. After two years Wilington rallied sufficiently to begin work in a light way. He suffered very much still, yet he went at the

work while his body was wracked with pain.

The farmer had his ups and downs, all the time he was hoping for a complete restoration to health. This, however, never came, although at times he was able to do a fair day's work. It was in the days of farm institutes, the Grange, with its plans for the betterment of the agriculturist, and Wilington took an active part in what promised the up-building of farmers in general.

In days when crops were good and prices low the whole talk in Grange and Institute was of the middleman, his wiles and methods of lining his pockets at the expense of the honest farmer. Although a man of unusually good sense, Horace gradually imbibed the fever of discontent, and finally decided to quit the farm, which in itself was perhaps well enough, since there was no prospect of his ever being a well man again.

Not being strong enough to run his farm in the way that it should be run, Horace Wilington decided on selling out and going to town to play the roll of middleman for himself.

"It needs an honest man in the store business," said his wife. "The big profits of the merchant is what has kept the farmers poor all these years. It will be grand to show the farmers at least one merchant understands their needs. You have hosts of friends who will be glad to trade with you, and it seems to me there can be no doubt of your success."

Although the prospect was not quite as rosy appearing to Wilington as it was to his wife, he yet believed that he could make good in the field of mercantile endeavor. He went to town, a small country burg of perhaps six hundred souls, and bargained for the store building about which he had spoken to his wife. He had thought to rent the place for one year, with the privilege of taking it for a longer period at the end of that time. There were living rooms overhead which would be just what the couple needed for housekeeping.

"Three years is the least I can let the building far," said the owner, who had gone out of business and was moving onto a nearby farm. After some haggling Wilington took the lease which bound him to his experiment for three years.

There were a dozen stores, little and big, in the town, one other besides Holdiman's being empty. It was a day of mail order houses also, which fact the Wilingtons had failed to take into account.

The farm was sold for two thousand in cash and Angeline went with her semi-invalid husband to become a factor in the town, to become the model merchants of this thriving mart of trade. When everything was arranged, fixtures bought and the little grocery stock nicely arranged on the shelves, the Wilingtons sat down to await the inrush of trade.

Horace placed a modest advertisement in the village paper, calling attention to the new grocery firm of H. Wilington & Co. "We don't expect to become millionaires," smilingly said Mr. Wilington, "oh no, but

we expect to gain a small competence providing we treat the people right."

Not a man among those engaged in trade in the town but commiserated the new merchants on the outlook. Farming and selling goods in the open market, with the fierce competition of others who are intent on wresting a competence from hard worked clerks, is quite a different proposition.

Never until now did Horace Wilington discover that the lot of the retail merchant is not a rose-strewn one. He was astounded on the morning after opening his doors to the public to find his neighbor across the way advertising 24 pounds of sugar for a dollar.

Other groceries were cut till there was nothing in it for the seller.

"My goodness, Angie!" exclaimed the husband, "what can that fellow Jones mean. He must be clean crazy! Why, his prices are as low as that drummer asked me for mine. We can't sell at that price."

"Of course not," agreed the wife.

It was not long before the fierce competition in business sent cold chills down the spine of the new merchant. He had encountered nothing of the kind while on the farm. Not one of his old neighbors ever competed for the trade by seeing how low he could sell his products.

The first month behind the counter was a revelation to Horace Wilington. Something of the gloss of store-keeping had worn off. His rosy idea of an easy job in the store fell to shattered bits. Never in all his life on the farm had he been so tired as he was nights at closing time, usually at 9 or 10 p. m.

Long hours, longer than on the farm, with no noon rest; and yet his trade was far from meeting his expectations. Unfortunately he had made the plunge at the beginning of hard times. Slowly yet surely the market receded. He soon learned that the merchant who buys on a falling market, must go slow, be very watchful not to overload that which may prove dead stock.

At the end of the first month by the most careful reckoning Wilington decided that he had run a little behind expenses. Not a very hopeful outlook, yet he resolved to keep up his courage.

"We are new to the business," he told his wife. "We expect to grow, and show an increase each month."

"Well, we might perhaps if it wasn't for that nasty Jones across the street. How can he live and sell at such prices?"

"Oh, he'll quit before long," said Horace hopefully.

Wilington put in a new line of goods. No sooner done than neighbor Jones followed suit, placing the price at first cost. This was disheartening.

Another month passed, three of them. A man passing the Wilington store late in the evening saw the boss reclining in a chair at his desk, his wife standing behind him, her hand on his shoulder, her face exhibiting unmistakable signs of distress. Horace was tangling his hair

in a vain effort to comb it with his long, lean fingers, his own countenance expressive of the utmost discouragement.

Two months rent due and no ready cash to meet it.

"It was a sorry day we ever left the farm. This was the wife's thought which, however, remained unspoken. It is such secrets as these that furrow the brow with care and make people old before their time.

Wilington had listened too readily to the siren song of the drummer who loaded him up with unsalable goods. He even became the prey of the bankrupt stock shark, buying goods which had no right to be exhibited on the counter of a country merchant. They were unsalable, a drug that could no more be disposed of than a stack of last year's almanacs.

Memories of the cozy farmhouse, the garden with its various vegetables and berries to supply the home table, filled the brain of Angeline. There was no happiness to be gained from the mercantile business such as she had imagined. The drudgery of the farm kitchen was as nothing beside the endless routine of waiting on people who had no interest in one save the matter of saving a few cents to themselves.

"The middlemen are robbing us farmers!"

It was the voice of Silas Deane, borne through an open window to the ears of tired little Mrs. Wilington, who felt ready to drop from being on her feet all day, waiting on customers who were unusually critical and made few and small purchases.

"We farmers bring our stuff to market," rang the raucous voice of old Silas, "and the store-keeper sets his price for us, take it or no sale. He makes the prices, we knuckle to them; ah—ah—"

The voice trailed off in a distant, growling burr, while the tired little woman listened, flushed and trembling with indignation. She remembered that batch of butter that had cost them 30 cents from the farmer; that had been shipped and fetched exactly 19 cents the pound. Wilington had lost eighteen dollars on that deal—and that was how the middleman was robbing the farmer!

What a farce it all was. Angie leaned her tired head against the cracker case and began to cry. A customer came in and she quickly smoothed her face into a smile, hoping as a drowning man clutches at a board for safety, that here was one more chance to win a few pennies to their waning coffers.

At the end of the year the inventory showed five hundred dollars less goods in the store than at the beginning, a score of debts to meet with no prospects for the future. Wilington realized that if he squared himself with the world he would not have money enough left to purchase one corner of the little farm he sold to go into business.

The saw, "Let well enough alone," is often descried, yet it seems to me it might better be followed ten times out of a hundred. Old Timer.



# Why Men Leave Home

Many of them leave without any particular reason, of course, but there are a great many who pull out because they are "peeved" at the bill of fare.

Sometimes it is their own fault because they do not provide the wherewithal with which to produce an interesting bill of fare.

But many, many times when the man is working hard and providing well, the "lady of the house" is too much the "lady" and not enough "helpmate."

Just a little pains to please him with good home baking such as can be done with

## LILY WHITE

*"The Flour the Best Cooks Use"*

Will keep many a man plugging hard for his home and family, whereas otherwise he will lose interest.

He can get bakers' stuff at the restaurants without the expense of keeping up a home and when he comes home at night, tired and hungry, he *hopes* to find a *home cooked* dinner.

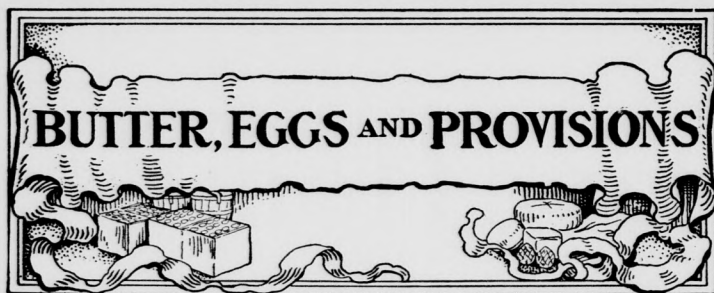
He is mightily pleased when he finds it. He is tremendously disappointed when he doesn't.

He is especially pleased when there is bread, or biscuits, or cake made of Lily White.

Try it on him to-morrow and see.

**Valley City Milling Company**

Grand Rapids, Michigan



### Michigan Poultry, Butter and Egg Association.

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

### Cold Storage Foods Should Be Sold as Such.

Refrigeration development and application is a thing of recent years and its scientific features have largely been buried by the commercial. It is only about ten years ago that such an important feature as humidity received serious consideration.

Naturally the results obtained at first were not the best. It is not to be claimed that they are now the best but it requires no argument to convince one familiar with the subject that the general quality of the food stuffs that have been carried in cold storage is infinitely above the public conception of what the quality is and that a clear understanding on the part of the consuming public to the fact that to exceed 90 per cent. of the food stuffs carried in cold storage are of so high a quality that they are successfully sold as fresh goods, would go far towards convincing the consumer that there is something radically wrong in the public conception.

There are two extreme evils in the sale of cold storage goods as fresh, to which your attention is particularly called and to which was largely due the hue and cry some two or three years ago against the cold storage industry. They are:

1. The sale to a large extent as cold storage goods of only that portion of cold storage goods as are not of the best quality—the best being sold as fresh.

2. The securing from the consumer, by representing the cold storage goods as fresh and by asking for them the excessive price that fresh goods reach during the season of short production, and excessive profit and thus depriving the consumer of the economic advantage which is the foundation of the right existence of the cold storage industry.

To illustrate, let us consider how this substitution affects a cold storage commodity which reaches every household, namely—eggs.

The taking out of the storage class of a large per cent of the best eggs and selling them as fresh, reduces largely the per cent. of fine storage eggs that are sold as such. No sane man would expect to make popular with the public an article of food stuffs of which he sold under its right name only the second grade.

April storage eggs, case count,

were last December sold to the wholesaler by the owner who stored them, at about 20 cents per dozen. After being re-graded the tops were sold again by the wholesale dealer, at from 23 cent to 38 cent. They were then sold to the consumer at from 28 cent to 45 cents per dozen.

Whatever the method of each dealer may be, fresh eggs (so called) can be bought at nearly every grocery in ample quantities during the months named—an impossibility if the eggs were actually fresh.

Now in both cases the buyer aids in the fraud. The retailer says he does not want storage eggs; will not have them; cannot sell them; but, nevertheless, buys a large per cent. of fancy storage eggs, or else he pays something under the actual wholesale fresh egg market price and takes the so-called fresh eggs. The consumer says "cold storage eggs are not good; I cannot use them." Now what do these statements mean in view of the fact that at least 80 per cent of the eggs the retailer buys and the consumer uses during the winter months are storage eggs? Is one of them or either of them honest in their statement? One makes and the other loses 10 to 15 cents per dozen more than he should.

Now if cold storage eggs were sold as cold storage eggs the price on them would rarely if ever be so high as to affect consumption; they might have been sold to the consumer at Minneapolis during last winter (excepting a period of about thirty days when the price was forced up as a result of the extreme cold weather) for 28 cents and yielded both consumer and retailer an average egg profit. With rare exceptions during many past winters a retail price of 30 cents per dozen to the consumer would have yielded a fair profit to both wholesaler and retailer. As a matter of fact, the great majority were last winter sold to the consumer (as fresh eggs) at a price of about 43 cents. It is not reasonable to assume that a price of 15 cents less per dozen would stimulate egg consumption, especially when the consumer becomes wise to the fact that at least 80 per cent. of the eggs he uses are cold storage eggs whether he pays 28 cents for them or 43 cents for them? G. A. Dole.

### Definition of Terms Used in Egg Trade.

Candling—The process of testing eggs by passing light through them so as to reveal the condition of the contents.

Checks—Eggs which are cracked but not leaking.

Leakers—Cracked eggs which have lost a part of their contents.

Dirties—Eggs soiled with earth, droppings, or the contents of broken eggs.

Blood rings—Eggs in which blood has developed, extending to the period when the chick becomes visible.

Floats, light—Eggs in which embryo development has proceeded to a point corresponding to about 18 to 24 hours of normal incubation: they are not readily detected by the casual observer, even when broken.

Floats, heavy—Eggs in which the development has proceeded further than in the case with the light floats. When broken, the yolk has a white and scummy appearance.

Rots—A term used in the egg trade to designate eggs absolutely unfit for food purposes.

Spots—Eggs in which bacteria or mold growth has developed locally and caused the formation of a lumpy adhesion on the inside of the shell.

Watery eggs—Those in which the inner membrane of the air cell is ruptured, allowing the air to escape into the contents of the eggs, and giving a watery or frothy appearance.

Weak eggs—Those in which by reason of unfavorable conditions or of age the stiffness or viscosity of the egg is lessened, producing an egg which does not stand up well or whip into a firm froth.

Case count—A term used in egg buying where eggs are accepted simply on the basis of number without regard to quality.

Loss off—A term used in buying where eggs are tested by candling before being accepted. The bad eggs, usually the rots and broken eggs, are rejected and no pay is received for them.

Seconds—A term often used when eggs are brought on a graded basis to designate usually the second-best grade.

Flat—The square of strawboard which is placed between layers of eggs in the egg case.

### We want Butter, Eggs, Veal and Poultry

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

### Watson-Higgins Milling Co.

Merchant Millers  
 Grand Rapids :: Michigan

### Satisfy and Multiply

Flour Trade with

### "Purity Patent" Flour

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

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

## Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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



Established 1873

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

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

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

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

**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.

## WANT APPLES AND POTATOES

Car load lots or less. Write us what you have.

139-141 So. Huron St. **M. O. BAKER & CO.** Toledo, Ohio

We are now located in our own new building adjoining the new municipal wholesale city market



**The Improvement of the Farm Egg.**  
First Paper.

It is an accepted fact that the commercial egg of this country is of a very poor quality, and when the housewife purchases eggs of the local grocer she is often compelled to break them first in a saucer before using them for culinary purposes. This poor quality in eggs has been attributed by the majority of persons to the retention of the eggs in cold storage until a large percentage of them are unfit for human consumption. This condition, however, is not, as a rule, due to cold storage, but to the condition of the eggs when they go into storage. If eggs are full and fresh when put into a well-equipped and properly managed cold-storage house there is, practically speaking, no change in quality during the period they are normally held which renders them unfit for food. On the other hand, if eggs are heated, shrunken, watery, or otherwise deteriorated when they reach the storage house, they can not improve in quality by virtue of being held at a low temperature and are quite likely to deteriorate to a still greater extent. In other words, the function of cold storage in the case of eggs is to retard or prevent changes which are unfavorable to good quality.

From the time the eggs reach the poultry packer or other large buyer of eggs they are as a rule given good care, and the deterioration from this point until they go into cold storage or reach their ultimate market is comparatively small. While there is, undoubtedly, still room for improvement during this period of the egg's journey to market, conditions are on the whole too satisfactory to account for the very serious deterioration which is so widespread and marked.

It is therefore necessary to go further back in the process of marketing and to study the conditions surrounding the production and handling of eggs from the farm to the packing house, if a really noticeable and substantial improvement is to be effected.

The work described in the present paper deals mainly with the situation in the Middle West and particularly in the State of Kansas. The objects sought to be attained are, to improve the quality of commercial eggs by investigations on the ground to determine the reasons for the poor quality of eggs so frequently seen, to devise methods for improving the present conditions economically and reduce the loss to a minimum, and, by a campaign of education, to disseminate the results of the investigation in other sections of the country where similar conditions prevail in the egg trade. The loss presented by improper handling of eggs on the farm and in the country store is, in the main, a preventable one. It is borne directly both by the producer and the consumer, and affects the consumer also by curtailing the egg supply of the country as well as by lowering its quality. By preventing this loss it is possible for the farmer to realize a greater profit and for the consumer to be more certain that he is purchas-

ing eggs of reasonably good quality. Extent of the Industry.

There is probably no other domestic animal which has a more general distribution than the hen, and the part which she plays in the agricultural wealth of this country is almost incredible. According to the most recent statistics of the Department of Agriculture, the products of the American hen aggregate a total value of more than \$620,000,000 annually. This sum is stated to be equal to the value of the hay crop for 1908 and greater than the combined value of oats and potatoes for the same year. It is nearly nine times the value of the tobacco crop and equal to that of wheat.

Poultry and eggs are produced in all sections of the country, but the business finds its greatest scope in areas presenting the most favorable conditions. It is a noticeable fact that the bulk of these important products is produced on the farms of the Mississippi Valley. In this section there are practically no large intensive poultry farms such as are commonly found in the Eastern states and on the Pacific coast. Poultry keeping, therefore, is largely incidental, the hens being considered and treated largely as an agency for converting material which would otherwise go to waste into a salable product. Consequently the poultry and eggs produced constitute merely a by-product of the general farm. Because prices for poultry products are comparatively low the farmers make no effort to keep larger flocks than can be supported by this waste without much attention or extra feed, and because individual flocks are small little attention or thought has been given to improving the product or the method of disposing of it. It should be kept in mind, however, that while individual sales of poultry products are small, the aggregate for the year is large, reaching for each state in the Middle West a total of many millions of dollars. Harry M. Lamon.

**On His First Trip Out.**

A dapper little order taker from Chicago one day dropped into a country store in Northern Michigan and finding the boss out, approached the pretty clerk.

"Nice day, little one," he began.

"Yes, indeed," she answered, "and so was yesterday and the day before, and my name is Sadie, and I know I'm a peach, and have beautiful hair and pretty brown eyes, and I've worked here quite a while and like the place, and I don't think I'm too nice to be working in a store, and my wages suit me, and I don't want to go to a picture show to-night, and if I did I would not go with you; and my husband is proprietor of this store and he weights 200 pounds, and last week he landed on a fresh \$50-a-month order taker who tried to make a date with me. Now what can I do for you?"

"Guess I'll have to hurry to catch this train. Just tell your husband I'll see him next trip," replied the dapper little dry goods salesman. "Good night!"

Cut out the worry about yesterday's sorrows and get busy with the joys of to-day.



**Tell Your Trade  
Mapleine**

Suits the Fastidious  
It's different, dainty, delicious. Used like Lemon or Vanilla in Cakes, Icings, Ice Cream, Candies and Desserts and for Table Syrup.

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

Crescent Mfg. Co., Seattle, Wash.

**Hart Brand Canned Goods**

Packed by

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

Michigan People Want Michigan Products

**Hammond Dairy Feed**

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

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

**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**

MANY retail grocers have told us that their customers, the consumers, have found our canned fruits and vegetables so palatable and cheap that they have come to use them even during the season when fresh fruits and vegetables are on the market. In this day of high cost of living, more and more attention is being directed to the use of our pure canned foods.

**The Pure Foods House**

**Judson Grocer Company**

Grand Rapids, Mich.



### The Manufacturer Who Substitutes.

If you start to read this expecting that the manufacturer who substitutes is going to be roasted, then right here at the beginning you will find yourself wrong. The manufacturer who substitutes is a pretty live operator—a keen judge of good things—willing to shoulder responsibility.

What prompted me to write this article was a talk I had recently with a retailer who, in the general discussion of merchandising methods, took exception to the substitution practised by neckwear manufacturers. Not far along in the argument the critical retailer seemed to have gained a better understanding of the reasons that make it necessary for the neckwear manufacturer to substitute. Here's what happens: The manufacturer starts off with several hundred and sometimes several thousand patterns. The silks frequently are ordered six to nine months in advance, each pattern of limited yardage. Samples are given to a dozen to twenty salesmen who spread over the entire country. Soon certain numbers are sold out; but before the numerous salesmen receive the "out" notice, more of the pattern has been sold than can be made. The retailers have anticipated their requirements when ordering, and expect the orders to be filled complete. The manufacturer, to please his customers, takes it upon himself to substitute a pattern very much like the one purchased—one equally as good as the one selected by the retailer—one that will be taken as quickly by the consumer as the other.

The appreciative retailer understands conditions. He does not split hairs. He has in mind that when he made the selection from the samples there were many patterns in the group, all of the one family, and one as good as the other, and that he was undecided as to which to pick. To that retailer, should the pattern he selected be sold out, another of the same kind will be just as acceptable as the one he selected. In any large line of neckwear silks there's always enough of a kind similar to that which the retailer selects, to make satisfactory substitution if the pattern originally selected has been sold out before the retailer's order reaches the house.

Keep in mind that the neckwear manufacturers who continually oversell is generally one who has a live lot of good selling silks. One manufacturer whom I have in mind is continually put to the necessity of substituting. He has a happy faculty of knowing what will sell, and has the good taste to pick winners. He tries, but cannot always withdraw numbers

before they are oversold. As a rule, this manufacturer's substitutes are very acceptable to his customers, for the picking of the substitutes is not left to a cutter or boy; it is generally attended to by the manufacturer personally, or his able assistant.

The neckwear manufacturer who does a thriving business, such as the one herein referred to, has enough good things to safely substitute to the entire satisfaction of the most finicky buyer. His customers willingly leave it to his good taste to fill their orders complete even when substitution is necessary.

The manufacturer who must substitute most frequently is the one who is particular fortunate in picking good seller's.—Retailers Men's Apparel Magazine.

### The Vogue of "Stouts."

A comparatively new element in the cloak and suit industry has, during the past few years, gradually won for itself an unassailable position with the retailer—this is the sale of "stouts." These suits have so simplified or entirely obliterated the alteration problem with the large percentage of customers who are not of the perfect thirty-six, thirty-eight or forty sizes, and have won an army of strong friends and lasting ones for the departments specializing on a variety of styles in stouts that all buyers, some to a greater, others to a less degree, are now giving this phase of buying their special attention.

Manufacturers of "stout" sized suits have added a greater variety of styles to their lines and have added to the large percentage of "bread and butter" simple plain tailored models many others of a far more elaborate nature. They have added many of the individual style features which characterize the regular lines of high class suits, finding, after profitable experience, that many women of large proportions like all of the novel and modish style features of the season as well as their more slender sisters.

The leading manufacturers of "stouts" have introduced styles in which the cut-away fronts, the waistcoat, the modish standing collar and the directoire revers have been used with just the modifications necessary to insure harmonious lines for the larger women.

To a large extent, black and very dark navy blue are favored materials in these large-sized suits, but even in this respect have the designers departed from the beaten path. The two-toned black and white fancy worsteds, the taupe are used for some of the handsomer models which are

developed in broadcloth, velvet, fancy mixtures, velour cloth, plain and fancy cords in chevoit weaves and in mannish serges.

### The Hat and Cap Market.

The traveling hat and cap salesmen are now making final preparations for their departures with the new fall lines, and before another fortnight has passed the majority of them will be on the road ready for business. Some left for their territories immediately after Easter, and others the early part of the following week, so that by the first of this month practically all of them will be out. Hat men who are willing to venture a prediction as to what the prevailing or leading styles are most likely to be in soft soft hats next fall say that the tendency will be toward the moderately high, tapering crown and the narrow rim in the rather smooth finishes.

They believe that greens, browns and blues will continue popular, and that mixtures will sell fairly well, but just what styles—shapes, finishes and colors—the trade is really going to like best can be better determined after the new lines have been shown. In stiff hats a further decline in the demand for low crown, wide brim derbies is anticipated, and there are indications that a greater number of novelties than usual may be shown in the way of trimmings, bands, bows, bindings and in the sets and curls of the brims. Somewhat more definite information about the new fall styles will be obtainable later, probably within the next week or two.

Among the novelties to be shown in straw hats this spring are rough sennits in various shades of brown, green, blue, purple and gray, with bands to match, and it is confidentially believed in some quarters that colored straw hats in these dark shades are going to be more in evidence this season than ever before, but even that is not saying a great deal. Some hat-ters look for a very good Panama hat business this summer, a business that has seldom ever been surpassed, and they base their opinion on the unusually big sale of velours during the past fall and winter season, declaring that most men who wore velours last winter will wear Panamas this summer, but just how truly that follows remains to be seen.

A dark green derby with moderate square crown and heavy curl brim, with wide band and bow in the back, recently made its appearance on the market. The hat is made in a very unusual shape, but the makers claim that it has sold pretty well for a novelty. The same shape and dimensions may also be had in black. Another novelty of recent introduction is a soft hat with high, tapering crown, and flattish, narrow brim with pencil-curl edge, dipping slightly fore and aft. It is made in dark green and seal brown, with bow in the back.

Babies are smart. You seldom hear one repeating the nonsensical things woman say to them.

More men might get to the front if they didn't stop to talk.

One trouble with the family skeleton is that it refuses to stay in the closet.

When a man gets full he is apt to use a lot of empty words.

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

### G. J. Johnson Cigar Co.

S. C. W. El Portana  
Evening Press Exemplar  
These Be Our Leaders

**BECOME AN EXPERT IN**  
**BUSINESS EFFICIENCY**  
Accounting, Auditing, Systemizing, System Building,  
Commercial Law, Business Economics—everything pertaining to Accounting and Business. Don't miss this great  
**CORRESPONDENCE INSTRUCTION**  
by Experts. Instruction open to business men, bookkeepers, clerks,  
—all. Questions may be asked as freely as in the classroom.  
Our circulars will interest you—a postal will bring them. Address  
Department, G. C.

### OFFICE OUTFITTERS

LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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

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

## Spring Lines

For 1913

## Now Ready



## Hats, Caps

## Straw Goods

**G. H. Gates & Co.**  
Detroit

Write for Catalogue



**DISCONCERTED DRUMMER.**

**Failed to Make the Old Scheme Work.**

Written for the Tradesman.

The buyer was busy—O, so busy. A man with half an eye could have seen that. The store was a small one, the duties of the buyer were of a comprehensive nature and he had many things to attend to beside the purchasing of goods.

He was of rather a versatile turn and looked after the measuring of tan bark and the weighing of hay; he kept the time of the men who worked on the farm just out of town and he lent a hand at packing pork in the fall when certain delinquent customers turned in a varied assortment of farm produce for the purpose of squaring themselves with the store so that they could run in debt again for their winter's provisions. But this was not all. He looked after the pricing of goods, he was credit man for his firm, he straightened out the clerks when they became tangled in any of the multifarious complications of the farming trade, and he settled any little disagreements that arose between the store and its customers. And then he kept the books.

It was just after the first of the month and, like any other conscientious book-keeper, he had been wrestling with his trial balance; but unlike many another of his sort, he had been unable to get the balance sheet in shape to foot. A few minutes work at the desk had been interrupted with calls for his aid or his advice or his admonition so persistently and so repeatedly that he was behind with the task. Towering columns of figures reeled and tottered before his eyes. Across his brain flamed arithmetical sky rockets in great variety, while numerical fire works of every description sizzed and popped and burst promiscuously to his poor mind's undoing; and all the while he was haunted by the feeling that he was getting no nearer a completion of the work in hand.

But things seemed to be changing for the better.

Not for fifteen minutes had the junior clerk attracted censure upon himself by knocking anything off the counters or the shelves, and it had been some time since any of the farmer's wives from over East had appealed from the decisions of the senior clerk as to the best paying price for butter and eggs.

And while he recognized these things, his only acknowledgment of them was a half suppressed sigh of satisfaction and the rapid accumulation of two great banks of figures upon the balance sheets.

Then the door opened and, with mincing step and honeyed smile, there entered a fat little man who immediately asked for the buyer.

"There's Billings over there at the desk," said the junior, jerking his thumb in the direction indicated.

The little fat man bounced across the room.

"I am so-o-o glad to see you," he gurgled as he seized the limp and yielding hand of the buyer.

"Huh!" grunted Billings, endeavoring to resume his occupation.

"Ach, Misder Pillings, it iss many and many a long day peefore I shall have seem your hantsome face already yet," and he got a fresh clutch on the buyer and tried to look into his eyes and on and on through into the very depths of his soul.

"I'm very busy," growled Billings, "and I haven't time to visit. I wish you'd go away and let me alone."

"My tear Misder Pillings, that vill I kladtlly do. I vill not one small minute of your time take up—not one minute. I am a busy man myselluf, a fery busy man, and when I vas comink here by the vagon roadt I vas say to myseluf, I pet you a new hat dot mine oldt friendt Pillings iss puried opp mit peesness. Now I yoost want to geef you a message and den I must hustle on. You see it vos like dees. Der house saidt I vos to call and see you, undt Meesder Eisenhammer said especially I must remember him mit you, undt to geef you his fery best. I musd surely geef you his fery best. He vos regretted dot he could not make dees trip mit me, so he could see his very good friendt und gustomer, Misder Pillings; but I must be sure to geef him hees fery best."

Billings turned impatiently in his chair. The drummer was a new one on him, and he knew only in a vague way that there was such a man as Eisenhammer. So he said in a manner that was intended to be intensely sarcastic:

"It is very kind of you to give me this message and it was very kind of Mr. Squeezelfenter, too, and I thank him from the very bottom of my heart."

"Ach, Misder Pillings, it was Misder Eisenhammer, I saidt. You vill surely remember Misder Eisenhammer. He is a member of our firm und my oferboss."

"O, certainly I remember Mr. Eisen-squeeler. I got him a job once as second cook on the Manitou, and when we were at the World's Fair together I paid his fine when the police run him in for being drunk and disorderly. He was quite a high roller in his younger days."

"You haf certainly mate a misdake in der man. I spoke of Misder Eisenhammer—your oldt friendt Eisenhammer; but couldt it pe it vos some udder shentlemans he vos referred to pesides you? Misder Eisenhammer vos nefer a cook on a steamboat."

"No mistake, I am sure. Mr. Squeezelhammer and I were old chums together. And, by the way, how is Mrs. Hammersqueeler and Grand'ma Hammelsqueezzer and all the little Squeelenhammers? I declare I haven't paid the family a visit for years and years. Is the old gentleman as bowlogged as ever?"

"Mine Gott! Misder Pillings, dees iss a horrible misdake already. You vos haf your mindt set on some odder fellers. Misder Eisenhammer iss the fery larchest maker of fine clod-dinks in der West and I haf mit me all der latest nofeties unt all der newest tings undt I vould lige to haf

you see my fall line of zamples. I—"

"O, never mind the samples, I want to know more about my old friend Squeezlemeier. He was rather on the hog when I saw him last. Had a little sausage mill in Kalamazoo, if I mistake not, and built some new kind of minced ham. Think he called it ferkel wurst; though why he did I never quite understood, for it wasn't so much worse than the common kind. Did he pull a good bundle out of that and then go into the clothing business?"

The fat little drummer wiped the moisture from his forehead with a white silk handkerchief, looked helplessly about the room for a minute, opened his mouth to reply, but finally changed his mind and at last began to back off.

"Where are you going?" asked Billings. "Don't be in a hurry. I ain't half through yet. I want to talk over old times with you and find out all about my old friend Meizen-skreimer. I know two or three good stories on him and, by the way, he never paid back the last twenty I lent him. Did he say anything about it? The one I let him have when he couldn't raise the price of his rent in '95? He was living in Jackson, then, and there was some talk of riding him out of town on a fence rail on account of his connection with the water works scandal. You know the papers referred to it as the 'Skreivenkreimer Krime.'"

The little fat man was near the

door and, as he reached for the latch, he said in trembling tones;

"I am afraidt you gouldn't handle a fery fine lot of goot klodinks in dees blace."

And with a deep sigh of relief the buyer turned once more to the long columns of figures on the balance sheet.

Geo. L. Thurston.

**The Traveling Man.**

Written for the Tradesman.

Speak kindly to the traveling man,  
Don't greet him with a frown,  
Don't act so mean and cross as though  
You'd like to knock him down.

Remember he knows more than you,  
And 'twill be worth your while  
To give attention while he talks,  
And catch his every smile.

For as he travels to and fro,  
He's like the busy bee,  
He gathers honey everywhere  
That's good for you and me.

He's got a score of plans and schemes  
To help us on our way,  
And tells us where he's seen them tried,  
And knows they're sure to pay.

He keeps us posted, tells the news,  
And seems to know far more  
Than we could ever hope to learn  
Just standing 'round our store.

Welcome the genial traveling man  
He's worth it—I'd walk a mile  
To grasp his hand and hear his voice  
And bask in his gentle smile.

Henry W. Pershing.

**If We Could Understand.**

Full half our envy, half our hate;  
Full half of sorrow's sad estate,  
Would never touch our heart or hand  
If only we could understand  
The nature and the lives of those  
Whom we through ignorance treat as  
foes.

Full half our pleasure, half our gain;  
Full half of all that we attain,  
Or win or secure or command  
Depends on how we understand  
The natures and the lives of those  
Whom we through ignorance treat as  
foes.

Benjamin Franklin Woodcox.

**MACAULEY SAID**

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

**USE THE BELL**

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

**AT ONCE**

Your personality is miles away.

Every Bell Telephone is a long distance station.



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



### Foundation on Which to Build Dependable Trade.

Written for the Tradesman.

Much has been made of the advantages enjoyed by the large department stores of the big cities in regard to buying at the lowest possible price; advertising on a scale to attract practically universal attention and securing various economies in selling by means of thorough organization. Granting these, it can easily be demonstrated that the smaller merchant has advantages sufficient to offset them in the closer contact established with his customers, in being able to get first hand views of the consumer's wants and needs, and actually in being able to render better service.

The last statement may challenge proof. The million-dollar department store, with its magnificent building, splendid windows and inside fixtures, motor delivery service and all the rest, declare that "Service" is the watch-word and that the possibilities of insuring satisfaction to the customer have been exhausted, from rest-rooms for the tired shopper and restaurants for those who want to remain in the building while they complete their purchases, to special transportation facilities from and to railway stations.

The very enormity of these great mercantile institutions interferes to prevent the best possible service, just as it interposes a powerful force for the protection of the exclusive dealer in the smaller shops occupying, all told, less floor space than a single department of the larger establishment. The little fellows in the big cities continue to thrive and multiply, prospering all because, or rather largely because, of their ability to render service at a point where it is next to impossible for the big store to render it. The advantages enjoyed by the exclusive shop in the big city are likewise possessed by the retailer or general merchant of the smaller community.

Here is an instance which will illustrate the point: A young woman goes into a big department store to buy a complete outfit of clothing for her three-year-old baby, advanced just beyond the "infants' wear" department. She asks for the millinery department, going there to buy a cunningly contrived bonnet for the youngster. The sale is made, the amount charged, and a wait ensues while the charge item is being o. k.'d at the office. This is finally completed, and she goes on to the shoe department, taking the elevator and covering acres to reach it.

Shoes are tried on the little girl

and, after a short time, the right pair as to size and price is found and the purchase completed. Perhaps it is suggested to her to take a transfer, as she is going to another department, but in spite of this device a lot of time is lost getting to the ready-to-wear section, where children's coats and dresses are carried. By the time she had made her purchases there and is referred to the knit-goods department for underwear for the youngster, the latter is tired out and cross with the ordeal of making the rounds of the store and the young mother feels as though she had just finished her spring house-cleaning. She bravely makes her way to the last section, however, where she is to buy, gets through quickly and drags the whimpering child from the store into the streets.

But in the small store the very opposite of this method rules. The head of the establishment is the chief buyer, and perhaps the only one who does any ordering. He knows his stock better than anybody else, and he is responsible to himself for its successful movement. Therefore he can arrange it with sole regard for the convenience of the buyer, and not because of the necessities of his own establishment. In the case of children's goods, to which references has been made particularly, because it is one big point in which the large establishment fails to give thorough satisfaction and service, he can place everything needed for the child in one section of the store, and can actually have "a store within a store," a proposition which he can advertise to his customers as a leading advantage of doing business with him, and which he can make attractive and comprehensive by devoting a little time and thought to working out the idea.

Here he can include infants' wear, which is usually found in a separate department in the big store, along with the goods intended for children of a little more advanced age; and by featuring this wide array of stock, in which mothers would fairly revel, he can get much keener interest than when the goods are scattered all over the house, even though it is a small one, and the same peripatetic methods such as those cited above are made necessary, only on a smaller scale.

"The Children's Store" has a field all its own, for many reasons, chief of them being that the child has come into its own during the past decade and that parents are willing to spend money on the proper clothing and comforts of their children.

Some lines of children's toggerly do not carry as wide a margin of prof-

it as they should, nor as the same goods for older people afford. Shoes form one of these items, though there is no real reason why this should be so, except that people have expected to get shoes for youngsters at smaller prices, relatively, than were asked for their own. Where competition is not so keen as to force down prices on this class of shoes, the merchant should make a point of pricing them in a way that will make them yield legitimate profit, and not sacrifice his margin simply because he has always been in the habit of doing it. In this resolution he will have the aid of many manufacturers of children's shoes, who, by the high-class designs which they are putting out and in the quality and individual-

## Tanglefoot



Gets

**50,000,000,000**

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

The Sanitary Fly Destroyer—Non-Poisonous.

## BURSON

FASHIONED HOSE



The Only Hose that is Knit to Fit Without a Seam

## Hosiery

We sell all the popular and well advertised brands such as Burson, Ipswich, Bear Brand, Somersett, Forest City, Rellim, Weston, etc. Every one of these brands is a trade winner; put them in your stock and watch results.

**PAUL STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids, Mich.



Copyright 1912 by Wise Bros

## "The Little One" Blouses

Stands all kinds of wear, baseball, tree climbing, wrestling, the grind of the washboard and even the yanking of the wringer.

COLORS ARE FAST

This Label Is on Every Garment

**THE ONE**  
TRADE MARK

This Label Is on Every Garment

Your customers' money can be refunded if dissatisfied

This line is on display on the 5th floor of our building and road salesmen are showing samples

**GRAND RAPIDS DRY GOODS CO.**

Exclusively Wholesale

Grand Rapids, Mich.



ity of the goods they are offering, are making a strong line for the dealer who is trying to feature his Children's Department.

Another thing to be remembered in handling children's goods is that it is a proper foundation upon which to build a permanent and dependable trade. The mother who gets in the habit of bringing her boys and girls to Smith's will come there to get her own clothing, and of course will see a lot of things that she needs for the rest of the family and that she wouldn't have seen unless she had come to buy for the youngsters.

Again, the child who has learned about Smith's through repeated visits there with her parent will ultimately marry and have children of her own, if she follows the course laid down by nature; and will continue to go to Smith's for her outfits as a young woman, as a bride and as a mother. So the dealer cannot afford to neglect the children, not only because by so doing he neglects the parents, in effect, but because he cannot afford to disregard the future business of the rising generation, soon to be the present generation. G. D. Crain, Jr.

**Of Course They Bought.**

A hardware dealer with a penchant for doing things out of the ordinary decided to feature washing machines. Selecting Saturday as the day for demonstration, when farmers from the surrounding country would be in to do their week's buying, he hired a woman to do a washing in the window of his store. It was not a dress parade affair, but a bona fide washing, with the old-fashioned washboard and tub, and the woman toiled away from early morn until late at night. In the same window was a machine operated by a smiling young woman, natively attired, the picture of solid comfort, and that machine also washed clothes.

All day long until closing time at night there was a crowd in front of the window. One farmer after another loaded a washing machine into his wagon, at the suggestion of his better half or through his own volition, and with orders that came from townspeople the stock on hand was exhausted by the middle of the afternoon, a rush order being placed for another supply.

**White Crepe for Mourning.**

The use of white crepe for mourning is becoming more and more general. It is especially suitable for young women, used for the entire hat and veil; and as facings for under brims even for heaviest mourning, it is a boon to many of the older women, taking away the unbecoming quality of unrelieved black.

In this era of many designs of elaborate neck dressings, collarettes, jabots, etc., designs for mourning have been given unusual attention. Some of those turned out in pure white crepe are extremely attractive and in combinations of black and white many were seen that were as handsome as any neckwear pieces in the market.

A child saves its parents a lot of money by not being twins.

**How Salesmen Got at an Answer.**

"How much were the receipts last week?" the manager of the business asked of the book-keeper. The figures were given. Then the manager went back to his office to reflect on the fact that business was falling off. He determined to work it out.

"Send Williams here," he told the office boy. A moment later Williams entered. "Williams," said the manager, "how many customers have you failed to sell this morning?"

"About four."

"Why did you fail?"

Williams hesitated.

"Well," he answered at last, "I'm not sure just why I didn't sell to them. I—"

"Think about it to-day. Take your noon hour to it if necessary, and we will pay you extra for your time. But when to-night comes I want you to hand in a written report as to why you did not sell those customers. Remember, we appreciate an open confession of fault. Send Jones in when you go out."

A moment later Jones stood before the manager. Then he went out to Thomas in. Thomas was followed by some one else.

All day long a stream of salesmen poured into the manager's office to hear the same questions, to make about the same replies, and then go back to their work, their brows knit, their brains struggling with a problem they never had faced before.

"Why did I fail to sell that customer?" they asked themselves time after time. And then the reasons would come. Sometimes they were ways of manner. And the salesmen were frank as to their faults when they turned in their reports. They were fortunate enough to know that they worked in a store where a confession of fault was rated higher than an excuse.

A month later the manager sat at dinner with the owner of the store. They were perusing columns of figures.

"Things are picking up—picking up considerably," the owner was saying. "The season must be getting better."

"It isn't the season," the manager answered. "That's just as far off as it has been last year. It's the men who are working in your store. They have learned the art of self-analysis and they're following its principles. When a customer fails to buy they study out the reason. The same thing doesn't happen again. That's why business is picking up."

Irwin Ellis.

**The Newlyweds.**

Gwendolyn—Darling love, will you do me a great favor?

Cecil—Light of my eyes, I would die for you!

Gwendolyn—Look in the cook-book and tell me how long I must bake these mashed potatoes.

There is no difference between the men who write to mold public opinion as to politics and the men who mold opinion as to bargains. They are both parts of the great function of the newspaper which is to render society translucent and transparent.

# Ha-Ka-Rac



**Our Sweater Coat**

- Holds its shape.
- Eliminates all possibility of crooked seaming.
- Lies flat and straight at all times.
- Will not pucker, wrinkle or get bunched.
- Has no hem, lining or seam.
- Is made in all standard sizes and lengths for men and women.
- The styles are staple—no freaks. They include Ruffneck, V-neck and Byron collar.
- The women's garments are made in the desirable mannish style.

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

**The Perry Glove and Mitten Co. Perry, 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

## TEA AND COFFEE.

## Creating and Maintaining a Demand for the Best.

The average grocer is apt to consider that he sells tea and coffee as a matter of course. He overlooks the fact that this is one of the best paying branches of his business and, in consequence, does not see the advantage there would be in making this a real live department. He knows very little about coffee. He does not understand the quotations as they appear in various papers. He rarely tries to sell coffee or any particular brand of coffee, merely weighing it out when called for. He does not know how the profits on coffee and tea compare with other merchandise he handles. He has thought very little as to displaying coffee or tea and less as to advertising his brands.

First, he needs education. The only medium through which this is obtainable is the trade press. There are no text books on coffee and tea that the average grocer can obtain and he would have very little time or inclination to study them, even if he could get them. On the other hand, almost every grocer takes one or more trade papers which he reads more or less thoroughly.

We must not overlook the fact that the great majority of grocers are overworked. His hours are long and during the day there are many petty annoyances that leave him pretty well tired out when night comes. The grocer must, therefore, find his trade paper interesting, diverting and instructive, if he is to read it carefully and regularly.

Short, snappy articles descriptive of the various growths of coffee and tea made interesting, if possible, by means of illustrations, and cut up under sub-headings can be read at odd moments. A brief market review which will give him some idea of trade conditions and so keep him posted as to the situation with reference to coffees and teas is particularly important. In this way he gradually accumulates considerable information which is apt to make him enquire into the coffee he is handling.

Among the many coffee salesmen calling each day—and their name is legion—there is usually the regular man. He calls the dealer by his first name, walks behind the counter, runs his hands into the various coffee bins and says, "Well, I'll send you 100 Santos, 50 No. 1 and 50 Plantation." He has been putting out these coffees for some time. His trade is, apparently, satisfied. He sells about the same amount each month and so keeps in the same old rut. He was once induced to purchase a coffee from another salesman, but his customers complained, so he never tried it again. He forgets that he tried this other coffee not because the brand was apparently better, but for the reason that the price was a half cent less.

The trade papers should call attention to the care of coffee and tea after it has been received. Coffee takes up moisture very readily and, if permitted to sand in a burlap bag where

it is damp, it loses its crispness and becomes tough. It is very susceptible to foreign odors, such as oil, fish and cheese, and should be kept away from such commodities. I once visited a store where the dealer had placed his roaster next to his fish counter. The smell of the fish not only affected the fresh roasted coffee, but was objectionable to customers who were interested in the process of roasting and would have been influenced by the pleasant aroma of roasting coffee. This oversight counteracted all the advertising he obtained by having such a machine in his store. It does not often occur to the grocer that he should empty his coffee bins before dumping the fresh coffee in, placing what has been taken out on top so as to be used first. This is vital in connection with a tea canister, except those that feed from the bottom on account of the amount of breakage in the leaf.

Again, there is display. How many grocers make any attempt at a display of coffees and teas. A customer

The trade paper can urge the importance of an attractive display of these articles and offer suggestions that will be helpful as to their arrangement.

Quotations should receive more attention and some method devised whereby correct figures may be given out, if given out at all. At present the prices appearing in the columns of the trade paper are import prices, cost and freight figures or exchange quotations. These have very little to do with the average retail grocer except as a basis for arriving at about the price to be paid. No roaster imports all of his coffees for various reasons. At times the home market is the cheaper and again he must have a certain grade or character of goods, not always obtainable on import orders. There is, therefore, the advance that must be paid for selections and the profit that the roaster or jobber is entitled to before we reach the correct quotation for the retail trade. Average prices at which wholesale dealers are offering the various cof-

him 22 cents is losing time. He should get 28 cents at least. Where in certain cases he considered it necessary to sell for 25 cents he could do so, but only when forced to it. Attention should be called to the profit in high grade goods and the profit that a properly run department should net. Incidents of successful stores or the growth of coffee and tea departments should be secured and quoted so as to stimulate the dealer to secure similar results.

The dealer should be shown simple methods of advertising. He should have attractive bags for both coffee and tea. They cost but little, can be tastefully printed and are always to be preferred to the common manilla bag. They give his coffee and tea department a tone that is noticed at once by the purchaser. Occasionally a small card slipped in with other packages calling attention to a special sale of coffees helps, or a small sign at the front of the store will induce a customer to try a brand of coffee when she had intended mak-



Ludwig Winternitz at a Bread Market in Java.

is always attracted by something out of the ordinary and where you command the attention you can frequently make a sale. Only recently we packed a blend of coffee in a very attractive package. As soon as the first shipment was received the dealer did not proceed to stack the packages on his shelves, to be lost in the general display. Instead, he gave the coffee a prominent place in his store, surrounding it with other articles in contrast. A customer came in and remarked "What a handsome package! I must try that." She did and is using the brand to-day. The coffee suits, but the display started it.

The tea store understands this and builds up its trade by means of an attractive display. The average grocer is content to have on his shelves an array of coffee and tea cans together with such package goods as he is forced to carry on his shelves.

fees should be obtainable and, if not then, there should be some note of explanation so that the retail merchant would understand that the figures are not the basis upon which he buys his supplies or they should be omitted altogether. It would almost seem as if even the standard package brands might be listed in trade papers.

The possible profits in connection with the coffee and tea departments should be made clear to the retail dealer. Profits are often lost sight of both as to the lack of them in connection with low grade goods and as to the proper percentage to add in connection with high grade coffees and teas. The dealer spends too much effort in trying to build up his business by selling cheap coffee and tea and not enough in trying to sell the customers an article of real worth. The dealer who is trying to make a run on 25 cent coffee which is costing

ing this purchase elsewhere.

The dealer should be shown that advertised brands are worth handling. Not that they should be kept under protest and only sold when called for. The fact that a dealer carries an advertised brand of coffee or tea which nets him a good profit indicates that he is alive to the requirements of his customers. The advertising does him good. He is making his profit and it is the customer who in reality pays for the publicity. The more advertised brands he sells the better, provided they turn promptly enough.

You will probably answer the above suggestions with the comment that I have told you nothing new, but you must likewise admit that we have pretty good authority for the statement that "There is nothing new under the sun." Wm. B. Harris.

U. S. Government Coffee Expert.



**PARCEL POST.**

**Not the Enemy It Was Thought to Be.**

Parcel post to the retailer spells more profit. Don't wait until it has worked for the benefit of others; get busy now and use parcel post to your own and your customers' advantage. Remember, if you don't, outsiders will do business with your customers. Stave them off at the start. It is for you to act now, and quickly. Do not overlook the fact that nationally advertised goods are known to your customers, that the advertising in the magazines impresses your customers with the standard value of the merchandise advertised. There are few magazines to-day that admit to their columns advertising of goods that are not all the manufacturers claim them to be, and most manufacturers guarantee the quality and service of their product. They offer their wares to the consumers backed by a willingness to refund the purchase price if the merchandise is not as claimed, if quality is lacking, or if it does not render satisfactory service. You do not appreciate the extent of the existing demand for advertised goods, if you gauge the demand wholly by enquiries. Your customers will not always ask for the advertised goods they desire, if they see no evidence about your store that you have the desired brands. Let it be known what advertised lines you carry, and further let it be known that you are willing to secure any advertised article that you do not carry, since you can now secure the little you need of anything to satisfy any and all your customers, by parcels post, at a minimum mail charge, which will net you a satisfactory profit.

Secure the catalogues from national advertisers and file them for references should enquiry be made for a brand that you do not carry. You will then be fixed to take orders, secure the goods wanted and make your profit.

Parcel post also admits of your stocking a wider variety of makes without investing more money in your business than at present. Why carry large stocks of a few makes when small stocks of many items will return greater profit?

You generally order enough to make an express or freight shipment; but whenever in need of a dozen of one thing or another, there's no reason to remain without the needed goods. Order the dozen or two to come by parcel post.

Variety is what you need. And prominently known lines are profitable to feature. Give your customers what they ask for. Keep your customers from going elsewhere. We all know that nationally advertised goods are dependable and that everywhere the price is the same to all. There's no reason for your customers to look to others for their supplies of any branded line since you can fill their needs for less money than the merchandise would cost them if bought out of town, counting the extra expense your customers are re-

quired to pay for expressage or postage.

If the mail order houses have been worrying you, the parcel post affords you opportunity to keep business from going their way insofar as concerns the trade that is legitimately yours. You can compete with the mail order houses on many lines by freely using the parcel post and featuring advertised lines with which your trade is familiar. For example, if you have been limiting yourself to four or six makes of underwear, you now can stock more, since you can fill in sizes quickly by parcel post. You can also have the catalogues of a dozen or more makes of underwear from which to make sales if you cannot satisfy a customer from your regular stock. If you are asked for some make which you do not carry, and your customer will take no other, turn to the catalogue of the make asked for, in which are given descriptions, prices, and frequently samples of the fabrics. It is easy to make sales from most catalogues. You are enabled to take an order, secure the two or four suits required and turn the underwear over to your customer at a satisfactory profit. The catalogues help you to catch business that otherwise would be lost. Nothing but parcel post would permit you to do this and save for you the proper profit.

What is true of underwear applies equally to hosiery and many other items. The dozen suspenders of a certain style, or garters, or the few dozen four-in-hands to freshen your stock, can be secured by parcel post at a nominal charge. The dozen collars of special brand or style to satisfy a particular customer, can be secured by parcel post at a cost often one-third the usual express charge. Make as many sales as you can from your own stock, but don't lose sales on goods that you do not carry. Have underwear, hosiery, neckwear, shirt, collar, suspender, garter and other catalogues handy to refer to, that you may take orders for the goods your customers want if they're not in your stock.

The parcel post is not the enemy to retailers that many thought it would be. It is a profitable helpmate, the very weapon you needed to successfully compete with mail order houses. It places the retailer in the small town on a par with the retailer in the large city. Parcel post makes it possible for retailers to broaden their sphere of operation—to widen their area of distribution—for not only does parcel post admit of securing stock at a low transportation charge, but it admits of selling into other communities, since you can now deliver by parcel post the goods you sell. Advertise the fact that you will make free parcel post delivery at distant points. Whenever it is necessary to secure from the jobber or manufacturer goods you do not carry, to fill a special order, you can promise to get them more quickly than the consumer can secure them, and save for your customer the mail or express charges. That's a talking point, for every time any man or woman in your town sends elsewhere they

must not only pay the advertised price, but the added carrying charge.

To learn what the possibilities are of increasing your business and your profits by the aid of parcel post, write to all the manufacturers who have advertised in this issue and ask them to send their catalogues, price lists, samples, and full particulars. Do not overlook the splendid opportunity to get more business and make more money.

**Retailers Can Prevent Price Cutting Among Themselves.**

To cut the price of advertised goods means no advantage to the retailer; it simply cuts his profit. When one retailer cuts the price another follows, and soon he and all his competitors are on the same plane. If you cut the price of a 50 cent article to 45 cents, retailers near you do the same. Your having cut to 45 cents has probably stirred some other retailer to cut to 42 or 39 cents, and you find it necessary to meet the new cut. More of your profit has gone—and still no advantage.

The average consumer knows that a cut price on an advertised article is merely bait, and he is apt to take advantage of the cut and buy only the advertised article at the reduced price. He fears to buy anything else at the same store, believing that the unknown, unnamed goods carry extra profit.

It is the same in buying from the jobber. You are suspicious of the jobber who continually cuts prices. The jobber makes only a legitimate profit on the nationally advertised goods, and if he cuts his profit he's bound to make it up on something else. Price cutting of advertised brands is not resorted to by dependable jobbers, who prefer to lose your order on the advertised goods rather than cut prices to fool you. The jobber who cuts the price on an advertised article expects to sell you something unbranded on which he can make an extra profit. So the retailer should regard with suspicion all price cutters.

Retailers can prevent price cutting among themselves if they have a working agreement not to cut the prices on advertised goods. If in place of warring retailers would get together and occasionally confer, and then plan to co-operate, they could easily eliminate the price cutting that kills profit.

The advertising manufacturer does his share to help retailers get the full price and full profit. It would be a serious and vexatious proposition if the advertiser did not make the retail price known to the consumer, for then the consumer would not know whether the retailer was overcharging. The advertiser makes it easy for retailers to consummate sales. He gives the consumer full particulars and closes by naming the price. The consumer, when ready to purchase is also ready to pay the advertised price. The advertiser has shaped things for the retailer to make an easy sale. The question that frequently arises in the minds of consumers, when advertised goods are offered at cut prices, is—

are the goods perfect? The consumer feels that they may be seconds—or old stock—just as you know that no jobber will sacrifice his profit for the love of doing business, and you rightly suspect that there's "a nigger" hidden.

The jobber does not play fair when he offers advertised goods at cut prices. In cutting he deliberately breaks his agreement—and the jobber who will break an agreement with those from whom he buys, will not hesitate to take advantage of those to whom he sells. The jobber needs profit. The retailer needs profit. And the average percentage of profit needed will only accrue from sales that are made on an honest basis, where the profit on each item is reasonable and fair.

Don't cut prices—and beware of the price cutter.

Some people are down on their luck and some others never have any to be down on.

**The Diamond Match Company  
PRICE LIST**

**BIRD'S-EYE.**

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

**BLACK DIAMOND.**

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

**BULL'S-EYE.**

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot .....\$3.31  
Lesser quantities .....\$3.51

**SWIFT & COURTNEY.**

5 size—Black and white heads, double dip, 11 boxes in package, 12 packages (144 boxes) in 2 gross case, per case 20 gr. lots .....\$3.75  
Lesser quantities .....\$4.00

**BARBER'S RED DIAMOND.**

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

**BLACK AND WHITE.**

2 size—1 doz. boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots .....\$1.60  
Lesser quantities .....\$1.90

**THE GROCER'S MATCH.**

3 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gr. case, per case in 20 gr. lots .....\$5.00  
Lesser quantities .....\$5.25  
Grocers 4 1/2 gr. 8 box package, 100 packages in 4 1/2 gr. case, per case in 20 gr. lots .....\$3.50  
Lesser quantities .....\$3.60

**ANCHOR PARLOR MATCHES.**

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

**BEST AND CHEAPEST**

**PARLOR MATCHES.**

3 size—in slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots .....\$1.60  
Lesser quantities .....\$1.70  
3 size—in slide box, 1 doz in package, 144 boxes in 3 gr. case, in 20 gr. lots .....\$3.40  
Lesser quantities .....\$3.50

**SEARCH-LIGHT PARLOR MATCH**

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

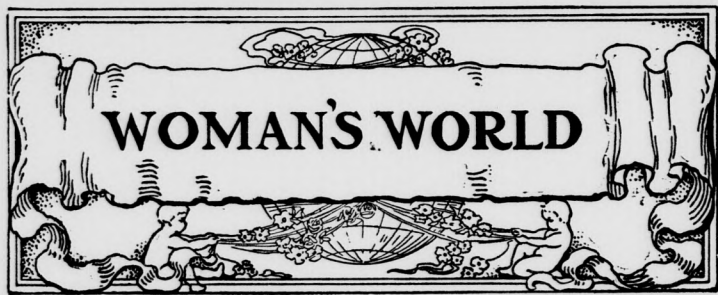
**UNCLE SAM.**

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

**SAFETY MATCHES.**

**Light only on box.**

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots .....\$3.50  
Lesser quantities .....\$3.75  
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots .....\$1.90  
Lesser quantities .....\$2.00



### Appreciation—a Gift That Deserves Careful Cultivation.

Written for the Tradesman.

Every once in a while, first in one town and then in another, we see in the papers that a minister preached a sermon on "A Model Young Lady" or "A Model Young Man," drawing his subject matter largely from material furnished by members of his congregation, in the form of word pictures or of answers to a set of questions.

If he follows the usual plan, on one Sunday evening the dominie preaches the Young Man sermon, having previously given his young women parishioners full opportunity to express themselves as to all the excellent traits that should be possessed by the youthful male of the human species; on the following Sunday evening he preaches the Young Lady sermon, after having obtained from the young men of his flock their various ideas as to what a model young woman should be like.

While there is nothing particularly new about this little deviation from ordinary ministerial routine, since at one time or another doubtless many thousands of ministers have preached these Model Young Lady and Model Young Man sermons, still they are not likely to do any harm and may do some good, by inciting the young of both sexes to a more assiduous cultivation of sterling virtues and pleasing and agreeable traits of character, and a more strenuous effort at amendment of faults and failings.

There is no danger that the young people of any congregation will take the matter too seriously. By the aid of their ready mother wit young women discern at once that the real ideal of most of the young men is a creature more given to good clothes and less to lofty abstract virtues than the stilted figment of ideal femininity constructed by masculine brains, lay and clerical; for does not every mother's daughter know that the average man having delivered himself of a lengthy dissertation upon the many exalted qualities that he maintains every woman ought to possess, will straightway go and fall in love with some bewitchingly well-dressed little sinner who does not possess one of them, and consider himself immensely lucky should she deign to accept his hand and fortune? On the other hand, almost every young man is likely to surmise that his case is not absolutely hopeless with the young ladies of his acquaintance, if, in human weakness and frailty, he falls a trifle short of the heroic proportions sketched by the young women

and their pastor in their symposium of "A Model Young Man."

As I have said, these sermons have an upward tendency and probably there is no danger of there being too many of them. But there is one virtue that I never have seen even mentioned in any of these efforts, which deserves sedulous study and cultivation. It is the virtue of grace of appreciation. I wish the ministers would take it up and lay proper stress upon its necessity, for it is the virtue that humanizes other excellences of character and renders them acceptable.

Spare any nice, generous, warm-hearted girl from marrying a man who will let her soak her pretty hands and tire her slender back washing his clothes, and prick her fingers mending his socks, and strain her nerves and blister her complexion preparing three good meals for him to eat every day of his life, without ever realizing her efforts and sacrifices, or telling her how much these comforts of life mean to him—spare any nice girl from marrying this kind of a man, no matter how large a score of conventional virtues he may be able to show. And spare any honest, well-meaning young fellow from marrying a girl who, as soon as the nuptial knot is securely tied, will forget to be smilingly gracious and grateful, and will let him fetch her wraps and pick up her handkerchief and place her chair and bring her flowers and give her the contents of his pay envelope every Saturday night—all as a matter of course, without ever seeing how much kinder and more considerate he is than the average run of men, or letting him know that she cares greatly for all his thoughtful courtesies and attentions—I say spare any really well-meaning young fellow from marrying the kind of girl that never will take the pains to tell him that he is the best husband in the world, even though, according to accepted standards, she is a paragon of saintlike faultlessness.

Young people do not know their own needs and weaknesses. Not till after that stage of development is past that finds interest and satisfaction in writing out the attributes of "A Model Young Lady" or "A Model Young Man" do they come to realize that we poor human spirits crave the companionship of those who not only possess merit of their own, but who have the capacity to recognize whatever of merit there may be in us.

The word appreciate comes from the Latin *pretium*, meaning price. One good definition of appreciation given by Webster is "to recognize the worth of." That is what it is—simply hav-

ing a sense of the value of what common everyday people around us are doing all the time, and giving expression to that sense. It was Harriet Beecher Stowe or else some one of her brothers or sisters who said that their father, the Reverend Lyman Beecher had "the gift of appreciation." A fitting name for a most gracious trait of character!

Cultivate this gift of appreciation, striving to attain that higher, finer development of it that sees the motive underlying the most futile or clumsy effort, that can magnify and idealize each poor blundering act into the fair propositions that it held in the heart of the doer.

Don't wait till people are dead before waking up to their real worth. Better tell your first wife how good her cooking is, or how sweet her singing sounds in your ears, than to defer it till she is gone, and then try to make up for your negligence by praising her memory to your second wife. Tell your husband his good qualities now; don't delay till all you can do is to have them inscribed on his tombstone.

Appreciation is one of the livable virtues. It makes a person comfortable and agreeable to get along with. Indispensable with children, it is hardly less necessary in dealing with grown-ups. You may not be a musician so as to be able to play on a piano or a violin or other musical instrument, but if you have the gift of appreciation you can play on that most difficult and delicate instrument, the human heart, and make it respond at your pleasure. A sharp distinction must of course be drawn between appreciation, hearty, sincere, and disinterested in its motives, and flattery, fulsome and unctuous, that strives only to accomplish its end, often by means that fail because of their transparency.

People all about you are so hungry for a word of well-earned commendation, don't on some flimsy pretext or other neglect to bestow it.

"My butcher has been giving me such nice cuts for some time back," remarked a thrifty but fastidious housewife in my hearing recently, "that I really should like to say something to him about it, only I'm afraid he'd raise the prices on me." Raise the prices on her! If among all the cranks and grumblers and soreheads

he has to deal with, one customer should come in and tell him that the meat he had been sending her had been all it ought to be, he'd be so tickled that if he could he'd like to give her his shop!

Not only be quick to see and recognize efforts that are made in your especial behalf, be ready to appreciate all merit and worthy purpose wherever found. Take pains to notice things that in your absorption in your own affairs you easily might allow yourself to consider trifling and unimportant. Don't be one of the purblind human bats that go through life with no eyes for other people's children or houseplants or chickens or cats or dogs or automobiles or whatever other toys your fellow-beings find to attach themselves to and take pride in and lavish affection upon.

The story is told of Phillips Brooks that at one time he was making a call upon a member of his congregation, a young mother with her first baby. The infant was brought in for his inspection. Being a bachelor and profoundly ignorant on the subject of babies, he really failed to see anything that differentiated that little rubicand mite of humanity from others of his class. Babies all looked alike to him. But his kind heart could not pain and disappoint the motherhood standing there before him. Drawing upon his knowledge of human nature and placing special emphasis upon the word is, he remarked, "Well, this is a baby!" Some measure of his spirit we may well try to make our own. Quillo.

Nearly every mother gets in bad when it comes to selecting a middle name for her baby boy.

One way to avoid excitement is to live within your income.

We are manufacturers of

## Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.  
Corner Commerce Ave. and Island St.  
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## Just What You Want!

SIX COMPLETE

ALPHABETS  
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These are all Reproductions  
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Complete Set Mailed to You for \$100

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247 Monroe Ave., Grand Rapids, Mich.

(YOU WON'T WANT YOUR MONEY BACK)



**THE CASTLE OF GOLD.**

**Ignis Fatuus Which Inspired Columbus and Balboa.**

The famed Cathay of Columbus' dreams led that daring, but disappointed navigator to make a fourth and final attempt in the year 1502 to discover a short sea route to the East. After being buffeted about for days by contrary winds in the Caribbean Sea, his small and leaky boats threatening to go to the bottom at any moment, he at last sighted land in the vicinity of Cape Gracias a Dios, Nicaragua. Doubling this cape on September 14, in the year above mentioned, he landed and explored a region to which he gave the name Cerabora. Here he ran across numerous specimens of gold ore and, by questioning the Indians, ascertained that the precious metal existed in large quantities in a district to the east of there called Veragua. He secured numerous ore samples and obtained a rough description of the mines.

Continuing his voyage, he sailed along the coast of what is now Costa Rica and Panama, passing on his way the famous Chiriqui Lagoon in the Province of Bocas del Toro, called by the Indians, Alburema, and which quite deceived Columbus for a time into believing that he had at last discovered the much-sought-for passage. While voyaging down the coast he encountered numerous storms which imperiled his boats, and on one occasion forced him to seek shelter at a small island. Here he found fruits, fish and game in abundance, which led him to give the place the name of Puerto de Bastimento, meaning a place of supplies.

After a few days' rest at this point, Columbus organized a small expedition and on November 23 left the haven, but was obliged to put in to the coast again three days later owing to a tempest which nearly swamped his ships. This place he aptly termed Retrete, meaning retreat. Here he stayed until December 5, when he decided to turn back over his course. He kept a westerly direction for fifteen days, which brought him on January 7, 1503, to the mouth of a river called in the Indian tongue Quiebra, but to which Columbus gave the name of Belen. This river to-day forms the natural boundary line between the Province of Colon and that of Veraguas. Towards the interior could be seen a broken mountain range which Columbus named San Cristobal. Near this spot, Adelantado D. Bartolome Colon subsequently founded the first establishment on Isthmian soil, but it did not endure long, being destroyed by the Indians under a chief named Quibian.

At this point Columbus again changed his plans and sailed back toward the East, stopping at the present site of Porto Bello, and going as far as the islands in the Mulatto Archipelago, which lie in the Gulf of San Blas. After some further journeyings back and forth, ever on the look-out for a natural opening in the barrier before him, he decided to return, the bad state of his ships making such action imperative.

History credits Columbus as having first set foot on the soil of what is now the Republic of Panama on November 2, 1502, somewhere in the vicinity of the Chiriqui Lagoon. Thus we have two important dates in Isthmian history nearly coincidental as to the day and month; the discovery, and the declaration of independence of the Republic of Panama, November 3, 1903.

**The Story of Balboa.**

Many a child at school has fallen down on a hard history lesson, but rarely a dullard so great as to fail in the recital of Balboa's exploit. History accords it but a brief mention, albeit it is entitled to second place in the New World discoveries. Balboa fared forth adventuring at a comparatively early age. At 25 he voyaged with Bastida to the Spanish Main, and on his return to Hispaniola, the Hayti of the present day, he took up the pursuit of agriculture. His bent did not at all lie in this direction and his principal harvest was a lot of bad debts. To escape these and an occupation distasteful to him, he concealed himself one night in a cask and bribed some of the crew of a ship lying in the harbor to take the cask on board. This ship happened to belong to an expedition commanded by one Bachiller Enciso, then fitting out for a voyage to South American coast. Balboa was at this time a man of very pleasing appearance, and later, when at sea, his presence on board became known, he made such an earnest appeal to the commander that the latter reversed his earlier decision to throw him overboard. Balboa's representations of the richness of the country and the fact that he had been there before in company with Bastida, led Enciso to head his course for the Gulf of Uraba and the colony of San Sebastian. Before reaching the mainland one of his ships became wrecked and through this accident lost all the horses and pigs he had brought with him. Still greater misfortune awaited the expedition, for on its arrival, the town of San Sebastian was found to have been burned by the Indians and the colonists that were there scattered.

Balboa, nothing daunted, promised Enciso that if he would accompany him, he would take him to the western shore of the gulf, where another town could easily be founded and where the Indians did not use poisoned arrows. The offer was accepted and, together with their men, they marched into the territory of an Indian chief named Cemaco, whom they defeated and took prisoner. At the town of this chieftain, they founded Santa Maria la Antigua del Darien, in honor of the celebrated image at Seville, Spain. This place is noted for its having been the site of the first Episcopal See and the oldest church on the American continent. Enciso was at the head of this new colony but it did not last long owing, in a large measure, to an interdict received from the crown of Spain prohibiting the traffic of gold with the Indians. About this time, too, Balboa and Enciso had a falling out and the former, gaining the ascendancy, sent

his fellow-explorer back to Spain in irons.

**Balboa Seeks the Temple of Gold.**

The whole country of the Castilla del Oro was now in Balboa's charge, and one of the first of his acts was to despatch Pizarro to explore the interior. About the same time he sent out a company of men to collect the survivors of the ill-fated town of Nombre de Dios. He then took the field against the Indians, first capturing and imprisoning the chieftain Cuaraca along with his family and afterwards pillaging the lands of an Indian chief named Ponca. This brought him and his men to the territory of another Indian chieftain named Comagre, at that time probably the most powerful chief in the entire Darien region. Comagre lived in a state of magnificence and had the mummies of his ancestors enshrouded in rich cloths, adorned with pearls, precious stones and ornaments of gold. Although he had 3,000 warriors at his call, he received Balboa peaceably and gave him the freedom of his domain. Comagre's eldest son named Panquiaco became very friendly with Balboa and, besides presenting him with 4,000 ounces of gold and sixty women slaves, taken prisoners in battle with neighboring

tribes, gave him the information that back of the line of mountains that reared their tops in the dim distance was a nation very rich and powerful, having ships with sails like the Spaniards and using vessels of solid gold. He also told him of a temple of gold called Dabaibe, situated forty leagues from Darien, on the banks of a great river, emptying into the Gulf of Uraba. In the aboriginal belief, Dabaibe was the mother of the Deity, which dominated the elements and created the sun, moon, stars and all things good.

Balboa's cupidity was greatly aroused by these tales and, returning to Santa Maria, prepared for an expedition in search of the golden temple. It is evident that at this period Balboa placed some credence in the Indian's tale of "ships with sails," but had more faith in the existence of a temple of gold. It is quite likely that this temple had reference to the treasure house of the Inca emperors at Cuzoo, an account of which, more or less distorted, might easily have passed from tribe to tribe until it reached the Darien.

His expedition in trim, Balboa entered the mouth of the Atrato and passed up it until he reached the Rio Negro, or Sucio, as it is commonly

**The Pre-convinced Buyer is a Quick Buyer**

**THE** merchant and the salesmen who recognize this fact and take advantage of it are bound to push ahead of the dealer who assumes the task of educating, convincing, and selling each customer.

The store selling advertised goods is the store sought by the pre-convinced buyer. Such purchasers know what they want, and it requires no educational argument to sell them advertised goods—the chances are that they are as well posted on the merits of the goods as the merchant or clerk selling them—and all through advertising.

National Biscuit Company products are the standard of the country in quality. They are nationally known because they have been nationally advertised for years. Buyers are pre-convinced in regard to N. B. C. products. It takes neither argument nor effort to sell them.

**NATIONAL BISCUIT COMPANY**

called on account of the color of its waters. Ascending this tributary he finally arrived at the lands of an Indian chief named Abibeib, without having seen any indication of the object of his quest. He left here a company of thirty men to guard the place and then returned to Darien. On arriving he found that the Indians under Cemaco and five other chiefs, with a force of 5,000 warriors and 100 canoes, had planned an attack on the colony, which plot was disclosed by one of their number named Fulvia. Balboa at once took the initiative, surprised and defeated the Indians and left Cemaco dead on the field.

#### In Quest of the South Sea.

About this time there were internal dissensions in the colony, but Balboa succeeded in pacifying all parties, so that by the time reinforcements arrived from Spain bringing to him the title of Captain-General de la Antigua, he was ready to set out on an expedition in quest of the South Sea. He sailed from Santa Maria on September 1, 1513, taking with him 190 of his own men, some Indians, and a number of dogs. A short distance on his way, the Indian chief, Cuareca, who had been baptized by the Spaniards, gave him guides, some Indian auxiliaries, and on September 6, after attending mass to ask the blessing of God on his mission, he took the road to the mountains.

On September 8, Balboa arrived at the home of the Indian Chief, Ponca, mentioned in a previous expedition. Here he was the recipient of the first really credible information concerning the great sea to the South. Ponca informed him that the ocean would open to view after passing mountains, which he would show him. He also gave Balboa some curious, but handsomely formed ornaments, which the Indian said came from places on the ocean of which he spoke.

On September 20 he continued his march. The surface of the ground was so rough and broken and there were so many small streams to cross that in four days he only covered thirty miles. At the end of this march, he came to the territory of the belligerent chieftain, Cuaracua, who gave him a hard fight. The Indian was finally overcome, and perished in company with 600 of his men. The town of Cuaracua where he now was, laid, he was told, at the foot of the last mountain remaining to be surmounted before his eyes could rest on the object of his long and tedious march.

On September 26, a little after 11 o'clock in the morning, the Spaniards discovered from the top of the mountain, the mighty waters of the Pacific. The priest of the expedition, Andres de Vara, intoned the Te Deum, and all those in the company fell on their knees around him. They afterwards raised at this point a cross made of the trunk of a tree, braced up by rocks, and upon which they wrote, as well as on various trees in the vicinity, the names of the rulers of Spain. On his descent to the beach, Balboa and his men had to pass through the lands of an Indian warrior named Cheapes, who treated

them kindly, and made them a present of 500 pounds of gold. Reaching the waterside, Balboa waded out knee-deep into the sea and with the banner of Spain waving in his hands, proclaimed the vast ocean and the coasts adjoining it the property of his King.

#### Finds Pearls of Fabulous Size.

Shortly after the discovery of the South Sea, as the Pacific was for a long time afterwards called, Balboa set about making arrangements to explore the vicinity. The ocean at this point on the coast forms a gulf to which Balboa gave the name of San Miguel in honor of his having arrived there on the day the Catholic church celebrates this saint, which name it bears at the present time. He despatched one of his men named Atonso Martin at the head of a small company of Spaniards and Indians to explore the coast in a canoe, while he himself embarked and went to an island inhabited by a chief named Tumaco. Martin, leaving first, has the credit of being the first European to navigate the waters of the Pacific. The island Balboa landed on was one of the many, and to the group, he gave the name of the Archipelago de las Perlas or the Pearl Archipelago. To the largest island in the group he gave the name of Isla Rica, or Rich Island, on account of the quantities of pearls he found there, some of which were of great size. Balboa's papers relate that the canoes of Chief Tumaco had their oars incrustured with pearls, so plentiful were they at this period. Some time after this, an expedition under Pizarro and Morales, two of Balboa's lieutenants, was sent against the Pearl Islands. They crossed the Isthmus by a less difficult route than Balboa had done and arrived at the islands without incident. After four different battles with the chief whom they found in possession of Isla Rica the latter finally surrendered, and as peace offering presented Pizarro and Morales with a basket full of fine pearls, one of which weighed twenty-five carats and afterwards sold for 4,000 ducats, equivalent to \$9,120, veritably a prince's ransom.

#### Origin of the "Bloody Shirt."

After collecting all the gold and pearls he could lay hands on, Balboa returned to Darien, the only notable incident of the backward journey being the execution of a native chief named Ponera, together with three of his associates, accused of certain vicious practices. These men Balboa caused to be devoured alive by the savage dogs which he carried with him.

The year following, 1514, there arrived at Antigua, a colonel of infantry named Pedro Arias Davilla, commonly called Pedraias, who had been named by the Spanish crown as governor of Darien. It is related that Pedraias was the father-in-law of Balboa, but history does not appear to be fully clear on this point. He commanded a brilliant expedition consisting of 2,000 picked men, which had originally been raised and equipped for war in Italy, under the orders of Grand Captain Gonzalo de Cordova, Cavalier of Spain. About this

time La Antigua had been elevated to a metropolitan city of Castilla del Oro, and Friar Juan de Quevedo was named as the first bishop, while Gaspar de Espinosa was chosen as the first Alcade. Shortly after the arrival of Pedraias, Balboa made another and last quest for the mythical temple of gold, resulting in the usual failure. Then followed several months of Indian fighting. Tumanama, one of the most powerful chiefs of the mountains had long been at enmity with the Spanish invaders and, securing allies in a number of other tribes, commenced a war of extermination against the Conquistadores. The Indians carried a flag in their fights made out of the bloody shirts of the Spaniards they had killed, which is the first mention history makes of that since famous tocsin. The victories gained by the Indians caused great alarm at La Antigua and the mint and other public buildings were closed. However, after several desperate engagements, Tumanama and his warriors were put to rout and a peace pact was entered into.

#### Balboa's Last Expedition.

Upon the cessation of Indian hostilities, Pedraias consented to an expedition planned by Balboa to explore the South Sea. This involved the construction of the ships necessary for navigating the Pacific, on the Atlantic side of the divide, and their transportation, knocked-down, across the Cordillera to some point on the south coast. The work of cutting trees and preparing the parts of the ships was performed after several months of arduous toil, and then commenced the long and wearisome journey across the Isthmus. The native Indians were utilized as carriers and history records that upwards of two thousand of them weakened and died under their heavy burdens. In making the passage, Balboa showed poor judgment. Instead of journeying by a known route, he started across an unexplored part of the Isthmus, discovering the Rio Balsas on his way, which stream he utilized as far as he was able. Reaching the South coast, he put his ships together, and after visiting the Pearl Archipelago, navigated across the Gulf of San Miguel, and to a point about two leagues farther on. Here the crews of his ships became alarmed at the school of whales, which they took to be reefs in the ocean, and induced Balboa to put about. Reaching the coast again the entire expedition was brought to a sudden stop by orders received from Pedraias, the Governor, authorizing Balboa's arrest and imprisonment, under the charge of being a traitor to the crown.

Up to the time of the ill-planned expedition, fortune had always smiled on Balboa's enterprises. At this period of his life, however, the fickle goddess turn her back upon him forever. Pedraias the governor of Darien had long been jealous of Balboa's successes and this feeling culminated into one of intense hate. While fearing to withhold his consent to the South Sea expedition he was busy planning the while how to frustrate it. The news of a great Indian em-

pire far to the south had filtered through to the Spanish camp and stirred Balboa to accomplish what his able but unprincipled lieutenant, Francisco Pizarro, later carried out. Pedraias was well aware of Balboa's ambitious plans and this knowledge did but serve to put an edge to his jealousy and hate.

With but a farce of a trial and condemned of being a traitor to the crown on evidence of purely an ex parte character, Balboa, in the year 1517, in the forty-second year of his age, met death by the headsman's axe, and thus ended the life of one of the greatest explorers of the New World. Balboa maintained his innocence to the very last, defying his accuser and murderer, Pedraias, who occupied a window only ten feet distant from the scaffold where the execution took place.

In view of Balboa's great achievement, history has passed lightly over his faults, among which avarice and cruelty were the most prominent; but taking into account the general custom of the age in which he lived, the difficult and exasperating circumstances and emergencies he had to contend with and overcome, it cannot be gainsaid but that he was an exceptional man; an intrepid, cunning and resourceful warrior whose ultimate success and wonderful discovery secured for him a lasting place in the world's history. Besides, his latter sufferings, imprisonment and death on the scaffold on an unjust charge, were, no doubt, ample atonement for his sins.

## 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



### Putting Over Sales on the Road.

During my forty years on the road I have sold everything from overalls to candy. The first job I had was selling overalls, and I'm out for a candy firm now. As a matter of fact, I'm not selling any candy now because, like many other Eastern houses, we are oversold on account of the big Christmas trade. Fine business, ain't it, for a man out on a commission basis to get a wire from his house that it is no use taking any more orders until they can make some more candy. This candy business would paralyze you if you but knew its statistics, but I must begin with that overall job of mine.

I was just a green kid and had started out on the road for a Boston firm. My first customer was at Lowell. Honestly, I was so scared that even after I had my hand on the doorknob I turned back, afraid to go in.

"You'll never be a salesman if you haven't got more nerve than that," I said to myself, so I went back. The merchant gave a glance at my overalls, which were marked at \$3.50 a dozen.

"Make the price \$3 and I'll buy fifty dozen," he gave answer to my trembling request for an order.

I told him I would do what I could about it and rushed back to Boston. And I can see the head of the firm pulling his gray whiskers and giving me a sarcastic look to this day. "Why, a baby could do business on that basis," he ridiculed.

But I knew that the Lowell merchant had never been a customer of the house before, and I told the boss that if he would stand for the deal I would make the loss up before the end of the trip. The boss was inclined to listen to me. I met the Lowell merchant's proposition, and I sold him bill after bill of goods after that. He had never intended to buy at the beginning, and he had only expected to bluff me, but my attitude on the deal made a difference.

#### Made Bluff at Being Busy.

The next deal in my career that I recall clearly was one in which I played the bluff part. It was in Chicago. I had been there for two weeks and was not doing a thing—hadn't sold a dollar's worth. Finally a merchant said he would look at my line. That was on Monday. "All right," I said indifferently. "I can fix an appointment with you for Thursday afternoon at 3 o'clock."

"Can't I see your goods before then?" he enquired in surprise.

"I'm sorry," I answered, "but Thursday afternoon sharply at 3 o'clock is the best I can do for you."

Well, I strolled around for three days, and Thursday afternoon promptly at 3 o'clock he came to my rooms. I sold him \$10,000 worth of goods and he went away telling others what a busy man I was.

It was when I changed to the shirt line that I was sent by the house out to Los Angeles. It was not only a new line for me but new territory as well. I was exceedingly anxious to make good and I really did have a special inducement in the way of patterns. The merchant whom I was

specially anxious to land agreed to come up and look over my goods. He stood for some time in study after looking over the patterns and then asked me what time I was going to leave town.

"At 6 o'clock tonight," I answered.

"Will you go to lunch with me and take a horseback ride with me over to Pasadena this afternoon? You can fill out my order and have your trunks sent to the train in time?"

He asked questions at the same time he filled out a blank for an exceedingly big order, and I did not think of refusing his request.

We had lunch and we took a horseback ride over to Pasadena. When I reached the station it was close to train time.

The next year when I came back it was the same—the big order, the lunch, and the horseback ride to Pasadena. It never dawned on me until that second trip what it all meant. He simply liked my proposition so well that he didn't want me to see any other Los Angeles customers.

Let Folks at Home Try Candy.

But, as I say, it is this candy business that paralyzes one. People are eating more and more candy every year and they are eating a better quality all the time. Why, we sell to one Pittsburgh firm alone three tons of caramels at a time. Christmas candies are made in April, May and June, and are kept in cold storage. When it comes time for their shipment, along in December, the temperature about the candy has to be heated gradually until about 70 degrees is reached. Our firm had \$130,000 worth of one brand of chocolates in storage in August, and now I get a telegram not to sell any more because it's all gone.

Candy is a great line to sell—better than overalls or shirts or anything else I have handled. A pair of overalls will last a long time but candy doesn't last long. Do you get me? But of course it takes personality and the ability if one is in a new territory for ability to read human nature to sell anything especially if one is in a new territory for the first time and the goods are untried. I remember, up in Milwaukee a year or two ago, when I spent a week without having done a cent's worth of business.

What did I do? I went around to all the dealers who had turned me down and gave each of them a box of candy to take home to their folks. The folks at home liked the candy and the orders I was after were forthcoming. Now, alas, there's no use taking orders until some more candy can be made.

Walter Hayden.

#### The Kicker.

He kicks about the price of meat,  
He kicks about the rent,  
He swears about the grocer's bill  
And hates to pay a cent,  
He says the baker is a crook,  
The milkman is a thief,  
And vows of all the robber band  
The laundryman is chief.

Yet every year he packs his trunk  
And takes the train with glee  
To some obscure resort afar  
Beside the sounding sea,  
And there for dinner a la carte,  
And room of size absurd,  
He gives \$10 every day,  
And utters not a word.

Minna Irving.

## Michigan, Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

The Tradesman can "put you next" to more possible buyers than any other medium published.

The dealers of Michigan, Indiana and Ohio

## HAVE the MONEY

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

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**TRADESMAN COMPANY**  
**GRAND RAPIDS, MICHIGAN**



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

#### The Best Way to Keep Down Expenses.

Grants Pass, Oregon, March 22—We hear a good deal in these days about Systems and Business Systems, and I want to say that the first and last item in keeping down expenses is Simplicity. After writing this paper, I was much gratified to find last week an item on Modern Merchandising in the January number of Retail Equipment. It embodied in a few words what I might call the text for my discourse, and this is what it said: "Success through business system is simply an orderly and logical arrangement, not only of stock and sales-room, but also of every fact and figure that can be concentrated into a clear and concise statement, giving a complete expression of the activities, and condition of that business."

In the first place let us look at our book-keeping. What you want your books to show is, what you owe, what is owing to you and what your business is doing. There are many who think that a double entry system is the only way to keep books, and if their books stand the test of the above requirements, I have nothing to say in criticism. The double entry system has much to be said in its favor. I do say, however, that for the ordinary retail hardware store, such as most of us are trying to make profitable, a single entry system is the most feasible, the easiest handled, requires much less time, reduces the chances for errors and, with proper care, will give all the results that the ordinary man would receive from a double entry system. The merchant can do his own book-keeping, save the expense for extra help and will know exactly the condition his books are in. Nowadays there are a number of stationers who publish a series of books, which make the work of book-keeping a simple matter. I refer to books like the McBride line. When you go to pay a bill, you know how much more satisfactory it is to settle an account when you know all the items. When a customer comes to make a settlement, I like to take him up to the desk, open the book and show him the account, so that he can see for himself just what it is. It saves time, friction and trouble, and makes a satisfied customer. Unless your business is very complex, a loose-leaf billing ledger, a petit ledger or file account, a cash book and a Systematized Business Record will

be about all you need. The ledgers will take care of your charge accounts, your summary of the day's cash transactions in the cash-book, and your invoice accounts in the Business Record, with the daily sales recapitulation at the back.

Let me say, in passing, that, although all this information may not appear like "keeping down expenses," yet everything that helps to increase the efficiency of your business and helps to reduce the time necessary for the details of running it, is giving you more time for the great essential, which is selling goods. Larger profits mean proportionately less expense. After having tried more or less satisfactory methods, we have evolved this system:

Duplicate salesbooks, with a separate book for each clerk, separate files for cash and charge sales, separate slip for each charge sale, separate entry of each cash sale, slip for every transaction whether expense, freight, merchandise bought, out, etc. At the end of the day, about three-quarters of an hour before closing, the slips are collected, cash counted and the day's business totalled, and by 6:15 we know just what has been done that day. We go further. We enter opposite each sale the cost of the article sold in our character cost-mark and figure the profit on every sale, so when the total business is known, we also know the exact profit on that day's sales. If your business has been established for a year, you know what your daily and monthly expenses were the previous year, and when you foot up the month's business, you can tell at a glance just what you are doing and how much above or below the month's expense your profits are. For example, if your annual expense, including salaries, etc., is \$6,000, your monthly expense is \$500 and the daily expense about \$20, counting twenty-five working days to the month. If the month's business shows profits of \$700, you have made a net profit of \$200 above all expenses. Keeping a record of daily profits gives you a check on your annual invoice, because the difference between total expense and total profits should equal the difference between the inventory total of the previous year and of the current year. If your net profit account shows \$2,000, your invoice should total that much more than last year. We have followed this system for three years and, although we have not balanced to a cent at the end of the year, we have come within a reasonable figure and we know that our inventory is not very far wrong. Results in 1913 were only \$250 off.

This may appear somewhat complicated, but I can assure you that usually one hour is all the time necessary to figure up the day's business and do the daily book work.

We all know the drudgery of the annual inventory and how often its results are unsatisfactory. Did you ever try the plan of invoicing the retail price with each item? It takes really no more time and you will be surprised at the results obtained. It gives you an idea of profits which you do not get in any other way. It shows errors in marking up goods. It shows discrepancies in prices of bits, chisels, augers and all articles that run in regular sizes. It is the best of reference books and price books combined and if you want to find a lost retail price, it is always

at hand. We keep our invoice book on the desk for ready reference and have found the double pricing an immense help. Try it and see how easily it is done and how much you will use your book.

Speaking of profits, brings to mind that problem, which has appeared in about all the trade journals: Article cost \$1. Business expense 22 per cent. Wants to make 10 per cent profit. What should be the selling price? Answer \$1.47. Not many of us average that amount of profit, and it is surprising how close to 25 per cent. of the gross sales it will average. I know a South Oregon retail dealer who handled cement by the carload on a basis of \$10 per car and thought he was making money, because he did not touch the cement and

## SEASONABLE GOODS

We Stock

### Diamond Brand Steel Goods

Wood }  
Wilson } Shovels and Spades  
Piqua }

Iwan }  
Fenns }  
Vaughns } Post Hole Diggers  
Invincible }  
Universal }  
Hercules }  
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### Michigan Hardware Company

Exclusively Wholesale

Ellsworth Ave. and Oakes St. GRAND RAPIDS, MICH.

### Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.



let the contractor unload it. The car was worth at that point about \$250 and he handled it on a 4 per cent. margin. This item would appear on the year's business as a \$250 sale and a measly \$10 profit. Just look how this one time alone would cut down his average profits and increase his percentage of business cost. It is a true saying that "Any fool can sell goods at cost, but it takes an all-fired good man to sell goods at a fair profit"

There is another item of expense which is often carried beyond the reasonable limit and that is the necessary or rather unnecessary fixtures. What are your expensive appliances good for unless they increase your sales proportionately? I refer now to cash registers, adding machines, protectographs, Warren shelving, computing scales, etc. How many merchants have cash registers in their stores? How many use the store system that goes with it? Now, understand me. I do not say that there is not a legitimate field for the cash register, but I do think that a large number of the claims made for them are not founded by the facts. Investigations made among Grants Pass merchants—R. R. Hardware Co., Grand Pass Hardware Co., Josiah Pardee, C. H. Demaray, Whitehouse Grocery, W. C. Ahlf, C. P. Bishop & Co., Peerless Clothing Co., and Golden Rule Store—not one but could obtain the same service from a cash drawer. We have had plenty of chances to buy a cash register. Beardless youth enters your store—smooth tongue—proceeds to tell you how to run your business, etc. If you have honest clerks, you do not need it. If you have dishonest clerks, it will stop them from stealing. How often does your cash register check at the close of the day's business? How long does it take you to check up the sales strip with the sales slips? Could you not get the same results with much less expenditure of time and labor? Just look at the recent revelations of the cash register trust and ask yourselves how much extra you have paid for your whistle. The "dear people" pay for it all. No doubt you can get good service out of a \$350 adding machine, but, although adding up columns of figures is not a pleasant task, it is a good thing to know how. Remember the parable of the man with the one talent. He lost what he had. You can easily put \$1,000 into virtually non-productive fixtures, which with a little more effort on your part you could cut out and not miss.

Your store should be neat and attractive, but the more simple in its arrangement, the easier it will be to sell goods quickly. You want to use your common sense and group kindred articles together, making as creditable a display as you can, but unless the samples on display boards and cabinets are accurately kept up, they will often hinder rather than help.

The best way to keep down expenses is to sell goods up to your capacity and that is the final test of your busi-

ness. Some goods sell themselves, but in the main it is the personal touch between the clerk and the customer that does the business and here is where suggestive salesmanship comes in play. An instance of personality comes to my mind.

Some years ago a Middle West wholesale house was represented on the coast by a real salesman. It so happened that this man received a fine offer from another house and accepted, and on his next trip told his customers of the changed conditions. So far as I know, without an exception, that man carried his business with him to the new firm, and his old firm withdrew from the territory. That man is to-day, more than any other man, the mainstay of one of Portland's largest wholesale concerns.

You have all come in contact with this phase of human nature. How often does it happen that your customers come in and want to do business with "the boss" only. It is an asset in your business that you cannot afford to neglect. Every merchant should study this personal contact idea and know who the men are who are making it possible for him to continue in business. Just watch the budding politician and take a lesson from him.

Now, as to advertising. Are you wasting your advertising funds or have you a definite aim in all that you do? Notice the firms who advertise most and see how they stick to the central idea until it sticks to you. That is what we want to do. Save our fire until we see something to shoot at and then aim, fire and keep on firing. Make all your advertisements feature your store and what it stands for. A special location, a special front, a special line of goods, a special name may all be used to make your advertisements stick. Don't use a modern high power rifle with peep sights and aim at the center of the bullseye.

Avoid the rocks of price cutting which often spell RUIN in large capitals.

Grants Pass is blessed—or some might say cursed—by having four hardware stores in one block, with a total frontage for the four of 175 feet, out of a possible 400 feet. At first glance you would say that would ruin any line of business, as they will be cutting each other to the very limit. As a matter of fact, it has done nothing of the kind. For some years we have had an arrangement by which we buy from one another on a 10 per cent above cost basis and make monthly settlements on or before the 10th of the following month. This plan has worked admirably for more than six years and we have very little trouble with price cutting. Beware of the man who would lie for a nickel or a dime. Let a sale go rather than cut below a living profit. Our Grants Pass dealers are on good terms and can walk home together, visit at each others' homes and go fishing together without the least fear of a quarrel. We have no retail price agreement, but our 10 per cent. basis has made it possible for us to fill our orders and retain our trade.

A big leak often comes in clerks neglecting to make charges. Insist upon it that the man who delivers the goods is responsible for the sales slip. If in doubt he can make a duplicate slip and that is easily detected, but each clerk should have his own sales book, with his number or initial and should always use it.

Loaning tools is an aggravation, but that can be controlled by making a loan slip and keeping it on a special hook file and destroying the slip only when the article is returned.

Cash discounts are a big lift on the expenses and should never be neglected. The rules of paying accounts twice a month makes the detail work very slight, and it is such a satisfaction to know that your financial sky has no lowering clouds. If you have a large account with a good discount, it will pay you to make a short time loan, rather than let the discount period pass by. Discounting bills increases your purchasing power and any advantage in buying brings a corresponding increase in profit.

Watch the freight bills and check up the railroad company, but be just as ready to make refunds as you are to claim them. It creates the best of feeling and will help in the adjustment of your legitimate claims.

If you are not carrying mutual hardware fire insurance, I advise you to look it up, for you can save yourself 50 per cent. and have the best of insurance at the same time.

Keep your want book handy and put down at once the stock that is

out or ought to be replenished. A sale lost is that much profit gone, and with each lost sale, goes a customer who has lost some of his confidence in you and your business.

Save time, worry, expense and bad feeling by checking up your incoming and outgoing goods with the greatest care. We have all had the humiliating experience of reporting things "short," and then in the course of a week or so, had to acknowledge that some one blundered and mislaid the articles for which claim was made.

Whatever reduces friction in your business will make it show better results. The smooth purring, easy-running auto is usually the one that has the power behind it. That is what we want in our business—reserve power to meet any emergency.

I trust that I have not wearied you with the recital of many things that you all know. I do not claim to know it all, nor do I think that our way is the only way. I have tried long enough to learn that success may be approached and attained from different points and by different methods. Study yourself with a critical eye and try to see yourself as others see you. We are all anxious to make our profits as large as we can, and anything that tends to keep down expenses, will help to bring about that much-to-be-desired result.

Thomas P. Cramer.

The average man would be glad to see his wife's relations—if he could look at them over a long distance telephone.

## H. Eikenhout & Sons Jobbers of Roofing Material

GRAND RAPIDS, MICH.

Let us furnish you the material for that gravel roof and we will rent you the tools to apply it.....

Save  
Ice Bills

Save  
Ice Cream

Save  
Syrups  
and  
Fruits



Serve  
the  
Coldest  
Soda  
Water  
and  
Ice Cream  
in  
Town

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

# Use Tradesman Coupons

## FARMERS' AUCTIONS.

### They Possess Interesting and Educational Features.

Written for the Tradesman.

The farmers' auction season usually ends about the first of April. By that time tenant farmers and purchasers aim to be settled on their newly leased or purchased farms and in readiness to begin the spring work.

There seems to be an unusual number of farmers' auctions this year. The cause can not be attributed to unprofitable farming or low prices in general, as the farmer seems of late years to be highly favored in these respects. Some of the reasons for these auctions are found in the varying circumstances which befall one and another. A farmer dies and the widow does not care to attempt to hire help and carry on the farm; partnerships are dissolved and the most satisfactory way to determine the value of the property and make equal division is by a public sale; the tenant on a large farm purchases a smaller one and so has a surplus of stock and implements; a farm is sold, the former owner purchases elsewhere at too great a distance to profitably move or ship his effects; old age or sickness compels some to relinquish work, the personal stock is sold, the farm leased and the owner moves to a nearby village or town; now and then some one has tried farming instead of work at a trade or business in town and is not successful or not satisfied with the vocation. One of these or some other reason is usually stated in the notice of an auction sale.

Of late the farmer has come to more fully realize the value of plentiful advertising. Bills, rather placards, which will hold the head of a tack and withstand rain or wind, are now generally used instead of the common white print paper as formerly. Besides being posted at crossroads, corners, blacksmith shops, mills, stores and other conspicuous places for miles in every direction notices are also published in the village papers. More minute descriptions and more nearly complete lists of items are to be seen on sale bills than was formerly the case.

The following will give a general idea of a present day action bill except as to size and display:

Auction Sale! Having decided to quit farming I will sell at public auction on my farm three miles north of A—and five miles west of B—on Friday, March 21, 1913, the following described property. Sale to begin at 10 o'clock sharp. Stock, Farm Tools, Machinery, etc. 8 horses, 14 cows, 50 sheep, 11 hogs, 75 hens. Then follows a description of each animal, age, color and weight of horses; age, breed and condition of cows and other cattle, whether milkers, fresh or date to freshen, etc. Then comes the farm machinery, implements and tools: Binder, mower, hay loader, sulky, rake, riding plow, walking plows, hay tedder, side delivery rake, grain drill, 2 horse cultivator, spring tooth harrow, spike tooth harrow, disk harrow, land roller, horse corn planter, single cultiva-

tors, narrow tire wagon, wide tire wagon, hay racks, stock rack, hay slings, hay rope, horse hay fork and car, stack canvas, binder canvas, corn marker, gasoline engine, pumping jack, cream separator, corn sheller, fanning mill, stoneboat, wheelbarrow, woodrack, top surrey, top buggies, road cart, cutter, bob sleigh, 1000 pound scales, double harnesses, single harnesses, water tank, tank heater, feed cooker, cutting box, cauldron kettle, scalding barrel, hand corn planter, three-horse whiffletrees, two horse whiffletrees, neck yokes, grindstone, cross-cut saw, buck saw, hand saws, axes, wedges, maul, posthole digger, fence stretcher, crowbar, ladders, cider barrels, vinegar, cider, 20 gallon meat crock, sprayers, scythes, pickaxe, log chains, forks, shovels, hoes, rakes and other articles. Also the number of bushels of corn, oats, barley, hay, potatoes, seed corn, corn stalks. Hot coffee and lunch at noon. Terms of sale: All sums of \$5 and under, cash; over that amount, six months' time on good bankable notes at 6 per cent. interest. Names of proprietor, auctioneer and clerk.

The success of the sale depends upon sufficient advertising, the day of the week, the size of the crowd, the weather, the time of year, proximity of place or date of other sales, the amount and quality of goods to be sold. Weather not severe for men to stand about but not propitious for farm work if still early in the spring ensures a larger crowd than a pleasant day later in spring when most men are anxious to push their work. The smaller the crowd the better the bargains, and vice versa.

An auction sale resembles a lottery in more way than one. No one can foretell the outcome. Nevertheless everything must be done that can be done to draw a crowd. The popularity of the auctioneer is an important feature, but this counts for little if a sale is not well advertised. The failure to advertise in the village or county papers and to post bills beyond the immediate neighborhood of the farm may result in a loss of \$200 or \$300 to the proprietor, in the lower prices realized than might otherwise have been obtained. If a farmer driving to town any day for ten days previous to the sale does not see one notice of a particular sale for every mile, it is not well advertised.

No one expects the sale to begin at the appointed hour and the few there at that time are there to get a better chance to look over stock and tools than they could after the sale begins. When the company seems to have all arrived, which will be about an hour before lunch time, the auctioneer may be heard calling: "This way, everybody! Right this way. We will now begin the sale." And then mounting the big farm wagon which is filled to overflowing with tools and traps he states the reason for the sale and reads the terms, adding the warning that nothing is to be taken away by a purchaser until settled for, without the consent of the proprietor. If there be any circumstances in connection

with the reasons for the sale which can be used to work upon the sympathy or good will of the company it is well emphasized. For example, take the following:

"Now gentlemen, you are probably all aware of the fact that Mr. A— has lost his wife, he has been sick a long time himself, he is not able to carry on his farm, therefore he has no use for these goods. I have always heard him well spoken of in this community; he has been a square man and a good neighbor—one that you will be sorry to lose. Now I hope that if there is anything here that you need or can use that you will bid a reasonable figure for it. If any of you should happen to pay a little, just a little, more for an article than you think it really worth I guarantee that you will not need to lose any sleep over it. This may be your last opportunity to do a good turn for a neighbor."

Wagons, implements and machinery are ranged in a row or rows in the farmyard or in an adjoining field. The contents of the big wagon are always first in order, and by the time that is cleared out lunch is usually ready. The first article offered for sale is usually something easily held in the hand, and something apt or witty introduces it.

"Now, gentlemen, the first thing I have to offer is this axe. Just the time of year to use it. There is always a chance to work at the woodpile. How much am I offered? How much? How much? Start it along at some figure. Is it worth a half a dollar? A quarter? A dime? Ten cents. Yes, Thank you. Now fifteen. Now twenty. Now twenty-five. Twenty cents only I am offered. The handle is worth that. It has just been ground; its worth a quarter to do that. A quarter of a dollar I've got; yes, thirty; thirty-five cents. Sold to Mr. Jones.

"Now men, I knew some of you, some I don't know, and some I don't want to know. So please be prompt when an article is struck off to you and give your name to the clerk unless I do so."

"Now, let's pitch in again. Our time is limited. We shall not dwell long on these small articles. How much for this fork? How much? How much? It will cost you at least 75 cents at the store, and it is nearly new. Do I hear a half? A quarter then, if that suits you better? A quarter I am bid by three of you. Now, thirty; now forty, and five; forty-five and fifty. Sold for fifty cents to that good looking man right over there. Looks like he might be a twin-sister to the clerk. Know him? Yes."

"Two more forks; better yet. Who wants them? How much? A dime? Yes. Now fifteen; now twenty; now twenty-five, and thirty—Do I hear thirty? This is bargain day. The first man that opens his mouth will get the plum. Thirty cents, thirty-five, forty, forty-five, fifty. Sold for fifty cents. You wouldn't let me give it to him for thirty. Well, I guess not."

And so it goes with forks, hoes, shovels, scythes—

"The next is a scythe. You may have your mowing machines and reapers but you must have a scythe. Every farmer needs one some time. How much am I offered? Ten cents. Thank you! You know what a new one costs. Not less than one dollar. And I am offered a dime. Who wants it at fifteen cents? Quick. Fifteen, yes; now twenty, now twenty-five; twenty-five? Do I hear it. You've all got all the scythes you need? Perhaps when you go to get that one out of the cherry tree that's been there since last August it will be all rusted out. Do you want this one for a quarter? All ready for business. Yes; sold to John Brown. There's only one John Brown."

"Ah! here is a prize package. A whole boxful of bolts, clevises, mowing machine sections, rivets, pinners, and I don't know what all. Is it worth a dollar to you? Well, how much? Start it at some price. Ten cents I am bid; fifteen, twenty; twen-

## A. T. KNOWLSON COMPANY

Wholesale Gas and Electric Supplies

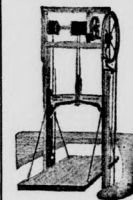
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## ELEVATORS



Hand and Power  
For All Purposes

Also Dumbwaiters  
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

## Parcels Post Zone Maps

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

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

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

Tradesman Company  
Grand Rapids, Mich.



ty, twenty, we can't dwell; its too heavy to hold long. Twenty-five, and sold. What is your name? Sam Peters; yes, I knew it, but I thought I'd see if you did."

"And here's another box—curry comb, brush, belt punch, hand clippers—cost you \$2 or more new, and these will do the work. They did for him. Oh! don't you love to have your horses look good? Trim off the long hair. They'll feel better and do better too. How much. A dollar? There's a lot more in the box, take a look at it. Probably five dollar's worth. And I am bid a half; make it seventy-five; yes; now, eighty, now, ninety, now step the even dollar. Am I going too fast? What was the last bid? Well, eighty-five then; eighty-five; eighty-five! Sold for eighty-five cents to Pat McConnell, who came from the same place in Germany that my father did."

And when it comes to log chains, crowbars, pickaxes, mauls, wedges, whiffletrees, ropes, clevises, and the like down they go to the ground—"Stand back! Look out for your feet"—and as each lot is sold the successful bidder is importuned to "take it out of the way." With some broken or worthless articles must be placed others in order to get a bid. Most purchasers carry away every broken fork, harness, hame, whiffletree and the like that comes in their lot, while others pick out the things they want and leave the rest on the ground. Frequently the junk man is in attendance to take old machinery that no farmer wants at any price.

When the wagon is emptied the harnesses are brought and handed up one by one or by pairs to the auctioneer. The sons, the hired men, or three or four neighbors are by request or of their own free offering ready to wait on the auctioneer, hand him tools as he is ready for them in the wagon, or point-out the next thing to sell, tell the age of horses, cattle, their condition and other points of interest which only the farmer and his helpers know.

Lunch is announced. At the door step are baskets full of paper bags, each one containing a ham sandwich, a fried cake, a cookie and possibly a piece of cheese. There is a bagful or a tubful of tin cups, and every one helps himself to a cup and a bag of lunch. There or four men come out of the kitchen with pails of hot coffee, with milk or cream already stirred in and well sweetened. Every one dips his cup of coffee and most of them take a second and even a third cup as the men come out again with freshly filled pails. There is enough lunch for a second help but few are seen to take a second bag, and some do not even finish the first one, dropping it down with a part left in.

The auctioneer, clerk, proprietor, the men who are helping and any white haired men present are invited into the house to a regular dinner. There are usually from three or four to a dozen women, neighbors, relatives, or both, who help put up the lunches, make the coffee and get dinner.

There's usually a few minutes after dinner to wander about, inspect stock and tools and visit before the sale is resumed. About the only new arrivals in the afternoon are the stock buyers from town and horse dealers who have no interest in other kinds of property.

The auction bills usually state the names of manufacturers of the principal farm implements, and such names are emphasized by the auctioneer. Whether it be a Champion or McCormick binder, mower or corn harvester, a Deere, Deering or Dain hay loader, an Iron Age or American cultivator; an Empire, Favorite or Superior grain drill; a Columbus, Jackson or Studebaker wagon; a Gale, Oliver or Wiard plow, that fact makes the article "one of the leading makes," "the old reliable," "the new and up-to-date," "having all the modern improvements," etc., etc.

Such an auction has a number of surprises. The proprietor is sometimes surprised to get so much for his property; the spectator is surprised to see people so eager to buy some things and so little interested in others; occasionally a bidder is surprised to get a thing at much less price than he expected to pay, while again he bids as much or more than he considers an article worth and still fails to secure it. One can hardly account for the fact that things which all farmers must have and must buy frequently are offered them and no one seems to care for them. If they do, no one wants to start the bidding.

Certain ones go with a definite purpose to buy certain things if suited to their needs and do not go too high. And they will not bid on anything else. Others go to look on, to keep posted as to how live stock, grain, etc., sells. While others go to buy anything they need or can use at a fair price. There are always some bargain hunters, who, if the bidding is slow, or no bids at all are offered, will start at a low figure. If there are no other bids that of course ends it, and they secure the article; but the minute the bidding gets above a ridiculously low figure these bargain hunters drop out.

The auctioneer has his little tricks, used more for the purpose of amusing the crowd than for increasing receipts. The proprietor would not countenance any serious deception and the auctioneer knows that nothing is to be gained by persistent attempts to fool the bidders. When he holds a fork by the tines or a hay-knife, corn cutter or scythe by the blade it is understood that he is hiding some break or defect. When he turns an article around rapidly or swings it from side to side to give every one a chance of careful scrutiny there is something wrong with it. The unwary bidder who gets the article usually takes the laugh in good part. In handing it over the auctioneer innocently remarks: "Of course you saw that break? You knew it was not whole didn't you? I had my hand over it; a habit I've got into; but I won't do it again." If the same person bids on some other article he

may get it at the first bid, with the remark; "That will make up for the broken fork, hoe or shovel," as the case may be.

After the machinery and implements comes hay and grain; then cattle, sheep and swine. The horses are always last. Seeing the live stock sold is considered quite important. It helps the farmers to keep posted as to values. The high prices received usually compensates for disappointments on all other property, though there are occasions, especially when winter is approaching and feed is scarce, when it is hard to get full value for horses. When the last thing is sold the auctioneer announces the time and place of his next sale, and thanks all for their attention and aid.

One cannot help but reflect on the uniform orderly, peaceable and harmonious attitude of the crowd. No angry disputes, no quarrels, no brawls, no fights, and seldom any frolic by the young men. No rough and tumble sports. It did not use to be so years ago. Surely the times are changing or the people.

E. E. Whitney.

Many a man who howls for justice would probably try to sneak up an alley if he saw it coming.

**The Money Value of Good English.**

It is not the clever-looking advertisement that sells things, nor the advertisement with beautiful typographical layout. It is the advertisement which says what it has to say in rich, flowing English, every sentence crisp, straight to the point, piercing the mind like clearly uttered talk.

The advertiser who will pay to have his announcements written by a man who knows this kind of English, and who has, as well, a long-trained understanding of how to find the distinctive points in a product and state them in logical sequence, need never think the price too high.

**Faith.**

If you don't believe in advertising don't advertise.

The man who fears will falter at the most critical time.

Faith is as essential as money.

Don't confuse faith with nerve. Nerve is the gambler's asset. Advertising should never be a gamble.

Back of every big advertising success you will find the man who believes in advertising.

You will find that faith made him firm. It made him stand by his guns till victory was won.

No business victory is more complete than those won by advertising.

**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

**REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES**

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

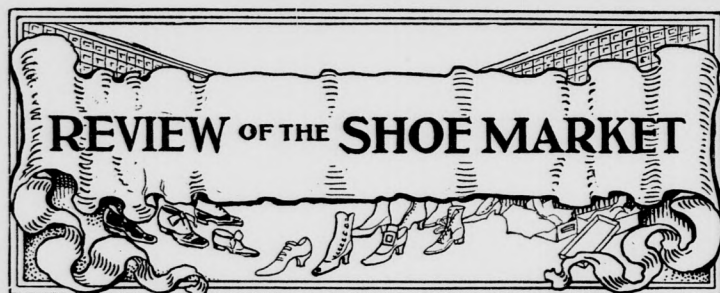
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Beware of Imitations. For Particulars Ask for Sample and Booklet.

Write us for Agency Proposition. Distributing Agents at

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- Detroit Lansing Cleveland Cincinnati Buffalo Worcester Jackson
- Milwaukee Battle Creek Dayton Youngstown Syracuse Scranton

**H. M. REYNOLDS ASPHALT SHINGLE CO.**  
Original Manufacturer, GRAND RAPIDS, MICH.



#### Construction of the Foot and Its Abuses.

A perfect foot is never found exemplified in any individual. The tendency of to-day is to dress the foot from the standard of the esthetic to the detriment of producing one fit for use.

The anatomy of the foot is such as to admit of motion on three plans, which renders it capable of adapting itself to the various changes of poise and balance of the body.

The arch of the foot with the scaphoid bone—its highest point—was never intended by nature to bear the brunt of the weight of the body. The straight outside, from the point of the little toe to the middle of the heel, well padded with muscles and soft tissue, is the natural base from the standpoint of mechanics on which the majority of the weight of the body should rest. The center of gravity of the body normally should drop between the first and second toe.

Briefly, the basis on which we stand can be represented by the trapezoid, with the feet almost parallel, the body weight falling in a line passing from the shoulder through the center of the great trochanter, knee joint and external malleolus.

It would seem to be an illusion to say that the center of gravity is actually borne back in a perpendicular in a high heel shoe. Nevertheless, this is true. This fact explains the reason why so many people feel relief from these symptoms of a strained foot, namely, backache and pains in the calves of the legs, by wearing a high heel slipper.

A high heel shoe, on the contrary, so eliminates any possibility of freedom of motion in the muscles of the foot and calves of the leg that they become atrophied from disuse, as when the heel is elevated, one necessarily combines this physical quality of the shoe with the pointed toe, so that the only firm point of bearing is in the region of the transverse arch or across the great toe joint, and as a result, this portion of the foot becomes very much thickened and distorted, and such deformities as hallux valgus and flat-foot prevent the proper mechanics of the foot and bring about a strain of the entire musculature of the body.

As we study the manifestations of the feet of individuals who are subject to considerable use of the legs and feet, namely, the Japanese jinrikisha men, we note the static position as described above with the weight almost entirely on the straight outside of the foot.

This is also exemplified in the

American Indian and backwoods guide, who we formerly supposed were flat-footed, and who in reality give an apparent deformity only, as the muscles through the arch are markedly developed from the freedom of motion in the moccasins and sandals worn.

Analyzing their gait, we note that they walk with the feet parallel, with the heel striking the ground first, and right along the outside of the foot coming forward on the toes in a position consistent with the anatomical construction of the foot, namely, the little toe being shorter than the great toe. The most favorable position for motion, would be as described.

This fact has led many to the extreme of shoe construction, and at the present day the moccasin type of shoe, which emulates the moccasin in flexibility and sole and general alignment, has been taken up as a preventive and cure for flat foot. The promulgation of such a style has proved to those of experience the fallacy that any one standard of shoe is applicable to all feet. To put a foot which is not flexible or capable of bearing the plans of motion by its own muscular effort into a flexible shoe, is a mistake which is being often committed at the present time.

Did we put many of the savages under conditions of environment which we live, such as hard sidewalks and uncarpeted floors, it is reasonable to suppose that they, too, would fall heir to many of our present ailments.

It is inconsistent to the paths of any human being to believe that he or she can emulate the motions of gripping the side-walk bricks with one's toes. So, briefly, the essentials of any good shoe lie in the fact of a broad low heel, carried well forward under the os calcis, a broad shape coming perfectly straight on the outside, and coming out well under the upper of the shoe. In fact, there may be no points in the outer bearing of the foot which is not completely supported.

There should be a perfectly straight inside line from the great toe joint back to the middle of the heel. The shoe should grasp the heel firmly and from the tip of the heel to a point three inches on the os calcis, fairly well rounded up in the arch and with a toe that is consistent with the comfortable line of the toes without being cramped.

In the average afflictions of the foot, the extreme type of shoe would throw the foot into adduction entirely unnecessary. The demands of fashion at the present day will not



## The Uplift To Your Business



of the soothing effects of pure foot comfort sets in motion a word of mouth advertising in praise of you and your shoes that has a tremendous value.

This shoe is made over our Last 18, heavy or light leather, Goodyear Welt or Standard Screw. Ask our salesman.

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

# Get to Know Our Salesmen

## And Our Specialty Shoes

These salesmen are now starting out with our

New Specialty Shoe Lines

Showing Up-to-date Styles for Fall

and

White Nubuck, Black Suede, Velvets,

Black Corkscrews, White Canvas

Oxfords and Boots for

## Quick Delivery

Ladies' and Men's Drop Toe, Low Heel

English Walking Shoes

The Only Specialty Shoe House in Michigan

## Get to Know

# Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Hood Rubbers End Your Troubles



admit of the popularity of such a shaped shoe.

There are many feet which will not succumb to treatment without the use of plates, and these should only be made under the direction of one skilled in the anatomy of the foot, and should be made to order in each case to which they are applied. The plates should not be so long as to spread the foot, and in a large majority of cases will teach the individual the proper bearing for the weight of the body so that they may be discarded after a certain period of time.

The mechanics of the foot with all of its bearing muscles represent the most perfect exemplification of mechanics and the problems of stress and strain can be admirably worked out, provided we give the foot the opportunity of freedom of motion.

John D. Adams, M. D.

**Buy Fair and Prosper.**

One of the most successful men in the shoe and leather business was some years ago a moderate sized leather dealer in Boston. He received a call at his store from a large buyer one market day and sold him quite a bill of goods. In the afternoon before the buyer left Boston he came back to the seller's place of business and said rather abruptly, "I don't want you to ship that leather; I have found something that I like better." The seller replied, "You bought that leather this forenoon, didn't you?" "Yes," said the buyer. "Well, my understanding of a trade is that when you buy something you take it and when I sell something I deliver it. I don't want you to ever come inside of this store again."

This was pretty drastic treatment for a small seller to deal out to a large buyer, but the small seller who believed that a trade was a trade to be lived up to has become a very influential factor reputed to be doing a business of over \$20,000,000 per annum, while the man who was the buyer in this little quarrel we have referred to has gone out of business and been forgotten. I doubt if many of our readers would remember the name if we repeated it.

This incident was brought to our minds again during the week by a statement made by a seller of upper leather. He felt that one or more buyers were inclined to take advantage of the seller, especially on those grades which were hard to market. He explained that it was impossible to make a perfectly uniform selection of his leather; in fact, it is difficult to make uniform selection of any kind of leather.

It is his experience that buyers take the selections which are hard to get and appear to be thankful for the opportunity to get the leather, but the same men appear perfectly willing to take advantage and bulldoze him on sorts of leather with which the market is overstocked.

Some members of firms which he was criticising have been in the habit of examining leather and buying it. After it was shipped to the buyer it was passed on as to quality by an employe. This employe may have had

instructions to be extra careful in accepting merchandise. Usually this individual takes out the best bundles and returns the rest. Sometimes after the member of the firm has made a purchase and received the goods he finds that he can buy for less elsewhere and returns the original shipment with an arbitrary letter, giving the quality is a reason for making the return.

The opinion seems to be that such buyers are practising similar methods everywhere they go and are making themselves more and more undesirable customers.

There is usually nothing worse for a buyer than to build up an unfriendly feeling between himself and those who sell him. The man who is the best buyer is fair, considerate and sometimes generous. He expects those who sell him to make a legitimate profit; if not, they very soon decline to sell or go out of business, so in any event the buyer's list of friends and his sources of supply are cut off or diminished.

The practice of bulldozing, of unfair complaints and unjust returning of goods, a conspicuous desire to buy at the seller's loss instead of his profit surely will return to injure the parties who use such methods.

There is a never failing law of compensation which says "If you gain some advantage here, you lose some corresponding advantage there" and this law always works between buyers and sellers.

If you go over the list of most successful and esteemed merchants and manufacturers in the shoe and leather business, you will find that they were fair and honest traders. Those who have taken unfair advantages in either buying or selling have been obliged to change this policy for something better or have soon disappeared from active business.—Weekly Bulletin.

**He Had a Worse One.**

A young man landed in Grand Rapids broke. A sign on a window, "Shoemaker Wanted," attracted his notice, and he applied for the job. The store keeper took him back into the shop and said:

"Here are all the tools and the leather. I going out for the rest of the day. Sit down and make a shoe, and when I come back I will see if you are competent for the job."

The young man started to work, and turned out something that looked almost like a shoe at first glance. It was so bad that he put it under the bench, out of sight, and started on another one to see if he could do better. The next morning the storekeeper came back into the shop and asked to see his work. The young man showed the second shoe he had made. The storekeeper took one look, and said:

"That is the worst I ever saw. I'll bet ten dollars that as poor a shoe as that was never before made in this shop."

"Do you mean that?" asked the young man.

The storekeeper warmly repeated his offer.

"I'll take you on that," said the young man. Then he reached down

under the bench and pulled out the first shoe he had made.

You may have noticed that people who listen to reason always agree with you.

Occasionally a man's friend gets the best of him while he is watching his enemies.

**We have Told in the Past That the "Bertsch" Goodyear Welt is one of the big lines on the market**

**But Mr. Dealer—**

**Have you seen our \$2.25, \$2.30, \$2.35 Dress Welts? If not you should investigate this line at once. They are real, live, snappy up-to-date numbers. You are paying \$2.50 and up for them elsewhere.**

**How can we do it you ask? Partly this—We are after a new selling record and have sacrificed our usual profit on these numbers to get it.**

**The "Bertsch" value is there all right, so you cannot go wrong on them. Send card for samples, catalogue or salesman.**

**THEY WEAR LIKE IRON**

**Herold-Bertsch Shoe Co.**

**GRAND RAPIDS, MICH.**



This shoe has met a popular demand which increases every year. It is made over full, roomy lasts, and of the most serviceable stock, both upper and sole.

Let us send a sample pair that an examination may prove their worth.

We tan the leather and make the shoes

**Hirth-Krause Co.**

**Hide to Shoe  
Tanners and Shoe Manufacturers  
GRAND RAPIDS, MICH.**



## RENEW YOUR YOUTH.

## Learn to Make the Most of Yourself.

The seedling oak grows to be the sapling; the sapling matures, and we have the old storm warrior of the forests and fields, with mighty limbs stretching out to receive volumes of wind and rain and sunshine. It has arborized enormously. Starting with only a puny stem, seeming scarce strong enough to hold its spreading leaflets, it has not only doubled and redoubled its main bulk, but it has reached out in every direction as far as a tree could reach.

That beautiful Latin word for tree, arbor, has, because of this type of growth, received a suffix that makes the derivative, arborize, a most significant word for a certain way of growing. The growth of the brain cell is described as an arborizing. That infinitely complex thing, the brain, begins with the simple cell, which arborizes in every direction, sending out filaments or tiny branches and ultimately making a tissue that is the most sensitive of almost any known.

Those who understand the problems of physiology and have as a result, a due degree of reverence for the wonders of creation as exhibited in our human frame, say with profound emphasis that our bodies are just as fine as our souls are a miracle. The miracles of bodily growth, as well as the miracles of defense and adaptation are things to inspire our "free wills" to emulate their makings, to reach toward a perfection that is equal to that in our organs of sense and action.

When wear or tear, or accident or disease, destroy a human limb or tooth or eye, there can be grafted on to the body certain substitutes, things often quite admirable in their own way, but when compared with what Nature built by its eternal process of arborizing, poor and clumsy indeed.

There are men, however, who rather fancy these sorts of additions to themselves; are actually vainer over a gold tooth than over a natural one. And so it is in less concrete and tangible things. Men think to graft upon themselves something that has been made elsewhere than in their own incomparable factories. When quite degenerate they become nothing but grafters, adding to themselves profits they never earned, fastening to themselves false limbs or growing by proxy. When exposed to the full daylight this always shows up as a disreputable form of growth, yet not only the degenerate and the man without a model background try to grow this way, but others are perpetually attracted to the method.

## False Notions of Growth.

There is a world of so-called business which fattens on men, especially young men, who have false notions of how to grow. These businesses propose, for a nice round sum, to fit any man by some very short cut to be a railroad president or a high official in the transportation business, for some business where quite supreme judgment comes as the result of solid accretions, with the time warrant. Or, again, they offer a man a mercantile

training or a doctor's degree in some brief period of months, the charge being all out of proportion to that of a long and thorough discipline, with the false promise that the fake training will take the place of the legitimate and long, and is therefore worth a large sum.

We may be glad that we are not of the nation where a man has put all the years of his life into the doing of a beautiful piece of carving, but there is a lesson for us in the thoroughness of such discipline. His product does not perish with him. It lasts centuries after he is dead and gone. He leaves a memorial of fine workmanship behind him, one large element in which was time.

The great number of organizations pretending to have the power to clip time flourish for the trapping of gulls, and they could not live a day did not men have a false idea of how to grow and how real attainment is gained. Real growth is fundamentally the same as that of the tree. Magic art never produced a real tree, with its roots firmly bedded in the soil and its wide branches touching heaven. The magicians and the fakers are always ready to promise to produce such mighty creations, but they have not succeeded in thousands of years of effort, nor will they succeed.

Real growth is one of the most fascinating things in the world, whether it be of man's body or mind or of the plants. A whole and a wholesome family will take as much pleasure in watching pea vines come up and branch out, arborizing in their delicate way, as in seeing a show, and the pleasure is a much less transient thing. It is almost as much an event in the family of a sensible sort when Willie outgrows the yardstick and has to be measured on the door jamb with the others, as that when the Roman boy assumed the toga, sign of manhood and of one step of completed growth.

## No Limit to Arborizing.

But here is another trap for the mind. Growth is never really complete, though we may say of a boy he has got his growth. In extension maybe he has, but in intension he never can. Arborizing never stops. The oak puts out new leaves and branches every season, and the branches grow into strong limbs. Because its trunk is inclosed in the hard bark of years, there is no reason why at its tips and points it should be anything but as keenly alive as when it had but one little tip, the point to a stem most newly and vigorously alive to its very outer cells.

One reason why a great many men and women are uninteresting to themselves and to others is because they have no sense of this arborizing sort of growth, this growth that may not be of their main life, but of all the branches that reach out and connect them with the whole tissue of the world. They somehow fancy themselves, if they let their minds grow enough to reason so far, rather like a nice smooth and finished column; or perhaps their figure for themselves is something a little more dressed up and fussily ornate. But at any rate, whether smothered or covered, the

offshoots of interest and activity are not in the picture.

Even the evergreen trees renew their youth by arborizing. The gloomiest of them send out the most dainty and fragile clouds of greenness. A willow tree will arborize after it is chopped down and lies prostrate, and this is typical of the man who reaches out as long as there is a live cell in him, grows rather than lives a life in death.

Another man will lie down and employ all sorts of agents, the electric battery and all sorts of human skill of others to keep himself alive while his hands swell and stiffen and his whole body is self drugged. With no great effort the life in him might increase by leaps and bounds, but his mind has stopped arborizing. If that was sending out new growths he would be matching it in his bodily activities. Sometimes men have really drugged themselves for years and lived a hibernating sort of existence, keeping inert a power of such a high degree of vitality that after years it has enough of itself left to revolutionize the man's whole life. With new arborizing every latent drop of energy has come to the front and sometimes seemed miraculously great.

## Exertion Generates Energy.

It is astonishing how much of energy a man who says to himself "while I live I will be alive," will find in himself. The more he reaches out to do, always within reason, the more energy and strength he will find developing. He begins to utilize the energy makers he is putting into his body in the way of food, instead of taking them in and allowing them to utilize him. Just as the new leaf bud pushes off the old leaf he will find his new energy pushing off a helplessness that had been entirely a matter of imagination.

As with the body, so with the mind. The mind has the power of arborizing to the day of a man's death, yet one man or another will claim that he is losing his memory or has lost the power of concentration or the power to reason. He may have stopped growing so long before that he goes to sleep on a day or days when his worldly success demands that he be most awake. Live things are difficult to keep in a state of equilibrium unless they are sufficiently active, and many sorts of activity are growth, or they cannot go on without growth.

Just as men have more sense to-day about keeping their flesh clean, their hair trimmed and unmatted, their nails filed, so they are beginning to have a sense of keeping their minds cleansed of filthy or dead things, the filaments unknotted, and all the debris of worry and trouble cleaned out.

There is nothing that prevents a man's arborizing like worry. This will keep him from putting out a single new twig of effort. He is like a certain country man of splendid ability and the best of good common sense about many things. In a different atmosphere, an atmosphere with forcing qualities, he would undoubtedly put out branches of effort extending so that they might reach out as far as do the activities of our greatest mail order houses. But somehow as

it is where he is he cannot grow, he cannot put out new filaments. He has real genius for trade, but he cannot risk anything.

## Worry Prevents Profit.

Such a man did finally buy a little store and set up in business, but he grew old and less agreeable every day. One of the reasons for this was that for the first year or more that he had the store he could not sleep of a night for fear that it might burn down and his \$350 investment go up in smoke. He hoarded, as a salaried man, several thousand dollars, but the prospect of losing a penny worried him out of all reason. He works himself and he works his family, but he gains not half as much with all his efforts as he might could he grow a bit.

There are plenty of people who are actually jealous when they see one of their friends or acquaintances more active than themselves, especially if the friend is getting things they want but won't pay for in the particular sort of coin required. An expenditure of effort or good sense or money itself may be the thing they will not give for the sake of getting. They are perfectly willing to get, but they are not broad enough to see that they must pay a price. They will not water their plants of ability and yet expect them to put out new shoots. They want the new branches but they will not realize that they have to supply the soil and sun and rain that will make them grow.

A good deal of arborizing represents a spontaneous sort of growth, a quick bursting of the cell wall to let out a new filament, but the wall has to be kept pliant and the cell content briskly alive. C. S. Maddocks.

## Literary Prescription.

For clearness read Marcaulay.

For logic read Burke and Bacon.

For action read Homer and Scott.

For conciseness read Bacon and Pope.

For sublimity of conception read Milton.

For vivacity read Stevenson and Kipling.

For imagination read Shakespeare and Job.

For elegance read Virgil, Goldsmith, Milton and Arnold.

For common sense read Benjamin Franklin.

For simplicity read Burns, Whittier and Bunyan.

For smoothness read Addison and Hawthorne.

For interest in common things read Jane Austin.

For humor read Chaucer, Cervantes and Mark Twain.

For choice of individual words read Keats, Tennyson and Emerson.

For the study of human nature read Shakespeare and George Elliot.

For loving and patient observation of nature read Thoreau and Wilton.

Some of the blame for the lies we tell ought to be charged up to people who ask our candid opinion.

It must be nice to be a critic. A critic can roast people he doesn't like and get paid for doing it.



### Candid Comment From the Celery City.

Kalamazoo, April 2—Kalamazoo Council, No. 156, held a special meeting Saturday evening, March 22, at which time the officers elected at the regular meeting were installed. After the installation, the Council rooms were thrown open and the ladies joined the members in a social gathering, dancing until midnight. The Entertainment Committee furnished a very nice luncheon and Brother Clarence L. Heath, of Boston Council, favored us with two nice selections of Irish stories.

Brother Heath has been working the past six or eight weeks with the salesmen of the Lee & Cady branch in Kalamazoo, as a representative of Dwinell-Wright Co., of Boston, and for the past two Saturday evenings has been giving a series of stereopticon views on a screen across from the Burdick Hotel, assisted by Professor Fox from the Western State Normal School. Last Saturday evening, after more than an hour's entertainment from the room in the Burdick, he was visited by the Chief of Police and informed that there was a local ordinance prohibiting the placing of banners over the windows of any buildings and for this reason his work would have to cease. He then appeared in the Council rooms and passed the remainder of the evening as the guest of Kalamazoo Council. During his work in Kalamazoo and the adjacent towns, he has won a very warm place in the hearts of the members of our Council, and especially with the boys with whom he has been working in the local branch of Lee & Cady. As a loyal U. C. T. member, he has the interests of every member very close at heart, and he has had the honor of signing the application blanks of three of the new candidates for our April meeting. If he is a sample of the men of which Boston Council, No. 44, is composed, we certainly should be very glad to visit their Council. He leaves for Boston on Friday evening, April 11, and our boys hope to see him here again later in the year.

Charles C. Adams, 718 South Park street, Kalamazoo, has returned his withdrawal card taken Dec. 14, 1907, and will be voted into membership at the next meeting.

A. L. Rose, 610 Axtell street, Kalamazoo, has signified sending in for his transfer since he has become a resident of our city. If more of the local U. C. T. members would do the same, Kalamazoo would be second in size in the State. We have a large number of U. C. T. members here who still hold their membership outside of the city.

Last Wednesday morning, as the Grand Rapids Express No. 43 was speeding down the grade into Decatur, running over an hour late, and trying to make up some of the lost time, the draw-bar knuckle on the old combination baggage and smoker from the G. R. & I. gave way and the engine surged ahead until the slack was taken up and the train caught by the heavy guard chains on

the sides of the tender. The passengers received a severe shock, followed at once by the instant application of the emergency brakes by the baggage man, and for a few seconds it was thought they were off the track. The engine was held to the train only by the chains on each side of the tender and this play between the cars and the engine gave a succession of severe jars to the passengers until the train was brought to a stop in a few car lengths. After replacing the knuckle with one from the Pullman in the rear, the train proceeded to Decatur and Chicago.

Cards are out to ascertain how many members are going to go to the Grand Council meeting in Grand Rapids in June and the number of ladies each will have. At the present time we know of seventy who will be on the train and the cards have just been mailed. In fact, seven of the seventy have been reported by card. When time enough has passed for the

have engaged Fischer's full fifteen piece band to accompany us for two days. The best is none too good for Kalamazoo Council. Let every one turn in and boost for a grand good time.

R. S. Hopkins.

### Chirpings From the Crickets.

Battle Creek, March 31—We occasionally read in the Tradesman's columns where some reader speaks about things that have been sent in by some of Mr. Stowe's correspondents. We are glad to have any of you readers call to our attention any article that you think is not correct. There are not many of Mr. Stowe's U. C. T. correspondents who ever took a correspondence course in journalism or ever interviewed a King, President or Pope, but I venture to state all of us have interviewed subjects and got by with it, that would have tried the patience of an expert Associated Press representative and all we wanted at that was an order. But at that, it is a pleasure to send in a weekly letter and we cannot help

### THE TRAVELING SALESMAN.

Off the train he jumps at daybreak with a grip in either hand,  
With a stomach mighty empty and a wish for Slumberland.  
But he never makes a whimper as he hops into the bus,  
For he laughs at real discomforts that would bring the tears from us.  
Ever laughs the traveling salesman, and his laugh rings loud and sweet

To the poor old stranded actor or the beggar on the street,  
Just because the salesman helps them to their breakfast and their fare,  
Even though it takes a greenback he can ill afford to spare.

On the train he hops at midnight, and when dawn has come again  
You can see him swinging blithely from the cold and dreary train.  
Just another round of calling, taking orders in a town—  
Orders that he thinks are corks—whichever the credit man turns down.  
Just another round of hustling, just a ten-mile drive or two,  
Lugging round a bunch of baggage that would cripple me or you;  
Far from home and good home cooking, far from baby and from wife,  
You can bet it takes a hero to endure a salesman's life!

Dodging canned stuff with its ptomaines, getting steak that's mostly bone,  
In some little country roadhouse where he creeps to bed alone,  
With the same old smile he slumbers, for inside his watch's case  
Is the photo of a wife and a dimpled baby face.

return of the cards we ought to have at least 150.

One of our members states that he was informed by a member from Battle Creek that they were coming this way in special cars and, if so, will join our crowd here. So far so good, Battle Creek. We hope you will have at least two cars.

Every member of our Council will receive a letter from us in the near future giving him the opportunity of subscribing to Business, a publication printed in Detroit. The subscriptions are \$1.50 each and the money thus received will go to the band fund. Each member ought to subscribe himself and, if possible, secure one other subscriber. Of course, we will not receive remittances from each member, but let each one do his share. The subscriptions have been donated by a member of the Council and he guarantees to each subscriber that he will receive full value for his money and at the same time will have helped defray the expenses of the band. Remember, we

but know that quite a host of boys read them each week.

Jos. Day, of Owosso, was a business getter around Jackson last week. Joe is with the Chamberlain Medicine Co. of Des Moines, Iowa, and sits with the U. C. T. boys at Owosso.

Claude De France, of Kalamazoo Council, is meeting with splendid success with his new line. He is covering Michigan territory for the Bingham Hardware Co., of Cleveland, Ohio. Claude is one of the crackerjack ball players in the Kalamazoo U. C. T. ball team, but on account of talking to the umpire so much and on account of his bow legs, the management has been forced to place him in the field.

The writer is in receipt of a Los Angeles, Calif., newspaper clipping, dated March 21 and mailed from Chicago. The article tells of a police department mix-up in Chicago regarding the arrest of a John Quincy Adams. It seems that John Quincy Adams, of Los Angeles, is a minister

of the gospel and another John Quincy Adams, of the same city, is a crook. The two parties resemble each other in looks and the pastor was arrested for the pranks of the crook. Who mailed me this clipping I do not know. Why they should have mailed the clipping to me I do not know. I thought at first our Grand Counselor John Quincy Adams might have sent it to me, but John had no business in Chicago at the time this was mailed. Then the thought struck me that J. Q. Adams was having such fine business on his Michigan territory that his house had sent him to Chicago to make a thorough canvass for business from the foxey State street buyers and he (John), seeing this article in a California newspaper (which he had picked up to see how his gold mine stocks were quoted), had sent the article to yours truly to let the boys know that our John was not the party arrested. But that was not necessary. John Quincy Adams, Grand Counselor U. C. T., Michigan, living in Battle Creek and traveling out of Jackson, would never be taken for a crook. Neither would he be taken for a minister.

Brother C. B. Whipple tells me that a Battle Creek minister in announcing future events in his church a few evenings back stated that Chas. R. Foster and H. W. Ireland were down for an evening entertainment. I was congratulating Brother Ireland and wishing him a full house and much applause, when he informed me that he knew nothing of his future engagement. I suppose, though, when an artist gets his reputation established like Herbert has, that his booking office takes care of all his business details and all the principal has to do is to warble and, take it from the Battle Creek Council and friends who have had the pleasure of hearing Brother Ireland sing, he sure can sing. Brother Foster is just as good in his line and the two can put on an entertainment that would make the majority of the Butterfield talent want to go back to the high grass towns in the kerosene circuit.

Wm. Masters picks up his little case and goes out on the road again Monday morning. Will has been laid up for over two weeks and looks pretty peaked.

Leo Crowell, of the United Confectionery Co., has developed a well rooted case of poet's fever. Seems to be of the spring type. Any of the local boys interested in real poetry and wishing to hear Leo's first attempt before it is sold to some of the big New York publishers, kindly call and Leo will recite for you, possibly without much feeling, but he will go through it.

The framed photo of our officers and executive committees looks very much at home in the office of our Secretary-Treasurer.

W. W. Whitney, credit manager of the United Confectionery Co., has returned from Wheeling, W. Va. He has changed from La Sanoras to stogies since his return. The ladies in the front office have found it necessary to keep the tansom open.

Guy Pfander.



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

#### Wafted Down From Grand Traverse Bay.

Traverse City, April 2—Traverse City Council, No. 361, closed its fiscal year with six initiates last Saturday, with Senior Counselor, W. F. Murphy in the chair. Traverse City Council now has a membership of 129 members and we think we have a record that we can boast of, considering the size of our city, but it only goes to show what a bunch of boosters can do with harmony prevailing at all times. We have enjoyed a net gain of twenty-six members the past year.

Traverse City Council will observe Memorial day next Sunday and all U. C. T. are requested to join us and attend these services in a body. Be at the Council chambers at 10 a. m.

The infant daughter of Mr. and Mrs. E. C. Knowlton is very sick, but we hope that she will experience a speedy recovery.

Ed. Lannigan, of Battle Creek, State manager for the Rumely Products Co., made a special trip with the territory representative, F. H. Meyer, the past week calling on all the large trade.

Was our last dancing party a success? Well, I guess it was, and you can ask seventy-five couple who attended, for this one was the best ever. By request the committee will arrange for another, date to be announced later. Wasn't it great though, fellows, to see that jolly bunch tripping the light fantastic.

W. J. Cosgrove, of Saginaw Council, attended our dancing party and from all reports enjoyed himself to the utmost. Come again. Bill. Fred

Meyer, of Manton, also attended and assured us that he also had a good time. Come up often.

M. Carroll also attended our dancing party and featured with the turkey trot, etc., which are strictly against the rules of the committee. Mike says it seems good to get away from the P. M. ticket office and mingle with the boys.

W. F. Morford has associated himself with the I. H. Co. of A. and will cover this territory. We wish you success, Bill, which you are justly entitled to.

Chas. Van Riper has accepted a position with the Associated Manufacturing Co., of Waterloo, Iowa, and will cover this territory. This is the position that Bill Morford had and now Bill has Charles' job. The boys just changed firms.

Fred Bennett, of East Jordan, attended our meeting and favored us with a few chosen remarks which were well taken. Fred also was some speechmaker.

Bert Sweet, of Bay City., was seen at Beulah this week engaging launches for his summer vacation and to our personal knowledge, Bert has seven engaged to date. Well Bert, never did go at anything in a small way.

W. J. Cosgrove, of Saginaw Council, is certainly a Traverse City Booster, for every time he is in town and there is a U. C. T. function of some kind you will always see Bill's smiling face. Bill in his modest manner favored us with a few words at our last meeting which were well received. Welcome, Bill.

Kent Butters, of our city, is courting a matrimonial agency, but really, Kent, has it come to that? Think it over, for we never were in favor of this mail order proposition. This is merely for the attention of Bill Smith, of Buckley.

Have you seen A. E. Ford, with that brand new high priced \$3 fancy vest marked down to \$1? Now he will surely attend our parties. A red necktie would also be very becoming. Al paid the lower figure for the vest.

For the enlightenment of the many enquirers, we might suggest that it was not Sam Taylor, Bill Godfrey or Frank Gardner whom we had reference to in our poetry of last week in which we only used the initials.

E. M. Dixon, banker of Thompsonville, tells this one: Ed. says that while crossing the lake the other day he noticed a small hole in the ice about three inches in diameter and as he was standing there lo and behold! a pike weighing nine pounds jumped out through this hole upon the ice and as Ed. has held down the middle sack

for the Thompsonville base ball nine for the past twenty years, he naturally had no difficulty in landing Mr. Pike. Think it all over now, readers, and I am sure you will come to the same conclusion as Mrs. Dixon has that a quart of 89c brand brings out some queer experiences. Ed. is now looking for a good taxidermist to have this fish mounted.

The subscription price of the Tradesman is only \$1 per year for a short time. Think it over. One of the best trade papers in the country for less than two cents per week, besides the commercial items.

Say, boys, did you get on to our new Conductor, Frank W. Wilson, and the manner he delivers his work? Frank, you were going some and the boys all appreciate it. Let others follow.

Did you get on to the way our new Senior Counselor, W. F. Murphy, pronounced the word "permeate." Some of the boys say he said "penetrate." Others say "pentameter." Others say he said "prevaricate."

At our last meeting the Senior Counselor appointed a committee to consummate plans to attend the Grand Council meeting at Grand Rapids in June and from the expressions of the boys we expect to have at least 75 per cent. of our membership there. Our base ball team is now in the south training and we will report later. Boost for Grand Rapids, for Grand Rapids knows how.

At our last meeting the Senior Counselor appointed Fred C. Richter to act as press committee for the ensuing year. Thanks.

Through a very clever piece of campaigning, Bill Bennet had all the votes nearly cinched for him at the annual election, but at that he had a narrow escape. If Bill had not voted himself it would have been all off.

The tellers need a much needed rest after the strenuous labors they were obliged to perform at our last meeting.

Life is real and life is earnest  
 And the good they all die young.  
 Oh joy, no flowers soon  
 To "Sunny Jim" of Ludington.  
 Fred. C. Richter.

#### News and Gossip of the Grand Rapids Boys.

Grand Rapids, April 2—A jolly crowd gathered at Herald hall last Saturday night and spent the evening in dancing. We were very much pleased to see Mr. and Mrs. O. W. Stark present. Although Brother Stark was not able to dance, it seemed good to have him there. We were all glad to see him improved so much since the time of the last meeting.

The flood at Dayton caused many hours of anguish at the home of Brother and Mrs. Rufus Boer, whose daughter was visiting an aunt at Dayton last week. A welcome message came Saturday, stating that their daughter was safe.

All members of No. 131 should not forget that next Saturday, 7:30 p. m., April 5, is the business meeting of the order. All try to be present, for matters of interest to all will be

transacted at this meeting. Come one, come all!

We wish to report that train No. 3 on the Detroit division of the P. M. makes a flag stop now at Lake Odessa to take on passengers for Grand Rapids. Thanks to Neil DeYoung, for we think it was he who brought this about. Make Sunfield a flag station and we will not say any more about it.

A. N. Borden, with Buhl Sons Co., Detroit, has accepted a position with the Norvell-Shapleigh Hardware Co.,



Arthur N. Borden.

of St. Louis, Mo., and will cover Central and Northern Michigan. We certainly wish Brother Borden success and good luck from No. 131.

There are at least three new candidates to take the work for the next meeting. Let's add a few more to this list this week. Get busy all. We hope to have S. W. Johnson's transfer card from Battle Creek Council by next Saturday. If not, we are going to charge him 25 cents a week for having his name in our roster.

Wm. D. Bosman.

#### The Real Salesman.

Proud of his calling and election, patient amidst tribulations, hater of sham and hypocrisy, arbitrator and buffer 'twixt the house and the buyer and loyal to both, possessor by divine right of inheritance and cultivation of the cheerful smile and the glad hand, keen judge of human nature, blessed with tact and discrimination that "finds a way," endowed with the discerning eye, the attentive ear and golden tongue, beloved by the canine race and little children, sympathetic and generous of heart, courteous and chivalrous to the weak, "on the job" and uncomplaining in summer's heat and winter's cold, forgetful of self in the keen chase for the elusive order, no perfunctory peddler of produce, but one who sells the right goods to the right buyer at the right price with the right delivery, purveyor of the merrie jest, knight of the grip, past master of publicity, commander of the faithful, ambassador of commerce—all hail to him, may he live long and prosper greatly.

Chas. C. Hoyt.

#### Just Questions.

Is your store both bright and cheerful?  
 Are the windows looking trim?  
 Are you working for a record  
 With your salesmen full of vim?  
 Do you compliment the helper  
 Who shows he has a head?  
 When you feel your temper growing  
 Can you simply smile instead?  
 Are you prompt in sending statements,  
 And to see that they are paid?  
 Do you realize the losses  
 That delay has to your trade?



### Seepings From the Soo.

Sault Ste. Marie, March 31—The lumber camps in this vicinity are practically closing up for the season. The men are being paid off and going to their homes in various parts of the country.

Mayor Short has started a subscription list for the flood sufferers and is meeting with good success. The responses are liberal and much sympathy is extended to the inhabitants of the flooded districts.

The Cornwell Beef Co. was the successful bidder again this year for the contract supplying the steel trust boats of the Pittsburg Steamship Company's fleet, which is one of the largest meat contracts let in the State, as all of the boats are provisioned here going and coming up and down the Lakes.

The Cleveland Cliffs Company is dismantling the old mill at Bay Mills. This will be the wind up of a once thriving lumbering town. Frank Perry has a residence at Bay Mills and it may be turned into a summer resort later on, as it is conveniently situated near the Soo and would be an ideal spot for a resort.

Joseph and William T. MacLachlan, flour and feed dealers, have opened a branch store at Dafter, where they will carry a full line of flour, feed, hay, brick, cement, etc. This will be pleasing news to the farmers in that community.

Traffic between the two Soos continues, although the ferry service of the International Transit Company is tied up. Small boats are being operated between the ice and the Canadian Soo ferry dock. Where the ice exists the walking is good, the only difficulty being experienced is between the slush ice on the surface.

Articles of incorporation have been filed by the Gamble Robinson Co., of Minneapolis, Minn., and the Shaw Produce Co., of this city for the purpose of carrying on a fruit and produce business, both buying and selling. The association is capitalized at \$50,000. The stockholders are Fred F. Shaw, of this city, David T. Gamble, Ross A. Gamble, Harry Robinson and George T. Freshman, of Minneapolis. The company will have a wholesale house in this city which will be in charge of Mr. Shaw and will also conduct a store in the Canadian Soo under the management of E. C. Duncan. W. G. Tapert.

### Cogent Criticisms From Sunny Jim.

Ludington, April 1—J. H. Lee, Muskegon correspondent, says that Muskegon Council, No. 404, is going to give a banquet the first Saturday in April and winds up thus: "Men, bring your wives; boys, bring your girls." Holy smoke! Can't a feller be single and still be a man?

Robert Burns Richter.

Looking over the list of officers elected in Traverse City Council, No. 361, reminds one of the Ancient Order of Hibernians.

Traverse City Waft: "H. V. Wilcox is requested to step into one of the Grand Rapids restaurants and settle for a breakfast which he enjoyed last Monday morning." How

could Hartwell enjoy a meal if he had to pay for it?

It's a good thing they don't judge a city by the amount of correspondence they send to the Tradesman. Grand Rapids has, by far, the smallest amount of any of the councils in Michigan. There are a lot of live ones there. Pity they don't awake to their opportunity of advertising their Council.

Bracing Breezes From Muskegon says T. W. Hoskins has resigned his position with a Muskegon firm to accept one with a Grand Rapids concern. And continues the Muskegon correspondent, "He will make his home in Muskegon still." Huh, how can a home in Muskegon be otherwise?

Editor headed an article last week as follows: "Angels can do no more." Some comparison that—angels with newspaper men!

Cloverland Laird furnishes his column with a poem written by Charlie Wheeler to his friend, Bill Pohlman. Billy Pohlman is too good a fellow to have any one take advantage of him like that.

Pretty nifty sheet last issue of the Bulletin, but we would like to utter one word of caution—cut out the personalities, so and so visited a burlesque house, etc., etc. It may harm the party mentioned and it is poor reading matter besides.

When people get married to each other it takes several years before they understand each other and then don't they just become resigned?

We're open for a few items for our column—but if they can't gather enough in Grand Rapids to cover a sore corn, our chances are hopeless. Anyway, we'll ask.

Last Monday, traveling pest, did you stand in line or did you buy that ticket at the city ticket office Saturday. J. M. Goldstein.

### Honks From Auto City Council.

Lansing, April 1—Another addition is being made to the Hotel Wentworth.

Brother O. R. Starkweather reports business as being up to expectations so far this season. He sells automobiles instead of farm machinery.

Brother C. S. Watters has been spending a good portion of his time lately at Pontiac and, judging from the looks of his order book, he has been busy.

One day last week Brother Steel, of Battle Creek Council, finished up his business at Charlotte in time to take the local train, No. 13, for home and was at the depot waiting, when the fast train, No. 3, came in more than an hour late. George was all ready to go, but still he waited and watched the fast train pull out, probably not realizing that fast trains stop at such small towns as Battle Creek; but when the agent walked over to the bulletin board and marked up the local train one hour and 20 minutes late, he came to and began to wonder.

Proprietor Burns, at Sunfield, is handing out some very unique cards advertising his hotel as a home.

Who ever saw the country roads in worse condition? Last Thursday livemen at Howell and Williamston refused to drive anyone except doctors.

Don't forget the Council meeting next Saturday night. Some important business is to be transacted and several candidates are to be initiated.

Brother E. J. Evans says he isn't talking for publication this week.

Another of those delightful U. C. T. parties was enjoyed last Saturday evening at K. P. hall. We wish to correct a rumor that the series is ended. One more of these popular social functions will be given April 26 and it is planned to make this the grandest of all.

Four new members were added to our Ladies Auxiliary at their meeting last Thursday at the home of Brother and Mrs. F. H. Hastings. Preparations are being made to serve another of those goody-good Bohemian suppers at the Council parlors at 6:30 next Saturday night. H. D. B.

### Special Features in the Grocery and Produce Trade.

#### Special Correspondence.

New York, March 31—Prices in the spot coffee market have been steadily held and the whole outlook is much more favorable than at last report. An advance of  $\frac{1}{2}$ c has been noted, although this is not fully established. Santos 4s are quoted in an invoice way 13 $\frac{3}{4}$ . Rio No. 7, 12@12 $\frac{1}{2}$ c. Were it not for the flooded condition of a large section, the coffee market would be cheerful. In store and afloat there are 2,401,999 bags, against 2,268,809 bags at the same time a year ago. In sympathy with Brazil sorts mild coffees are firmer and quotations are well sustained. Good Cucuta is worth 14c.

Granulated sugar, 4.25@4.30 and dragging. The low prices are an indication of quiet trade. Then the tariff enters somewhat into the situation, as does the flood, and, altogether, no one seems to know just where he is at.

Teas are steady as to prices and unsteady as to demand. Buyers take only enough to meet current requirements and seem to care little whether there may or may not be a tariff.

Rice is moving in the usual way. The demand generally is for small lots. Quotations show no change. Holders in the South are still very firm in their views, although the generally light demand is not very encouraging for them. Good to prime, 5@5 $\frac{3}{4}$ c.

Absolutely no life in the spice market. Prices are unchanged. Stocks are moderate, but sufficient, and there seems to be no reason why this state of affairs should not continue indefinitely.

Molasses is in no very large supply and prices, while without change, are very firmly adhered to. Good to prime centrifugal, 35@40c. Syrups, as last reported.

Canned goods are mighty quiet. Packers having tomatoes that are really honest goods want 82 $\frac{1}{2}$ @85c and seem bound to get it. Stock can be obtained for 77 $\frac{1}{2}$ @80c, but it is looked upon with suspicion. Little interest is shown in futures and the trade seems to be simply waiting for something to turn up. Maybe Canned Foods Week

will mark the beginning of a better era.

Butter took a big upward turn, on account of delayed shipments, but just now the market seems to be swinging downward again. Creamery specials, 40c; firsts, 38@39c; process, 28@29 $\frac{1}{2}$ c; imitation creamery, 27@28c; factory 25 $\frac{1}{2}$ @17 $\frac{1}{2}$ c.

Cheese is rather unsteady, closing at 17@17 $\frac{1}{2}$ c for top grade.

Eggs declined under liberal supplies. Finest white Western, fresh gathered, 20 $\frac{1}{2}$ @22c.

### The Ideal Store.

I like to go into a warm store—not steam heated, particularly, but heart heated—a store where the proprietor is cordial, obliging and cheerful, where the clerks act like they are glad to see me.

I like to go into a store where I feel welcome. In some stores I have felt like an intruder breaking into a private home.

I like to enter a store by being invited in by attractive window displays. I generally choose a store by the windows, and I very seldom find that they misrepresent the quality of the store.

I like to deal with a store where I know the clerks work together pleasantly, where they receive proper credit for what they do and where the proprietor treats them well.

When I go into a store I like to have the clerk take my complete order and then collect the articles, wrapping them in as few parcels as possible.

I like a store where the clerks know where to find what I want without unnecessary delay.

I like to go into a store where there is plenty of light, both in the daytime and evening, and where there is good ventilation.

I like a store where the shelves are clean and where they do not show dusty packages and cans. I always patronize the cleanest store I can find.

I like to go into a store where the clerks are anxious to wait on me, where they are desirous of showing me goods, even though I may not make a purchase.

I like a store where I always get a receipt, for it is the only safe way, and I know I am getting exactly what I pay for.

When goods are delivered or I send out after them I always like to have the store send me a receipt, so I may know that I get what I ordered.

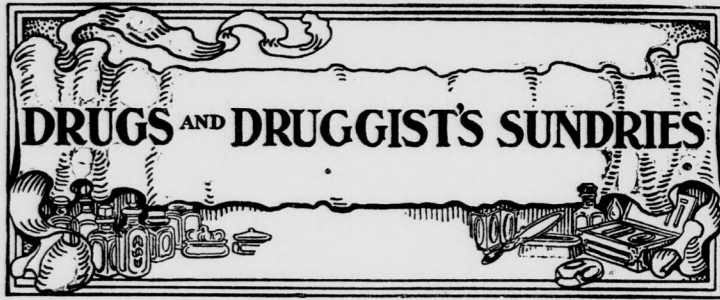
The ideal store is the one that has these good qualities—and more.—Customer.

The successful man strikes while the iron is hot, but there are others who fail to recognize a hot iron when they see it.

The man who takes no interest in public schools, good roads, religion or politics, isn't even a satisfactory has-been.

When a man thinks he's eating brain food he is really feeding his vanity.

Lot was glad his wife turned to salt instead of pepper.



**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.  
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**Michigan Pharmaceutical Travelers' Association.**

President—F. W. Kerr, Detroit.  
 Secretary-Treasurer—W. S. Lawton, Grand Rapids.

**Grand Rapids Drug Club.**

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

**Be More Than an Ordinary Drug Clerk.**

You young men who are going to the pharmacy school, or those of you who have this intention, in the near future, all of you I ask, are you getting all you should out of the school you are attending?

In the first place, why are you attending college? Just because the state requires it, or that it may make the passing of the state board a trifle easier when the time comes? Or are you going because you want to learn something you don't know and which if you use it right after you get it, will tend to put big round dollars into your pocket? Ninety per cent. of you will say the latter, while the former is really the truth.

Of course if you wish to be just an ordinary drug clerk and have no further ambition, stop reading this right here. But if you have one spark of ambition in you and care to make anything of your life, my advice is: Don't just be content to know only enough to pass the State board, but know and understand every branch which is taught you in college. "There's a reason."

Every well-regulated pharmacy school gives you all you need in the way of education, and since you are paying good money for this knowledge, it's up to you to absorb all you can and then use it in the right place.

How many of you about every thirty days are heard to say: "I never could see why they required us to study all this stuff; I'll never use it, and it'll never do me any good in the drug business?" That's right, you may never use botany, or analytical chemistry in the drug store, but you would in a pharmacy. There's

a difference. And to you who realize this fact I say, study every bit that is required of you, and then some. Don't be an ordinary student and go to college because you may be able to get a good (?) job at 15 per when you come out. Know your pharmacognosy, your manufacturing pharmacy and chemistry just as well as you do your materia medica or toxicology. For every one of these are important one just as much as the other.

If your fortune is such that after getting through college you can own a store, if this be your ambition, make the best of it. Don't be satisfied with running an ordinary drug store. Anyone can do that. Conduct a pharmacy. With the chemical and analytical knowledge you have gained at school, interest your doctors in having them allow you to do their urine analysis and other chemical necessities for them—not free, but with a fair profit for the time spent in doing it. If you are in a country town, use your knowledge to analyze the waters, soil, etc., for the surrounding districts. Every farmer has it done now and then, and just think of the financial benefit. "He's some smart fellow, that boy Smith; don't have to send my well water to Bugville to have it tested now, 'cause he can do it just as well." This would be the very best kind of an advertisement for you. These are only a few; you may think of many more to take advantage of.

For the large majority of you upon whom fortune does not smile, and in case it be necessary for you to toil from 8 to 11 for someone else, make the boss realize that you know something and are not just a machine, which can sell stamps and draw soda. The biggest profit in a store is in the buying, not the selling. Show him that you can manufacture some of his goods for him and thus save him money. Then if he's the right kind he'll give you some of this gain, and make it worth your while. If he's not this kind, my advice is for you to find one that is.

Then there are a very large number of you who wish they could get out of the drug business, for one reason or another. Well, why don't you? Haven't you got the nerve or didn't you study enough at college to enable you to do a little more than sell Dr. Doeverybody's pills, or Mrs. Dopeemup's cough balsam, or now and then put up a prescription for some Compound Getthemoneyquick patent? For if you had studied your pharmacy, chemistry and analysis thoroughly while at college and know

how to use this knowledge, your opportunities to get out are many.

We have the manufacturing pharmacist, who sells you ready prepared products. And you say it's better to buy 'em of these fellows because they are guaranteed. Yes, that's so. But how do you suppose these fellows are able to guarantee their products? Do you suppose they just take a chance that you'll not know the difference, or that the inspector will never come into your store for samples? Not on your life, he doesn't. Every piece of goods which comes into his place must be just right, and every elixir, syrup, fluidextract, etc., must be perfection, just right, from the best that money can buy, both material and brains. Full strength, assayed always where possible, not just where the law requires it to be. And thus the preparation is delivered to you in the pink of condition. It does not just take experience to do all this, but a good sound common sense knowledge of pharmacy, as well. You'll find that the fellows who hold the responsible positions with these firms are men who used the knowledge they gained at college to further their welfare, and thus not have to stick in the drug business all their life. And there's just this chance for you, too.

Of course I realize that you all can't get into the large manufacturing game. But there are other places you could slip into if you tried. Although you needn't expect to draw \$5,000 from the start, you may only get 8 or 10 per to start, but the \$5,000 job is there, and it's up to you to work up to it, for it will never come down to you.

Outside of pharmacy we have almost numberless industries, in which opportunities await the young man with chemical and pharmaceutical knowledge. Every large up-to-date industry employs one or more chemists for various purposes. If you have your analytical and pharmaceutical knowledge at your fingers' ends, you might take one of these good positions. There are the large food manufacturers, flavoring extract companies, leather manufacturers, paint companies, soap producers, steel mills, oil companies, and hundreds of others who would be only too glad to employ the right man, and you'll find that the processes are really only pharmaceutical on a larger scale. The only thing that you'll have to be sure of is your knowledge, and not try to bluff it through, for sooner or later you'll run up against it. Every one of these positions pay well, but you'll have to start from the bottom and work up. It's worth while, though, after you get there.

Even the government offers a field for your knowledge, and a bright young fellow with a short enlistment with the navy could further his experience to his heart's content, for Uncle Samuel will furnish you with almost any apparatus you may need to go ahead with, and is always glad to have you do it. Then there is the food drug inspector, the agricultural and other chemists for the government. You might have any of these

positions, but you'll have to work for them.

So you see it all depends upon how much you absorb in your college. Study everything thoroughly, and then make full use of it, so that when you come out of college you'll be more than an ordinary drug clerk.

William M. Linnett, Jr.

**Greaseless or Vanishing Creams.**

During the past few years various creams have been placed on the market under the name of greaseless or disappearing massage creams. These are for the most part composed of stearic acid, partially saponified by means of some alkali as potash or soda, the carbonates of these metals being the salt most frequently used for the purpose, combined with glycerin and sufficient perfume to give a pleasant odor. These creams, when rubbed on the skin, disappear in a short time, leaving the skin soft and smooth. For this reason they have been preferred by many to the older forms of greasy creams.

The appended formulas are typical of this preparation, both with and without the use of starch:

Stearic Acid	.....	50	drams
Glycerin	.....	15	ounces
Potassium Carbonate	..	5	drams ..
Sodium Bicarbonate	..	1	dram
Water	.....	30	ounces

Heat all the ingredients together on a water bath for three hours, then remove from the fire and stir until cool. When nearly cool add any desired perfume in sufficient quantities.

**Greaseless Cream With Starch.**

Stearic Acid	.....	4	ounces
Potash Carbonate	.....	1/2	ounce
Water (hot)	.....	8	ounces

Dissolve the carbonate in the water; melt the stearic acid on a water-bath and when completely melted add the solution of carbonate of potassium (hot) and stir until a complete saponification occurs.

**The Drug Market.**

**Cod Liver Oil**—Owing to the stormy weather, fishing has practically been impossible and reports up to the present time show but about one fourth of the usual catch.

**Menthol**—Owing to more liberal arrivals, this is a trifle lower.

**Opium**—Cable advices from Turkey report heavy snow storms and frost and that the growing crop is in danger. Based on the report, importers have advanced their price 25c per pound.

**Citric Acid**—The season is coming on and all indications point to higher prices.

**Quinine**—Bark shipments have been running small and higher prices are looked for.

**Glycerine**—The demand by the dynamite trade is heavy, which has caused the C. P. to advance and still higher prices are looked for.

If some men would quit looking for a soft political snap and stick to their regular employment they would be better off financially.

No doubt a prophet would have more honor in his own country if the natives didn't get tired of hearing him say "I told you so."



WHOLESALE DRUG PRICE CURRENT

<b>Acids</b>	<b>Cubeb</b> ..... @ 4 50	<b>Digitalis</b> ..... @ 60
Acetic ..... 6 @ 8	<b>Erigeron</b> ..... @ 2 50	<b>Gentian</b> ..... @ 60
Boric ..... 10 @ 15	<b>Eucalyptus</b> ..... 75 @ 85	<b>Ginger</b> ..... @ 60
Carbonic ..... 22 @ 26	<b>Hemlock, pure</b> ..... @ 1 00	<b>Gualac</b> ..... @ 60
Citric ..... 48 @ 55	<b>Juniper Berries</b> ..... @ 1 25	<b>Gualac Ammon.</b> ..... @ 70
Muriatic ..... 1 1/2 @ 5	<b>Juniper Wood</b> ..... 40 @ 50	<b>Iodine</b> ..... @ 1 00
Nitric ..... 5 1/2 @ 10	<b>Lard, extra</b> ..... 85 @ 1 00	<b>Iodine, Colorless</b> ..... @ 1 25
Oxalic ..... 13 @ 16	<b>Lard, No. 1</b> ..... 75 @ 90	<b>Ipecac</b> ..... @ 75
Sulphuric ..... 1 1/2 @ 4	<b>Lavender Flowers</b> ..... @ 4 00	<b>Iron, clo</b> ..... @ 75
Tartaric ..... 38 @ 42	<b>Lavender Garden</b> ..... 85 @ 1 00	<b>Kino</b> ..... @ 60
	<b>Lemon</b> ..... 4 00 @ 4 50	<b>Myrrh</b> ..... @ 60
	<b>Linseed, boiled bbl</b> ..... @ 47	<b>Nux Vomica</b> ..... @ 50
	<b>Linseed, boiled less</b> ..... 50 @ 55	<b>Opium</b> ..... @ 2 00
	<b>Linseed, raw bbls.</b> ..... @ 46	<b>Opium Camph.</b> ..... @ 75
	<b>Linseed, raw less</b> ..... 49 @ 54	<b>Opium, Deodorz'd</b> ..... @ 25
	<b>Mustard, true</b> ..... 4 50 @ 6 00	<b>Rhubarb</b> ..... @ 75
	<b>Mustard, artifi'l</b> ..... 2 75 @ 3 00	
	<b>Neatsfoot</b> ..... 80 @ 85	
	<b>Olive, pure</b> ..... 2 50 @ 3 50	
	<b>Olive, Malaga, yellow</b> ..... 1 60 @ 1 75	
	<b>Olive, Malaga, green</b> ..... 1 50 @ 1 65	
	<b>Orange, sweet</b> ..... 4 00 @ 4 50	
	<b>Organum, pure</b> ..... 1 25 @ 1 50	
	<b>Organum, com'l</b> ..... 50 @ 75	
	<b>Pennyroyal</b> ..... 2 25 @ 2 50	
	<b>Peppermint</b> ..... @ 3 75	
	<b>Rose, pure</b> ..... 16 00 @ 18 00	
	<b>Rosemary Flowers</b> ..... 90 @ 1 00	
	<b>Sandalwood, E. I.</b> ..... 25 @ 30	
	<b>Sassafras, true</b> ..... 80 @ 90	
	<b>Sassafras, artifi'l</b> ..... 45 @ 50	
	<b>Spearmlnt</b> ..... 6 00 @ 6 50	
	<b>Sperm</b> ..... 90 @ 1 00	
	<b>Tansy</b> ..... 4 75 @ 5 00	
	<b>Tar, USP</b> ..... 25 @ 35	
	<b>Turpentine, bbls.</b> ..... @ 51 1/2	
	<b>Turpentine, less</b> ..... 55 @ 60	
	<b>Wintergreen, true</b> ..... @ 5 00	
	<b>Wintergreen, sweet birch</b> ..... 2 00 @ 2 25	
	<b>Wintergreen, art'l</b> ..... 50 @ 60	
	<b>Wormseed</b> ..... @ 6 00	
	<b>Wormwood</b> ..... @ 8 00	
		<b>Paints</b>
		Lead, red, dry ..... 7 1/2 @ 10
		Lead, white dry ..... 7 1/2 @ 10
		Lead, white oil ..... 7 1/2 @ 10
		Ochre, yellow bbl ..... 1 @ 1 1/2
		Ochre, yellow less ..... 2 @ 5
		Putty ..... 2 1/2 @ 5
		Red Venetian bbl ..... 1 @ 1 1/2
		Red Venet'n, less ..... 2 @ 5
		Shaker, Prepared ..... 1 50 @ 1 60
		Vermillion, Eng. ..... 90 @ 1 00
		Vermillion, Amer. ..... 15 @ 20
		Whiting, bbl. .... 1 @ 1 1/2
		Whiting ..... 2 @ 5
		<b>Insecticides</b>
		Arsenic ..... 6 @ 10
		Blue Vitrol, bbl. .... 6 @ 6 1/2
		Blue Vitrol less ..... 7 @ 10
		Bordeaux Mix Est ..... 8 @ 15
		Hellebore, white powdered ..... 15 @ 20
		Insect Powder ..... 20 @ 35
		Lead Arsenate ..... 8 @ 16
		Lime & Sulphur Solution, gal ..... 15 @ 25
		Paris Green ..... 15 @ 20
		<b>Miscellaneous</b>
		Acetanald ..... 30 @ 35
		Alum ..... 3 @ 5
		Alum, powdered and ground ..... 5 @ 7
		Bismuth Subnitrate ..... 2 10 @ 2 25
		Borax xtal or powdered ..... 6 @ 12
		Cantharides powd. .... @ 1 25
		Calomel ..... 1 25 @ 1 35
		Capsicum ..... 20 @ 25
		Carmine ..... @ 3 50
		Cassia Buds ..... @ 40
		Cloves ..... 25 @ 30
		Chalk Prepared ..... 6 @ 8 1/2
		Chalk Precipitated ..... 7 @ 10
		Chloroform ..... 38 @ 48
		Chloral Hydrate ..... 1 25 @ 1 45
		Cocaine ..... 3 90 @ 4 10
		Cocoa Butter ..... 50 @ 60
		Corks, llt, less 70% ..... @ 85
		Copperas, bbls cwt ..... @ 5
		Copperas, less ..... 2 @ 5
		Copperas, Powd. .... 4 @ 6
		Cornstarch, Subim. .... 1 25 @ 1 40
		Cream Tartar ..... 25 @ 35
		Cuttlebone ..... 7 @ 10
		Dextrine ..... 2 00 @ 2 25
		Dover's Powder ..... 6 @ 10
		Emery, all Nos. .... 6 @ 10
		Emery, powdered ..... 5 @ 8
		Epsom Salts, bbls ..... @ 1 1/2
		Epsom Salts, less ..... 2 1/2 @ 5
		Ergot ..... 1 50 @ 1 75
		Ergot, powdered ..... 1 80 @ 2 00
		Flake White ..... 12 @ 15
		Formaldehyde lb. .... 12 @ 15
		Gambler ..... 6 @ 10
		Gelatine ..... 35 @ 46
		Glassware, full cases 80% ..... @ 1
		Glassware, less 70 & 10% ..... @ 1
		Glauber Salts, bbl. .... @ 5
		Glauber Salts less ..... 2 @ 5
		Glue, brown ..... 11 @ 15
		Glue, brown grd ..... 10 @ 15
		Glue, white ..... 15 @ 25
		Glue, white grd ..... 15 @ 20
		Glycerine ..... 23 @ 30
		Hops ..... 50 @ 80
		Indigo ..... 85 @ 1 00
		Iodine ..... 3 75 @ 4 00
		Iodoform ..... 4 80 @ 5 00
		Lead Acetate ..... 12 @ 18
		Lycopodium ..... 60 @ 75
		Mace ..... 80 @ 90
		Mace, powdered ..... 90 @ 1 00
		Menthol ..... 13 90 @ 14 00
		Mercury ..... 85 @ 90
		Morphine, all brd ..... 4 55 @ 4 80
		Nux Vomica ..... @ 10
		Nux Vomica pow ..... @ 15
		Pepper, black pow ..... 20 @ 25
		Pepper, white ..... 25 @ 35
		Pitch, Burgundy ..... 10 @ 15
		Quassia ..... 10 @ 15
		Quinine, all brds ..... 2 1/2 @ 3 1/2
		Rochelle Salts ..... 20 @ 26
		Saccharine ..... 2 00 @ 2 20
		Salt Peter ..... 7 1/2 @ 12
		Seliditz Mixture ..... 20 @ 25
		Soap, green ..... 15 @ 20
		Soap, mott castile ..... 10 @ 15
		Soap, white castile case ..... @ 6 25
		Soap, white castile less per bar ..... @ 6 5
		Soda Ash ..... 1 1/2 @ 5
		Soda Bicarbonate ..... 1 1/2 @ 5
		Soda, Sal ..... @ 4
		Spirit Camphoe ..... @ 75
		Spirit Cologne ..... 2 75 @ 3 00
		Sulphur roll ..... 2 1/2 @ 5
		Sulphur Subl. .... 2 1/2 @ 5
		Tamarinds ..... 10 @ 15
		Tartar Emetic ..... 40 @ 50
		Turpentine Venice ..... 40 @ 50
		Vanilla Ext. pure ..... 1 00 @ 1 50
		Witch Hazel ..... 65 @ 1 00
		Zinc Sulphate ..... 7 @ 10

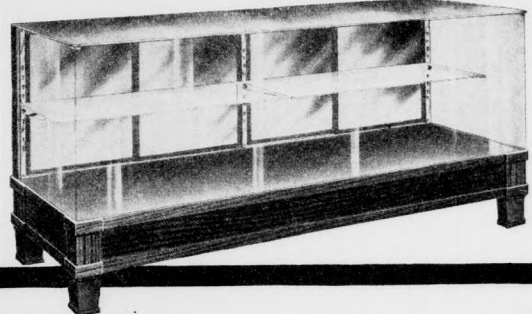


Our Home—Corner Oakes and Commerce

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) Terpenless **Lemon and High Class Vanilla** Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan The Largest Show Case and Store Equipment Plant in the World Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

- Buckwheat—bbl.
Beef
Corn
Fruit Jars
Tobacco

- Flour
Lined Oil
Tagacanth
Winter Wheat

Index to Markets

By Columns

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

Main table of grocery prices, organized into columns 1 and 2, listing items like Ammonia, Beans, Blueberries, etc.

Table listing prices for CHEESE, CHEWING GUM, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COFFEES, ROASTED, and other categories.

Table listing prices for Mocha, Bogota, Package, and other categories.

Table listing prices for CRACKED WHEAT, CRACKERS, Butter, Soda, Sweet Goods, and other categories.



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Table 6: Uneda Biscuit, American Beauty, Soda Crackers, Dried Fruits, Farinaceous Goods, Fishing Tackle, Cotton Lines, Linen Lines, Poles.

7

Table 7: FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, RAISINS, PEACHES, PEEL, FARINACEOUS GOODS.

8

Table 8: HIDES AND PELTS, Smoked Meats, Sausages, Beef, Pig's Feet, Canned Meats, Mustard, Pickles, Pipes, Playing Cards, Potash, Provisions, Lard.

9

Table 9: Smoked Meats, Sausages, Beef, Pig's Feet, Canned Meats, Mustard, Pickles, Pipes, Playing Cards, Potash, Provisions, Lard.

10

Table 10: Mackerel, Whitefish, SEEDS, SHOE BLACKING, SODA, SPICES, Whole Spices, RICE, ROLLED OATS, SALAD DRESSING, SALTERATUS, SAL SODA, SALT, Common Grades, WARSAW, Solar Rock, Common, SALT FISH, Halibut, Holland Herring, Trout, Gunpowder.

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Table 11: Young Hyson, Oolong, English Breakfast, India, TOBACCO, Fine Cut, SODA, SPICES, Whole Spices, RICE, ROLLED OATS, SALAD DRESSING, SALTERATUS, SAL SODA, SALT, Common Grades, WARSAW, Solar Rock, Common, SALT FISH, Halibut, Holland Herring, Trout, Gunpowder.

SPECIAL PRICE CURRENT

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Table with 2 columns: Item Name and Price. Includes items like Scrapple, Sure Shot, Yankee Girl, and various meats and oils.

13

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

14

Table with 2 columns: Item Name and Price. Includes items like 4 1/2 inch, 5 gross, Pilot, and various hardware and tools.

15

CIGARS Johnson Cigar Co.'s Brand



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

Perfection Extras... London Grand... Standard... Puritanos... Panatellas, Finas... Panatellas, Bock... Jockey Club

Old Master Coffee



Old Master... San Marto... Pilot

TEA THE BOUR CO. TOLEDO, O.

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

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

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



1 lb. boxes, per gross... 3 lb. boxes, per gross... BAKING POWDER Royal

ROYAL BAKING POWDER



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

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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.

COCONUT Baker's Brazil Shredded

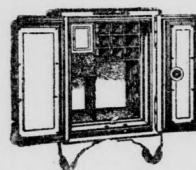


10 5c pkgs., per case 2 60... 36 10c pkgs., per case 2 60... 16 10c and 38 5c pkgs., per case 2 60



Apex Hams... Apex Bacon... Apex Lard... Excelsior Hams... Excelsior Bacon... Silver Star Lard... Family Pork... Fat Back Pork... Prices quoted upon application. Hammond, Standish & Co., Detroit, Mich.

SAFES



Full line of fire and burglar proof safes kept in

17

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 80... Acme, 100 cakes... 3 00... Big Master, 100 blocks 4 00... German Mottled... 3 15... German Mottled, 5 bx 3 18... German Mottled 10 bx 3 10... German Mottled 25 bx 3 05... Marselles, 100 cakes... 6 00... Marselles, 100 cks 5c 4 00... Marselles, 100 cks toll 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 40... 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... Kirkoline, 24 4lb... Pearlina... Soapine... Baubitt's 1776... Roseine... Armour's... Wisdom

Soap Compeunds

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

Scouring Enoch Morgan's Sons

Sapallo, gross lots... Sapallo, half gro. lots... Sapallo, single boxes... Sapallo, 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.

For Sale—N. W. quarter section 27, township 5 north, range 48, Yuma Valley, Yuma county, Colorado. Level, fertile, unimproved; perfect title; \$15 per acre. Alfred H. Brees, (owner), Mt. Gilead, Ohio. 955

Grocery For Sale—Located in prosperous city in Upper Peninsula of Michigan. Population about 4,500. Stock, fixtures, invoice about \$4,000. Doing \$18,000 yearly. Reason for selling, can not stand inside work. Address No. 954, care Tradesman. 954

For Sale—One of the best variety stocks in Central Michigan. Invoices \$3,800. If taken at once will sacrifice for \$2,500. Address No. 956, care Tradesman. 956

For Sale—Stock of men's and women's shoes, mostly Walkover and E. P. Reed, gummetal and patents. Invoice \$1,300, 33% discount. Also 700 pairs women's and children's, 40c pair. Must sell for cash. Address B. F. H., care Tradesman. 951

For Sale—Clean stock men's toggery, shoes and groceries. Invoice \$2,800. Write quick. Address No. 950, care Tradesman. 950

Grocery and hardware for sale or exchange. Nicely located. Will consider a residence or small place near town. Address J. N. Douglas, Belvidere, Ill. 949

For Sale—Allen Sparks gasoline lighting system, in good condition. Cost \$75, will take \$50 cash. Reason for selling, using electricity. F. H. Stevens, Lainsburg, Mich. 948

For Sale—Grocery and dry goods stock, inventories \$2,500, in a live city within 25 miles of Grand Rapids. \$12,000 a year business. Address Judson Grover Co., Grand Rapids, Mich. 946

For Sale—Thrill equalizing gas machine, 150 light capacity. Will sell cheap for cash. Write the Blanding Company, Detroit, Minn. 945

For Sale—A going general stock of \$13,000; can reduce; clean stock, strictly cash business of about \$40,000 last year; a good central Kansas town, with fine trade territory. Good reason for selling. Address 1226 N. Market, Wichita, Kan. 944

For Sale—Productive quarter section of land in Wallace county, Kansas; bargain for quick sale. Leslie H. Norris, 306 State National Bldg., Oklahoma City, Oklahoma. 943

For Sale—New flour and grist mill; complete and up-to-date machinery. Located on Ann Arbor and Manistee and Northwestern railroads. Controls extensive farming territory. Attractive proposition. Address Bank of Copemish, Copemish, Mich. 942

For Sale—Confectionery, ice cream, business lunch and bakery. Located opposite union depot and boat landing, in town of 35,000 inhabitants on Lake Michigan. Have other business to attend to and will sell very reasonable. Sales average \$50 per day. 75 per cent, transient trade. Address No. 941, care Tradesman. 941

160 acres New Mexico patented land surrounding railway station, main line railroad, borderland auto route, store, school on ground. Pure water, climate natural, sanitarium. Beautiful, rich agricultural country, settling rapidly. Fine for townsite. Sixty dollars per acre. Will bear fullest investigation. Address Owner, care Tradesman. 940

For Sale—Shoe repair shop, equipped with all modern machines; nets from \$100 to \$135 month; rent \$10. Address Hilker, 777 Main St., Kankakee, Ill. 939

Big bargain in South Carolina timber. We are the owners of more than fifty million feet of fine N. C. pine, poplar, cypress and red gum on Southern R. R., in South Carolina, and will sell at extremely low figure, 25 years in which to cut timber. Write for particulars, Savannah Valley Lumber Co., Augusta, Ga. 922

For Sale And Lease—Our old established carpet and drapery department on the third floor of our store. A small investment by the right party at once will bring big returns for the investment. Simons Dry Goods Co., Lansing, Mich. 915

Who wants either my Oliver typewriter No. 3, for \$25; or my Underwood for \$40? Neither one has been used a great deal—nearly new. Sent on approval. Have no use for two. Address J. G. Weller, Olney, Ill. 913

For Sale—A good, up-to-date bazaar and grocery stock in city of St. Louis, Mich. Must sell on account of ill health. For particulars enquire E. J. Alexander. 932

For Sale—First-class grocery stock and fixtures, established 35 years. Want to retire. Good chance for one or two good young men. Doing nice business and good location. Cheap rent. Address J. Furtch, S. S. Grocer, Traverse City, Mich. 953

5 cents an acre, cash. Texas school land for sale by the state. You can buy good land \$2 per acre; pay 5c per acre cash and no more for 40 years, but 3 per cent, interest; send 6c postage for further information. Investor Pub. Co., Dept. M. T., San Antonio, Texas. 952

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

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

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

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

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

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

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

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

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

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

For Sale—Good paying meat market in good location. Excellent chance for the right parties. Good reason for selling. Brand & Wohlfel, Three Rivers, Mich. 818

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

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

Wanted information regarding good store for sale. Send description. Northwestern Business Agency, Minneapolis, Minn. 936

Mr. Bazaar Buyer, if you have cash and want the only bazaar in city 4,000, Central Michigan, with large clean stock, long lease and low rent, address Owner, 590 Seaburn Ave., Detroit, Mich. 931

Cigar and tobacco business in Atchison, Kan.; the only exclusive jobbing and tobacco house in the city; a well established business of twenty-two years' standing; clean stock; excellent territory surrounding; best retail cigar and tobacco trade in Atchison; ill health only reason for selling. For particulars address Julius Seitz, Atchison, Kan. 929

For Sale—A clean up-to-date shoe stock in a prosperous town of 8,000 in Central Nebraska. Best location in the town, low rent, lease to run two years. A bully chance for a live one. Address C. B. and E. B. Finch, Kearney, Nebraska. 928

New Card Game—Meets a long felt want and can be sold in every home. Want to interest someone to manufacture and place it on the market. Lock Box 963, Portland, Indiana. 918

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

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 to the buyer. Advantages, 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

For Sale—My stock of general merchandise and good will, also my store real estate. Doing a good prospering business. Stock about \$3,000, 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

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—New York racket store, nice clean stock, good location. Best store in town of 1,000. Stock and fixtures about \$6,000. For quick sale, 20% discount. Adamson & McBain, Saranac, Mich. 934

Stores bought, sold and exchanged. If you want to get in or out of business write me. I handle all kinds of business places and real estate. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 386

Canning factory and coal business for sale or trade. Splendid reasons for desiring change. Address No. 919, care Michigan Tradesman. 919

For Sale—In Chicago, Ill., on account of moving, a new two-story house with all modern improvements; also office, a barn, wagon shed and garage. Rent of this property about \$900 a year. A very good location for automobile business or business in ice, coal and expressing. Neighborhood improved with new houses and new families are moving in. Address X, 2617 N. Lawndale Ave., Logan Square, Chicago, Ill. 925

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

For Sale—Stock of dry goods, clothing, shoes and furnishings in one of the best towns in Northern Michigan. Stock will inventory between \$5,000 and \$6,000. Store doing a nice business. Reason for selling, owner has other business interest, needs all of his attention. This is a great chance for a man looking for location to start in business, located on the main line of the G. R. & I. R. R. Will consider Grand Rapids or Detroit real estate in exchange for stock. I also own the building and will sell or rent for low price. Address Lock Box 246, Kingsley, Michigan. 921

Central Michigan farms, fruit, grain or stock. Write for free list. Phillip F. Lippert, Stanton, Mich. 920

35 acres of red, white and burr oak timber for sale. Address J. B. Sheetz, Fowler, Ind. 923

For Sale—Bakery in town of 2,000. Well equipped. Part machinery. No competition. Bargain if taken at once. Address A. B. Wilson, Jonesville, Mich. 917

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. Weller, Olney, Ill. 864

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

## AUCTIONEERS.

C. A. Nelson, merchandise auctioneer. For terms and date. Address Lock Box 922, North Loup, Neb. 890

Merchandise sale conductors. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

## HELP WANTED.

Wanted—An experienced man to run a grocery peddling wagon. State experience. C. Liebum, Orleans, Mich. 947

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 Stopher 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

## Safes That Are Safe



**SIMPLY ASK US**

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

**SAFE SAFES**

**Grand Rapids Safe Co.**

**Tradesman Building**

### TAKING NO SIDES.

#### Unjust Criticism of the Grand Rapids Jobbing Trade.

Ludington, April 1—I wish to call your attention to the matter regarding the encampment site and what I think is a mistaken attitude taken by Grand Rapids. If Grand Rapids keeps up their work along those lines, Ludington will have good cause to buy their goods elsewhere and, believe me, I, for one, would go out of business before buying from a bunch of business men who worked against my interests. Ludington, as the experts give it, is pre-eminently the ideal spot for the encampment. The soldiers all prefer to come here. The barracks, sheds, cottages for officers, electric lights and water are already on the ground. Of course, there is no use to extol the merits of the swell climate and the lake, etc.

Ludington citizens have been to Grayling and say the soil is so rotten and muggy that all you can raise there is hell. Of course, the scheme for the Holland site was hatched by Hanchett. The committee appointed to meet our citizens comprised Hanchett, Floyd, King and the rest. Not a square deal, when considered that the Association of Commerce is comprised of business men! We are offering better inducements than appear on the face, as everything is ready, without extra expense to the State. In the future if they desire, they can buy several thousand adjoining acres at \$10 per acre.

Knowing that through your columns you are generally ready to give everyone a square deal, regardless of hitting the interests a wallop in the neck, you might write an editorial on this subject. It will benefit us. It can't do otherwise, if you will be honest. It behooves Grand Rapids to look well to Ludington. With two new railroads coming in here, we are bound to double and triple in population in ten years. And we can get goods in Milwaukee just as cheap and quicker. This is not a threat exactly, but if the business men go against us when they are dead wrong, why should we trade with them?

James M. Goldstein.

The Tradesman prints the above communication with deep regret because it clearly demonstrates how dead wrong a good man can go when he is not in possession of all the facts concerning which he writes.

It is a fact that the relations between Grand Rapids and Ludington have never been very close and cordial because Ludington merchants, for some reason, have always shown a preference for buying goods in Milwaukee. This is a very natural arrangement, considering how closely allied Ludington is to Milwaukee through the medium of Lake Michigan. Deliveries are necessarily much more prompt than they are by rail and rates are also lower. Within a year Ludington and Grand Rapids are to be connected by one of the best constructed railways in the country and it is naturally to be expected that trade relations will be on a very different basis when this connection is made.

Some weeks ago a committee from the Holland Board of Trade appeared before the Committee of One Hundred

of the Grand Rapids Association of Commerce and presented the advantages of that city as a location for the permanent State encampment. It was claimed at that time by the representatives of Holland that the controversy was really between Holland and Grayling; that Ludington was not in the running at all, on account of her being so inaccessible at the present time. On the strength of this statement, the Committee of One Hundred, which does not represent any particular trade or occupation in the city, but is composed of men in nearly all the walks of life—appointed a special committee to co-operate with the Holland people, on the theory that the statements made by the Holland representatives were based on fact.

Last week a delegation from Ludington visited Grand Rapids and were treated very courteously by the authorized representatives of the Association of Commerce, which arranged an interview between the representatives of Ludington and the adherents of Holland. A mutually satisfactory arrangement was entered into, by which delegations from Ludington, Holland and Grand Rapids are to visit Lansing today and ascertain the exact truth as to the temper of the Legislature as regards Grayling, Ludington and Holland. If it is found that Ludington stands no show, her representatives agree to support Holland, and if it is found that Holland stands no show, her representatives, in turn, agree to support the claims of Ludington. The arrangement is an amicable one and the officers of the Grand Rapids Association of Commerce very generously act in the capacity of mediators and pacificators, taking no stand, one way or the other, on the respective claims of Holland or Ludington.

The matter referred to by the Tradesman's correspondent has never been under discussion by the Wholesale Dealers Committee of the Association of Commerce and no action has ever been taken by that organization. The attempt to hold the jobbing trade of this market responsible for the action of the Committee of One Hundred is not only unreasonable and unjust, but is little less than ridiculous, and the covert threats uttered by Mr. Goldstein are, therefore, unworthy of him and unworthy of the occasion and are certainly not in accord with the frequently expressed sentiments of the representatives of Ludington who visited Grand Rapids last week and announced themselves as entirely satisfied with the outcome of the negotiations.

Mr. Goldstein was a successful salesman and is making an excellent record as a retail merchant but, when he adopts the tactics of the labor union slugger and undertakes to arouse resentment by threatening to resort to boycotting, he is going one step too far. The Tradesman believes that, in the light of these statements and, in view of what has occurred and what is being done to clarify the situation, Mr. Goldstein will be the first man to recognize the justice and fairness of the Tradesman's conclusions.

Lives of great men may remind us that it is sometimes better to remain obscure.

### Manufacturing Matters.

Brighton—Machinery is being installed at the creamery for the purpose of manufacturing powdered milk and other products.

Belding—The Wear-U-Well Shoe Co., of Columbus, Ohio, has opened a branch store in the Millard block, under the management of G. F. Benedict.

Detroit—The Golden Vibrator Co. has been organized, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Orleans—Joel Palmer has sold his interest in the Orleans Elevator Co. to Mel Anderson and the business will be continued under the style of Rankin & Harter.

Saginaw—The Germain Manufacturing Co. has been incorporated to manufacture piano parts with an authorized capital stock of \$75,000, all of which has been paid in.

Detroit—The Chambray Carburetor Co. has been organized with an authorized capital stock of \$50,000, which has been subscribed and \$10,000 paid in in cash.

Lansing—The Lansing Rope Machine Co. has engaged in business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$400 paid in in cash and \$1,300 in property.

Ovid—The Ovid Furniture & Manufacturing Co. has engaged in business to manufacture and sell furniture, lumber and veneers, with an authorized capital stock of \$60,000 common and \$40,000 preferred, of which \$67,000 has been subscribed and \$60,000 in property.

Detroit—The Crescent Co. has been organized to manufacture and deal in starting devices for gasoline engines and all appliances thereto, with an authorized capitalization of \$200,000 common and \$100,000 preferred, of which \$187,500 has been subscribed, \$100 paid in in cash and \$159,900 in property.

Battle Creek—The entire new five-story factory building of the Kellogg Toasted Corn Flake Co. is now in operation. A force of 150 men have been put to work in the new structure and later, additions will be made in the working force. The new factory will be used in the manufacture of the new Kellogg biscuit.

Battle Creek—Although it was planned by the Nichols & Shepard Co. to erect a \$75,000 foundry in the early spring, this building will probably not be constructed until summer. One of the officials of that company stated that the plans for the new structure has not yet been completed sufficiently to warrant spring work.

Clio—Marshall Smith, of Flint, has decided to locate his veneer and basket factory here, having purchased the Stevens mill property. New machinery has been purchased and the old building will be entirely overhauled and renovated. The factory will from the start employ about twenty-five men. It is expected that the institution will be running with full capacity by May 1, at which time about forty hands will be employed.

Cadillac—The A. F. Anderson Lumber Co., after fifteen years' business with Cadillac as its headquarters, has decided to remove to Grand Rapids, and will change its headquarters to that city during April. A. F. Anderson, head of the company, who has been in Seattle for over a year, will continue to make his home in the West, the business remaining under the management of Adrian Van Keulen. The company's Alba business will be conducted by Joseph Anderson, a brother of A. F. Anderson.

Detroit—The Detroit Trust Co., as receiver for the Flanders Manufacturing Co., operating plants at Pontiac and Chelsea, has issued a statement showing that so far \$246,700 has been realized for the creditors. Over his signature, Ralph Stone, Vice-President of the trust company, states that it is practically impossible at this time to determine how much may be realized from the remaining assets for the creditors and stockholders. The plants at Pontiac and Chelsea are appraised at \$660,914 and their equipment at \$586,152.

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

Buffalo, April 2—Creamery butter fresh, 35@38c; dairy, 22@32c; poor to good, all kinds, 20@25c.

Cheese—Fancy, 17; choice, 15@16; poor to common, 10@14.

Eggs—Choice, fresh candled, 19½@20c, at mark 18½@19c.

Poultry (live)—Turkeys, 18@23c; cox, 12@13c; fowls, 18@19c; springs 18@19c; ducks, 18@20c; geese, 15@16c. 19c; 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 \$2.20@2.25; narrow, new, \$3.25; pea, new, \$2.20@2.25.

Potatoes—45@50c per bu.

Rea & Witzig.

### Not So Very Fresh.

A Harvard professor noted for his severe way of examining students tackled a raw-looking freshman: "I understand you attend the class for mathematics?" "Yes." "How many sides has a circle?" "Two," said the student. "Indeed! What are they?" "An inside and outside!" was the prompt reply. "And you attend the moral philosophy class also?" "Yes." "Well, no doubt you heard lectures on various subjects. Did you ever hear one on cause and effect?" "Yes." "Does an effect ever go before a cause?" "Yes." "Give an instance." "A barrow wheeled by a man!" The doctor hastily sat down and put no more questions.

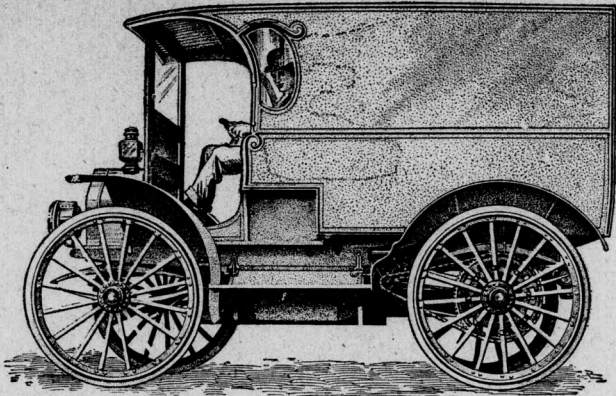
### BUSINESS CHANCES.

For Sale—Bazaar, millinery, fancy goods, stationery, school book depository. Only store of its kind in town 1,000. Mostly Northern people. Nice healthy town 33 miles from Mobile. Good all-the-year-round trade. Stock about \$2,000. Nelson L. Seeley, Citronelle, Alabama. 957

For Sale—General merchandise and shoe business. Central Michigan. Write at once. A chance for someone. Address No. 958, care Tradesman. 958

For Sale—One of the best located drug stores in Grand Rapids, doing excellent business. Complete and up-to-date stock and fixtures. Cutting of prices not necessary. Good reason for selling. Address No. 959, care Michigan Tradesman. 959





## Build a Reputation for Service

Even if it cost you as much to maintain as a horse and wagon equipment of equal capacity, an International Motor Truck would still be a good investment because of the vastly improved service it enables you to give. To be able to satisfy the most exacting customer—to establish a reputation for prompt, obliging service—is worth more to-day than any other business asset. An

### INTERNATIONAL MOTOR TRUCK

traveling through the better streets, making deliveries as promptly as the postman delivers the mail, running here, there and everywhere to meet emergencies, is your best helper in building up a reputation for service.

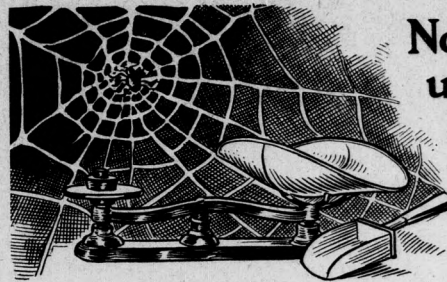
You can have just the body or bodies you want. At a very reasonable cost you can install a modern system of deliveries or light hauling. A responsible company assures you of prompt, courteous attention in case of difficulty or accident. You can depend upon maintaining your schedule in any weather and at all seasons.

Write for a catalogue and full information about this business-developing, business-developed motor truck.

**International Harvester Company of America**

(Incorporated)

85 Harvester Building Chicago, U S A



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"



## The Karo Demand is Increasing Everywhere

Karo sales are jumping. Effective advertising in the magazines, newspapers, bill-boards and street cars is proving a powerful sales maker. It is influencing millions of housewives to use more Karo than ever—telling them about the great food value of Karo, its purity, its nourishment, the energy it supplies and what's all important, its economy.

With the cost of living so high, these Karo facts strike home with double force, they are increasing sales quickly.

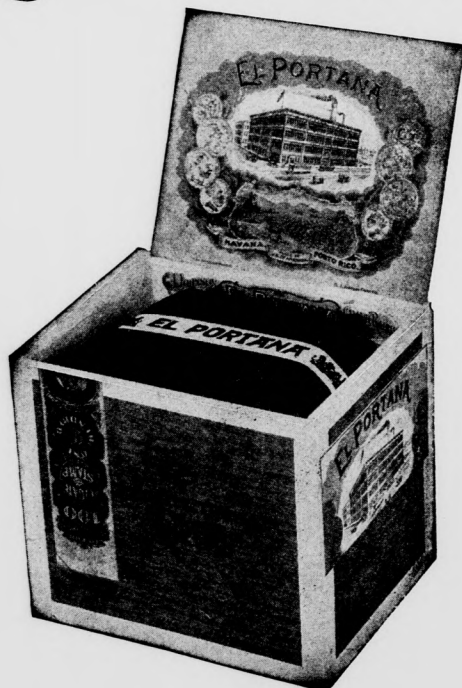
Karo is the great household syrup—the syrup of known quality and purity—specially wholesome and delicious, and of highest food value.

Your customers know it—they know that the Karo label stands for highest quality, best flavor, and full net weight. Stock generously with Karo. It sells quickly, is easy to handle and pays a good profit.

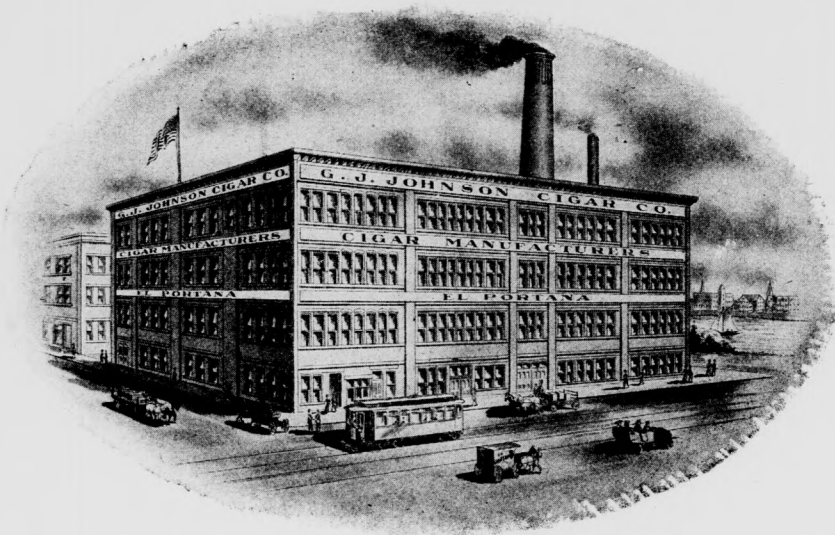
**Corn Products Refining Company**

New York

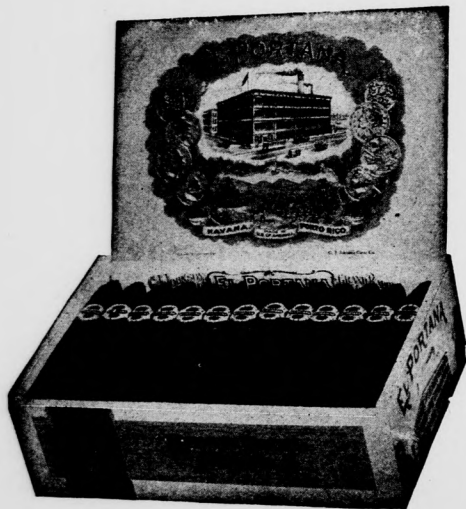
# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions



Made in

Five Sizes

G. J. Johnson  
Cigar Co.

Makers

Grand Rapids, Mich.

