

MICHIGAN TRADESMAN

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Thirtieth Year

GRAND RAPIDS, WEDNESDAY, MAY 7, 1913

Number 1546

The Man Who Knows

The man who wins is an average man,
Not built on any particular plan,
Not blest with any particular luck.
Just steady and earnest and full of pluck.

When asked a question "he does not guess"
He knows, and answers "no" or "yes."
When set a task that the rest can't do,
He buckles down till he's put it through.

Three things he's learned, that the man who tries
Finds favor in his employer's eyes,
That it pays to know more than one thing well,
That it doesn't pay all he knows to tell.

So he works and waits till one fine day
There's a better job with bigger pay,
And the men who shirked whenever they could
Are bossed by the man whose work made good.

For the man who wins is the man who works,
Who neither labor nor trouble shirks,
Who uses his hands, his head, his eyes,
The man who wins is the man who tries.

Ring True

Say, boys! Can you tell when a counterfeit coin
Is tossed on the counter to you?
Of course you can tell, for you know every time
That it strikes it doesn't ring true.

And boys! Do you know that a counterfeit life
(That's a regular sham through and through)
Is as simply detected in every-day strife
As the coin? For it doesn't ring true.

Ah, boys! If you want to be manly men,
To be honored in all that you do;
Just make up your minds that ten times out of ten
You will always be found to ring true.

Words That Ring

"They that trust in the Lord shall be as Mount Zion,
which cannot be removed, but abideth forever."

As a general thing, the most successful man in life
is the man who has the best information.—Disraeli.

God condescends to play hide-and-seek with men,
concealing things in order that men may find them.—
Francis Bacon.

There is always hope in a man that actually and
earnestly works. In idleness alone is there perpetual
despair.—*Carlyle.*

To brag a little, to show well, to crow gently if in
luck—to pay up, to own up and to shut up if beaten, are
the virtues of a sporting man.—*Oliver Wendell Holmes.*

We can only have the highest happiness, such as
goes along with being a great man, by having wide
thoughts, and as much feeling for the rest of the world
as for ourselves.—*George Eliot.*

Smiling

He came up smiling—used to say,
He made his fortune that-a-way.
He had hard luck a-plenty, too,
But settled down and fought her through,
And every time he got a jolt
He jist took on a tighter holt,
Slipped back some when he tried to climb,
But came up smilin' every time.

James W. Foley.

WORDEN GROCER COMPANY
THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo

WHEN YOU SEE

THE SIGN OF  GOOD CANDY

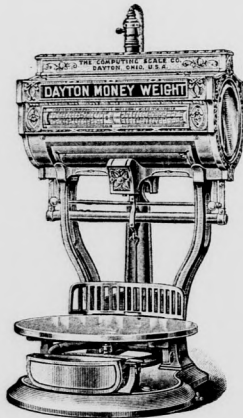
“DOUBLE A”

Remember it came from

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



JUDSON GROCER CO.—Grand Rapids, Mich.
Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS



Let the Other Fellow Experiment

Twenty years' experience in building Computing Scales, is a service that is handed you when you buy a Dayton Moneyweight Scale. There's as much difference in Dayton Scales and "The Other Kind," as there is between a Swiss Watch and a "Dollar Watch."

Buy a Scale with a System
Buy a Scale with a Record of Good Service
Buy a Scale with a Ten Year Guarantee
Buy Dayton Computing Scales

Moneyweight Scale Company

165 North State Street Chicago, Illinois

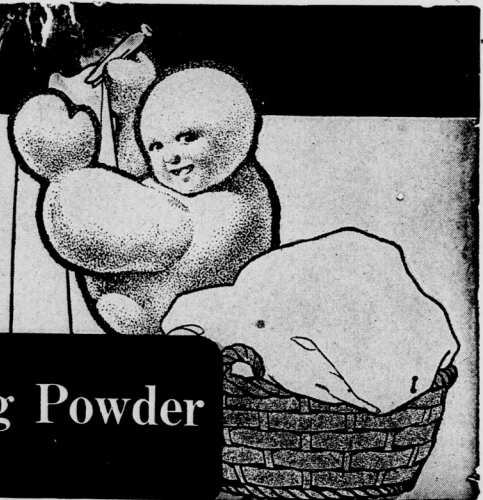
Have you had our booklet of Store Systems. "The Bigness of Little Things?" It's free, ask for it.

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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SPECIAL FEATURES.

Page.	
2.	Cloverland.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Financial.
8.	Editorial.
10.	Bankruptcy—Eastern District.
12.	Practical Salesmanship.
14.	Parcel Post.
15.	Store Slogan.
16.	Old Panama.
18.	Behind the Counter.
19.	Logic of Leaders.
20.	Butter, Eggs and Provisions.
22.	Clothing.
24.	Dry Goods.
26.	The Retail Merchant.
28.	Woman's World.
30.	Vocational Education.
32.	Hardware.
34.	Shoes.
37.	The Hotel Law.
39.	Decreasing Dividends.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.
47.	Business Wants.

CLANDESTINE CONTRACTS.

How They are Regarded by Michigan Jobbers.

The leading article in the Tradesman of last week, entitled "Catch Clause," has aroused very general interest among the trade, both wholesale and retail, and the Tradesman has been deluged with letters from both branches of the trade, commending the position it took in condemning such a scheme in connection with the credit transactions of a wholesale house.

In justice to the Mishawaka Woolen Manufacturing Co., the Tradesman is pleased to state that it does not question the ability of the house to enforce any contract it sees fit to adopt in its dealings with its patrons. The house is rated as having over a million dollars capital and enjoys the highest credit rating the mercantile agencies describe. The Tradesman does not wish to infer that it questions the integrity, stability or financial standing of the house. All it finds fault with is the insistence of the house in enforcing on its customers a form of clandestine contract that the Tradesman believes to be inimical to good business policy. The Tradesman may be mistaken in this, but, judging by the voluntary letters it has received from the credit men of wholesale houses in Michigan, its position is fully and enthusiastically sustained by them.

One of the worst features of the clandestine security embodied in the signed order blanks of the Mishawaka Woolen Manufacturing Co is that it places the retail merchant in a false light with his regular merchandise creditors. When the merchant utters a chattel mortgage it is placed on record and ultimately comes to the attention of his creditors, who can then decide whether they wish to sell him or not, considering that he is mortgaged. As the contract secured by the Mishawaka concern is not placed on record, but operates the

same as a chattel mortgage, the other creditors have no means of knowing where they stand.

In view of this situation, it would seem as though a jobber would be fully justified in refusing credit to a retailer who has signed a clandestine order of this character.

There is reason for believing that fully nine-tenths of the merchants who sign these orders have no idea that they are relinquishing title to the goods. The preceding paragraph is prefaced with the word, Guarantee, in larger type, while the paragraph containing the title stipulation—four times as long as the guarantee paragraph—bears no descriptive caption, leaving the signer to infer that both paragraphs pertain to the guarantee subject. This, in itself, is an indication of unfairness—certainly a lack of frankness—on the part of the house enforcing the contract.

The credit man of a large Grand Rapids house writes the Tradesman as follows:

I have read within the last day or two your editorial "Catch Clause." I notice that this contract to sell by the Mishawaka Woolen Mfg. Co. has been passed upon by Judge Denison and, therefore, I would feel myself wholly incompetent to give a verdict or to pass my opinion in any way upon this contract.

I will, however, state to you from the standpoint of a layman how it appears to me. In the first place the business communities in this country and the laws governing mercantile pursuits admit and sustain the right of a party of the first part to consign to a party of the second part any kind of merchandise to be paid for when sold and, all unsold, to be returned to the original owner. This, however, holds only when the shipper and the original owner of the merchandise of whatever name or nature embodies in the contract of sale and puts upon the invoice covering the same the words "commission" or "consignment for sale."

This gives the buyer the privilege of commingling these goods with other merchandise which he has for sale, but keeping a book of accounts covering such transactions separate from his general books of account. The law governing this class of transactions allows the purchaser of such goods to return them at any time to the seller. I doubt very much if the Mishawaka Woolen Manufacturing Co. or any other firm can ship merchandise to a distributor for his business and retain the title in the same without granting the privilege in the contract, and covering the same in the invoice, of the return of the merchandise that may be unsold at any time after purchase.

When you take away from the buyer the right to return at any time, you then make a positive sale, which under the laws of general merchandising changes the ownership title to the property bought. It would violate all rules of commercial life, if, after the general merchant has commingled the goods from the Mishawaka Woolen Manufacturing Co. with his general stock, and if he should in any way claim that they were a part of his assets, it would violate all laws of the buying and selling of merchandise if the company could come in and take these goods out of stock at any time. Moreover, the contract states that somewhere in the buyer's business he must be held responsible for the volume of the goods sold to him and it is intimated in that contract that the seller would have the right to take any property which the buyer has in his possession to satisfy the debt.

I am very sure that at this point the Supreme Court would rule such a transaction as out of order and if I was mixed up in a case of that kind in bankruptcy court, I would as trustee, hold and try to sustain the point that such a thing was a preference.

Another Grand Rapids jobber writes as follows:

I believe this is a matter that should be taken up by the credit men, not only of Michigan, but of the country at large, for the Mishawaka people sell their goods throughout the whole country.

We have talked with many dealers who have signed contracts but were absolutely unfamiliar with the nature of the contract that they were signing. The writer means to present this matter to the credit men and make an effort at least to see if the mercantile agencies can not be induced to include in their reports the special information that a dealer is buying goods of the Mishawaka Co., for the contract is nothing more or less than a chattel mortgage, although there is no public record of same which there should be.

I think the best way to handle the proposition from your standpoint is by wide publicity.

A Detroit jobbing house writes:

A short time ago we advised the Mishawaka concern that we would be unable to exchange credit information with them, in view of the basis on which their merchandise is sold. We believe if other houses pursued this course it would have a tendency to limit their operations, especially in cases where the merchant is off-rated.

The effect of these transactions is felt the most in cases where the merchant is a little lightweight, financially. It makes very little difference in the case of the gilt-edged merchant.

It would seem to us the best method of avoiding the hardship which transactions of this character work upon the unsecured creditor is to have the traveling salesman keep his house posted of the customers who are buying goods in this way, and the house should consider such transactions in some cases in the same light as a chattel mortgage in determining credit.

Another Detroit jobbing house writes as follows:

We are in hourly accord with what you have to say and there is no question but what there ought to be some concerted effort on the part of the credit men of Michigan to stamp out transactions of the character referred to. We have been interested in several cases where the Mishawaka Woolen Manufacturing Co. has stepped in and claimed preferences. In one case it took out merchandise to apply on its account and filed a claim with the trustee for the balance, taking its percentage. These contracts are not put on record, as is required in the case of chattel mortgages, but at the same time preference is given—the other creditors having no means of knowing just where they are.

We want to compliment you on having taken up this matter, for we think it of vital importance to jobbers and manufacturers who do business in this State. We shall be very glad to join you in any concerted action with a view of stamping on business done on the lines above referred to.

Still another Detroit house writes:

We are certainly in sympathy with the movement and with the agitation started by you, and hope you will be able to accomplish what you set out to do.

A Kalamazoo wholesaler writes as follows:

You are absolutely correct in your statement in regard to the "Catch Clause," which is embodied in the order forms of not only the Mishawaka Woolen Manufacturing Co., but also the various scale companies and cash register companies who are doing business in Michigan at the present time.

The writer has had experience with several bankrupt stocks during the past year and in nearly every instance one of the foregoing manufacturers will get his money in full, while the remainder of the creditors are obliged to take anywhere from 40 to 60 per cent. of their claims.

We are with you on this proposition and trust that some remedy may be found for the existing situation.

The Tradesman holds that these contracts are objectionable for several reasons:

1. They place the merchant in a false light before his creditors and the mercantile agencies, unless he notifies both that he has signed a clandestine contract which injures his

credit and impairs his assets, which he is not likely to do.

2. They are unfair to the other creditors of the dealer, because they tend to undermine confidence in the trade, which is the basis of all good business.

3. They are objectionable from the standpoint of good business ethics, because they violate the established rules of business and introduce an element of discord and tend to disrupt the pleasant relations which should exist between buyer and seller.

4. They tend to overbuying and overstocking because the dealer who is buying goods on contract is not so careful in his purchases as he would be if he knew he was to be held strictly accountable to his creditor until the invoices are paid in cash.

5. Anything that is printed in fine type, under a misleading heading, is subject to suspicion and open to objection by high minded men.

6. The Tradesman is informed by good legal authority that the form of contract now in use by the Mishawaka house is void and that the courts would probably so construe it. A similar contract was declared invalid by both a District Court of the U. S. and a Circuit Court of Appeals in the case of Mishawaka Woolen Manufacturing Co. vs. Westveer, 191 Fed. 465. The wording of the contract was thereupon amended by the Mishawaka house, but it still contains inherent weaknesses which will probably preclude the house from seeking or permitting further adjudication in either the State or Federal courts.

List of Creditors of John J. Brezina.

Charles M. Beers, trustee for the creditors of John J. Brezina, the Traverse City grocer, favors the Tradesman with the following list of creditors:

Hannah & Lay Mercantile Co.	\$1,098.15
Hannah & Lay Company	1,046.50
Mrs. Porter	100.00
Frank Brosch	51.00
Sioux City Seed Co.	1.95
Osborn Paper Co.	12.54
Am. Vinegar Co.	45.25
Jawitt Sherman Co.	25.00
D. M. Perry & Co.	4.75
Jno. Fitch & Co.	26.50
Symons Bros. & Co.	24.50
Plankinton Pack. Co.	18.67
Compton Bros.	7.50
J. Cornwell & Sons	10.30
Sherman Bros. & Co.	71.85
J. A. Harps Mfg. Co.	6.00
M. Giffre & Co.	32.00
W. P. Bates, Est.	60.00
L. Gould & Co.	42.99
Sprague Warner Co.	45.95
Geo. H. Seymour	8.25
Lyman E. Brown	1.50
Riek Rybold	15.25
Louis Hunger	14.00
W. P. McLaughlin Co.	26.70
Citizens Tele. Co.	5.00
National Bisc. Co.	30.95
Straub Bro. & Amiot	33.27
Musselman Groc. Co.	194.42
Judson Groc. Co.	202.58
E. Wilhelm	200.00
Saginaw Beef Co.	166.52
A. B. Curtis	80.98

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, May 5—If anybody who took a train out of Marquette last Thursday morning, May 1, ever entertained the least doubts about this part of Michigan being a fisherman's paradise, these doubts would have been dispelled. The morning and the preceding days had been beautiful and the fishing conditions were ideal and we counted between Marquette and Negaunee, a distance of only twelve miles, not less than seventy-five anglers, besides a large number on our own train.

Henry Ockstad, the faithful drayman, who has attended to the wants of Marquette traveling men and the transient trade of Hotel Marquette for many years, has put on an automobile bus service from the depots to any part of the city. This is a service that the traveling men will appreciate, especially those who make headquarters in this city and, in order that he may be encouraged to continue it, we should all "come a runnin'" with our patronage.

We have been saying a great deal lately about Cloverland as an agricultural proposition, but we are reminded of the fact that in our onward march of progress the industrial opportunities of Cloverland must not be overlooked. We have opportunity to place and inducements and encouragement to offer to manufacturing plants which wish to come to us at Escanaba, Sault Ste. Marie and Marquette for almost any kind of an industry, no matter how large, not to say anything about innumerable factory sites in the smaller towns which are adapted to the manufacture of lumber and manufactured articles of maple, etc., such as chair rockers, furniture, broom handles, butter dishes, etc.

On Saturday evening, April 26, U. P. Council, No. 186 had its first regular meeting with the new officers. The meeting was well attended and T. H. Millin, of the Brauns & Van Co., with headquarters at Iron Mountain, was most gloriously and hilariously initiated into the mysteries of our order. Believe me, we had him going! Nobody indulged in any speaking in particular, but there was an undercurrent which many of the boys have expressed since of enthusiasm and sincerity and optimism for the future. Believe me, U. P. Council is some Council.

Fred Edlund, who, in December was married to Miss Amanda Swenson, received yesterday by parcel post a large consignment of tiny little baby stockings. He is out with a butcher cleaver after the joker who put it over on him. He suspects a lady clerk at Ishpeming.

In order to convey a full measure of appreciation of what is going on in Cloverland at the present time in the way of agricultural development and to convince that the work of settlement is actually going on extensively in dead earnest, I am pleased to submit a letter written by A. W. Blom,

Secretary of the Menominee Abstract & Land Co., to Alton T. Roberts, President of the Upper Peninsula Development Bureau, Marquette, which speaks for itself:

Dear Mr. Roberts: The future of the Upper Peninsula, or Cloverland, looks brighter to me than ever before, and the people throughout the middle western states are waking up to the fact that there is something in Cloverland besides snow and ice, and that Cloverland offers more assured success to agricultural settlers than many locations if they will take up dairying, fruit growing, sugar beet growing, potato growing or truck growing. The profits of any one or all of these specialties are largely augmented by a reliable market, good producing soil and splendid climatic conditions.

Every trip that I make through Illinois, Indiana, Ohio, or any of the middle western states, I am more thoroughly convinced of the great possibilities that these lines of farming offer if they are followed by the farmers of Cloverland.

We are getting more enquiries for idle agricultural lands and improved farms than ever before.

During the past three months, January, February and March, which are months in which we are not looking much for buyers, we had a number of farmers who bought lands. In fact we do not desire to bring buyers to look over our lands when they are covered with snow, but this year the people insisted upon coming early, for many believed that the lands of Cloverland will raise in price after they are more thoroughly advertised and people realize their value.

Two men from Illinois, induced by our local agents in that territory, came here during the month of March, and arrived on the day that we had the worse blizzard of the winter, and without being able to see the lands they purchased a thousand acres.

This one fact speaks of the value of the work the Bureau is doing by making a splendid educational campaign, and bringing to the notice of the up-to-date farmers of the middle western states knowledge and a realization of the value of the lands in Cloverland.

The Bureau will not meet with success without it is given liberal moral and financial support, and active work must be done on the part of the people who are engaged in the upbuilding of Cloverland.

After the Bureau has blazed the path into the minds of the up-to-date farmers of the middle western states, it is up to the individual land men or companies owning lands to get busy and get into the game as they ought to.

Our people should stand for their home and speak encouragingly of Cloverland.

There are certain things that have got to be done by the men who own the land and desire to sell the same.

First, a sales organization must be established by each company that has lands for sale.

Local agents in the respective states of the middle west must be appointed, and a commission paid to them for producing or giving information of prospective buyers.

Each county should issue a book describing the economical, educational, manufacturing and agricultural advantages that exist in their county, which will go a long way to educate many who are looking for homes and farms.

It is also essential for each land company or land owner to produce printed matter describing their own premises, or lands that they have for sale.

That crystallizes a man's mind on a location and then it is easy for a sales organization or salesman to secure the settler who has become interested in the facts presented by the Bureau's advertising and also by the land company.

The work of the Bureau can be done more economically and better by the Bureau than by any county or individual firm for all of Cloverland.

We are extending our agencies in every county in Illinois, Indiana and Iowa, and will have a large number of agencies in Wisconsin, as we find that this is the only way to get business, that is, to have a live representative next to the man who is seeking information to better his condition, for it is up to us personally to interest him in the premises in which we are interested.

It costs a great deal to get this work started, but there is no question about it paying, for we already are getting results.

We have received through the Bureau notices of 500 letters of enquiry in the last four months, which we have followed up, and many have signified their intention to come and investigate Cloverland.

I am firmly of the belief that I can go before the next annual meeting of the Bureau next February and say that I have sold more lands this year than in the past ten.

There is no excuse for sitting back and expecting the business to come to us without our personal work is applied.

It may seem queer to you and others that I should express a desire to see everybody engaged in selling lands in Cloverland establish agencies and advertise in the middle western states, but I am firmly of the belief that if one hundred of our land owners would take up this work as we have tried to do, it would help us all, for there is more

strength in a hundred companies operating on concrete lines than there is for a few, and I know it will bring profit to all of us.

We must individually take up the work after the completion of the educational advertising, which the Bureau can do more successfully and cheaply than any company or individual can do.

Cloverland is getting advertised, and it is now up to us all to follow out an intelligent plan and get results for our work.

I hope that there will be a more determined effort on the part of all engaged in all the different vocations to take a firm and decided stand for our country and to tell all the value of Cloverland as a home for commercial, manufacturing and agricultural people.

It should be noted that Mr. Blom's scope is largely confined to Menominee county and therefore does not give any consideration to the extensive transfers which are constantly being made in at least eleven of the remaining fourteen counties. For instance, there is hardly a day that Mr. Green, of the Greenwood Lumber Co., of Ontonagon, does not sell a farm in the vicinity of Green. Mr. Flannigan, of the Sagola Lumber Co., at Sagola, is also doing considerable. The Tula Lumber Co. and many other lumber companies—in fact, nearly all of the larger lumber companies—are carrying on this work and the Duluth, South Shore & Atlantic Railway, through its colonization department, is becoming one of our greatest factors in this work of bringing about actual settlement.

It is a great pleasure to introduce to our readers to-day little Miss Ruth Carlisle, only daughter of one of our most enthusiastic, faithful and con-



sistent members, Past Counselor Claude C. Carlisle, an erstwhile Grand Rapids boy. Little Ruth, now just 4 years old, is a clear case of "following in her father's footsteps," as it makes no difference whether she is booked for an afternoon ride on the electric car to a picnic party on Presque Isle or for a visit to her mama's home at Portland, little Ruth insists on packing her grip just as papa does when he goes on the road. Her papa, being a shoe salesman, representing Selz, Schwab & Co., Chicago, carries, of course, several sample trunks, consequently little Ruth is spending her child life in an atmosphere of trunks and grips. The following incident will serve to il-

lustrate the innocent impressions a bright child will receive by observation of her home environment. Mrs. Carlisle recently received a letter, informing her of her father's illness at Portland, stating that the illness was the after effects of the grip. Little Ruth suggested to her mama that it would be better if grandpa would carry a trunk, instead of a heavy grip, because he could get the trunk checked. Little Ruth is just as bright as she looks.

We just received a postal card from Jay R. Pearce, Hancock, with the simple but significant word "Liar" on it. We have yet to hear from Con. Sullivan and John Keyes.

Last week we made one of our periodical visits to Sagola. There are always in the life of the traveling man a few green spots—a few places on his territory which it is a delight to visit. One of these places for Ura is Sagola, one of the most thrifty and prosperous little towns in this part of the State. This town was founded some twenty-five years ago by the same company which conducts its chief industry to-day and which intends to operate it for many years to come. Patrick Flannigan is such a unique character and successful business man that for some months we have been contemplating writing him up in a special way for the Tradesman under Upper Peninsula Men of Mark, a pleasure which, in the near future, we will indulge in. The lumber industry is Sagola's only industry and support. The sawmill is modern and up-to-date in every particular the old mill having been destroyed by fire two years ago and replaced with modern machinery. There is also a modern and large planing mill with a lath, shingle, moulding and maple floor mill in connection, where everything pertaining to the manufacture of lumber is made. The season's cut for the mill is about fifteen million feet and the company is just now finishing up the winter's cut of logs, which this year is about an average output. The mills here run both winter and summer, thus furnishing uniformly steady employment the year round. A refreshingly noticeable feature of this community is the contentment and the loyalty of its employes to their employers. The market for the finished product is Chicago and in the State of Illinois and the Southwestern states, the company maintaining a selling agency through their branch office at Chicago. Patrick Flannigan is President of the company and its Vice-President and General Manager is his only son, John Flannigan. The chief accountant is L. A. Lantz, assisted by Stephen McCabe. The stenographer and manager of the telephone exchange, embracing some seventy-five miles of exchanges, is Miss Crystal Dunbar. The general store naturally attracts our attention the most, as we are really most interested in the merchandise end of it. The stock is inventoried at \$20,000 and the volume of sales is from \$75,000 to \$90,000 per annum. Different than most lumber company stores, its own people are its most loyal patrons and it does

an outside business reaching along the C. M. & St. P. from Iron Mountain on the south to Republic on the north. The store is ably managed by Theodore Dewish, assisted by Patrick McCole. The company owns 6,000 acres of land and Mr. Geismar, Superintendent of the Upper Peninsula extension work for the State Department of Agriculture, informs me that this land is equal in quality for farming purposes to any land in any part of Michigan which is open for settlers. The company gives, of course, preference to its own employes, much along the same line as Thornton A. Green does with his employes of the Greenwood Lumber Co., at Ontonagon, and a goodly portion of it is already taken up in this way. Thousands of acres yet remain open to bonafide settlers. It also owns a farm of 300 acres of its own which it uses chiefly to raise food stuffs for its own teams.

Ura Donald Laird.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, May 5—Spot coffee is steady and there are some transactions occurring all the time, albeit the individual takings are pretty small. There is a better outlook, statistically, and there is a little more cheerful feeling among the trade generally. At the close Rio No. 7 is quoted in an invoice way at 11 $\frac{3}{4}$ c and Santos 4s at 13 $\frac{3}{4}$ c@13 $\frac{1}{2}$ c. In store and afloat there are 2,064,959 bags, against 2,180,502 bags at the same

time last year. Milds remain about as last noted, with good Cucuta at 13 $\frac{3}{4}$ c.

Refiners report a rather light demand for refined sugar. One refinery quotes 4.20c—7 days' delay—while most others name 4.30c. The warm weather ought to boom this market and a few days may change the outlook materially. There is plenty of sugar, however, to meet almost any emergency.

There is a more hopeful feeling in the tea trade, and with a stock throughout the country which must be running pretty light, dealers appear to be confident of a turn for the better. Low-grade Japans drag as new crop is almost "in sight."

Hardly anything doing in the rice trade. Dealers throughout the country seem to be well stocked and incoming orders are for small quantities, notwithstanding this market is below primary points. Prime to choice domestic, 5 $\frac{1}{4}$ @5 $\frac{1}{2}$ c.

Spices are in moderate movement. Grinders seem to be well stocked and from now on only a summer trade can be looked for. Quotations are steady and unchanged.

Molasses is steady and quiet, as a rule, although there is a fair enquiry for grocery grades, particularly in the foreign sorts. Good to prime centrifugal, 35@40c. Syrups are quiet and unchanged.

Buyers of canned goods—and they are mighty few, apparently—seem utterly indifferent as to whether they obtain supplies or not. No matter what concession is made, they want

"something off." Some sales of Maryland standard 3s tomatoes have been made at 77 $\frac{1}{2}$ c, and it was intimated that 75c would not be refused. On the other hand, packers say that goods at these figures will certainly not stand the test and that 80c is the bottom. Nothing is recorded of sales of futures in tomatoes, nor other products. Trading upon the whole is simply of smallest possible quantity and no change is to be noted.

Butter has taken a very decided tumble since last report and the outlook seems good for a further decline. At the close creamery specials are quoted at 29 $\frac{1}{2}$ c; firsts, 28 $\frac{1}{2}$ c; imitation, 27@27 $\frac{1}{2}$ c; factory, current make, 26@26 $\frac{1}{2}$ c.

Top grades of cheese are working out at about 13@13 $\frac{1}{2}$ c for new stock. Old, steady and about unchanged—15@17 $\frac{1}{4}$ c.

Eggs are firm for near-by stock, but the very hot weather has had a bad effect on arrivals from further away and quotations sag. Best Western 19@21 $\frac{1}{2}$ c and from this down to 16@17c.

Unpleasant Experience With Mishawaka.

Mears, May 6—I was glad to see the article you printed regarding the Mishawaka Woolen Manufacturing Co., as I once had a little experience with that house. I have been handling Hood rubbers almost exclusively, but was talked into one shipment of Mishawaka goods on account of their advertising their Ball brand goods so heavily. I had a

rumpus with the agent because I would not sign an agreement to sell at the retail prices they made—\$4.50 per pair for boots. They cost me exactly the same as the Hood Royal Oak which I was selling at \$4 and I sold the Ball brand at the same price.

The guarantee was identically the same on both brands, but in the spring, when I returned unsatisfactory and replaced boots, I found a difference in the method of settling. I had, if I am not mistaken, five or six cases from the Grand Rapids Shoe & Rubber Co. and returned five pairs, while I had only one dozen pair of Ball brand, but had to replace five pairs. Instead of promptly getting a credit sheet for five pair that I had shipped back, I received no answer whatever until, after writing repeatedly, they answered that as I had sold under the price they had set, they would not reimburse me for my loss. That is three years ago. I still am waiting for the price of five pair of boots. I am out about \$17, but it was worth that much to me, as I had no business to change to an unknown brand when I was perfectly satisfied with Hoods. They had too much money or I would have gone after them.

C. A. Brubaker.

A Lucky Find.

"Look here, waiter. I've just found this trouser button in my soup!"

The waiter hurried forward, beaming. "Oh, thank you sir!" he said. "I couldn't imagine what had become of it."

Are you "on board?"

The "good ship" DANDELION is selling away ahead of all previous records.

If you are not getting your share of this boom in DANDELION sales

Stock up and "get on board"



Dandelion Brand

Butter Color

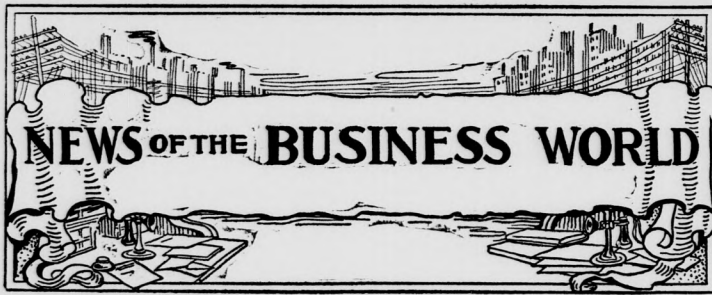
THE BRAND WITH

THE GOLDEN SHADE

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

WELLS & RICHARDSON CO., - BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Harvarl—Verne Hornbeck succeeds Howard Morley in general trade.

Harbor Springs—Guy W. Melson has engaged in the produce business.

Gaylord—Omer Wurtz has opened a confectionery and cigar store here.

Charlotte—Reynolds Bros. succeed R. C. Jones in the dry goods business.

Greenville—W. Zuller is building a two-story addition to his grocery store.

Charlevoix—Lemieur Bros. have engaged in the men's furnishing business here.

Charlotte—Henry Shepherd succeeds Orrin Packard in the butter and egg business.

Lansing—Earl Etoner has closed out his stock of groceries and retired from business.

Beulah—The Central County Bank has been re-organized as the State Bank of Beulah.

Dimondale—The Wonder Specialty Co., of Eaton Rapids, has opened a drug store here.

Belding—Ward & Schlegel are closing out their stock of meats and will retire from business.

Plymouth—W. E. Smyth, recently of Cheboygan, has engaged in the jewelry business here.

Mancelona—The C. Burrell Co. has engaged in the grocery business in the Charles Shaw building.

Lake City—A. B. McIntyre has opened a bakery in the Langley building on North Main street.

Benton Harbor—A. McCowen has opened a grocery and general store on South Pipestone street.

Lansing—M. D. Levinson will engage in the clothing business at 607 East Michigan avenue May 15.

Sturgis—Fred Hubbard, recently engaged in trade at Charlotte, will open a bazaar store here May 15.

Hopkins—Frank J. Kemano has sold his grocery stock to Russell Baker, who has taken possession.

Clarion—D. H. Geyer has purchased the store building and stock of general merchandise of A. J. Crago.

Alma—J. L. Miller and son Ralph have engaged in the shoe business here under the style of J. L. Miller & Son.

Stanton—Frank M. Strouse & Son, dealers in hardware and agricultural implements, have added a line of vehicles to their stock.

Eagle—Darius T. Eddy has sold his interest in the Eddy Bros. stock of general merchandise, produce and coal, to Horace Peake, recently of Saranac, and the business will be continued under the style of Eddy & Peake.

New Lothrop—E. O. Smith has sold his stock of confectionery and cigars to Chester Walters, who will continue the business.

Edmore—Mauchmar Bros., who conducted a shoe store at Dimondale, have removed their stock here and will continue the business.

Ovid—William Winfield and John McCreery have formed a copartnership and will engage in the meat business here about May 15.

Reed City—Henry R. Niergarth, who conducts a general store here, has opened a flour, feed and produce warehouse on Slosson avenue.

Bellaire—Charles Weiffenbach, dealer in shoes, crockery and groceries, died at his home April 28, after an illness of more than a year.

Freeport—Ira F. Babcock, recently of Manton, has purchased the Elmer Roush grocery stock and store building and will continue the business.

Maple Rapids—A. M. Payne and Arthur Crook have formed a copartnership and purchased the Hewitt & Hastings meat market and will continue the business.

Greenville—The Greenville Wholesale Baking Co. has engaged in business with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Clarion—Lynn Clark has bought the stock of hay and feed of A. J. Crago and is putting in a line of general merchandise in the building formerly used as feed store.

Casnovia—C. E. Moody, recently of Dowagiac, has purchased the Foster & Sherwood hardware, grocery and drug stock and will continue the business at the same location.

East Jordan—F. H. Bennett formerly traveling salesman for the Muselman Grocer Co., of Traverse City, has purchased the Charles Howland bakery and will continue the business.

Charlotte—A. J. Doyle, dealer in dry goods, made an assignment for the benefit of his creditors May 2. C. H. Brown, Cashier of the First National Bank, was named as trustee.

Comstock—J. Harry McCormick will open a new drug store here May 15. It will be conducted under the style of the Drugcraft Shop and will be in charge of Earle E. Henderson.

Mancelona—Thomas Mitchell, of Stanwood, has sold his interest in the produce firm of Waddell Bros. & Co., to his partners, who will continue the business under the style of Waddell Bros.

Lapeer—The Lapeer Savings Bank has moved into its new quarters in the Masonic Temple. The new bank is one of the most modern in this vicinity and is finished in marble and

mahogany. The main lobby is lighted by the indirect system and the entire Bank is a great improvement to the main street.

Ludington—H. M. Haff has sold his interest in the plumping stock of the Jagger & Boersma Co. to his partner, J. S. Boersma, who will continue the business under his own name.

Grand Ledge—Mason Soper and Eli Taylor, partners in S. R. Cook & Co., dealers in groceries, have purchased the stock and will continue the business under the style of Taylor & Soper.

Milan—The Milan Produce Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in property.

Iron Mountain—The Italian Co-Operative Co. has engaged in business to conduct a general department store, with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Flint—John R. MacDonald, who has conducted a cigar store here for the past twelve years, has sold his stock to the Harry W. Watson Co., which will continue the business in connection with its wholesale establishment.

Owosso—Alton and Scott Rundell have purchased the interest of the other stockholders in the Rundell-Stevens Co. wholesale stock of butter and eggs and will continue the business under the style of the Rundell Co.

Ionia—The B. L. Comstock building, now being torn down to give place to a modern store building, is the one in which F. W. Stevenson, Ionia's oldest merchant, started in business April 1, 1859—fifty-four years ago.

Holland—John Jellema and son Albert, recently of Hull, North Dakota, are erecting a store building at the corner of 24th and State streets, which they will occupy with a stock of shoes July 1, under the style of John Jellema & Son.

Detroit—The New York Trimming & Lining House has engaged in business with an authorized capitalization of \$30,000 common and \$30,000 preferred, all of which has been subscribed, \$5,000 being paid in in cash and \$55,000 in property.

Cheboygan—J. Harry Clune and John M. Meyer have formed a copartnership and purchased the furniture and musical instrument stock of the late John H. Clune and the business will be continued under the style of J. H. Clune & Co.

Athens—Clayton Furniss, who has been at Lowell for the past year, will take charge of the Furniss drug store here as soon as his position at Lowell can be filled. E. M. Everts, formerly of Nashville, is permanently employed at the same store.

Detroit—At a special meeting June 10 the stockholders of the National Bank of Commerce will vote on a recommendation being considered by the Bank's directors to increase the capital from \$750,000 to \$1,000,000. Under the plan advised by the directorate there will be an issue of 2,500

shares of new stock which will be offered to the stockholders at \$160. The bid price of the Bank's stock on the Detroit Stock Exchange is \$225. The adoption of the increase will give the institution a capital of \$1,000,000 surplus of \$500,000 and undivided profits of about \$200,000.

Ann Arbor—The Economy Baler Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which \$106,420 has been subscribed, \$1,945.86 being paid in in cash and \$104,474.14 in property.

Bay City—The goods at the Twin City Art store have been sold at auction by Sheriff Fitzgerald to meet the demands of creditors. The former owner of the store, Fred E. Russell, disappeared some time ago without giving any notice and it was several days before it was discovered that the store was without a proprietor.

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

Buffalo, May 7—Creamery butter Irish, 26@29c; dairy, 24@27c; poor to good, all kinds, 20@24c.

Cheese—Fancy, old 16c; choice, old 14@15c; poor to common, 6@10c. New full cream, 13@14c.

Eggs—Choice, fresh, 19@20c. Poultry (live)—Turkeys, 14@15c; cox, 13c; fowls 17@18c; springs, 17@18c; ducks 20c; geese, 15@16c.

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—50@55c per bu.
Rea & Witzig.

The Grand Rapids Sheraton Furniture Co. has engaged in business with an authorized capital stock of \$6,800 common and \$1,200 preferred, of which \$5,000 has been subscribed and \$2,000 paid in in cash. The names of the stockholders and the number of shares held by each are: John Vander Lay, 125 shares; Henry Heidema, 125 shares; George L. Loomis, 125 shares and Lambert E. Wielenga, 125 shares.

Pentwater—The Saunders-Chase Co., manufacturer of fish nets, etc., has increased its capital stock from \$10,000 to \$15,000.

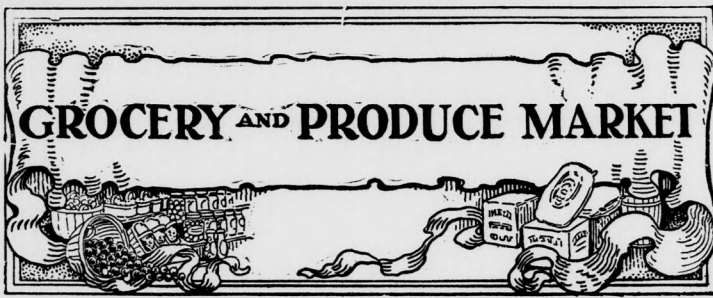
Pentwater—The Saunders-Chase Co., manufacturer of fish nets, etc., has increased its capital stock from \$10,000 to \$15,000.

Ma^u Kozyzanoski has engaged in the grocery business on Park avenue, purchasing his stock of the Worden Grocer Co.

Hutchins Bros. have engaged in the grocery business at Ionia. The stock being furnished by the Worden Grocer Co.

C. C. Burrell & Co., of Mancelona, have opened a grocery store, purchasing their stock of the Worden Grocer Co.

The Worden Grocer Co. has sold a stock of groceries to Mrs. Jas. Whitefleet, at Ottawa Beach.



The Produce Market.

Apples—Baldwins, \$3; Ben Davis and Russets \$2.50.

Asparagus—75c per dozen for home grown.

Bananas—\$3.75 per 100 lbs.

Beets—25c per dozen for new.

Butter—Receipts are increasing, as the season advances. The consumptive demand holds up, and is absorbing most of the arrivals at prices about 4c lower than a week ago. The average quality of the butter arriving is very good. Probably prices will show still further decline as the production still further increases. Fancy creamery is steady at 30c in tubs and 31c in cartons. Local dealers pay 27c for No. 1 dairy and 20c for packing stock.

Cabbage—\$1.75 per crate for new from Texas.

Carrots—60c per box.

Celery—California jumbo, 80c per bunch; Florida, \$3.50 per crate.

Cocoanuts—\$4.75 per sack containing 100.

Cucumbers—Declined to \$1.75 per doz.

Eggs—The market is firm and healthy and will remain so, probably about on the present basis, so long as the storage season continues. It is thought that the number of cases put into storage during April, has been much less than in past years. The warm weather of the past two weeks has made a great increase in the supply and it would seem hardly possible that prices will be any higher for some time. Shippers should keep their stocks well cleaned if they wish to get top prices, as eggs held in the store for ten days or two weeks can not be classed as strictly fresh. Local handlers pay 17c for candled.

Grape Fruit—\$3.75 for 36s \$4 for 46s, \$5 for 54s and \$5.25 for 64s and 80s.

Egg Plant—\$2 per box for Florida.

Green Onions—15c per dozen for Texas.

Green Peppers—60c per basket.

Hogs—Local buyers pay 10@11c.

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

Lemons—\$5@5.50 per box for fancy Messinas.

Lettuce—New Orleans head, \$2 per bu.; hot house leaf 10c per lb.

Onions—Home Grown, 25c per bu. Texas Bermudas, \$1 per crate.

Oranges—\$4.50@5 per box for either Florida or Californias.

Parsley—30c per dozen.

Pieplant—50c per bu. for home grown.

Pineapples—\$2.75 per box for all sizes from 18s to 42s.

Potatoes—Local dealers sell at 40

@45c. Country buyers are paying 25@30c. New stock from Florida, \$2 per bu.

Radishes—25c per doz.

Seeds—Clover \$14 for either medium or mammoth; Alsike, \$13.50@14; Timothy, \$2@2.25.

Spinach—\$1 per bu.

Strawberries—Louisiana fetch \$2 for 24 pints.

Tomatoes—\$4.50 per crate of six baskets—Florida.

Poultry—Local dealers pay 14@15c for fowls; 7c for old roosters; 9c for geese; 11c for ducks; 16c for turkeys. These prices are live-weight. Dressed are 2c higher.

Veal—Buyers pay 6@10c, according to quality.

The Grocery Market.

Sugar—The total stocks at the United States Atlantic ports at present amount to 286,371 tons, but, as 36,870 tons of these belong to importers, against none a year ago, the holdings of refiners are now 249,501 tons, as compared with 210,458 tons at the same date last year. It is generally conceded that the quantity of sugar thus far purchased by refiners for May shipment is smaller than has been the case to this date for many years past. They might consequently find it difficult to meet any large demand for their refined product, should such suddenly arise, unless in the meantime additional supplies are secured to augment the moderate stocks held by them in bonded warehouses here available for immediate use. With the Federal and Franklin refineries closed on strike and an accumulation of refined gradually being reduced at a season of increasing consumption, it looks as though higher prices are in prospect in the very near future. New York refiners are nominally asking 4.30 f. o. b. New York, but orders are accepted under certain conditions on a 4.20 basis.

Tea—The market is firm and fairly active. Country stocks are low and stocks in importers' and jobbers' hands are only fair. Some grades of Japans are being offered at low prices, particularly low grades. Formosa prices are being held firmly. Ceylon and Indias are strong for the better grades. The first reports of opening markets in Japan for new crop teas are easy in tone and may possibly be a trifle lower than last year.

Coffee—There are some who think there is a good-sized sleeping short interest which might be forced to cover. From the bear standpoint the large stocks of nearly 2,000,000 bags in the United States are commented upon, this being all free coffee, unlike

last year when about half the New York quota in warehouse were tied up by the Bankers' Committee. The indifference of the roaster is advanced as a real influence against higher quotations, the distributors in many cases having still valorization coffee, which stands them a good loss and consequently moderates their enthusiasm. The primary movement keeps up beyond expectations and a large crop is ahead, according to general opinion, although recent reports lay stress upon the fact that the cherries are afflicted with a kind of gangrene which will reduce the yield. Last, but not least, the downward tendency to other commodities is emphasized as indicating the readjustment of the high cost of living, and coffee, it is suggested, is still 4c above the normal basis of several years ago. Money conditions are not favorable for carrying large stocks, even were the distributors so disposed, the banks being much more sparing of their credit.

Canned Fruits—Apples are an excellent buy at present prices, which have been holding at about \$2.50 per dozen for New York stock. It is expected that the movement of gallon apples will be heavy from now on. California canned goods on spot are unchanged. The demand is moderate, and it looks as if stocks might be pretty well cleaned up by the time the new season arrives. Only one packer has named prices on new pack goods; his figures are 5@10c below last year. Small Eastern staple canned goods are dull and unchanged. There will probably be a serious failure of the Keiffer pear crop, and some packers have withdrawn both spot and future prices.

Canned Vegetables—Tomatoes are unchanged. There has been a steady market on canned corn during the past two weeks and as the off grades are well cleaned up it is expected that conditions will be better from this time on. Prices are still as low or lower than the cost of production, but with present stocks it is hardly possible that prices will go higher, unless the present season should turn out to be a poor corn year. Peas are unchanged.

Canned Fish—Domestic sardines show no change. New goods are being offered to some extent, but find few takers. Imported sardines are scarce, so far as French are concerned, and are high and unchanged in price. Salmon of all grades are unchanged and dull.

Dried Fruits—The advance in raisins which went into effect some time ago has been well maintained and it looks now as though the combination on the Coast has the market well in control. The greatest advance during the past month in any variety of dried fruit has been in apricots and from all indications opening prices will be higher this year than last. Evaporated apples are still moving slowly, regardless of the fact that prices are the lowest in years. The largest demand for apples is during May, June and July, which is at the time when the markets are usually well cleaned up on green apples.

Peaches are not yet attracting attention to any great extent, but the jobbing demand is increasing, and a firmer feeling prevails. Currants are firm under limited spot supplies and firmer advices from Greece. The new crop is reported to be making satisfactory progress, and under favorable weather conditions from now forward the output is expected to equal that of last season. The export demand for California prunes for direct shipment from the Coast during the past ten days or two weeks has been heavy. Most of it was for 60s to 90s of which between seventy-five and 100 cars have been taken for shipment to Europe within the period named. The Eastern demand, as well as that from other sections of the country, has been quite active, but mainly for quantities for immediate or early use. There seems to be a complete absence of speculative interest notwithstanding the limited offerings of desirable stock from first hands and indications of a short crop this season as a result of insufficient moisture and recent damage by frost. The spot market on all sizes closed strong, with an upward tendency. Oregon Italian prunes on the spot are firmer in sympathy with the situation in California, but the movement in this variety is still rather slow.

Syrup and Molasses—Glucose is without change. Compound syrup is dull at unchanged prices. Sugar syrup unchanged and quiet. Molasses is dull at ruling quotations.

Cheese—Stocks are being reduced very rapidly and will probably clean up before new cheese arrives. New cheese is still about 3c below the price of old, and is cleaning up on arrival. The supply will probably show a considerable increase soon, but the increased demand should keep values about where they are.

Rice—Advices from the South, along the Atlantic Coast, show no new features. The demand is slow, and without improvement. At New Orleans general dullness prevails, and yet there is some buying on part of operators, to keep their supply in shape to cover any requirement by the trade. There is certainly a general feeling that a general improvement is imminent, and this puts new heart into holders that the old crop will pass out successfully after all, and the market is therefore strengthened.

Salt Fish—Mackerel is extremely dull and will probably remain so until the tariff agitation is settled. Prices are decidedly in buyers' favor and the demand is very light. Cod, hake and haddock are unchanged in price.

Provisions—Smoked meats, are steady and unchanged. Pure lard is steady with a good demand. Compound lard is wanted in larger quantities; market firm. Barreled pork scarce at unchanged prices; fair consumptive demand. Dried beef is ½c higher and canned meats are firm and unchanged.

The Worden Grocer Co. sold a stock of groceries to Iver Anderson & Son, at Muskegon.



Some Changes in the Present Banking Laws.

Several changes were made in the State banking law by the Legislature last winter. The changes are not radical, but seem designed to promote better banking methods, to give the banking department a wider authority over the banks and to insure greater safety for depositors and stockholders. One of the amendments provides that the directors of State banks shall hold monthly meetings with at least a quorum of members elect, and unless good reasons are shown the bank that does not hold such meetings will be subject to a fine of \$50 for each offense. Heretofore many of the banks have left the details of the management to the discount or some other committee, usually of three members, and the sessions of the entire board were semi occasional. All officers and clerks of a bank who have anything to do with the handling of the funds must hereafter give bond, and, if a surety bond is provided, the bank shall pay the fee. The persistent overdraft by officer, clerk or director of a bank is forbidden. When new banks are organized the expense of examination before the bank is authorized to do business shall be paid by the bank such expense to be not greater than \$10 a day and traveling and hotel expenses for the examiner. A two-thirds vote of the capital stock of a bank will be required to put a bank into liquidation and there must be an examination by the Department before the liquidation becomes effective and during all the processes of liquidation the Department shall have authority to examine and direct monthly reports showing progress being required.

When banks are merged the Department has the same authority over both the old institutions as in cases of liquidation. In receiverships the Department has the right to examine into affairs especially before dividends are paid. The Department is required to designate each year certain cities in the State as reserve cities for State banks with the usual requirement as to reserve and banks carrying deposits must furnish the depositing banks daily statements of accounts. Banks in reserve cities which violate any of the banking laws may be forbidden to act as a reserve bank. When State banks increase their capitalization the price and conditions upon which the new stock shall be sold may be determined by a two-thirds vote of the capital. State banks under the new laws may pledge bonds in the commercial department as security for postal deposits and State funds. The

maximum salary of bank examiners is increased to \$2,200, the salary starting at \$1,700, with an increase of \$200 a year until the maximum is reached. Banks of \$25,000 capital have been limited to towns of 5,000 population or less, but the new laws raises the limit to 6,000. There are various other changes, but they are of minor importance.

The Old National Bank last week, with the payment of the May interest, reached the 100 per cent. class, with surplus and undivided profits equal to the capital. At the last statement, April 4, it was within \$18,000 of this mark. It is to be expected the bank will sag back when the interest on deposits is paid, the 4 per cent. disbursement is made and the summer taxes taken care of, but the prospects are very favorable that the 100 per cent. point will be permanently established before the close of the present year. The Kent State and Fourth National are also making fine progress toward the honor roll, but it may be another year yet before they reach it to stay.

The Indiana Legislature passed a blue sky law, a poorly constructed, badly digested and crude affair, and Governor Ralston vetoed it as inadequate and certain to be inefficient for the protection of innocent investors, and he appointed a special commission to give this matter of legislation careful study, with instructions to report with recommendations at the next session. Governor Ralston is pledged by party platform and his own promises to put a blue sky law upon the statute books, but had the courage and wisdom to wait until a good law could be framed, instead of letting a fool proposition go through. It is to be regretted that Governor Ferris, of Michigan, did not take the same course as Governor Ralston. Knowing that the blue sky bill passed by the Legislature was full of holes; that it would be an embarrassment to legitimate business interests; that tricksters and sharks would find no difficulty in evading its provisions and that the protection it pretends to afford the innocent is merely imaginary—with all these objections to the measure pointed out to him by men who had no selfish purposes of their own to serve Governor Ferris signed the bill and it is now the law of the State. Governor Ferris made a serious mistake in giving his sanction to this measure. The State could have gotten along for a year, or even two years longer, without a law of this nature, and it would have been infinitely better to have

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

3

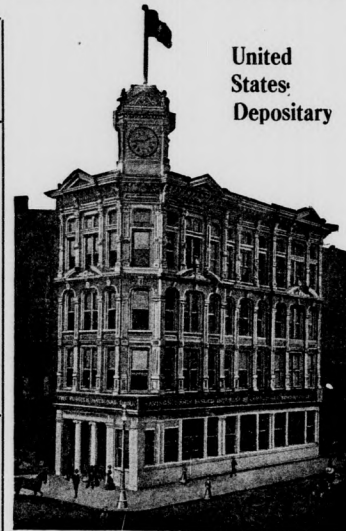
Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock

\$300,000

United States Depository



Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits

\$250,000

2½% Every Six Months

Is what we pay at our office on the Bonds we sell.

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

We have purchased for our own account, and have a limited number of

First Mortgage 5% Bonds

\$500 and \$1,000 denominations with a small amount of stock

on a public utility company operating in a prosperous community and with a demonstrated earning capacity. We recommend these bonds for investment.

HOWE, CORRIGAN & COMPANY

Citizens 1122

533-535 Michigan Trust Building
Grand Rapids, Mich

Bell M 229

waited than to have put a law on the books that is certain to prove unsatisfactory. Legitimate business interests, against which the innocent investor needs no protection, will endeavor to honestly observe the law, no matter how troublesome it may prove to be, but the sharks and shy-sters will not let the law worry them in the least, because there are so many ways in which it can be evaded. With such experience as may be gained under the operations of this law the next Legislature may be able to frame a better law, but it would have been wiser and probably much cheaper to have given the subject careful study in advance, with a view to having a law that would command some respect and be of some real value from the start. The law as enacted will give the State Banking Department some additional importance and patronage, and it is possible this consideration weighed more in securing the Governor's signature to the bill than the welfare of the people of the State.

Money was never before so international, nor so universally in demand on this planet for constructive purposes.

A small railroad enterprise in the southwest recently searched the world for funds for extension. It found the money in Belgium. Very lately Swiss bonds were offered in New York for the first time in history. Switzerland is supposed always to be a lender, never an outside borrower.

One of the biggest banks in Germany recently borrowed a million in New York for one year at 6 per cent, and would have taken five millions more could it have been had. Is it any wonder that for the first three months of this year New York banks accommodated their mercantile customers, but would not buy a dollar of outside 6 per cent. commercial paper?

One of the big life insurance companies of New York recently loaned a million in Montreal at 7 per cent. on real estate security, and could have loaned many millions at 6 per cent. The money lender of this concern says that he could place fifty millions in the United States and Canada today at 5 per cent. on good real estate security, had he the money to loan. He admits he usually gets one-half of 1 per cent. more than the other insurance companies.

The wonder is not that money conditions are so anomalous the world over; the wonder is that the financial strain of European war, and its threatened extension, at a time of universal business expansion, should be distributed so universally over the money markets of the world.

If anyone had said last year that three hundred to five hundred million in gold could have been hoarded in Europe while the Turkish armies were being annihilated and pushed back upon the Bosphorus by the Balkin peasants; with all the great pow-

ers of Europe sitting astride loaded guns ready at a moment's notice to take a hand in the fray; that the United States could at the same time ship forty million of gold to assist Europe; that France would refuse to pay out gold, and Germany bid 8 per cent. and 8½ per cent. for money, and the United States seat an anti-protection administration in Washington substituting a home income tax for a levy on foreign imports, and there be so little disturbance in the United States as has occurred the last few months, he would have been laughed at.

Now we have passed the strain it can be talked about, and bankers and money lenders can demand good rates for funds without fear of upsetting the financial situation.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	78	81
Am. Gas & Elec. Co., Pfd.	42	45
Am. Light & Trac. Co., Com.	370	380
Am. Light & Trac. Co., Pfd.	105	107
Am. Light & Trac. warrants	365	375
Am. Public Utilities, Com.	60	62
Am. Public Utilities, Pf.	73	75
Can. Puget Sound Lbr.	1¼	2
Cities Service Co., Com.	114	116
Cities Service Co., Pfd.	85½	87½
Citizens' Telephone	93	94
Commercial Savings Bank	215	
Com'wth Pr. Ry. & Lt., Com.	65	66
Com'wth Pr. Ry. & Lt., Pfd.	87	89
Elec. Bond Deposit, Pfd.	71	75
Fourth National Bank	212	
Furniture City Brewing Co.	59½	60
Globe Knitting Works, Com.	125	135
Globe Knitting Works, Pfd.		100
G. R. Brewing Co.	149	155
G. R. Nat'l City Ban.	180	181
G. R. Savings Bank	223	225
Kent State Bank	266	
Macey Co., Com.	200	
Macey Company, Pfd.	95	97
Lincoln Gas & Elec. Co.	28	32
Michigan Sugar Co., Com.		37
Michigan State Tele. Co., Pfd.	100	101½
National Grocer Co., Pfd.	88	90
Old National Bank	207	
Pacific Gas & Elec. Co., Com.	52	54

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Surplus and Profits - \$300,000

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3½ Per Cent.

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Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr. Com.	19½	20½
Tennessee Ry. Lt. & Pr. Pfd.	73	75
Utilities Improvement Co., Pfd.	73	75
Utilities Improvement Co., Com.	60	62
United Light & Ry. Com.	75¼	76½
United Light & Ry. 1st Pfd.	78	80
United Light & Ry., 2nd Pfd.	(old)	75
United Light & Ry., 2nd Pfd.	(new)	71
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	99½ 100½
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	99

*Ex-dividend.
May 7, 1913.

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E. A. STOWE, Editor.

May 7, 1913.

MEANING OF THE MERGER.

The Hodenpyl, Hardy & Co. interests are being merged into a greater Commonwealth Power Railway and Light Company. The Commonwealth is to be expanded to a capitalization of \$7,500,000 6 per cent. five year convertible bonds, \$16,000,000 6 per cent. cumulative preferred stock, and \$15,000,000 common stock, a total of \$39,000,000 and, in addition, \$5,500,000 more of common stock is to be issued part in two and the remainder in three years to use as indicated in the plan. The properties of the present Commonwealth lie entirely in Michigan and comprise the gas properties at Kalamazoo, Jackson, Flint, Pontiac, Saginaw and Bay City, the electric companies covering most of the central part of the State, the power developments on the Grand, the Muskegon and the AuSable rivers and the street railways in Grand Rapids, Saginaw and Bay City. With the increased capitalization the company will take over the Michigan United Traction interurban system, with lines connecting Kalamazoo, Jackson, Lansing, St. Johns and Owosso, and which is building the line to Grand Rapids from Kalamazoo and buying the Michigan Central branch from Allegan to Battle Creek, with a view to electrifying it and making it a part of the system. It will also take over the street railway and electric lighting of Manistee and the water power of the Manistee, with one development of 1,000 horse power; an additional development of 20,000 horse power will be made with the funds provided and a transmission line will be built to Grand Rapids to supplement the power now received from the Muskegon river. There is a possibility that the Holland interurban from this city to Holland and on to Saugatuck, now controlled by Ben S. Hanchett, will be acquired, also the Ottawa Beach and the Holland to Allegan branches of the Pere Marquette, these to be electrified. A further possibility is the purchase of the Pentwater branch of the Pere Marquette from Muskegon and its electrification and ultimate extension to Manistee by way of Ludington. The merger takes over the Union Railway Gas and Electric properties, comprising gas, electric, street railway and interurban properties in Indiana, Illi-

nois, and Wisconsin and the electric light and power company of Springfield, Ohio. The enlarged Commonwealth will have properties in four states. This will give it a wider and better base, a larger field from which to draw support and a greater earning capacity to carry on the development and construction work where most needed. Michigan will be especially benefited by this merger, as it will be largely in Michigan that the money is to be spent. The earnings of the enlarged Commonwealth, based on the returns from the past year, will be \$13,184,795 and the net, after operating expenses and taxes, will be \$5,532,252. The subsidiary companies have bonds outstanding to the amount of \$53,802,211, calling for \$2,519,928 annual interest; also \$11,464,900 of preferred stock, with dividend charges of \$585,390. After other charges are paid there will be a surplus of \$2,349,135, which is enough to pay the dividends on the Commonwealth preferred and the convertible notes and still leave nearly \$1,000,000 available for the common stock, or approximately 6 per cent. In another year much work in Michigan now under construction will be in operation and adding to the revenues, instead of being a lead weight, as at present. This includes the third development on the Au Sable and the Grand Rapids interurbans and much development and construction of a local nature.

This merger will be of great importance to Michigan, as it will mean a more rapid development of the water power resources of the State, the more rapid extension of the electric service to towns and villages all over the State and the systematic building of interurbans where they are most needed, connecting the larger cities, as the cities of Indiana and Illinois are connected. It will mean millions of dollars spent in Michigan in the next five years and every dollar will be for the making of Michigan a bigger and better State to live in and do business in.

NEED OF SOCIAL CENTER.

A splendid effort is being made to raise the funds needed for the building of the new Y. M. C. A. building in this city. The amount it is aimed to raise is \$250,000, and such a start has been made and so energetically and intelligently is the campaign for subscriptions being conducted that the prospects for success are excellent in spite of the handicaps which business conditions, the tightness of the money market and the many other demands that are being made for funds at this time place upon the enterprise. The Y. M. C. A. as an institution is worthy of every support. It is an important moral influence in any community. It is an educational force of no small importance. It is a haven for young men away from home associations. It is a social center for the boys from the country who have come to town to make their way and who have not yet formed their circle of friends and acquaintances. It makes for better morals and a higher and better type

of citizenship. Other cities have their Y. M. C. A. buildings adequate to their needs and in every instance such cities are proud of what they have and boast of them as assets worthy of consideration. Grand Rapids has a Y. M. C. A. building which was adequate when erected, something like a quarter of a century ago. Since the present building was erected, however, the city has more than doubled in population and the work of the Association has broadened in many respects. The present building is inadequate and the new building has become a necessity if the Association is to continue in the fulfillment of its mission. In the appeal for funds all classes and conditions can be asked to help for all classes and conditions are reached by its work and good influence.

What Grand Rapids is doing in the matter of support for the Y. M. C. A. might well be taken as an example for every town in Michigan. Not a town, however small, but should have some institution like the Y. M. C. A. as a center for the young men of the community. In the smaller towns no elaborate quarters may be needed, but there should be opportunities for sociability. In the average small town the pool room or the saloon is the center and the influences are not always the best. With a Y. M. C. A. room or club the boys would have a place to gather and under the proper auspices this should be an influence for good. In establishing such quarters care should be taken not to make them too "good" or to surround them with too much of the air of piety. The place should be broad gauge and liberal and yet with a wholesome moral tone in its aims and management. Such a club may not be so much needed in the summer months, but during the winter it represents a genuine need and no better planning can be done by those interested in the town's well being and in the proper bringing up of boys than for an organization equivalent to the Y. M. C. A. of the larger cities. This city is showing how \$250,000 can be raised for a new building, and there is not a town in the State but that can do as well or better for their young men, in proportion, if the matter be put up to the business men as it should be.

The best hope for progress is in our very dissatisfaction with present attainment. The man with a work to do never stops to debate the old question whether the world is getting better; he simply does his best to help it to move along. He knows that nothing ever gets better; it has to be wrought out through struggle, pain and loss into its new and nobler forms. We need consciousness of our aim and a master, that we may look not only at the furnace—the struggle, suffering and discipline; but may also see the constant process of refining and development.

Don't think that all the money you pay to get your name in print is chargeable to the advertising account. Not all printed matter is advertising.

CALIFORNIA HOGGISHNESS.

After reading the full presentation of facts and figures regarding the Japanese in California, can any longer remain in doubt as to the real basis of the latest anti-Asiatic crusade in California. It is the hollowest pretense to assert that the presence of a Japanese element in California amounting to less than 2 per cent. of the population constitutes a menace to white supremacy or to the integrity of the white race. Nor can the occupation by the Japanese of four-fifths of one per cent. of the cultivable area of the State constitute an economic menace. In the field of labor competition the California Board of Labor Statistics reports: "The average wages for both Japanese and Chinese regularly employed and receiving board, \$1.396 and \$1.406, respectively, are higher than those for miscellaneous white men, \$1.311, and Italians \$1.105. Miscellaneous white men were paid \$1.889 per day without board as against \$1.623 paid to the Japanese." But the essence of the matter is not in the comparatively insignificant economic role played by the Japanese in California to-day, but in the fact that their numbers are steadily declining. The "problem" is getting to be less and less of a problem with time. The fact that the Japanese government is loyally living up to its promise to discourage emigration to this country is, of course, only one more reason why we should violate our treaty obligations and the elementary laws of fair dealing. It would never do for white men to resemble the Japanese in anything.

The Hog by the Golden Gate assumes that her own interests are superior to those of the Nation, and that when it comes to an issue between the Constitution of the United States and the control of the strawberry industry in Sacramento county, the Constitution must go hang; this high-spirited State, which has now assumed an attitude of "What-are-you-going-to-do-about-it" to the rest of the country, is preparing to commemorate in its Exposition of two years hence the completion of the Panama Canal. The money that is building the Panama Canal has not come exclusively from Sacramento county. The citizens of Minnesota and Vermont have not refused to pay their internal revenue taxes on the ground that their good money was being spent on a canal which did them not the least bit of good, whatever it might do for the development of the Pacific Coast and the upbuilding of San Francisco. The peevish complaint that it simply will not give up its own rights for the sake of the country at large, comes with ill grace from a community which experienced the lavish outpouring of the Nation's bounty in the time of calamity seven years ago, and which is now, through the Nation's magnificent enterprise, preparing to harvest a prosperity that surely, surely, will exceed the interests involved in a few strawberry patches.

Society is a fence that shuts some people in and others out.

WITHIN LIMITS.

The average merchant knows in a general way the financial conditions of many of his patrons. When the wife of a banker comes to him for material for a "cheap" dress for everyday wear he selects quite a different pattern from that offered to the wife of the day laborer for the same purpose. It would be a waste of time to do otherwise. Common sense, good judgment decides the matter at once.

All along the line we may discern the tendency to overstep the mark of prudence. It is so easy to get some one interested in the beauties of a pattern at the very utmost limit of their legitimate means, and then to lead on to a higher grade, with its "superior wearing qualities"—the cheapest in the end. Young people are especially victims of this mistake. We have seen the young miss bring home a spring coat quite beyond her means. "It fits just perfect, and there is no shoddy about it; a splendid bargain he gave me—came down two dollars from the regular rates and it just matches my dress, the only one in town that does. Marjorie says the collar will never wear out." And so, indulgent beyond their means, the parents reluctantly yield, pride bordering upon vanity at the effect of the coat, which is in reality a beauty, and the girl is allowed to keep the garment.

You flatter yourself that you have made a sale on a bigger scale than was intended. You may even compliment yourself for your elevation of public taste. But it is means, not the appreciation of beauty, which is the guide to solidity. Some day the little extravagances will undermine to destruction. The patron will succumb to liabilities which you have encouraged. True, the best is usually cheapest, but there are modifications; and it is a gain to you in the end when customers choose articles within their means; to entice beyond may prove weakening to all concerned. The ethics of the pocket-book should be quite as prominent as of personal taste.

BE A WHOLE MAN.

That some men rise in a few years from the lowest to the highest positions is always a matter of interest and encouragement to others. The manager of a large mercantile concern, employing several thousand persons, began eight years ago as an office clerk at ten dollars a week. He was unknown to the proprietors and had neither friend nor relative to aid his advancement.

After making due allowances for favorable circumstances, the fact remains that he was able to fill the higher position. So we must conclude that it was not circumstances, but rather some quality of mind that made him equal to the opportunity. He doubtless had integrity, thoroughness and energy—and he must also have had judgment, adaptability and sincerity. Less successful men have had these. One thing, especially, he had—a very essential quality—comprehensiveness. He had the ability to

grasp the whole plan and purpose of the business and could appreciate the relative importance of the various parts. He did not narrow his interests and sympathies down to a mere fragment, but endeavored to appreciate the entire business as one great composite idea. All real progress is in the expansion of thought—that measures the difference between a man and his fellows.

CONSIDER THE NEED.

The logical starting point of successful merchandising is to discern a need and then devise a way to fill it. The reverse of this is merely to purchase something you happen to think of and then try to sell it. The merchant who carries goods which nobody wants, and fails to supply the goods that are in demand, will soon find that he must change his methods or fail.

It is said that the United States imports from South America nearly twice the volume of merchandise that it exports to that country. The chief explanation is that they sell us what we want, and we try to sell them what they don't want. Our manufacturers do not study the needs of that country, but offer for sale goods that are made for the home market. While we are slowly learning this fact, the manufacturers of Europe are reaping a rich harvest, because they make for export the very things that will fit into South American needs.

No merchant or manufacturer can afford to overlook this fundamental point. A sympathetic appreciation of the needs of others and a desire to fill those needs in a way that will serve the best interests of humanity is the true basis for all wholesome business, activity. Success gravitates to the man who works from this standpoint.

NOT BIGGEST BUT BEST.

The inclination to measure things by quantity rather than by quality warps the judgment and must be avoided by the man who would arrive at a just estimate. It takes something more than size to constitute the best.

The salesman who oversells his customers may make the best showing on the books, but he may, at the same time, be undermining the good will of the business. The biggest salary is not always the best position. The most widely circulated novel is not always the best book. The large numbers who support a theory do not assure its soundness. The largest business may not afford the best opportunity. The costliest material may not make the most desirable garment. The most money does not necessarily make the best man.

To measure by magnitude rather than by intrinsic worth and practical utility is superficial. The best evidences of the progress of the world are not that we build larger houses and travel faster and do business on a bigger scale, but that we are becoming more disposed to look beneath the surface of things and judge not from appearances but from actual worth. Not quantity but quality is the true standard.

NEWNESS INEVITABLE.

Conservatism is often merely a polite name for being in a rut. There is, of course, a sane conservatism that is progressive but cautious—the opposite of impulsive experimentation. But there is also a conservatism that sticks to the beaten track because the groove is worn so deep it is hard to get over the edges.

Things move swiftly these days. Along with increasing speed in transportation and communication the whole motion of the world's activity has been accelerated. Theories which have bound the world for decades and centuries are parting like ropes of sand. Methods are outgrown every season. Last year's automobile is a back number beside this season's model. The public is rapidly becoming educated in many things. Competition is growing keener. Few, indeed, are the conditions that remain untouched by this spirit of change.

It is a matter of vital importance to recognize these changing conditions, otherwise we are liable to be following outgrown methods while priding ourselves on our "conservatism." This is the lesson that many of the large and old established business houses are learning—that the world is demanding something new every minute, and that it is turning to those who supply it. Precedents are giving way before progressiveness.

PIONEER WORK.

The most far-reaching work is that of the pioneer. The voyage of Columbus cost seven thousand dollars, but the history of coming centuries will continue to record the results of that experiment.

Many men would have been willing to endure the hardships and chains of Columbus to have performed so great a service to mankind, if they had known beforehand what the outcome would be. But Columbus and his supporters had no adequate conception of the possibilities of that service. Some things have to be undertaken on faith. Many a trackless ocean has to be crossed in following the lead of our convictions. Every new continent lies over seas.

There are many new worlds yet to be discovered. Printing, steam, electricity, telegraphy, photography, the phonograph, and wireless telegraphy have each opened new worlds. But these are merely hints of the discoveries yet to be made.

Who will discover the new things? The man who looks beneath the surface, who is willing to endure something for the common good, who follows ideas, grasps essentials, analyzes causes, who undertakes anew where hundreds have failed, who peers over precedents, considers fundamentals, tries experiments, proceeds from principles and is urged on by an earnest purpose.

OUR DAILY WORK SACRED.

It is pleasing to think that all wholesome work, which serves the need of mankind, is a sacred task. Not long ago a delivery man brought to my home an easy chair which I had purchased. I was impressed with

the solicitude he showed in delivering it at the promised time, and the interest he took in his work.

But why not? Why should any honorable work ever be other than interesting? What is our duty to do should be to us a sacred work. In bringing me that chair that man had played a part in the great drama of distribution. If there had been no one to do that work, I should have been deprived of the comfort the chair gave me, and will give me for years to come. And the salesman, the dealer, the railroad man, the furniture maker, and the lumberman—all these would have lost a measure of the reward for their service.

It was a good work to deliver that chair, and it opened the channels through which many were blessed.

Is your work something that in the end blesses your fellow men? Then count that work sacred, and do it with all your heart. Feel something of that enthusiasm which is always associated with a noble work.

PULLING TOGETHER AS ONE.

Unity of purpose and action is very essential to the full success of any business. Dissension is always a serious handicap. I know a firm of three men who conduct a successful financial business. Their method of handling important questions is worthy of the consideration of the officers of almost every firm. When a proposition comes up, they get together and talk it over from all points of view. Then, although there are but three of them, they cast a formal ballot for "yes" or "no." Each man is required to register his individual conviction of the matter without knowing definitely how the others are to vote. The right action, instead of personal authority, is what they desire. If the vote is divided there is further discussion until the conclusion is unanimous. When an important branch of the general plan is reached another vote is taken as before.

This method has many advantages. It throws the entire energy of the three men in one direction. It tends to prevent one man from giving up his convictions just to keep peace with a more aggressive member. It prevents pouting, pulling back, standing aloof, criticising, and in other ways discouraging those who are carrying out the plan. It insures unity of action, and engenders a spirit of helpful co-operation which permeates the entire staff of assistants entrusted with carrying out the details of the work.

Organization is not in any way an involved problem. It is simply installing the principles of co-operation, directing effort to restoring an equilibrium in production, cutting out friction in every place possible. The best organized force in every instance, like the best disciplined army, will always accomplish the best results. The advantage of an established institution over a Johnny-come-lately one is that its forces are trained and they have the punch necessary to do the trick.

BANKRUPTCY MATTERS.

Proceedings in Eastern District of Michigan.

Detroit, April 28. In the matter of Edward Delahunte and Daniel Kennedy, copartners as Delahunte & Kennedy, bankrupts, Detroit. Hearing on trustee's report of sale. W. B. Hayes, representing Security Trust Company, trustee, made verbal report showing that \$250 was the highest bid received and recommended that the sale be confirmed. The sale was duly approved. The property sold consisted of office furniture, wagons, scales, etc., used in coal business by the bankrupts.

In the matter of Charles F. Taylor and Ward Taylor, copartners as Charles F. Taylor & Son, bankrupts, Port Huron. The homestead property of Charles F. Taylor was reported as having been sold to Gus Hill at public auction for \$5,255, subject to the wife's right of dower. The trustee agreed to convey all of the interest to Charles F. Taylor, pay the taxes due, amounting to approximately \$406, discharge a mortgage of \$3,000 and interest and pay to the bankrupt the homestead exemption of \$1,500. The trustee recommended the acceptance of the offer, whereupon the sale was duly confirmed. Upon petition of the trustee, an order was duly entered releasing policy held by Charles F. Taylor in the Berkshire Life Insurance Co., and previously assigned by him to the First National Exchange Bank to secure payment of a note, thus reducing the claim of the bank pro tanto. The trustee further reported that he had received an offer of \$325 from Joseph Taylor for the uncollected accounts and bills receivable of the face value of \$2,003.97. Notice ordered mailed to creditors of a sale of said accounts May 10, 10 a. m. at the office of J. F. Wilson, Port Huron. Checks on first dividend of 16 2/3 per cent. were ordered mailed creditors.

In the matter of Triumph Manufacturing Co., bankrupt, manufacturers motorcycles, Detroit. First meeting of creditors held, Security Trust Company, present receiver, nominated and unanimously elected trustee, with bond of \$1,000. The receiver verbally reported the sale of the property of the bankrupt, showing the highest bid received to be \$6,000. The referee refused to confirm the sale at this amount and continued the hearing to April 29.

In the matter of Walter L. Gepp, bankrupt, jeweler, Detroit. Hearing on sale of property held. Trustee reported that the property sold at retail up to the time of holding public auction realized the sum of \$749; that the cost price thereof was \$534.39, making a profit of \$214.29 to the estate; and that on the public auction he received a bid on all the property remaining, including leasehold interest of \$4,750, subject to the claim of Charles A. Berkey of the lease of \$2,300, leaving \$2,450 as due the estate. The sale was duly confirmed.

April 29—In the matter of Brooks & Kingon, bankrupt, Detroit. Hearing on trustee's petition seeking to

have certain parties turn over to the trustee certain amounts received by them from proceeds of a contract made by bankrupts and one large for the construction of a building, the trustee claiming the said amounts to have been received under a supposed mechanic's lien whereas they did not have a lien and that, therefore, the amounts so received constitute preferences within the meaning of the bankruptcy law, the payments having been made while the bankrupts were in the hands of creditors' committee. Order entered by referee instructing and authorizing trustee to bring suit to recover the said sums, either in the United States Court or the local State court, as the trustee may deem for the best interests of creditors. Order made increasing the bond of the trustee to \$5,000. Hearing on trustee's petition to sell certain real estate and interest of the bankrupts in certain land contracts. Trustee authorized and directed to sell same at private sale for the best price obtainable, but at not less than 75 per cent. of the appraised value, and to report same to the court.

In the matter of Samuel Karbal, bankrupt, Detroit. Hearing on trustee's report of sale. The total appraised value of the property sold was as follows:

Merchandise	\$1,478.16
Fixtures	233.00

The bankrupt prior to sale selected \$239.50 merchandise and \$10.50 fixtures as exempt. The highest bid received was \$1,305 from A. Bacht, which, upon the recommendation of the trustee, was duly confirmed. The attorney for the bankrupt withdrew the offer of composition heretofore made. A first dividend of 10 per cent. on all claims to which objections shall not be filed on or before May 5, was ordered paid.

In the matter of the National Voting Machine Co., bankrupt. Hearing on trustee's report of sale. The trustee reports that he offered the property of the bankrupt at Adrian, April 28, the property consisting of voting machines in process of manufacture, and material for same, machinery, furniture, fixtures, tools and patents of the appraised value of \$2,467.58, and received, as the highest bid, the sum of \$1,400. The sale was duly confirmed by the referee at that amount.

In the matter of Taylor Brothers, bankrupts, Battle Creek. The following persons have been appointed appraisers of this estate: Charles H. Scully and William N. Dibble, of Battle Creek, and W. W. Fisher, of Detroit.

May 1—In the matter of the Standard Gas Mantel Co., Detroit. Adjudication in bankruptcy entered today and the matter referred to Referee Joslyn. Notice to the bankrupt to prepare and file schedules mailed.

May 3—In the matter of Cook Manufacturing Co., bankrupt, Albion. The trustee has filed two petitions in this matter, setting forth that he has received an offer of compromise from M. D. Weeks in the sum of \$250 in full settlement of the suit brought by the trustee against Weeks for alleged unpaid stock subscription of \$1,400.

The trustee recommends the acceptance of the offer. The trustee further reports that he has received from James H. Cook an offer of compromise whereby the said Cook agrees to withdraw his suit to restrain the use of the name "Cook" in connection with the business of manufacturing, selling, etc., gas and gasoline engines, providing the trustee will withdraw his suit against Cook for the collection on claimed unpaid stock subscription to the stock of the bankrupt company. The trustee likewise recommends the acceptance of this offer. The creditors have been notified of the hearing on these petitions on May 13.

In the matter of the Triumph Manufacturing Co., bankrupt. Hearing on sale of property. The trustee reported the property sold to Charles D. Todd for \$8,100 on a guarantee which sale will be approved on the filing of a proper contract secured by a bond in the usual form. This offer is an increase of \$2,100 over previous bids.

Housecleaning Trade for Grocers.

Written for the Tradesman.

Housecleaning is now under way. The grocer who is getting off to a good start, taking time by the forelock, stands to reap excellent returns from the widespread activity. Those who have not given thought already to pushing their housecleaning lines, should do so at once.

Housecleaning is in the air. Hence, it is a good time to talk house cleaning, through advertising space and window displays. A well worded circular to the grocer's regular mailing list of customers should also bring good results.

The variety of lines which are available for housecleaning purposes is quite extensive. Among them all, one of the most prominent is soap—good, old-fashioned soap. It is always in demand, but just now the demand should take a decided jump. Closely related to soap are many kindred lines, such as liquid and powdered ammonia, dust absorbers, borax, soap powder, polishes (both creams and powders,) sweeping preparations, cleansers and lyes. The merits of these the grocer should himself carefully study, and then explain to his customers.

In this connection, it is doubtful if the grocer secures his fair share of the trade in polishes. True, he handles stove polish regularly, dividing up with the hardware store. But in addition to stove polish, there are furniture, wall, silverware and metal polishes, to most of which grocers usually give little attention. For these, there is a fair demand at all seasons of the year, which swells to large proportions at housecleaning time.

As with polishes, so with brushes. The hardwaremen secure a large portion of this trade; quite a bit of it, latterly, has gone to mail order houses, simply owing to the circumstance that the local retailer does not sufficiently feature such lines of goods at the proper time. A first class window display of house-cleaning goods

will do a lot toward proving to the average customer that what he has been sending away for he can purchase more conveniently and just as cheaply at home. Of course, scrub brushes are always in stock; but stove brushes, banister brushes, window brushes and several other varieties will find a market if they are stocked carefully and handled aggressively. Then, too, come specialties in dusters, glass jar brushes and plate brushes, which it is worth while to handle in at least an experimental fashion.

Of course there is always a demand for brooms. Much can probably be done by the grocer to create a market for special varieties of brooms. Most housekeepers have two or three brooms in various stages of wear, each set apart for some special purpose or purposes. The very fact should indicate, to the observant retailer, that there is a market for "specialized" brooms.

The first essential is to study the various lines offered and make a careful selection. The next is to push housecleaning articles in their season. The shrewd grocer endeavors to create what might be called a "housecleaning atmosphere" about his store—not an atmosphere of dust, it is true, but a store arrangement that reminds the customer in no uncertain way that housecleaning is due. This can be accomplished by a strong window display, a general featuring of housecleaning goods in the store arrangements, and the use of well worded and catchy show cards. Back of this should be the grocer's newspaper advertising, his circularizing (if he does any) and personal suggestion to customers.

And, while he is carrying on his spring housecleaning campaign, the grocer should look forward at all times to the housecleaning campaign which comes again in the fall. Much the same lines are stocked at both seasons; and the observant grocer, who studies his goods and learns by experience, will know better what to stock and how to handle it six months from now if he sets himself to learn from his personal experience. For, after all, it is by personal experience that the grocer learns the most thoroughly. William Edward Park.

Profit in Bees.

The meeting of the Northern Michigan Bee Keepers' Association at Traverse City, has attracted attention to the importance of the Western Michigan honey crop. The figures bearing upon this crop show that the value of the crop for the last census year amounted to \$71,747. The keeping of bees has been a profitable business in the northern part of the Western Michigan territory because of the great amount of honey that has been obtained from the wild flowers in the forests and because of the rich flavor of this honey.

If we were all as good as we advise others to be, heaven would be right here on earth.

Of course your way of earning a living the hardest way there is.

Housecleaning Is the Grocer's Opportunity.

Written for the Tradesman.

Warm weather and springtime have brought housecleaning. The selling of housecleaning goods and appliances forms an opportunity to the grocer to garner in a few shekels, of which he is gladly availing himself.

There is another opportunity connected with housecleaning which grocers have not been so quick to grasp. This opportunity is afforded by the fact that, while housecleaning is in progress the average housekeeper is "simply rushed to death." The clean-up process takes ever moment of her time from daylight to dark, and the result is that she has very little time for the preparation of meals.

One result is that the table in housecleaning time is exceedingly skimpy. Bread and cheese and cold water with a few minor variations serve to keep things going and to remind the husband and children that meals once existed and were actually served. Perhaps for days the kitchen range is out of commission while the chimney is being cleaned and new pipe procured and put up. Hot meals, elaborate meals, carefully cooked meals, are out of the question.

But dainty, tasty meals, easily prepared, are quite within the range of possibility; and here is where the grocer who is alert to his opportunities steps in. Practically every grocery store has its special provision counter, where "ready to eat" food-stuffs are sold. If the housewife has no time to cook fresh meat from the butchers, she can purchase cooked ham, jellied veal, corned beef and a wide variety of meats at the nearest grocery store. All the work required in serving them is the slicing, and the grocer himself will do that.

Then too, canned fish of various kinds—salmon, sardines, lobster, mackerel—can be served with but a minute's work with a good can opener. Most grocers will supply the can-opener as well as the fish at a very moderate price.

To help out the table and give variety, biscuits can be recommended—soda biscuits, fancy biscuits, graham wafers, and a great variety. Cereals that need no cooking are also timely. For dessert, in addition to biscuits, the fresh fruits—pine-apples, bananas, oranges and grape-fruit—are all easily prepared and require no cooking. The fresh vegetables just coming in—lettuce radishes, early tomatoes, and the like—are also of the "ready to eat" variety and consequently adaptable to a hurriedly-prepared meal.

There is also an opportunity to sell pickles, sauces and condiments to go with the meats. It will be easy for the grocer to show that any housekeeper can, from the goods stocked behind his provision counter, put together in a few minutes a tasty and satisfying meal.

Only, there are a host of housekeepers who never pause to think of this fact, but go on serving up skimpy meals that stir the family to dire revolt and maye the name of housecleaning anathema to husbands. For

the benefit of these housekeepers, their husbands and families, the grocer should advertise what he has to offer—not merely through the newspaper but by personal suggestion to those who come into his store to purchase housecleaning goods and appliances.

The average woman has only a vague conception of the variety of "ready to eat" foodstuffs which the grocery offers, and the advertising the grocer gives his provision counter right now will continue to be beneficial all through the summer and picnic season.

William Edward Park.

Keep Toys for the Children.

Few smaller merchants appreciate the advertising value and the profits to be had in catering to the children's trade all the year round. The kiddies are the most persistent walking advertisements a store can have, and if you please them you can rest assured father will have to come across with the money now as gracefully as he always does during the holidays. Put in a line of seasonable toys, send out a "Kiddo" letter to every school child in your town old enough to walk to the store, and watch results.

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

First of all, toys are not staple lines. People are not capable of estimating their value, and they have no such means of comparison as is given on regular staples. Better still, parents buy more lavishly for their children than for themselves.

And desirable and salable toy goods are to be found outside the low-priced lines. Consider wheel-toys, for example. Express wagons, coasters, hand cars, velocipedes, and similar goods range in price from \$2.00 to \$15.00 and these very items are more salable in spring, summer and fall, than even during the holiday season.

And each season has its own peculiar kind of toy: Tops, marbles, jackstones, kites and boats go through a regular rotation, and in each season, all the boys and girls in your particular district must all have such goods simultaneously. Penny toys, iron toys, guns, toy furniture and kitchen sets are good throughout the year.

To say that the season for dolls ended on December 25, would be equivalent to saying that the mother instinct died out of little girls on Christmas Day. Little girls literally live in a world of dolls. We never have seen one to whom dolls did not appeal every single day in the year. And for little girls, spring and summer are just as fine a time to play house as fall and winter.

As a sticker a porous plaster hasn't anything on a bad habit.



The Oil Stove With a Dandy Cabinet Top!

Note this picture! Was ever gas stove or coal range more complete?—or better designed to make cooking pleasurable and easy?

Note the NEW PERFECTION'S Cabinet Top which gives it both the appearance and the usefulness of a coal range. Note the drop shelves, the towel racks, the special oven.

And then consider that in the NEW PERFECTION we have a cook-stove that does away with the coal range's feverish heat, its dirt, its ashes, its draughts, its uncertainties, its labor in carrying fuel and its delay in starting fires.

Consider, too, that it is cheaper to operate than either gas or gasoline stove. And much cleaner and safer, in the bargain.

It's Safe, Saving, Sane and Satisfying

New Perfection

WICK BLUE FLAME

Oil Cook-stove

No Odor, Smoke, Ashes or Delays

Do you wonder that over a half million NEW PERFECTIONS are now in use?

Ask your nearby dealer to demonstrate this stove to you. Have him show you its splendid equipment: the odorless broiler, the special toaster, etc.

Have him explain how the NEW PERFECTION'S Wick Blue Flame produces the maximum intensity of heat—how the construction of the burner serves to concentrate that heat and to prevent the over-heating of the kitchen.

See our exclusive Oil Reservoir with Indicator and observe how the NEW PERFECTION'S Oil supply can be replenished without extinguishing its fire.

See for yourself and then judge if you have seen its equal.

Valuable Cook Book

Send 5 cents to cover mailing and get our latest 72-page Cook Book.

THE STANDARD OIL COMPANY, CHICAGO, ILL.

(142) (AN INDIANA CORPORATION)

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

PRACTICAL SALESMANSHIP.

Different Ways of Getting on With Customers.

Written for the Tradesman.

There are about as many ways of getting on with people as there are people to get on with.

Every individual does require a little different treatment and it is an art to know how to handle them all, but it is an art that any dealer can acquire to some degree.

One of the simplest ways of getting on with people is by keeping your mouth shut. The man who can remember to say nothing when he has nothing to say that will please his hearers is pretty certain to get on famously.

But that is not all there is to it—just to get on without making any enemies. That will not make any sales or produce any business. What we want to know is how to get on with people while inducing them to buy goods.

The salesman must keep his temper at all times. Anyone who cannot do business without getting mad about it has no right behind a counter. To get mad at a customer, no matter how great the provocation, is to lose that customer almost certainly.

It is aggravating to have to take the accusations that some times come from disgruntled buyers. At times they amount to insults and we have to stand for things that we would resent at once if they came to us out on the street where we were standing on an even footing with the accuser.

Of course this is more or less humiliating to one's pride, but then many things that are humiliating to one's pride will not do us any real harm, and the man who wants to sell goods will have to pocket his pride a good many times.

A customer comes in to buy an article for which you ask \$3.50. He tells you that he can buy the same identical quality from the mail order house for \$2.75. You take the mail order description and compare it with your goods, point for point. You see that yours are manifestly of higher grade. You point out to the customer the differences and show him wherein your goods are worth the difference and perhaps more too. He listens to it all and when you are through he says, "Well, I guess I'll send to Chicago. Of course you claim a good deal for your goods but you don't make those things yourself and you only have somebody's word for it that they are what you claim. Sears & Roebuck make their goods in their own factory and they guarantee them so I know they're just what they say they are."

That is the culminating point with a good many salesmen. They go up in the air right there. With the Hundred Point man that is just where he gets his second wind and begins again. He sees that he must first of all prove the advantages of his own responsibility over that of the distant mail order house. So instead of telling the customer to go to the seventeen blue blazes to make his purchase

and thereby making the man mad enough so that no amount of advertising will ever get him back into the store again, he smiles and starts in to lay the foundation that will serve as a basis for getting future business even if it fails to land the present sale.

The man who can keep his temper under all the trying circumstances that come up in the work of a retailer has something of which to be proud. He has made a good beginning on successful salesmanship.

Next to the salesman keeping his own temper, it is important that he see that his customer keeps his. There are a good many salesmen who can be exasperating enough to make the angels weep and yet never turn a hair themselves. To make a customer mad loses him even if you do keep your own temper.

Learn to control your temper even if he does make you appear like a dummy at times and humiliates you more than you think you ought to be called upon to endure.

The ability to remember names of people is of inestimable value in making it easy to get on with them.

You know how you yourself feel if you are called by name when you enter a store, particularly if it is a place where you are not in the habit of trading and where you did not realize that they knew you.

It gives your visit added importance in your own eyes and it makes you wonder why you haven't patronized that store before.

This trait of humanity is one that the salesman ought to play upon. He ought to learn the identity of as many people in his town as possible, particularly among those who are possible customers of his store. He ought to be able to call every customer by name and he ought to do it.

It is just as easy to say "Good morning, Mr. Brown," as it is to say merely "Good morning," and it makes a great deal of difference with Mr. Brown's attitude. This is not imagination. As I said before, you know how it is, and if you don't, then shop around a little until you do.

Some business men have reduced to a fine point the art of getting on with people right in the store although they could not make a friend when off duty if life depended upon it. They think that so long as they are pleasant and agreeable with everyone who comes in to buy from them it does not matter how they treat them at other times.

People are not slow to see through such an attitude and they resent being treated well when they have money to spend and otherwise when there is nothing at stake. They feel, properly too, that they are being treated well merely for what there is in it.

It is a mistake to let people find out that all you care about them is for their money and it is a mistake to feel that way. If that is all the humanity you can scare up, you are to be pitied. If it is not natural, then learn to like people for themselves, and don't be crabbed and unsocial outside of business any more than

you would be inside. If you are, people will know that your family need to be pitied and mighty few men enjoy knowing that the public feels sorry for their families.

Not every man can be a good mixer, but it is worth trying. The more friends a man makes outside of business hours, the more customers he will have inside of those hours.

People like to trade with the man they know. It is worth while for every salesman to cultivate a wide personal acquaintance. I do not believe in a man joining church or lodge or any fraternal organization for the main object of helping his business, but I do believe that it is wise for him to mix up with his fellow citizens in all sorts of public matters and show a friendly spirit and a helping hand whenever the chance offers.

This sort of thing will make it easier for a man to get on with people. It will teach him how to do it.

There are some very irritating customers who come into every place of business, people whom it seems impossible to suit. They find fault with the goods and they find fault with the way they are offered for sale. They kick about the prices.

This is where patience comes in. Nothing short of a large supply of patience will enable a man to get along with these people. They themselves like to kick. They enjoy a scrap but they hate to get the worst of it.

Their money is as good as anybody's money and they have friends whom they can influence, no matter how disagreeable they themselves may be. It is poor policy to send them away disgruntled or dissatisfied and yet it is hard work to suit them.

Anyone can please some customers. They are the kind of people who like everything and are easy to suit. But these finicky folks! Well, it is worth while to try them anyway.

We all know when we meet a man who is polite and we all admire politeness but we don't all try to acquire it. I remember a salesman whose politeness so impressed itself upon my mind that I always after thought of him as the most courteous salesman I ever knew.

I had had my nose broken in a base ball game by an in-shoot right off from my own bat. It resulted in two black eyes for a week. This traveling man was calling on me regularly and he dropped in at this time. Everyone else that I knew, as soon as they saw me, exclaimed and asked whom I had been fighting, and otherwise drew upon their various funds of humor.

As for this salesman, he never batted an eyelash. If there was anything wrong with my countenance it was as if he could not see it. Of course in this case it did not matter, but even though I was not sensitive about it, let me tell you I appreciated that man's courtesy. It was an extreme example of politeness and yet his attitude made a favorable impression that lasted as long as he did business with me.

Now, something of that sort of courtesy is what we all need in order

to get on successfully with people. There are many times when the usual form of expression or the obvious remark does no harm, but it does not follow at all that the polite and courteous exception would not do some good. It did in my case.

Instead of being just average and avoiding offending, go far enough the other way to make a distinctly pleasing impression. Instead of being merely negatively polite, be positively so.

Politeness easily becomes a habit and even the boy who is not brought up to polite manners will soon learn them if he associates with people who have them. It cannot be expected that the employe who works for a man of bad manners will develop for himself better manners than those of his employer.

The employer is the logical example of the employe and he cannot complain if faults which he himself does not try to correct continually crop out in his salesmen.

Even the employe who is so exceptional as to realize that he must allow for his boss's imperfections, will unconsciously imitate some of them in time. We cannot avoid being influenced.

The salesman who would get on with people must refrain from showing an excess of attention to one class of people and a lack of it to another. It is easy and probably very natural for a man to meet Mr. Moneybags, who buys easily and very liberally, with a glad hand and a cordial manner and to greet the poor farmer

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

or laboring man who just makes a living, with rather scant attention.

Of course one is more pleased to see the rich customer come in than to see the poor one. That is just human nature, but rich customers are, for most of us, few and far between, while the poor ones come every day and the total of their business, taken year in and year out, is greater than that of the few rich men.

Mighty few towns are big enough so that the retailer can make money while catering exclusively to the monied class. All classes are necessary to make a business much of a success.

Be cordial and polite to the rich customer by all means. Give him all the attention you can without overdoing it, but see that the poor man never has reason to think that he is not getting just as much.

The poorer class or even the middle class people are very sensitive of their rights. We all think we are just as good as anybody and we don't like to trade at a place where our small wants do not seem to be appreciated and where they evidently are waiting for the big buyer to come in.

Treat everybody alike to the extent of showing no apparent favoritism. No other plan will hold the business of the "common people" and the "common people" are in most cases the people.

Be just as attractive personally as you can and it will make a good deal of difference with many customers. The man who has a rough, loud or strident voice will repel some people with that voice. It will pay him to learn to modify it, to get it toned down so that it will sound agreeable. He may even take vocal lessons for the purpose.

If you are not sure whether your voice is agreeable, and one cannot always tell, ask somebody at home. Find out whether it grates harshly upon the ear of the hearer. Find out whether it sounds cheerful to a stranger, or homesick and forlorn. Cheerfulness is a big asset with a salesman. No one likes to do business in a store where the atmosphere is one of depression, where the salesmen talk in homesick voices.

We buy more and we buy better goods in the cheerful store than we do in the cheerless one. The restaurant managers who furnish music know this and they realize the fact that the diner will buy more and eat and drink more with good, lively music going than he will if everything is dull and stupid.

Unpleasant nervous, personal habits effect a man's salesmanship. A hack or cough or sniff, hard to get rid of and apparently insignificant, will repel a good many people. It must be remembered all the while that plenty of buyers are fastidious in taste and easily disturbed by any repellent condition. This is probably less true of the customers in some lines than in others, but it is true anywhere to a sufficient extent to make the principle one worthy of attention.

You see that fitting one's self to get on with people perfectly is not a

simple matter. It means a study of character with a view to developing it for commercial purposes. It means going beneath the surface in a hundred ways.

There is no limit to the extent a man can go in equipping himself along this line and he may feel certain that his success as a salesman will be in the same proportion as his attention to the development of the qualities I have been discussing here.

Frank Farrington.

The Best As a Standard.

It is always worth while to know what the best looks like—whether you are able to bring your own production up to it or not.

A printer began to show a marked improvement in the quality of his work and one of his customers asked him about it.

"I was in the office of one of my customers a few days ago" he said, "and for the first time in many years I saw a really good collection of fine printing. I had seen occasional specimens now and then, but nothing especially fine, and along with it I had seen a great deal of commonplace stuff, so I might say I didn't really know what the best looked like. But a salesman from a high-class printing house that specializes on the finest grade of work was there with a splendid portfolio of samples and the buyer asked him to let me look them over. That lot of samples was to me a liberal education in fine printing. It changed my ideas completely. I felt about the way I did when I first came from a country village to a big city. For years I had had a sign over my door, 'Fine Job Printing,' but I felt heartily ashamed of it when I saw it again. And I made up my mind that I would live up to it or take it down. That one view of really good stuff changed my whole standard."

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

- May.
 - Military Order of the Loyal Legion State Commandery, Detroit, 1.
 - Michigan State Nurses' Association, Muskegon, 1-2.
 - Michigan Association of Commercial Secretaries, Detroit, 2-3.
 - Michigan State Spiritualistic Association, Grand Rapids, 9-10-11.
 - National Association of Manufacturers, Detroit, 19, 20 and 21.
 - State Laundrymen's Association, Battle Creek, 20-21.
 - State Association of Congregational Churches, Cadillac, 20-21-22.
 - Northern Baptist Convention, Detroit, 26-June 7.
 - Michigan Women's Press Association, Detroit, 27-29.
 - Grand Encampment of Odd Fellows of Michigan, Saginaw, 19-22.
 - Grand Lodge Degree of Honor, Saginaw, 20-21-22.
 - State Professional Photographers' Association, Detroit.
 - State Homeopathic Medical Society, Detroit.
 - National District Heating Association, Detroit.
 - Central Association of Stove Manufacturers, Detroit, 8-11.
 - Reunion 31st Michigan Volunteer Infantry, Monroe, 17.
 - Knights of Columbus State Council, Petoskey, 14.
 - P. H. C. Grand Circle, Saginaw, 21-22.
 - State Letter Carriers' Association, Grand Rapids, 15-16.
 - Grand Lodge, F. & A. M., Lansing, 24-25-26.
 - State Post Office Clerks' Association, Lansing, 30.
- June.
 - Michigan Association of Assistant Postmasters, Grand Rapids.
 - German Evangelical Synod of Michigan, Detroit.
 - Order of Red Men, Port Huron.
 - B. P. O. E. Grand Lodge, Port Huron, 3-4-5.
 - Grand Commandery Knights Templar, Flint, 3-4-5.

- Michigan Association of Master Bakers, Detroit, 3-5.
- Tri-State Master Bakers' Association, Detroit, 3-5.
- Motion Picture Exhibitors League of Michigan, Detroit, 10-11.
- Michigan Unincorporated Bankers' Association, Lansing, 10-12.
- Seventh Annual Merchants' Week, Grand Rapids, 10-12.
- Michigan State Bankers' Association, Lansing, 10-12.
- Grand Council United Commercial Travelers, Grand Rapids, 22-23-24.
- Michigan Association of County Clerks, Marquette, 25-26.

- July.
 - National Amateur Press Association, Grand Rapids, 3-4-5.
 - Michigan Billposter Association, Detroit.
 - Lutheran Bund, Grand Rapids.
 - The Michigan State Retail Jewelers Association, Saginaw, 16-17.
 - Association of Probate Judges of Michigan, Grand Rapids, 22-23-24.
 - Grand Circuit Races, Grand Rapids, 28-31.
 - Swedish-Finish Temperance Association of America, Dollar Bay, 31, Aug. 2.
 - State Golf League, Saginaw, July 31, Aug. 2.

- August.
 - Michigan Abstractors' Association, Grand Rapids, 3-4-5.
 - Michigan State Funeral Directors and Embalmers' Association, Grand Rapids, 5-6-7-8.
 - Michigan State Rural Letter Carriers' Association, Grand Rapids, 5-6-7.
 - Michigan Association of the National Association of Stationery Engineers, Grand Rapids, 6-7-8.
 - International Brotherhood of Electrical Workers, Saginaw, 9.
 - Central States Exhibitors' Association, Grand Rapids, 6-7-8.
 - Blue Ribbon Races, Detroit, 11-16.
 - Grand Chapter Royal Arch Masons, Ann Arbor, 18-22.
 - Michigan Christian Endeavor Union, Grand Rapids, 28-29-30-31.
 - Social Order of Moose, Detroit.

- September.
 - Central German Conference, Grand Rapids.
 - Mid-West Association of Deaf Mutes, Grand Rapids.
 - West Michigan State Fair, Grand Rapids, 1-6.
 - Grand Council Order Star of Bethlehem, Detroit, 2.
 - Grand Circuit Races, Kalamazoo, 4-8.
 - Michigan State Fair, Detroit, 15-20.
 - Grand Circuit Races, Detroit, 15-20.
 - Eastman Kodak Exposition, Grand Rapids, Sept. 29, Oct. 4.

- October.
 - Michigan State Pharmaceutical Association, Grand Rapids, 1-2.

- Michigan Pharmaceutical Travelers' Association, Grand Rapids, 1-2.
- Grand Lodge Loyal Order of Moose, Michigan State Teachers' Association, Ann Arbor.
- Annual Conference on Vocational Guidance, Grand Rapids.
- National Association for the Promotion of Industrial Education, Grand Rapids.
- Michigan Bee Keepers' Association, Detroit.
- Michigan Society of Optometrists, Detroit.

- November.
 - Michigan Retail Implement and Vehicle Dealers' Association, Grand Rapids.
 - National Baptist Congress, Grand Rapids.

- December.
 - Michigan Knights of the Grip, Grand Rapids.

- January, 1914.
 - Modern Maccabees of the United States, Bay City, 11-15.

Lincoln was a wood-chopper before he was President. If he had not done his best in his humble employment he would never have succeeded in the higher.

Tanglefoot



Gets

50,000,000,000

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

The Sanitary Fly Destroyer—Non-Poisonous.

READ THIS LETTER

It tells, like hundreds of others, which we are constantly receiving, of the success merchants are having with the Brenard Mfg. Co.'s copyrighted business-getting plan.

BRENARD MFG. CO.

Iowa City, Iowa.

Dear Sir: We know of no better way to show our appreciation of your good work for us during the time we were using your business-getting plan than to buy another one which we have done and have just signed up with your Mr. Price.

Your last plan was a decided success. Our last week's sales amounted to something over \$3,000.00, and during the use of your plan we closed all our odds and ends and stuff we considered hard stock. *And what seems almost unreasonable is that all this stuff we considered hard went at the REGULAR PRICES.*

We consider your proposition the best in the world, and will keep you informed from time to time of the progress we are making with the new plan.

Again thanking you we are.

Yours truly,

MILAN & DOOLEN.

THIS PLAN GETS HUNDREDS OF PEOPLE DIRECTLY INTERESTED IN YOUR STORE

and it has this army of people hustling for you—it has them urging their friends and neighbors to trade with you. And it keeps them hustling for you for six solid months or more.

YOU CAN USE THIS PLAN TO THE EXCLUSION OF COMPETITORS

If this plan appeals to you and you want to use it to reduce your stock without cutting prices, write us right away or better still telegraph us as we will close a deal with the first merchant who wishes it in your town.

If you do arrange to use our plan we will agree not to sell it to any of your competitors so long as you remain our customer. Address

BRENARD MFG. CO. Iowa City, Iowa

WARNING

Brenard Mfg. Co. is not operating under any other name.

We have no branches. Other firms claiming connection with us mis-state facts.

We have a few imitators but no competitors.

PARCEL POST.

Coming Changes to Meet the Public Requirements.

The requirements that the distinctive parcel post stamps must be used on all fourth-class mail matter will ultimately be abolished, but probably not for five or six months, yet.

The "collect on delivery" feature of the new parcel post will be carried out as originally planned, but it is unlikely that this phase of operation will be inaugurated in less than six months to a year from this date.

These are the answers given by the Post-Office Department at Washington, to the two questions which appear to be uppermost in the minds of advertisers and manufacturers using the parcel post to any considerable extent.

Interest is gauged both by the letters from business men which have come direct to the Department at Washington and by the reports from postmasters, these latter officials throughout the land having been directed to report very fully as to their findings and experience in the local administration of the parcel post.

The post office officials are endeavoring to take stock of the new venture and to draw such deductions as may be from the comparatively brief history of the innovation. Letters from patrons of the parcel post have been accumulating ever since the new law went into effect, and such of these as contain practicable suggestions are now to be considered in detail. The reports which have come in from postmasters supply recommendations based on the first fifteen days' operation of the new service, but these are believed to be sufficiently conclusive to afford basis for changes in the regulations should it be disclosed that there is need for such.

There have been few complaints of delays in the transmission of parcels. Neither postmaster nor patrons have experienced as much trouble as was feared from improper or insufficient packing, and most significant of all very few claims have reached the Department for indemnity for lost or damaged articles. This last is the more surprising in view of the fact that the equipment of handling and transporting the packages is by no means all it should be or all it will be a few months hence.

The two propositions touched upon in the opening paragraphs of this article appear to be the live issues insofar as advertising circles and the business world at large are concerned. Complaints as to the requirement for the special stamps, and curiosity as to the C. O. D. feature of the parcel post have outweighed all other topics of correspondence between patrons engaged in manufacturing or merchandising and the Department. And the Department has not been able to give quite as definite forecasts as to future action as it would were it not for the fact that there has come a change in National administration that may upset cal-

culations to some extent. It is not so much that the new officials may be expected to formulate new policies with reference to the parcel post as that the mere shift of executives at the Department may delay the "shaking down" process whereby the parcel post will arrive at a definite and permanent status.

Regarding the requirements for the use of the special parcel post stamps which has been the object of greatest criticism, the officials say that, while they plan to make this expedient temporary and to waive the requirement just as soon as possible, they do not believe it will be possible to do this before, say, August 1, at the earliest. The sole object of the use of the distinctive stamps, it is explained, is to afford the Department dependable data as to the gross income from the parcel post. It is the contention that in no other way could this information be obtained with accuracy, and data on the subject is absolutely essential, not only as a guide for appropriations for the parcel post, but also in order to enable the officials to judge whether the present rates of postage are too high or too low.

Manufacturing and advertising interests have manifested, in some instances, a little impatience over the delay in the inauguration of the collect-on-delivery adjunct of the parcel post. This is the only feature of the new service that is not now in operation, and its introduction was postponed because, in the limited time allowed for getting the parcel post on its feet, something had to be held over, and this was deemed the least important to the great body of parcel post patrons.

C. O. D. Proposition Formidable. The more the officials have looked into this C. O. D. proposition the more formidable do they find it. It is now realized that an elaborate administrative system with the use of a number of special forms, etc., will be necessary and that time will be required to perfect this. Even tentative predictions are difficult to elicit but the officials who are best informed as to parcel post progress say that they do not see how this branch of the business can be put in operation under six, eight or ten months. When it does go into effect shippers may have Uncle Sam collect, of the recipients of parcels, either carrying charges or purchase price or both.

Business houses are, in not a few instances, urging the Department to fix an indemnity limit higher than \$50 for complete loss of a parcel taken. The officials say that it is doubtless feasible to raise this limit but are skeptical as to whether heavier insurance can be allowed at the present fee of ten cents per parcel in addition to the postage. The Department is disposed to veto as impracticable the suggestion of some firms that shippers be given the right to stop or recall parcels in transit.

With the expectation, evidently, of winning Departmental endorsement, a number of manufacturers and oth-

ers have submitted to the officials at Washington a variety of containers and patented forms of packing designed for use in connection with parcel post shipments. Some of these goods are really remarkable in strength and durability, but the Department will give no endorsement in any case, although it does, to be sure, endorse or approve acceptable designs for letter boxes, etc.

Speaking of letter boxes, it may be mentioned that a number of communications have been received at the Department urging the extension to shippers of the privilege of mailing parcel post packages at street drops instead of the present necessity of mailing at a post-office or sub-station. The desired privilege will come in time, say the officials, but not until time is allowed to provide street boxes that will surely accommodate the increased volume of business.

Handling Grouchy and Peevish Customers.

Some customers are irritable by nature. They just cannot help themselves and, in fact, do not try to do so. They just go through life snapping and snarling at everyone who comes in their way. They never stop to think about the discomfort that they are causing others. They suffer so much from their own grouch they have no sympathy with those who fall under their displeasure, and yet some of these very same people are charitable in all other matters and when not in one of their peevish moods are desirable people to come in contact with, and they are particularly agreeable a great part of the time with those who will put up for a few moments with their expression of ill-temper.

Ill-natured remarks, coming from a customer can usually be answered in a pleasant way without a sacrifice of dignity, provided the clerk knows how to do it. If the clerk has not cultivated that kind of a temperament, it is one of the first things he should do in the way of self-education, fitting himself for the position he is called upon to fill. The wise young man who will learn to handle complaints from a peevish customer will be surprised to find in a short time what a wonderful influence he is able to gain in that way over testy customers. The customer actually becomes ashamed of himself and feels like apologizing for his rudeness. Other disagreeable customers, not big enough to withdraw an offensive remark, somehow are attracted to a person who does not take them seriously. They appear to enjoy the atmosphere of a man so unlike themselves in temperament.

Wisdom, zeal, courage, knowledge and perseverance are prime factors that enable one to get to the front and often to hold the position gained, but above everything else it requires industry to keep on advancing and enterprising ideas are needed against the new blood which is constantly coming to the front to gain position in the race.

Condensed Milk in Michigan.

One of the greatest triumphs of the age is the successful evaporation and condensing of milk so that wherever man journeys, whether in the poles or in the tropics, the lacteal fluid of the cow can always be procured.

It is unfortunate, however, that some manufacturers of condensed milk have been so extravagant in the claims of their product as to seriously affect human life. Most manufacturers give on their cans a formula for extending their milk with water which sometimes makes it appear to be cheaper than the natural product.

Ordinary milk from the average cow contains about 12 per cent. total solids, of which 3½ per cent. is butter fat and the balance casein, albumen and milk sugar. This department purchased several cans of milk on the open market and diluted the same with water until the solution equaled normal milk, having a 3 per cent. butter fat content, which is the legal standard in Michigan. Such milk was found to cost as follows per quart for the following brands: XXXX, 10 cents per quart; Van Camp's, Pet and Premier brands, 7½ cents per quart; Nu-Way, 7 cents per quart; Leader, 10 cents per quart, and Eagle brand, 12 cents per quart. All of these milks before dilution contained less than 10 per cent. butter fat, while the legal standard for commercial cream is 18 per cent.

Condensed milks are therefore rather dearer than ordinary milk in most cities. It is the convenience, not the cheapness of condensed milk that should appeal to the consumer. The directions for infant feeding on some of these cans are very misleading. Take the Eagle brand, one of the best known to the trade. It gives on the can directions for infant feeding as follows: One month old dilute 1-14. This would give the baby milk containing about 6½ per cent. total solids which would have in it less than 1 per cent. (.82) butter fat. Normal human milk and cow's milk are about the same, 12 per cent. total solids with 3½ per cent. butter fat. Is not a milk containing less than 1 per cent. butter fat too thin for a growing babe? Further directions on the can are, dilute 1-12 for second month. This would give a butter fat of less than 1 per cent. (.93). The third month a dilution of 1.10 per cent. butter fat, less than one-third of normal milk. For a babe 10-12 months old a dilution of 1-6 is recommended. Even this only gives a butter fat content of 1¾ per cent., about half that of normal milk.

We believe these dilutions are much too thin for babies. Representative Whelan has introduced a bill in the Legislature which has passed the House and is now pending in the Senate requiring all condensed milk to be labeled on the can with a formula that when extended, will be equal to legal standard milk. When this law is passed every consumer can intelligently use condensed milk.

James W. Helme.

It takes more than a soft answer to turn away the book agent.

STORE SLOGAN.

Capitalize the Prestige Which Belongs to Your Store.

Written for the Tradesman.

Success is seldom accidental. The merchant who has a store which is making progress, giving its customers good service, and scoring steady and dependable profits for its proprietor, may be set down at once as the product of a definite plan and a well-defined policy on the part of the man who puts up the cash and furnishes the brain power that keeps it in operation.

Every store reflects its owner's individuality. When you go into a dingy, ill-lighted place, where the dust is on the windows and the goods in the cases look as though they had not been re-arranged for months, the presence of the merchant is not needed to picture to the mind's eye the sort of a man he is likely to be: careless of his appearance, lacking in snap and decision, and inattentive to the wants of the customer.

On the other hand, the clean, bright, cheerful store, which literally pulls the people in by virtue of its attractive and prepossessing appearance, invariably has at its helm a man who is a good deal like his store. He is well-groomed, clean-cut, intelligent, earnest, and on the lookout to please his customers and keep his stock moving.

This is largely by way of preface to the remark that since each store necessarily has an individuality, and since every store-keeper who hopes to amount to much inevitably has a policy to which he is adhering in his upward march, one of the best things that he can write after his name is a slogan or catch-line which sums up briefly the ideas which are actuating him in his management of his business.

The advertising slogan is a real institution in the business life of the country, because the leading manufacturers have learned how readily they may impress their product upon the minds of the public if they succeed in getting a bright and easily remembered slogan, that really means something and connotes the goods they are advertising.

"There's a Reason" is probably one of the most familiar and one of the most sensible slogans. "Eventually, Why Not Now?" is another that has been borrowed and adapted by many concerns other than the original, because they have recognized the fact that it sums up a lot of selling argument in four short words. "The memory of quality remains long after price is forgotten" is a great piece of merchandising truth, as well as a splendid slogan, and has helped to advertise the hardware concern which originated it, as well as others who have turned it to their own uses. "We are advertised by our loving friends" tells volumes, and scores a point every time it is read. "Ask the man who owns one" cannot be beat for the implied confidence in users of the product shown by the manufacturer.

These are all typical slogans, and are marked by several important things. One is that they are selling arguments; another is that they are short, easily remembered phrases; and a third is that the most successful ones relate to or readily suggest the special product being advertised. It is difficult to obtain a slogan which cannot be borrowed by someone else; but if it has been attached by the public consciousness to the personality of the concern which creates it, the borrower will find himself spending money to advertise the product of somebody else, inferentially, if he is not careful.

Since manufacturers have demonstrated that the slogan is valuable, why should not the retailer follow suit? There are a good many reasons in favor of the plan, one of them being that without it he is at a loss for something upon which to hang his advertising, in a good many cases. The manufacturer has his brands, and would feature them irrespective of the slogan; and the fact that he prefers to use both shows that the value of the slogan in making the brand favorably known is thoroughly appreciated. In the case of the store the slogan should be coupled so closely with the name of the house that the one will suggest the other.

It is not easy to pick out a short, sensible phrase, that has real meaning, merchandising value and sales strength all in one. But it is worth the while of any merchant to ponder over the subject with a view to selecting something that will serve his purpose well.

One concern that the writer knows of has found the use of the phrase, "We've a page in our ledger for you," a big help in getting new customers. It handles a considerable amount of credit business, it should be noted, and as it is equipped to take care of trade of this character, it makes a point of developing an appeal to those who are likely to want accommodation of this kind. Many people who knew that the company sold goods on credit, but who failed to make a connection with it, came in after the slogan began to be used, and said they wanted to open accounts. The little slogan put the policy of the firm in concrete form, and made it "stick."

In the same category falls the slogan of another concern, which appeals to a medium-class trade, to whom economy is a big factor. "Where a Dollar Does Its Duty" is a phrase that goes on all the company's advertising, and members of the concern insist that the reputation of the house for bargains and economical offerings has been considerably enhanced by the use of the slogan. It's a good deal better to be known in the mind of the customer as the store "where a dollar does its duty" than simply as "that cheap Market street house."

Capitalizing the prestige that belongs to the concern which has been in business for years and has been successful all of that time is a matter that is a little difficult, and many

merchants with a fine business history are content to say merely, "Established 1878" or to use some other similar phrase. But age without anything else to commend it is not especially attractive, and the house that has had a useful and prosperous existence ought to make more of its history than that. "Time proves we keep the quality up—Established 1871," announces a big retail clothing house in a Middle Western city, which believes in putting its substantial, solid and permanent character to the fore along with its reputation for selling quality goods.

Some phrases which are used as slogans have little to commend them other than novelty, humor or cheeriness. For instance, "If you don't trade here we both lose," has a vaudeville sound that becomes tiresome pretty quickly. "The Bright Spot in Janesville" or "The State's Highest-

Class Department Store" could probably be improved upon, as they suggest little to the customer.

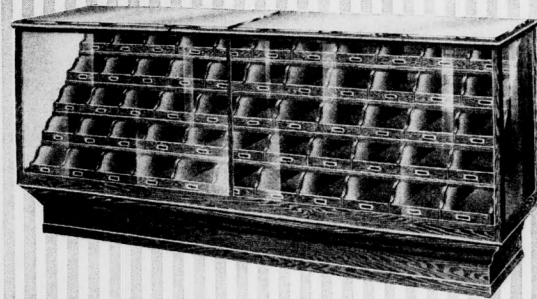
If you have no slogan, try to develop one that will reflect your individuality and suggest the dependable quality of your goods or the high-class policy of your business. If you can originate a phrase that will stand repetition and will make people think of you favorably, you will have created an asset that your competitors will find it hard to take away.

G. D. Crain, Jr.

Mr. Grocer or Butcher.

A cleancut, automatic, visible weighing system promotes confidence, result—a larger business and a correspondingly increased profit. Do you want to know why the Dayton Moneyweight scales are the best for you. W. J. Kling, Sales Agent, Grand Rapids, Mich.—Adv.

Made In Grand Rapids



PROGRESSIVE MERCHANTS, everywhere, are improving the appearance of their stores; and almost without exception those are the stores that are getting the most profitable business. Cases that properly display your merchandise are a necessity to the merchant that wants to make the most of his opportunity. In

THE Wilmarth LINE

you will find a case for every need. To have the finest store in your section means the judicious and not the extravagant use of money. If you cannot buy a full equipment now why not have plans made and buy a part at a time till you have everything up-to-date. Send for our big catalogue and see where you can improve your store.

WILMARTH SHOW CASE CO.

1542 Jefferson Ave. GRAND RAPIDS, MICH.

NEW YORK, 732 Broadway
BOSTON, 21 Columbia St.
PITTSBURG, House Bldg.
TAMPA, 515 Tampa St.

CHICAGO, 233 W. Jackson Blvd.
ST. LOUIS, 1118 Washington Ave.
MINNEAPOLIS, Kasota Bldg.
SAN FRANCISCO, 515 Market St.

Made In Grand Rapids

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

OLD PANAMA.

Rich City Looted and Destroyed By Pirates.

Second Paper.

Pedrarias, incompetent, treacherous, and cruel, continued in high favor with the king whose coffers he kept well supplied with gold and treasure wrung from the enslaved and oppressed natives who died by the thousands on account of not being physically adapted to the work. It was this terrible decimation of the Indians that prompted some time later a prominent Catholic bishop to suggest the importation of negroes from Africa, thus saving the Indian from complete extermination, but at the same time inaugurating the system of slavery that afterwards spread over the greater part of the two continents.

In 1515, Diego de Albitas and Tello de Guzman formed part of an expedition that crossed to the Pacific side of the Isthmus and arrived at the hut of a poor fisherman, at a point called by the Indians Panama, from the abundance of fish and sea shells found there. Here in 1519, Pedrarias founded the city of Old Panama, giving it the Indian name. In 1521, by order of Emperor Charles V., the title of "Muy noble y muy leal" was bestowed on the place and the government, bishopric and colonists of Santa Marie la Antigua del Darien removed thereto. This was only accomplished after great privation and suffering, it being estimated that no fewer than 40,000 Spaniards perished in this trans-Isthmian hegira during the ensuing thirty years. The court-of-arms given to the new city consisted of a yoke, a bunch of arrows on a gilded field, with two ships underneath, a star, castle and lions. The city became the seat of the first court of the Real Audiencia, which obtained in the Spanish possessions in America from 1533 to 1752.

In 1525, a Catholic priest named Hernando Luque celebrated solemn mass in the Cathedral at Old Panama, taking communion with two Spanish explorers and men-at-arms, Francisco Pizarro and Diego Almagro. He broke the holy bread into three pieces, taking one and giving the other piece to the two men. The significance of this act was no other than the solemnization of a contract between all three to conquer the countries to the South. They shortly afterwards manned several vessels and sailed down the coast, reaching at last the "golden" Peru. Pizarro's flag used in his conquest is a treasured relic to-day in the archives at Bogota.

Early Trans-Isthmian Routes.

Some time after the settlement of Old Panama, an attempt was made to establish land communication from Nombre de Dios, at that time the principal port on the Atlantic, to the new city on the Pacific. A road was finally constructed between the two places, which crossed the Chagres River at Cruces. For a part of the way the road was paved, evidence of which remain to this day. Later

small vessels commenced to sail from Nombre de Dios to the mouth of the Chagres, then up that stream to Cruces, where the cargoes were transferred to the backs of mules. Nombre de Dios was abandoned at the end of the sixteenth century in favor of Porto Bello, known to be one of the best havens on the entire Isthmian coast, south of Chiriqui Lagoon, to which even the steamers of the present day resort when an unusually strong norther is blowing at Colon. Nombre de Dios has long been known as a graveyard for the Spaniards and its decay was of little moment.

After the conquest of Peru, and the development of the gold mines in the Darien, Old Panama sprang rapidly into prominence. All the golden treasure of the West Coast was

record of the West Indies, not only from the boldness and interpidity of the attack, but for the gallant defense as well.

To the Americans employed on the Isthmus and the tourists that are going in ever increasing numbers, the sites of these early Spanish centers of Western civilization have a considerable charm, as is evidenced by the numerous excursions made thereto, especially during the dry season. Of them all Old Panama, perhaps, possesses the greatest attraction. It is easily accessible from the present city and really interesting, although unfortunately many visitors merely ride over, take a look at the tower and the old bridge, and then come back with the idea that they have seen everything worth

of which great trees are now growing vigorously. As one proceeds farther landwards, sections of the ancient city's walls may be seen in various directions, some being only held up by the gigantic roots of trees which have twined and intertwined in and about the stones in such a manner that now it would be difficult even for a pry to dislodge them. Large open wells curbed with stone are scattered about the place, and in these, numerous relics have recently been found, such as parts of copper kettles, pieces of firearms, money, articles used in the churches, etc. If all were cleaned out, no doubt many interesting and perhaps valuable relics could be recovered, inasmuch as the tradition has been handed down—and history in a measure supports it



3. Arch at Old Panama. 5. Fort at Old Panama.

poured into her lap to be sorted for shipment to the mother country. Porto Bello likewise became an important post, and was the scene of great fairs up to the time of its capture by the pirates under Henry Morgan.

The Raids of the Buccaneers.

The attack and pillage of Porto Bello, the capture of Fort San Lorenzo at the mouth of the Chagres River and, lastly and chief of all, the sacking and burning of Old Panama, perhaps at the time the most opulent city in all New Spain, by Henry Morgan and his band of seventeenth century buccaneers, pirates and sea rovers, furnishes one of the most thrilling chapters in the early history of the Spanish Main, and some of the most notable events in the piratical

while. The tower and bridge are near to the beach, and easily seen, but the dense vegetation with which the greater part of Old Panama is overgrown makes sight-seeing farther in more difficult. There is the old cathedral, the roof of which has fallen in, but the walls of which are still standing. This church is mentioned in Esquemeling's narrative of the sacking and burning of Old Panama, written in 1678, as the only one left standing after the fire, which was used for a hospital for the wounded of the buccaneers. The interior of this church has been used in recent times and is still being used, I understand, by the natives living in the vicinity for a burying place for their dead. Nearby to the church is the Catacumbas, or tombs, upon the roofs

—that the inhabitants of the place, in their fright and excitement, sought to hide their valuables and as a last resort threw them into the wells of the city. Be that as it may, the site of Old Panama furnishes a point of interest well worth visiting.

The tower at Old Panama, which figures so prominently among Isthmian photographs, and which may be seen on a clear day from high elevations in the new city, formed a part of the castle of St. Jerome. In the papers of a Spanish engineer of that time occurs the following description of it: "This fortification was an excellent piece of workmanship, very strong, being raised in the middle of the port, of quadrangular form, and of very hard stone. Its elevation or height is eighty-eight

geometrical feet, its walls being fourteen, and its curtains, seventy-five feet in diameter. It was built at the expense of several private persons, the governor of the city furnishing the principal part of the money, so that it did not cost His Majesty any sum at all."

Nothing has ever appeared in print more truthful and interesting concerning the capture of Porto Bello and the burning of Old Panama than is to be found in John Esquemeling's narrative published in 1678, seven years after the events actually occurred. Esquemeling was a member of the pirate band and, therefore, an eye witness of the incidents related. Although not definitely known, the author of this narrative is thought to have been a Hollander, inasmuch as his account first appeared in the Dutch language. It was afterwards translated into Spanish and in recent years into English, the latter translation appearing as a part of the book called "The Buccaneers of America," published by Swan Sonnenschein & Co., of London. The author's account is both graphic and picturesque, in which he invariably figures in the third person. With the exception of a few instances where he speaks of the extraordinary exploits of the English under Morgan, as matters of course he has taken no sides, and is as prone to criticize his leader as any individual on the opposite side. The worst criticism to be made of his narrative is his tendency to magnify the importance of certain places and things. Hence, from his description of Old Panama, one would be led to believe it a much larger and important place than it really was. He refers to there having been five thousand houses in the place at the time of its fall. This would indicate a population of 40,000 or 50,000 souls. Even in a much more extensive area than the site of Old Panama, it would have been impossible to comprehend so many buildings, and there is nothing to-day to indicate it. I have thoroughly explored the site and cannot see possible where more than 10,000 or 15,000 souls could have been gathered together. Ringrose, a member of the pirate band of Capt. Sharp, says in his narrative of their expedition which visited New Panama in 1680 that the latter place was larger than Old Panama ever was.

The expedition against Old Panama was Henry Morgan's crowning achievement and his action toward his men after their return to the fort of Chagre, as Esquemeling terms San Lorenzo, marked the beginning of the end of his career as the greatest pirate of his time. He was a man of quick impulse, one good act being almost invariably offset by an evil one. He cared not for conquest for conquest's sake, but he was out for the coin of the realm, which in his time was figured in pieces of eight. One of the most astonishing moves in his whole career was his attitude toward piracy after his ascendancy to the post of Governor of Jamaica, not long after his return from the

Panama expedition. To him, more than any one man, is probably due the ridding of the pirates from the waters and islands of the West Indies.

The Panama expedition was not as successful as Morgan had figured on in the matter of booty. The escape of the Spanish galleon with the plate and church valuables robbed him of the best of his expected treasure. Local tradition has it that he left with as high as 1,200 mule loads of loot while a biography of Morgan puts it at thirty-seven. Esquemeling gives it at 175 mule loads, which is probably about the correct figure.



Bridge at Old Panama 400 Years Old.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

George Dent has bought the old planing mill property at Lapeer and is installing new machinery.

The Northeastern Michigan Fair Association will build a new grandstand at the fair grounds at Bay City. This year's fair will be held September 1 to 5.

The St. Johns Commercial Club hopes to secure a public library and a post office building for that city. Additional land has been granted Mr. Chapman for enlarging his portable house plant.

The annual banquet of the Business Men's Association of Sparta will be held April 29.

The annual convention of the Michigan Laundrymen's Association will be held in Battle Creek May 20 and 21. Over 200 delegates are expected.

Three additional offices will be added to the Battle Creek Chamber of Commerce rooms in the Post building. There will be a reading room, a committee room and lounging room and placards inviting strangers and visitors in the city to take advantage of the hospitality of the Chamber of Commerce will be posted at the hotels and about the city.

The Kalamazoo Commercial Club has landed another paper mill, the Paper Makers' Chemical Co., of Easton, Pa., having bought five acres just north of the city limits for the erection of a branch factory. The company makes colors and sizing for use in paper mills.

The Grand Trunk will beautify its

station grounds at Lansing with trees, shrubs, grass and flowers.

The Bowering Soap Co., of Detroit, will locate at Ecorse, building a new factory in that village.

Secretary J. P. Tracy, of the Saginow Board of Trade, will leave May 1, having accepted a position as Commissioner of Commerce and Manufacturers at Lethbridge, Alberta, Can., at a salary of \$6,000 per year.

Flint is preparing to entertain the Grand Commandery, Knights Templar of Michigan, June 3 and 4.

Owosso has passed an ordinance forbidding the setting of poles and the stringing of wires on South Wash-

An anti-smoke ordinance is being considered by the Common Council of Flint.

Lansing has passed a milk ordinance similar to the one in Grand Rapids, but with the tuberculin test left out. It goes into effect June 1.

Flint's new filtration plant is nearly completed and the water will be ready for use about July 1.

A Business Men's League is being considered for the entire county of Houghton, to boost the interests of the copper country. J. P. Petermann, of Calumet is one of the leaders in the movement.

Saginaw has passed a pool room ordinance fixing the closing time at 10 p. m. on Sundays and midnight the remainder of the week.

Hancock will entertain three State conventions this summer—the German Aid June 10-12, the Eagles June 17-19 and the Sons of St. George July 14-19.

"Scrub the city clean" is the new slogan at Alpena.

Lansing has \$5,000 in hand for establishing a city market and there is some question as to whether more money is needed to put into the venture.

Saturday, April 26, was annual clean-up day in Muskegon and the school children assisted materially in the movement.

L. B. Hanchett was elected Mayor of Big Rapids while absent on a trip to the Pacific coast. He is expected home this week and will then be notified officially of his honors.

Reports show much building activity at the Soo this spring.

The Birdseye Veneer Co. is completing a new plant at Escanaba, which will be one of the largest veneer mills in the State.

A. H. Weber is the new President of the Cadillac Board of Trade. An agricultural expert will be secured for Wexford county, steps toward this end having been taken by this live Cadillac organization.

A new boat line has been formed at St. Joseph, to be operated under the name of the St. Joseph-Chicago Steamship Co., with the following officers: President, Geo. T. Arnold, Mackinaw City; Vice-President and General Manager, W. H. Hull, St. Joseph; Secretary and Treasurer, Walter C. Steele, St. Joseph. President Arnold is also at the head of the Arnold Transit Co., which operates a line of boats in Northern Michigan and Wisconsin. The company will operate the steamer Eugene Hart daily to Chicago. General offices will be at St. Joseph.

Almond Griffen.



Co-operate with the Housewife

Tell her about **MAPLEINE** for Dainty New Desserts and Syrup. She will realize you are up-to-date, and you will

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

Crescent Mfg. Co., Seattle, Wash.



The Goods You Can Sell Easiest.

A clerk in the grocery department of a Denver department store, who was recently promoted to assistant advertising manager in the same establishment, has some interesting things to tell regarding the way in which he prepared himself for the promotion.

"For a long time I seemed unable to make a satisfactory sales record," he says. "I held my job but my weekly sales generally footed the bulletin and I could not quite see the reason why. I was dead in earnest, no loafer and wanted to make sales, but beyond taking an order I didn't seem to make much headway.

"At first I thought John Willemey, one of the other boys in the department, was right when he diagnosed my case in a sentence: 'Sam can't talk,' was the way he put it. Then when I heard him repeat this assertion to several of the boys, my ire was roused and I began to have a determination that I would learn how to talk.

"Pretty soon I discovered why I hadn't been able to make a creditable sales talk. It was because I didn't know enough about my goods. I could give as interesting a word synopsis of the latest play I had attended as the next man and could talk entertainingly and intelligently about baseball or horses or in fact any of the things I was conversant with. It seemed only reasonable that if I became as well informed upon the merchandise I was handling as I was on these other topics—I could put up a good selling talk.

"So I determined at once to learn more about the goods on my shelves. I listened to the arguments of the salesmen in our department who had the best records and my suspicions were confirmed. These men talked authoritatively of blends and special processes; told of flour tests by the government; seemed to know what preservatives were harmful; something about the comparative nutriment in different articles of food and so on.

"One day I heard Bennet, our head clerk, tell a woman that a certain brand of dates we were handling contained more calories of nutriment than any other food product. This woman was a diet crank and Bennet's ability to talk in her own terms impressed her. After she had gone Bennet said to me, 'All these food faddists are strong for that talk—copped it from a magazine advertisement.'

"If Bennet could get sales talk from advertisements, I saw no reason

why I could not get help from the same source. So I began studying advertisements of all trade-marked goods on our shelves. I soon saw that the advertisement writer and I had much in common. He wanted to create in the reader a desire to possess his product and a decision to buy it. I wanted to accomplish the same thing with my sales talk. So I was able to use much of this material with my customers pretty much as it stood. Occasionally I couldn't get this information from magazine advertisements or I wanted more complete information than the advertisements contained; then I found it advisable to talk with the traveling men whenever occasion presented and to read and study booklets and other literature which most manufacturers sent us.

"In fact these booklets proved to be my very best source of information. And as soon as I began the study of them in earnest I became interested in merchandise. I'm beginning to think that knowledge will create interest in anything. Now that I knew how articles were made and how they were inspected and packed and marketed I found as much to be enthusiastic about as though I had been reading of plays or sports.

"Then I began to want to test out the advertising on my own account, too. I remember one of my first advertisement studies was of a certain brand of tomato catsup and when I had read of its superior qualities I wanted to taste it for myself. They used another brand at my boarding house, so I took along a bottle of the new brand and garnished a tenderloin with a liberal supply of it. My first taste convinced me that this catsup lived up to its advertising and my sales on it jumped faster than on any other commodity. Every time I talked Blank brand catsup and held a bottle of it in my hand it seemed as though I could taste its gratifying piquancy and my talk carried conviction.

"It's impossible to realize until you try it how much there is in that idea of knowing your goods—not only through reading about them, but through eating them or wearing them or making use of them in some such personal way. If you know absolutely from personal experience that your goods are superior you can certainly talk them up with gingering forcefulness."

If you have not enough business you may be fishing in the wrong place. Simple Simon could not catch a whale in the water bucket.

Why Young Men Fail in Business.

Successful business life depends on the achievements of a few brilliant master minds, who plan and direct, and the general competency of many comprising the rank and file. The spirit of the hour is efficiency, and it should be applied to the thousands who do the work as well as those who plan. A general can't depend upon a poor army.

I want you to understand in the beginning that success in life does not mean money accumulation or success in business. Success lies in what you are, not who you are or what you've got. You have achieved success if you are gentlemen. In a business career, it is important that you should start right. Some are forever starting and never finishing. An employer looking over the history of an applicant will learn that he has worked a month in this place and another month in that place. A six months' record of employment is unusual. You can't earn your way shifting about. Find the work you are fitted for and stick to it.

It is important that you go to work for some house of character. You can't afford to work for a house whose methods are not right and then find out after eight or nine years that you can't approve of those methods.

I don't think much of the expression, born salesman, born credit man or born into any other variety of employment. Mighty few of us are born for any particular thing. I believe that the good seller of life insurance would make a good salesman in any line to which he might apply his capabilities. But you must be satisfied with your work. So select a good house, something you think you are fitted for and stick. It is important to stick for it must be said in the end that promotions come from length of service.

What does the business world expect of a young man who seeks employment? It expects little, but it hopes for much. It has greater hope that you will prove competent than you have yourself. Don't forget when you apply for a job as a stock boy that you are putting in an application for the best position in the house some time, for it follows that you are a possibility for a position of trust and responsibility in the future.

Dishonest Boy Is Bankrupt.

A business man expects that a boy will be honest. The boy who is not honest is a bankrupt. It seems to me that boys have a different idea of honesty than when I was younger. They have a habit that they define as "swiping." They wouldn't steal money, but occasionally we find them 'swiping' socks or ties. It is stealing just the same. Unless you are honest, no matter how brilliant you may be, you are bankrupt. There is a larger honesty that is demonstrated in the boy who is not afraid to work a little more than is expected of him, who doesn't watch the clock. This kind of a boy goes ahead with his work and does it in the best possible way that he knows and isn't worry-

ing about whether he is given due credit.

Importance of Good Health.

You should be in good health. Business is hard these days and demands a man on the job all the time. You should be in good health so your employer won't have to worry whether Jones is down to-day because he knows that Jones is on the job. Have a good time, but don't run around at night at the expense of your work. Be healthy and you'll be vigorous and cheerful. You'll be a good mixer, and it is most important to know how to handle yourself with other men. Personality and cheerfulness count for a great deal in the business world.

Pays to Be Courteous.

Nothing pays a young man in business so much as courtesy and consideration for others. Nothing attracts an employer so much as this element of courtesy and it is quite important to obtain your employer's attention.

If you are not meeting with the advancement you anticipated in the house you are connected with, don't get discouraged. Someone will be looking for you some time from some other house, and the qualifications that have made you valuable with your first employers will be appreciated by subsequent employers.

Work—hard work—is the basis of all success. The man of only moderate qualifications will surpass the most brilliant competitor if he is a hard worker, and that is why so many brilliant minds are not successful in business. It is because they are not hard, persistent workers.

Edward M. Skinner.

The Resolutions of a Clerk.

That I will be at my appointed place on time every morning, and remain at my work until the end of the closing hour.

That whenever there is extra work which needs attention I will do it cheerfully.

That I will be extremely careful about every detail of the daily routine.

That every minute of the day I will give to my employer the best that is in me.

That I will be polite and obliging to customers, no matter how uncivil or overbearing they may be.

That I will concentrate upon my duties in the order of their importance, disposing of each, whenever possible before attending to the next one.

That I will always do the right thing because it is the only thing I should do—not merely with a view to ultimate reward.

That after I have deposited the correct amount in the cash register I will remember to put the customer's receipt in the package.

The man who works with his hands, the man who does things, is of far more consequence than the man who sits on the raised platform or behind the mahogany desk and orders things done. This is the age when the world is taking stock in the man who does things.

LOGIC OF LEADERS.

How to Make Local Advertising Most Effective.

Written for the Tradesman.

Don't let style govern your advertising policy. Be guided, not by "what other are doing," but by results for you.

The best sort of advertisement is not the handbill or the letter or the newspaper advertisement, but simply the attention-getter that produces sales at the smallest cost per customer.

Experience is the only teacher; you can't say beforehand which method is going to be the most productive. Try each one out. Then you'll know which is efficient and which not.

And in your "try-outs," don't neglect the "leader." Some people refuse to do "leader" advertising, because it is sometimes necessary to accept a loss in order to draw trade.

But how about newspaper advertising. It costs money doesn't it? When you run an advertisement you buy something that adds nothing to your stock of merchandise. In fact, you buy "space"—something that has no value from the pure merchandise standpoint.

And when you buy handbills or spend money for letter postage, you get nothing real in return. Therefore, in all kinds of advertising you accept a loss in order to make sales.

Whether "window-leaders" are more effective than other forms of advertising is for you to find out. It is your business to see whether a window-full of 14 quart dish-pans at a dime will pull in more shoppers than a half page advertisement in your local newspaper.

It is your business to find out whether the cost of the handbills you use is less or greater than the loss you accept on trade-bringing window-leaders.

Why?

Because the loss on your leaders or the cost of your handbills are precisely the same sort of expense for you, although operations are involved.

Some merchants like the theory of leaders, but fear that their use will kill staple goods and price. Wise merchants, however, escape the danger of confining their leader offerings to goods not carried regularly in stock. In this way they exert all the pull of a low priced without "killing off" their regular lines.

The business of all advertising is to bring customers into the store and it can be safely said that no form of publicity does this more effectively than leaders.

The leader idea given "punch" to window and teaches consumers to watch your store.

The leader idea teaches people to scan the goods on your shelves.

The leader focuses attention, not on a printed page, but on your store itself.

There are enough stories of "success with leaders" to fill several issues of this paper, and although we like to give the "proofs" we must

confine ourselves to two or three typical cases.

The first example is from a town of 4,000 the second from a town of 30,000 and the third from one to 60,000.

Merchant No. 1 advertises only in one way. Every Wednesday he fills one of his windows with special merchandise for his Saturday sale and relies upon this single "arm" to do all the work. In a conversation with the writer he gave the following description of a typical sale. "People begin to come about 7 o'clock Saturday morning and crush around the front door until I open at 8. So great is the interest my leaders create that buyers have to go out the back door because of the crowds that continually jam the front door. I find that leaders do my whole store good."

The second man started in business without a jot of experience and took up window leaders because he thought they'd be easy to handle. His success has been simply phenomenal, and might stretch the credulity of readers if we told all the details here. This man, suffice it to say, now has the most profitable business in his

Methods of Mail Order Houses.

Knox, Ind., May 5—The growth of the mail order business is indeed marvelous, and many merchants everywhere express their surprise as to the proportions it is assuming; yet there is nothing surprising about it when we observe how closely they pay attention to details which the local merchant neglects.

An instance of how a mail order house in Chicago attends to its business was told me the other day, and in hope that it may prove of worth to some local merchant I will repeat it.

A farmer living in Kansas had for several years been a very good customer of the mail order house but for some unknown reason his orders ceased. Through their accurate filing system, which shows their every transaction with the thousands who have ever purchased goods of them, they soon noticed the dropping off of the farmer's orders. They immediately communicated with him, but their correspondence brought no replies.

The mail order house did not let the matter drop because of this, they

In thinking the proposition over the farmer was so well pleased to think that the mail order house should send a man way out there to make things right that he accepted the proposition made by the representative, and hitched up his team and aided the mail order man to get between three and four hundred dollars worth of business from his neighbors.

I. L. Totten.

The Use of a Light Delivery Truck.

It has been amply demonstrated by hundreds of owners of light delivery trucks of 1,000 pounds capacity that this truck has a place in almost every business and is far superior to the horse, both from the standpoint of economy and service. It has proven an excellent substitute for the horse for light hauling and delivery service in every instance where business men have given it a fair trial.

Business men who are using the light truck in place of horse and wagon equipment with the greatest success are men who have given this problem careful study. In instances where the light truck proved the most profitable it was necessary to change the plan of routing—delays which were necessary to give the horses rest were eliminated—plans were laid to keep the truck busy the entire day with as few delays as possible.

The users of 1,000 pound trucks may be divided into two classes: first, the man who uses light trucks exclusively. His loads are not heavy—speed and promptness are the essentials. Second, the man who uses heavy trucks but who needs a light truck for emergency calls. For business men of this class a light truck saves money because it saves the time and tires of the heavier truck.

In the first class is included grocers, decorators, repair men, plumbers, cleaners and dyers, laundries, rural telephone companies, etc. For them a car costing from \$800 to \$1,000 and carrying from 1,000 to 1,200 pounds is the most practical. The light truck replaces two or three one-horse wagons. It permits the merchant to extend his territory and increases his trade by making deliveries profitably that he would consider unprofitable with horse and wagon equipment.

In the second class is included brewers, bottlers, department stores, jobbers, etc. They all have telephone calls for emergency deliveries. By many of the above named a light delivery truck is used, and has proved very profitable. Not long ago the writer noticed a four or five ton truck making a delivery of 450 or 500 pounds of sheet steel. Think of the waste of gasoline, tires, investment, etc., by using a large truck of this kind for such light deliveries. A light truck for small deliveries of this kind would prove a profitable investment for this or any concern.

There are more men in America who would make successful Congressmen than would make successful merchants. That is how important your work is as compared to making laws.



John Nellist, the well-known surveyor, has placed on the market a complete road map of Michigan which has required three years for its preparation. The map is very complete and comprehensive and will be a valuable guide for automobilists, bicyclists, etc. The above illustration represents the method Mr. Nellist has taken of advertising his new publication.

town and is still an ardent believer in leaders.

The third man, strange as it may seem, was an old-time hardware man. Man No. 1 was a general merchant. Man No. 2 was a variety man.

He adopted leaders because of the competition of two lively syndicate stores which are located within a block. This man decided to fight fire with fire. Result?—At the present time he not only is meeting the syndicate competition, but his business is one of the most profitable in the whole hardware field.

Give the leader a trial.

If it doesn't do more than stand on its own base, we'll be surprised.

Anderson Pace.

A Case in Arithmetic.

The teacher was hearing her class of small boys in mathematics.

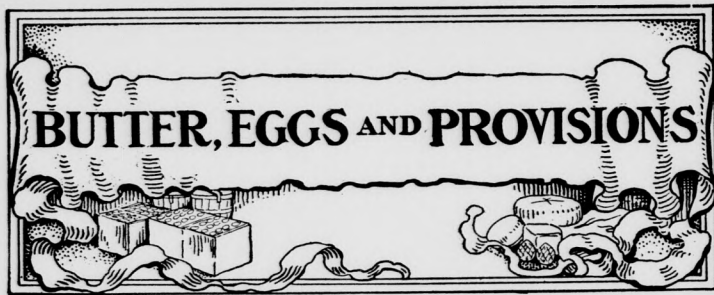
"Edgar," she said, "if your father can do a piece of work in seven days, and your Uncle can do it in nine days, how long would it take both of them to do it?"

"They would never get it done," answered the boy, earnestly. "They would sit down and tell fish stories."

sent one of their representatives all the way out to Kansas to find out what was the trouble.

When the representative reached the little town in Kansas near which the farmer lived he drove out to the farm to find his man. He did not make his business known at first to the farmer, but talked casually of affairs in general. Finally the subject of mail order houses was broached. The farmer "went up in the air" as we say in the ordinary parlance of to-day. What he had to say about mail order houses would not appear appropriate outside a card room.

He told of how the mail order house had sold him some furniture that was far inferior to what he had ordered, and said that if any one wanted to get stung right they should buy of the mail order house. Finally the representative of the mail order house told him who he was and that he had come all the way to Kansas from Chicago to see what was the trouble. He offered to take the furniture back and refund the money or to pay the farmer what he thought would be right and the farmer keep the furniture.



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.**

Present Features of Handling Eggs By Storekeepers.

Under the present system of buying loss-off, or on a quality basis, many storekeepers have relinquished the handling of farm eggs. This is due in part to the fact that the merchant does not feel that he can go to the expense and trouble of candling, and also to the fact that in defiance of the pure-food laws of the State he attempts to continue on the case-count basis, at the same time offering as much as his competitors who are buying on the loss-off basis, he is experiencing a much heavier loss on his eggs than formerly. If he does not offer as much as his competitors he is likely to get only the most undesirable class of eggs which will increase his loss still more.

In buying on the loss-off basis, the storekeeper would in all probability have made no distinction between the firsts and seconds, but would simply have thrown out the rots. The loss represented by the rots would, however, have been saved, excepting a small proportion which would have developed between the times the storekeeper and the candler handled the eggs.

Driving the local merchant out of the egg business is not inevitable, though in many respects it would be greatly to his advantage and to the advantage of the egg trade. Indeed the merchants of some towns have voluntarily withdrawn by mutually agreeing to turn the egg trade over to the cash buyer, where it belongs. This is the simplest and best solution of the problem. It has also been suggested that the business be turned over to the produce dealer, who, instead of paying cash, shall issue scrip which will be taken at its face value in payment for goods at any of the local stores. The whole object of this plan is to compel the farmer to patronize home trade.

Other plans have been devised and are working with some degree of success which attempt to keep the benefits of the egg trade for the merchant, while at the same time relieving him of its unpleasant features. One of these allows the farmer to trade his eggs out on a case-count basis as before, but these eggs are kept separate. Each morning the receipts of the previous day are sold to the local cash buyer, who candles

the eggs and reports the rots or bad eggs found in each individual lot. The merchant then charges the loss against the farmer's account and deducts it from the next lot of eggs brought in if he has no balance in his favor. By such a procedure the merchant is obeying the law, is helping to improve the quality of the eggs, is protecting himself against loss, and at the same time is retaining his egg trade. This means that instead of unloading inferior merchandise upon his customers, as he did when the case-count system was in vogue, he is able to give them full value for their money. He has no loss to figure and need not fear the competition of his fellow merchants or the large out of town mail-order houses. As soon as the farmer is made to realize that every merchant in town is going to candle his eggs he immediately commences to take better care of them and carefully compares the prices on various articles of food and clothing as advertised by the merchants. Thus the whole problem simply resolves itself into the question of legitimate profits, and unless the merchant is selfish or money mad there is no logical reason why his prices can not be made as attractive as those of his competitors.

Aside from the method of buying, there are other conditions connected with the country store which should be remedied in order to give best results. The most prominent of these is infrequency in shipping. It is not uncommon for the storekeeper to allow his eggs to accumulate for a week or even longer before he ships them, and as he has no room especially for holding eggs and must depend upon using the back part of the store or a cellar, this is a serious cause of deterioration. The produce dealer, on the other hand, understands better the necessity for moving the eggs as quickly as possible, and not infrequently ships daily during hot weather. Under such conditions little of the deterioration occurring can be laid at his door. In the country store it is frequently observed that the egg cases were piled alongside of merchandise of many kinds, among them barrels of kerosene, barrels and crates of vegetables, and other materials from which the eggs were almost certain to absorb undesirable flavors or odors.

The Cash Buyer.

The cash buyer or produce dealer may be in business for himself or may be the agent of some large carlot shipper or creamery company. His method of doing business is very similar to that of the country mer-

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

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

New Egg Storage Building

110 x 35 Feet, Four Stories

Added to our large present capacity makes us the leading **EGG and BUTTER STORING WAREHOUSE** in Central New York. Lowest Insurance Rates. Competing Railroad connections.

We solicit inquiries and guarantee satisfaction. In close touch with the Wholesale Trade.

All shipments of **EGGS** carefully inspected before going into storage.

The E. M. UPTON COLD STORAGE CO. Rochester, New York

Potato Bags

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

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

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

Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

M. Piowaty & Sons

Receivers and Shippers of all Kinds of

Fruits and Vegetables

GRAND RAPIDS, MICHIGAN

Branch House: Muskegon, Mich.

Western Michigan's Leading Fruit House

Come in and see us and be convinced

chant, except that he offers cash instead of merchandise. He is often not looked upon with favor by the town merchants because they realize that the farmer prefers the cash in order that he may purchase his merchandise from the firm offering the lowest prices. As long as the merchants were able to dispose of their eggs on a case-count basis they could, by offering 1 or 2 cents more per dozen in merchandise, retain the greater part of their trade. The enforcement of the loss-off system, however, is working a slow but sure change in this system and a greater proportion of the trade is going over to the cash buyer.

In studying the conditions found at the country store and at the cash buyer's the following card was used. This card is self-explanatory.

Name	No.
Address	
Date	
Sources of supply	
Relative proportion from each source	
Frequency of receipts	
Character of payments	
Grading	
Methods of holding:	
Containers	
Repacking	
Nature of storeroom	
Capacity of storeroom	
Temperature of storeroom	
Length of time held	
How shipped	
Size of shipment	
Frequency of shipping	
Distance from store to shipping point	
Length of railroad haul	
Time consumed in haul	
Outlet	
Name and address of person or firm to whom sold	

The Huckster.

The huckster or peddler who gathers eggs directly from the farm is found mostly in the States of Michigan, Indiana, Ohio, Kentucky, Tennessee, and the Northeastern States. Where the huckster operates in thickly settled localities and where it is possible to have a twice or thrice a week service, the eggs gathered by him constitute some of the best on the market, but where he makes a trip of a week or ten days the eggs are exposed to many unfavorable conditions and are usually poor in quality.

The Co-operative Creamery.

The number of co-operative creameries handling eggs is not at the present time large. There are some places where this system is working successfully, and it is suggested as a feasible proposition in localities where conditions are favorable. The chief requisites necessary to operate such a system successfully are: (1) A well-established creamery whose manager is interested in the welfare and advancement of the community and who has by his straightforward dealings gained the confidence of the farmers. (2) A locality thickly enough settled to supply the creamery with sufficient eggs to maintain a trade in some near-by city. (3) A receptive and progressive body of farmers who will carry out their part of the agreement with the creamery. (4) A system of gathering up the cream and eggs by the creamery wagons or their delivery by the farmers at frequent and regular intervals. (5) A system of payment which shall, like the loss-off system, make each producer responsible for the quality of the eggs. (6) A market

within easy shipping distance demanding good dependable eggs and willing to pay a premium for them.

Shipping Eggs Locally.

It is the general custom for the farmer to dispose of his eggs through the country merchant or the cash buyer. The country merchant may, in turn, either sell to the local cash buyer or ship his receipts independently to commission men or car-lot shippers in surrounding cities. In most towns where cash buyers are located it is usual for the merchant to dispose of his receipts through this channel. In many towns, however, there is not enough business to support a cash buyer, and in such cases the merchants ship to the firm offering highest quotations. In cases where the cash buyer is a salaried agent of some large shipper or packer he of course forwards all receipts to the central plant, but should he be in business for himself the parties offering the best prices will receive the bulk of his trade.

In shipping the eggs both the country merchant and the cash buyer are often guilty of careless packing, which is responsible for a part of the breakage. It is a frequent occurrence to find old tattered fillers used which waste more money in time spent in packing the eggs in them than new ones would cost. Often no flats are used between the fillers, but a few thicknesses of newspaper are depended on to take their place. A small pad of excelsior should be placed in the bottom of each side of the case and on the top of the uppermost flats. These will provide elasticity and do much to prevent breakage. Frequently, too, the trouble is taken to nail the top of the case securely in the center. This is a mistake, as it prevents elasticity and is unnecessary if the top is nailed securely at the ends. Exceptionally large eggs, even though they may have strong shells, are almost sure to be broken if packed in the case, and will smear a large number of other eggs. In fact, any of the factors causing broken eggs result in a much greater loss than that of the eggs actually broken, for many others are so badly smeared that they must be classed in lower grades than they would otherwise be placed.

The eggs, after leaving the hands of the immediate collectors, are handled mainly by local freight. During this stage of their journey there is liberal room for improvement. The general rule of most railroads is that eggs or any other products which are to be shipped on the daily freight must be delivered at the depot at least one hour before scheduled train time. If all trains ran on scheduled time this rule would not be so harmful, but since this is the exception rather than the rule with the local freight, it often happens that eggs remain exposed to the direct rays of the sun for several hours. During the months of June, July, August and September the quality of the eggs suffers from this treatment.

When the cases are loaded on the train they are placed either in a box car or in one end of an open stock

car which is also used for live poultry. The box car often contains empty oil barrels and freight of similar nature. These box cars are opened when a stop is made, and then only long enough to load the shipments from that station. If the day is warm the temperature inside the cars will often go as high as 106 degrees F. and remain at that point for hours. The temperature of the open stock cars is from 8 to 10 degrees lower than that in box cars during the hottest period of the day, and owing to the free circulation of air very much cooler after the sun has set. Coupled to this exposure to high temperature and injurious odors the eggs are, of course, subjected to violent but unavoidable shaking and jarring during the entire trip.

It should be said that at least one of the railroads has taken a long step forward in the matter of handling eggs on the local freight. This road is running refrigerator cars into which eggs are loaded, and the most favorable temperature possible to get under these conditions is maintained. Some of the packers consider this such an important feature in improving the quality of the eggs handled by them that they intend to run refrigerator cars at their expense over some of the lines from which they draw heavily.

The following are some of the most important ways in which the railroads can help in this movement for the improvement of quality in eggs: (1) Provide covered sections of station platforms and require that eggs waiting for shipment be stacked there out of the sun; (2) provide local refrigerator service for eggs; (3) if refrigerator service is deemed out of the question, provide stock cars rather than box cars for moving eggs during the summer months.

The Car-Lot Shipper.

After the eggs leave the hands of the country merchants and local cash

buyers they are next handled by the packers and car-lot shippers. These men maintain central houses at important railroad junctions and at various other large towns and cities. They are keen, shrewd, business men, handling large quantities of eggs so that they realize the necessity of good treatment after the product reaches their hands. While there is still room, no doubt, for considerable improvement in methods from this point on, this end of the trade is much further advanced at the present time than that represented by the producer and storekeeper, so that the greatest need for the improvement of methods of handling and thus of improving the quality of eggs is from the farm to the packing house.

Harry M. Lamon.

As One Who Knows.

Figs—Does your grocer sell his apples by the barrel?

Fogg—Well, they come in barrels, but what he sells them by is the top layer.

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.

Watson - Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

H. WEIDEN & SONS

Dealers in Hides, Pelts, Furs, Wool, Tallow Cracklings, Etc.

108 Michigan St. W. Grand Rapids, Mich. Established 1862 Fifty-one year's record of Fair Dealing

All Kinds of

Feeds in Carlots Mixed Cars a Specialty

Wykes & Co., Grand Rapids Mich. State Agents Hammond Dairy Feed

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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



Practical and Helpful Ideas on Efficiency.

We are "little fish" in a small town, with a medium size stock, and we cannot afford to adopt every new and novel fad that comes along; neither can we use all the new ideas which would apply to the big fellows in the larger towns, but we have found some very practical and helpful ideas on "efficiency" which will make us some money in our store; and to be "a good fellow" with our brother clothiers we give, in our clumsy way, our experience in adapting "efficiency methods" as we understand them.

Yes, my partner, Tom, and I have got the "efficiency fever" in its worst and most aggravated form, all owing to our reading about this old but newly named duty of the retail clothier in every issue of the magazine. You see that when it was told to us time and time again, that we must have "efficiency," we naturally wondered how it was to be taken, outwardly or inwardly, rubbed on the tired feet or on the aching head, and, strange to tell the thing called efficiency is a panacea for "that tired feeling" which comes from so many long trips up and down the store on busy days, by causing us to adopt shorter and better ways of arranging and placing the stock, as well as making it easier to handle the trade, saving lots of time heretofore spent in useless lost motion.

From Tom's way of looking at it, it was to place the kind of goods with the kind which would be next demanded by the customer—"kind with kind," as he calls it; and the first thing he did was to change the long-located overall stock, under the counter, to a place at the rear of the store where in bins or shelved partitions, he placed the different kinds, according to size and then he took the heavy knit work socks and put them on the shelf below the overalls—he had always grumbled about going up to the front of the store, "Walking a hundred feet for a dime sale," as he expressed it.

Then he "split up the stock" some more, by making room above the overalls for the shop caps, for, said he, "When a man wants overalls he is the kind of a customer who will buy heavy work socks and work caps." I didn't say a word at the time, for the location of the overall stock had been a thorn in Tom's side, and I wanted to see how the change worked out, for, if there was one thing more than the other in our store that worried me it was to get down a stack of from three to five boxes of

hats to show a customer when he wanted to see a hat.

Tom always said, "We are used to this arrangement of the hats, and it will be awkward to have them kept any other way." Well, the change in the overall, sock and cap stock worked so satisfactorily, enabling one salesman to wait on two or more customers at once, that we put the work shirts alongside the overall shelves; this helped the cause of "efficiency," and Jerry, who is one of the salesmen, said, "This is 'efficiency,' for this arrangement saves time and trouble. We don't have to 'claw over' the entire stock to find a size or trot from one end of the store to the other to sell the different kinds of goods that should all be together." All this was confusing for a few days after each change was made, but we soon got used to it, and then I broached the matter of changing the arrangement of the hat stock.

"How can we better the arrangement?" said Tom. I had thought out a plan to build up a set of shelves, each just high enough to accommodate a hat box. We took some 12-inch plain boards, and rested them on square frames set edgewise; these frames were made of 1 by 2 inch strips, three for each length of the board, and, as they were movable, they could be placed as each hat box demanded. When the edges of the boards were neatly stained they looked as good as the balance of the fixtures. With the reserve of the hat stock stacked on the top of the shelves, it was a time and patience saver beyond our most hopeful expectations.

Then Carl, who is our newest salesman, a Swede about 18 years old, said, one day: "Mr. Tom, don't you get tired running over to the shelves for the vest and trousers to match the coats on the tables, when you are showing the suits? Why not put them under the table on shelves, just below the coats, and then a salesman would not have to move out of his tracks to sell a suit; the coat, vest and trousers would be together." Tom said the goods would get too dirty, but Carl thought it would be as easy to keep them clean down there as on the shelves. But his idea set us to thinking, and Tom and I agreed that, if any change was to be made, we would do the thing right!

We had always carried the suit stock on tables and on shelves, as indicated above, and it was hard to break away from this time-honored method, but we were greatly pleased by the space-saving plan of having men's and boys suits on hangers sus-

pended from rods under a broad shelf, on one side of the store, and we decided to make the change, which Carl accepted as an improvement on his idea. You see, we try to get our salesmen interested, and when they have an idea we gladly give them credit for it, as it stimulates them to do more and better things.

We had a blacksmith make us heavy screw eyes to screw into every fifth joint in the ceiling, at a distance of 28 or 30 inches from the side wall. Next we made a broad shelf, as a cover for our wardrobe, of matched flooring, as wide as the space of the screw eyes from the wall, i. e., 28 to 30 inches. At intervals corresponding to the distances between the screw eyes in the ceiling, we nailed 2x4 strips flat across on the under side, then on the top we put in heavy screw eyes, which we joined to those in the ceiling by means of 5-16-inch iron rods, with hooks turned at each end.

We spiked 2x4 pieces to the wall, with cut-in places to support the inside ends of the cross pieces; this made a close joint at the back next the wall to keep out the dust. The front edge was finished with a molding, and when this was stained our wall fixtures was as neat as any other in the store. We next took 7/8-inch galvanized iron pipe, and suspended it by screw looks from the bottom of the wide shelf; these hooks we found in the hardware store at a very small cost.

We next bought enough coat hangers, with a bar, on which to hang the vest and trousers, and now we have the suits altogether. We even keep the children's suits in the wardrobe, using a double rod for this stock; the trousers are pinned inside the coats with safety pins.

When all the rods were adjusted we bought some heavy dark green cotton material and made single curtains reaching to within three inches of the floor, as long as the space between the cross pieces. At the upper end we sewed in brass rings, which were run on light brass rods all along the fixture. The curtains were made short, so as to only show the stock the salesman wanted to display when they were pushed aside.

While this manner of displaying the goods is not so "stocky" looking, by far, as on the tables, we are fully realizing the advantages of this arrangement. Doubtless the glass showcases are better, but, as our wardrobe cost us so much less we feel that we are getting value received for the outlay. The entire cost was but the blacksmithing, hardware, curtains and lumber, for the salesmen put up the fixtures, stained them and made the curtains.

We can show a suit in one-tenth of the time it formerly took, and they are clean and in good shape. As this fixture did not accommodate all the overcoat stock, we had to use the ordinary gas pipe stands, with rollers, such as are used in dry goods stores for ladies' suits. These we cover when we sweep with sheets formerly used on the tables. We also use some of these sheets for

Spring Lines For 1913 Now Ready



Hats, Caps Straw Goods

G. H. Gates & Co.
Detroit

Write for Catalogue

P. POLLAND & SONS

600 and 602 E. Water St.
MILWAUKEE, WIS.

Manufacturers of

"THE Duneau"
P.P.&S.

Pants, Shirts, Sheep-lined Coats
and Knitted-Goods

WRITE FOR SAMPLES AND PRICES

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

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

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.
Grand Rapids, Mich.

covering the stock on the tables which used to be kept in shelves.

We could not use all of the tables and our store is now very open and we can get about much better on busy days. Tom says, "This is 'efficiency,' sure enough." The bread shelf on the top of the wardrobe is a very handy place for keeping reserve stock, but it requires constant watching to keep from presenting the appearance of a "catch all."

We could have built this fixture with upright supports, but as obstructions on the floor are dust catchers we swung it from the ceiling, and we can sweep under it without raising a dust. There are no dark cubby-holes, the stock is all in the light, and the salesmen know where to find the goods at once.

Then came a radical change in the store arrangement. The cash drawer and wrapping table had always been at the back of the store "out of the way," and one day, when, at near the closing hour I had to go to the rear of the store to make change for a dime sale, I said to myself: "Here is where I wish efficiency would save my tired feet," and the thought seemed to be answered by another thought which popped into my head, "Why not move the cash drawer and wrapping counter to the middle of the house, on a raised floor, and have a carrier system." My first thought was, "It will cost too much." "But it will keep you from expending your vital force on routine work, and you will be able to give the surplus energy to the customer," answered the not-to-be-downed efficiency thought. "Who will run the cash and the wrapping table up on this raised floor?" I said. "A good suitable girl, who will do the wrapping and there will be no mistakes like those which occurred last Christmas time, when on two occasions a garment was left out of the bundle"—I myself was in such a hurry that I forgot a vest belonging to the suit I had wrapped up. "We cannot afford to increase our expenses," I said to the insistent thought, and was answered, "You are reducing your expenses when you increase the efficiency of the force."

Tom and I talked it over pro and con. To our new way of figuring, the wrapping and making change could be done by much cheaper help than any of the sales people, and we all would have more time to show goods to the customers; besides, there would not be six mistakes in a year. By having all the goods wrapped at the desk we would avoid these, and there would never be any "overs or shorts" in balancing the cash at night, for one person handles the money, and it would be singular to have the cash fail to come out right.

The girl could keep the list of customers' names, address the envelopes for circulars, keep the account of the goods sold in the various departments and through this efficiency system we would know what we were doing all the time. Further, she would keep the files of the advertisements, so as to know what returns we received from the money spent for that service.

Now that we intend to keep in touch with all of our customers through the medium of the mails, and to utilize the possibilities of the parcel post, this, with her other duties, would make her the busiest person in the house, and we men folks could give our time to the floor. So it worked out, and it is hard to realize that we ever got along without our present system of "efficiency."

The other day the young woman who is now our cashier said, "Won't you please change this twine holder, for as it is fixed it takes too long to reach over and make two or three grabs at the twine when one is busy; we do not get the greatest efficiency out of this arrangement?" This "efficiency" bug seems to have stung everybody in the store.

Tom, who is something of a mechanical genius, has devised a system of selling suspenders which has the merit of being "efficient," for it sells more suspenders than we ever sold before, at no greater cost. Not that our suspender rack is anything more than a simple strip of wood, as long as the table to which it is attached, with big-headed galvanized paper roofing nails, driven at distances of four inches apart, projecting in five eighths of an inch. This we fasten to the outer edge of the counter or table, so that the suspenders swing clear of the floor about six inches; on every alternate nail is buttoned one piece of the cross back. Every customer who comes in the house sees the suspenders, and, quite as a matter of habit, takes hold of them gives them a pull and examines them—and when the rack is kept full of a good line of new and bright suspenders at a popular price they sell themselves. We make use of two racks at the present time, one for a good quarter of a dollar quality, the other for suspenders at 40 cents. This odd price we find attractive, for it is a little less than half a dollar, and as we pay \$3.50 per dozen for those on this rack, they are markedly better than the ones at a quarter. We tried having several prices on a rack, but there was always a matter of comparison and difference of opinion as to the best values, which is entirely avoided by having a "choice of the lot" at a single price. As I have never known of this arrangement being used by any other clothier, I give it to the trade for what each reader may deem it worth to him.

The dress gloves have always been kept half way down the store, where the light was not as good as it should have been to see the sizes plainly, so Tom and I agreed that we move them to the front, in the shelves back of the show windows. We have taken a single pair of gloves bearing the stock number, and these we have displayed on a brass rod over the case, and when we find what kind of a glove the customer wants we measure his hand, and then show the size he wears: this keeps the stock in order and avoids having the gloves stretched out of shape by trying on by the customer, who does not always know what size he wears; it would be just as logical to let the customer handle

the shoe stock and try on shoes "at a guess" as to sizes. It took some time for all of us to learn how to measure hands correctly, but we never miss it now. We also keep a chart of the sizes and stock hanging up in the glove shelves, and check off each pair as they are sold; and there is now no accumulation of very small and very large sizes, as formerly.

I suppose this can be rightly called an "efficiency" plan, as a time saver and stock keeper, for we know by the chart the sizes we have on hand to show the customer, and know where to find them; besides, they come out of the boxes new, bright and desirable.

Of the many changes we have made, the one seems to be suggested by the other and we now find that we can handle our trade on busy Saturdays without a hitch; we even have time to go to our meals sometimes; we have more time on the floor, and the sales have been increasing right along.

A visiting clothier from our next large city dropped in to see us the other day, and when he saw how smoothly we manage our business he was greatly interested, and took notes of several features, to apply to his business; he would hardly believe we got all our ideas from the magazine, "as he had no time to read such things," he said, but he realizes that all the world is looking for that thing called "efficiency."

We have tried to have everything in our store as "handy as a pocket in a shirt," as we tell it out here.

It seems I never know when to stop, when I set my thoughts going on the many things we pick up in the magazine. There is certainly a good profit in them to anybody who will make use of them in the clothing business. We are now trying to work out a plan by which we can use "efficiency" as a help for the "boys," as we call our salesmen, to improve their selling ability. They are not so slow, but when we read of selling 95 to 97 per cent. of the customers we wonder how it can be done and we are going to investigate the "how" as a possibility for our store and trade.—Apparel Gazette.

Smile.

Like bread without the spreadin',
Like a puddin' without sauce,
Like a mattress without beddin',
Like a cart without a boss,
Like a door without a latchstring,
Like a fence without a stile,
Like a dry an' barren creek bed,
Is a face without a smile!

Like a house without a dooryard,
Like a yard without a flower,
Like a clock without a mainspring,
That will never tell the hour;
A thing that sort o' makes yo' feel
A hunger all the while—
Oh, the saddest sight that ever was
Is a face without a smile!

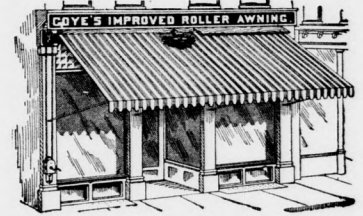
The face of man was built for smiles,
An' thereby is he blest
Above the critters of the field,
The birds an' all the rest;
He's just a little lower
Than the angels in the skies,
An' the reason is that he can smile;
Therein his glory lies!

So smile an' don't fergit to smile,
An' smile, an' smile ag'in;
'Twill loosen up the cords o' care,
An' ease the weight o' sin;
'Twill help yo' on the longest road,
An' cheer yo' mile by mile;
An' so, whatever is your lot,
Jes' smile, an' smile, an' smile!

Augustin W. Breedon.

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

AWNINGS



Our specialty is **AWNINGS FOR STORES AND RESIDENCES.** We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stack Covers. Catalogue on application.

CHAS. A. COYE, INC.

Campau Ave. and Louis St. GRAND RAPIDS, MICH.

MATCHES

THE DIAMOND MATCH COMPANY

NON-POISONOUS.

	Price for 20 gross and over	Price for less than 20 gross per case
Marguerite, Diamond 5 size, 144 boxes, 5 gross cases	\$4.25	\$4.50
Marguerite, Diamond 2 size, 144 boxes 5 gross cases	1.60	1.70
Black Bird, Diamond 5 size, 144 boxes, 5 gross cases	4.00	4.25
DOUBLE DIP.		
Bird's Eye, Diamond 5 size, 100 boxes, 3 1/2 gross cases	3.35	3.50
Search Light, Diamond 5 size, 144 boxes, 5 gross cases	4.25	4.50
Black Diamond, Diamond 5 size, 100 boxes, 3 1/2 gross cases	3.00	3.15
Blue Bird, Diamond 5 size, 144 boxes, 5 gross cases	4.00	4.25
Swift & Courtney, Diamond 5 size, 144 boxes, 5 gross cases	3.75	4.00
Crescent, Diamond 5 size, 144 boxes, 5 gross cases	3.75	4.00
Black Swan, Diamond 5 size, 144 boxes, 5 gross cases	3.50	3.60
Red Diamond, Diamond 2 size, 144 boxes, 3 gross cases	1.60	1.70
Best & Cheapest, Diamond 2 size, 144 boxes, 3 gross cases	1.60	1.70
Black & White, Diamond 2 size, 144 boxes, 2 gross cases	1.70	1.80
Anchor, Diamond 2 size, 144 boxes, 2 gross cases	1.40	1.50
SINGLE DIP.		
Search Light, Diamond 5 size, 144 boxes, 5 gross cases	4.25	4.50
Best & Cheapest, Diamond 2 size, 144 boxes, 2 gross cases	1.50	1.70
Globe, Diamond 1 size, 144 boxes, 1 gross cases	.95	.95
Globe, Diamond 1 size, 432 boxes, 3 gross cases	2.70	2.85
Little Star, Diamond L. S. size, 720 boxes, 5 gross cases	1.80	2.00
STRIKE ON BOX.		
Red Top, Diamond 6 size, 720 boxes, 5 gross cases	2.50	2.75
Red Top, Diamond 0 size, 720 boxes, 5 gross cases	2.50	2.75
Orient, Diamond 0 size, 720 boxes, 5 gross cases	2.25	2.50
Egyptian, Diamond 0 size, 720 boxes, 5 gross cases	2.25	2.35
Aluminum, Diamond A. L. size, 720 boxes, 5 gross cases	1.80	2.00
Three Noes, Diamond 1 size, 720 boxes, 5 gross cases	4.50	5.00



Making It Pleasant for the Customer.

The merchant who has the happy faculty of getting under the customer's skin—putting himself in the customer's place under any circumstances he chooses—has the key to success in his hands; and when he utilizes his insight by treating those who enter his store just as he knows they appreciate being treated, just as he would like to be treated himself he may be certain that things will come his way.

An illuminating instance, to illustrate the point, was that of a quiet, ordinary sort of citizen who went into a store not long ago to buy a suit of clothes. He had not been in that particular store before, it happened, but he had been attracted by the looks of a certain suit displayed in the window. Mark, now, that he went in favorably impressed, and ready to be pleased.

But the man in charge of that department of that store, and, doubtless the merchant who was presumably dictating the policy of the whole establishment were responsible for the fact that when that potential customer left the store, without having made a purchase, about half an hour later, he was mopping his harassed brow as if he had been through a trying ordeal, and fervently registering a mental vow never to enter that door again. What had changed the favorable inclination to actual aversion? The answer might prove interesting to a good many merchants, who with the best intentions in the world, make the same mistake.

It had happened, unfortunately, that the particular pattern which had caught the customer's eye and caused him to go into the store in the first place was not available in his size, or anything near it, so that it devolved upon the salesman who had him in hand to sell him something else. As the customer was, as indicated a quiet, ordinary sort of chap, without pronounced likes or dislikes, easily pleased and not at all critical, this should have been an easy matter. But the salesman apparently took no pains to size him up, and decided that some little hustling would be necessary, in view of the disappointment about that other suit; and he proceeded to hustle.

He very readily managed to convey to the customer the suspicion that the firm did not have much of a stock, and that his range of choice would consequently be entirely too limited; in fact, the salesman did not really give the stock a chance. And when the customer showed a lack of interest, and seemed on the point of

leaving, the salesman made a fatal error of resorting to the "turnover" system; he called in another salesman, and turned the wearied customer over to him—which in nine cases out of ten merely irritates the customer instead of helping to sell him.

Then the department head joined in, and the unfortunate man was practically surrounded; and at that, the salesman did not use salesmanship so much as mere urging and pressing. And this was the reason why when the customer finally escaped, he took with him a feeling of utter disgust and loathing for that particular store and its methods, and a firm resolve that his first visit should be his last. He might have at least been sent away in a friendly mood, as most men are when they have been courteously served and have departed without making a purchase; but the opportunity of making a permanent customer in this manner had been destroyed by over-anxiety and too-urgent pressing.

This sort of merchandising is a thing of the past in stores of more advanced knowledge of human nature, which also means knowledge of the way to handle customers to the best advantage. In such stores it is frequently publicly advertised that the "turn-over" system is not a vogue, and that the customer may enter for the purpose of looking at goods, with the knowledge that if he does not see fit to purchase he will not be hounded and harassed with the object of making him buy whether he wants to or not.

A large men's store in a certain city has for years cultivated this idea, and with it has managed to create a sort of homelike atmosphere where customers can feel that they may practically come and go as they please. The salesmen, as a very general rule, are quite competent; and so it is taken for granted that if a customer has been served by any one of the men in the clothing department, for example, there is no necessity for another man to take him in hand in the same department unless he should ask it.

The department head, moreover, makes it a rule never to "butt in" on a salesman's handling of a customer, nor to bother the customer if he has made no purchase, unless he has very good reason to believe that the sale has been bungled and the customer has not been properly served. In such a case he may perhaps interpose, and offer his personal services in trying to suit the visitor; but even under such circumstances he is neither obtrusive nor insistent. The

customer is not made to feel that he is an object of contempt and suspicion merely because he has not seen fit to make a purchase. He is treated just as courteously and pleasantly when he leaves without having spent a cent as if he had invested in a complete outfit; and, naturally, he is not afraid to come back.

That may seem to be putting it a bit too strong—to indicate, that is, that customers are so handled in some stores that they are actually afraid to come in again; but it is really not overdrawing the picture in the least, especially where the customer concerned is a man of a rather reserved type. He does not like to have to engage in anything like a personal controversy with a salesman; and yet he also wants time to

make up his mind, just as slowly as he likes, and he resents being hustled into a purchase before he has quite decided upon what he wants.

Thus, while he may by the exercise of great effort get away without buying something which he has made up his mind he wants or, on the other hand, may have purchased a suit of clothes of the salesman's selection in order to escape at all, he is certainly not going to risk a repetition of such an unpleasant experience; and as permanent customers are the only kind worth having, for a merchant who expects to continue in business for any length of time, the store has been actually damaged, to an extent which the profit on a single sale can not compensate for.

The department head in the store



Big Sellers

Ladies' Gause Lisle Hose to retail at 15, 25 and 50 cents. Colors white, tan and black.

We can fill your orders promptly.

FULL LINES SUMMER UNDERWEAR

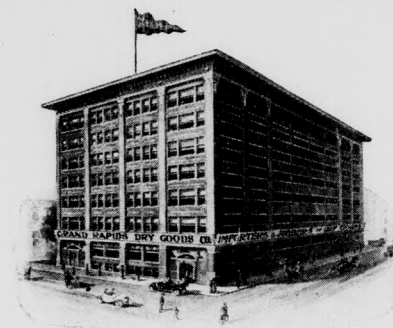
PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

P. S.—Large desk for sale cheap.

The Man of To-morrow Gets Busy To-day



Be the man of to-morrow and be prepared with a liberal stock of "Hot Weather Wash Goods," so, when the time comes, your customers can make their selection then and there. We have a large and well selected stock of the newest wash goods to be retailed at 10c, 12½c, 15c, 20c, 25c, 35c and 50c per yard. All the newest shades and latest weaves at the lowest possible prices.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

referred to above was enlarging upon this idea in connection with his comment on two people who came into the clothing department for the third time, he said. They were mother and son, the latter a youngster of 18 or 19; and they were after a suit of clothes for him.

"Yes, sir; that is the third time to-day they have been in here, to my knowledge," said the head. "And from this third trip I rather think we're going to make a sale this time. You see, the boy fell in love with a blue serge Norfolk the first time they were in about two hours ago; and evidently they have been all over town without finding anything they like better, so they have come back for that particular suit. The price was a little higher than the mother wanted to pay, too, but he seems to have won her over."

"Now, a little tactlessness on the part of the salesman—the same man has handled them each time—might very readily have resulted in spoiling that sale; just a little impatience might have ruffled the mother up to a point where she would simply refuse to buy anything here forever more, or stepped upon the youngster's sensitive toes in such a way as to make him forget even that particularly attractive Norfolk. A young fellow of that age isn't any too fond of having his mother take him out to buy his clothes, anyhow; and any suspicion of a sneer on the part of the salesman, or of supercilious disdain at the mother's hesitation over paying \$15 instead of the ten she would have preferred, would have been fatal to the sale.

"Our man was entirely competent to handle the situation, however; he had it sized up exactly right, and he played the boy's liking for the suit which the salesman had selected as just the thing for him as his one card, making no attempt whatever either to sell a cheaper or less satisfactory suit, or to close the sale willy-nilly. And, as I say, they're here now for the third time, and I'll risk a little bet that they buy that suit."

And, as a matter of fact, they did; and what is more, they will probably buy more suits there. They were afforded convincing proof of the fact that they could come into the store for the purpose of looking at goods as often as they liked, and could buy or not, just as they chose, without being made to feel as if they had committed a petty theft. That youngster will remember the store after he has gotten to the point of buying his own clothes on his own hook, and he will come back to it with absolute affection, as a place where he need not feel forced or hurried in making his selection, but can take his own time.

All this is service of the best sort; it does not by any means involve indifference to the customer's needs, nor to the matter of making sales; but it does mean that the customer is not to be harried to his wits' ends when he has apparently decided, after the salesman has done everything in his power, that he does not care to buy at that time. That is the time

for the salesman to make his smile the brightest and his voice most cheerful, and dismiss the customers with his blessing, as it were, and an invitation to come in again. You may count upon it, the customer will accept that invitation.

And, as an illustration of the fact that this sort of service does not mean that rapid-fire salesmanship is not available when it is in order, an instance might be cited of rather the opposite sort. A traveling man who had just ten minutes to catch his train came in the other day, on the jump. Alloting five minutes for his trip to the station, he told the salesman who met him that he would buy a suit if it could be done in five minutes. And five minutes later, perfectly fitted—fortunately he was of a good average 37 build—and with all tags and markers clipped off he jumped on a car headed for the station. Of course, this meant an exact knowledge of the stock, as well as a fairly good stock at the outset; but it also meant quick work, quick intelligence, and a readiness to use both at the command of the customer. And these things, after all, are in the same general category as the qualities which bring back the customer who did not buy the first time.

Difference Between America and Germany.

Herman Sielcken, the copper king, thus describes the difference between tariff making in Germany and this country:

"In Germany they invite the biggest merchants to discuss a tariff, as guests of the government. They go to the best hotels. They are treated like gentlemen; their advice is wanted. When they are through, each gets 100 marks per day.

"What do they do here? They are full of theories. When they get a man who knows, and he tries to tell them, they say, 'Cut that short.' They have said it to me, 'Cut it short.' On the day I was sailing for Europe they sent for me to come to Washington. They wanted testimony in favor of ship subsidies. They talked of a boat like the Lusitania, to run from New York to South America, and I told them they were crazy. She wouldn't last three months, with the biggest subsidy they could give her. Then they were mad, and so was I, and I said, 'You have had me here three hours, and have not asked me a sensible question.' Our Government makes a tariff out of theories. Huh!"

Mr. Sielcken was asked: "They haven't had you down to Washington this time?"

"They do not want me. I would tell them the kind of tariff it is. I would say, 'There is a tariff for revenue, a tariff for protection, and a tariff for politics. That is all the kinds of tariff you have got. Now what kind is this? It isn't a tariff for revenue; it reduces revenue. It isn't a tariff for protection, because you disavow that. There is only one other kind then. It is a political tariff, for the benefit of the masses, to be paid by the classes.'

Unfair Attacks on Retailers.

A month or so ago one of the largest magazines in the country published a most bitter attack on the retailers; not only was the attack wholly unjustified, but it was not founded on facts and any one who knows anything about distribution would have laughed it to scorn.

In the issue of the magazine in which this attack appeared, scores of manufacturers advertised their products. Much of the merchandise they advertised could be sold only over the counters of retail stores so that the editorial columns of the magazine found themselves in a most peculiar position since they attacked the very people who were making their magazine possible.

In our humble opinion, the magazine editor should have refused this talk or else he should have refused the advertising matter which made up the bulk of its pages.

We are aware that the people who contribute these anti-retail attacks are hardly competent to judge the merits of the case they consider.

In the case of this magazine referred to, the writer was one who knows a great deal about novel writing, and the construction of romances, but he, so far as we know, has no comprehension of the factors that make up our distributive system.

This writer is typical of a great many people who attack the retailer simply because such attacks give them an opportunity of using epigrammatic English. They imitate the Irish-

man at the Donnybrook Fair who rapped the people over the head simply because it created excitement.

Another type of middleman eliminator is usually a publisher whose magazine is based upon the advertising appropriations of direct-to-consumer advertisers. This man is consistent, but it won't pay people to believe everything he says, since his interests are so decidedly on the side of the men who are the chief competitors of the retailer.

FOR SALE

Store at LeRoy, Mich.

Stock: Dry Goods. Groceries. Shoes. House Furnishing Goods. Furniture. Dishes.

Frame Building 2 story. 50 x 75. cellar 50 x 75.

GODFREY GUNDRUM.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

Ha-Ka-Rac

The Line You Will Want to See Before You Buy



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

The Perry Glove and Mitten Co.
PERRY, MICH.

THE RETAIL MERCHANT.

He Is the Basic Factor in Our Civilization.

There is possibly no other one class so much in the public eye as the retail merchant. Every town and community has him, always has had him and possibly always will have him. In many respects he is the most common person to be found. Usually when a stranger comes to town and wants information of any kind, he seeks the retail merchant; any one wanting the credit standing of any one in the town or country they seek the retail merchant. The average up-to-date retail merchant, perhaps, knows more about more people in a town or community than does any other individual. This fact is so thoroughly appreciated that even the mail order concerns that are doing business in direct competition with him often write, of course under an assumed name, and ask the credit standing, honesty, integrity, etc., of a person in his community, because they appreciate the fact that the retail merchant, as a rule, is in a position to know more about these things, is in position to give more intelligent advice than any one else.

The history of the average community cannot be written fully and truthfully without giving the retail merchant a very prominent place in its development.

Retail Merchant the Basic Factor.

Indeed, the retail merchant has been a wonderful factor in the development of our present day civilization. Go where you will and study the history of the prosperous town. Dig back to the beginning of the development of that town and you will invariably find that the seed was planted by some man who came upon the scene to serve the wants of the people in that section, that has since grown to be a town, and he came in the capacity of a retail merchant. The retail merchant has been the pioneer in the town, community and country building to a much greater extent than he is popularly given credit for.

Not only has the retail merchant been the pioneer and shouldered much of the burden of establishing community centers, but he to-day is one of the most loyal supporters of the town and country. When a public improvement is proposed he is usually called upon first of all to add his support and influence. Worthy causes always find him at the head of the list. The needy and suffering humanity in a community usually turns to him first of all. Study the lists of petitions of various kinds and in the majority of cases you will find the retail merchant's name at the head of the list.

Now, in speaking of the retail merchant in this light, I am speaking of him as a great class, not as the retail hardware man. I understand there are exceptions to this rule, but possibly fewer exceptions among the retail merchant than any other class. Most of the retail merchants are of the progressive type, and this is large-

ly true because of natural conditions. The place of the modern retail merchant cannot be filled by the man who is little, narrow minded and bigoted. The retail merchant occupies an important place in his town or community. His mission of supplying the necessities and luxuries of life demanded by the people about him is a high and noble calling and to truly fulfill that mission he must be a big, broad-minded man, fully awake to his opportunities and to his responsibilities.

Working Under Disadvantages.

But I want to notice some of the disadvantages under which he is working. Notwithstanding the fact that the retail merchant is a power and a necessity in every town and community, a great many of the people look upon him with a degree of suspicion. The average individual, the honest, hard-working man, who pays his honest debts and tries to save little, looks upon the merchant as a kind of a parasite upon society. The great mail order houses have in the last fifteen or twenty years spent millions of dollars instilling this idea into the minds of people and you all know how well they have succeeded.

This idea has got to be met in different ways. I think one of the best ways of meeting this is through our commercial clubs. We are trying this to some extent; it is our object to get every man in our trade territory to join our club, if there is some public work in the country that needs to be done we help them do it. If there is something in town we ask them to help us. We have banquets and ask them to join us; if they have picnics we join them. Our idea is to get better acquainted with them, and have them get better acquainted with us, and as far as we have tried this plan we are well satisfied with the results.

The Price Question.

The greatest question that confronts us to-day is that of price. Between 80 and 90 per cent. of the output of the factories is bought by the retail merchants, but the people who are buying the 10 and 20 per cent. are buying at lower price than we are paying for the same items and in some cases the difference is so great they are able to sell their goods at the price we have to pay for them, and under these conditions it will be impossible for us to continue in business. One of the causes of this is that some of us are trying to operate our business on too small capital, compelling the jobber or factory to carry our stock, and we all understand that a long-time customer does not get the best price. There is only 40 per cent. of the retail merchants in the United States who take their cash discount, when we should all take the discount if we hope to get the price.

If we haven't sufficient capital we should increase our capital or make arrangements with our local banks to loan us sufficient money to take our cash discount. Some of us are too afraid of insisting on our local banks doing for us what they should. They

are as dependent on us as we are on them, and if you are worthy of credit and will put it up to your bank strong enough that you want money to discount you get it, and your banker will think more of you as a man and as a merchant. Taking the cash discount is not all that is needed; we have got to be better buyers. It is said that farmers are better buyers than we, and in many cases this is true. We must be posted and demand that our dollars buy as much as the other fellow's dollar.

The man who stays in the retail business and succeeds in the future will be the big man—the man who is a student of human nature, and the man who knows how to sell goods, and sell them right. It will be the man who knows how to cope with the traveling salesman, jobber and manufacturers.

Summed up, the man who stays in the retail business in the future has got to be a real man. He must be a business man; he must be a man who realizes that it is not a question of manual labor, but a question of business judgment and of good common sense. S. T. Harrison.

Reasons for Planting Trees.

Written for the Tradesman.

Arbor Day will soon be here. Every year finds new recruits to the ranks of those interested in tree-planting. So little of this work compared to the needs and possibilities, is done that it is a pity that so much of the work really done is wasted.

The first thing to do is not to get a tree and set it out, but to learn how to plant a tree so that it will live and thrive. There is plenty of information along this line to be had if people wish for it. However, the main points of successful tree planting can be briefly given.

1. Save all roots possible when taking up trees from original location.
2. Keep roots moist with wet blankets or laid flat on ground with plenty of moist soil on and among them until ready to set.
3. Trim off all or all except three to five branches, leaving only prongs 6 to 10 inches long according to size of tree.
4. Cut off top of tree, leaving it two-thirds to three-fourths original height.

5. Trim all broken roots smoothly with slanting cut from under side of root outward toward the end.

6. Put rich soil in bottom of hole which should be deep enough for tree to be set two to eight inches lower than in original location.

7. Spread the roots flat in every direction and press fine soil closely about them. Pack all way up and leave a depression about the trunk to hold water when rain falls.

8. Soak ground after planting; water frequently or else mulch with straw or leaves sufficiently to hold rains and keep surface of ground from drying out.

If you wish for fuller information send to some nurseryman for instructions or the State or U. S. Government Agricultural Department.

The greatest mistake in tree planting is to leave all the branches and top on, as many do, and trees die because the lessened root stock after being dug up, can not supply as much nourishment as before for a full top. Try just a whip-like plant or a bare pole less than two inches in diameter and see how well it will do.

E. E. Whitney.

He is a wise man who is able to conceal his importance.

IMPORTANT

Retail Grocers



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

Baker's Cocoa and Chocolate

with the trade-mark on the packages.

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

Walter Baker & Co. Limited
DORCHESTER, MASS.

Established 1780

MACAULEY SAID

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

USE THE BELL

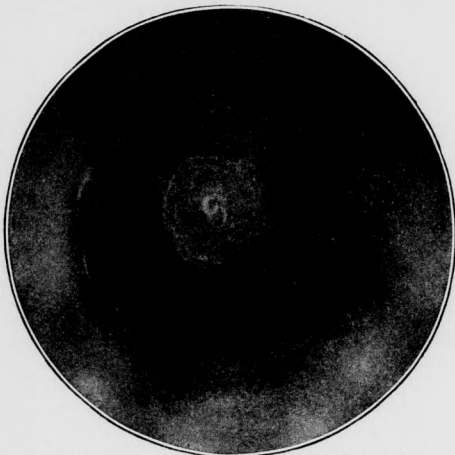
And patronize the service that has done most to abridge distance.

AT ONCE

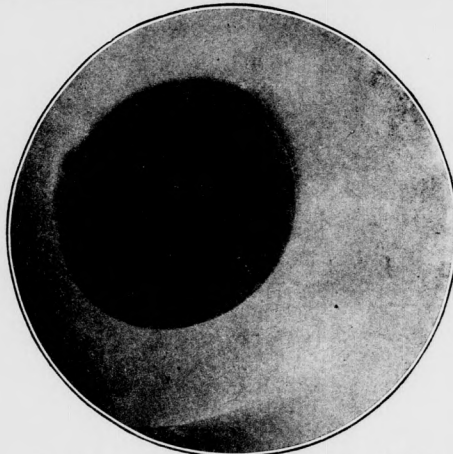
Your personality is miles away.

Every Bell Telephone is a long distance station.

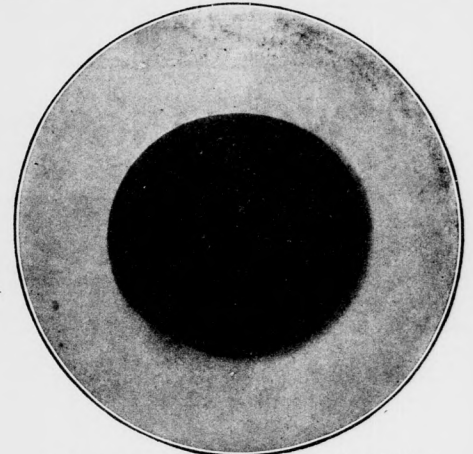




2. Fertile egg after 24 hours of incubation.



3. Infertile egg after 24 hours of incubation.



5. Infertile egg after 36 hours of incubation.



4. Fertile egg after 36 hours of incubation.

Attention, Farmers

PRODUCE INFERTILE EGGS PREVENT LOSS FROM BAD EGGS

The loss to the farmers of the United States from bad methods of producing and handling eggs is estimated at \$45,000,000 annually.

IT IS ALSO ESTIMATED THAT \$15,000,000 OF THIS LOSS IS DUE TO BLOOD RINGS

Every dollar of this loss from blood rings is directly preventable on the farm.

Blood rings are a certain stage of chick development in the egg.

Heat develops the germ until it becomes a blood ring. (See Figures 4, 6 and 8.)

Blood rings often develop in the nest and in an unheated room in the house during the hot summer weather. (See Figures 4, 6 and 8.)

Blood rings can not be produced in the infertile egg.

Blood rings are troublesome only in hot weather.

Infertile eggs are eggs laid by hens that are not allowed to run with a male bird. (See Rule 5, below.)

A study of these pictures should quickly convince one that the infertile egg is the quality egg; therefore, produce it, by removing the male birds from the flock, and realize more money for better eggs. The removal of the male birds has absolutely no influence on the egg production.

RULES

Farmers are urged to adhere strictly to the following rules in handling their poultry and eggs:

1. Keep the nests clean, provide one nest for every four hens.
2. Gather the eggs twice daily.
3. Keep the eggs in a cool, dry room or cellar.
4. Market the eggs at least twice a week.
5. Sell, kill, or confine all male birds as soon as the hatching season is over.

NOTICE

Information on the care of poultry and eggs may be had by writing to the Bureau of Animal Industry, U. S. Department of Agriculture, Washington, D. C.

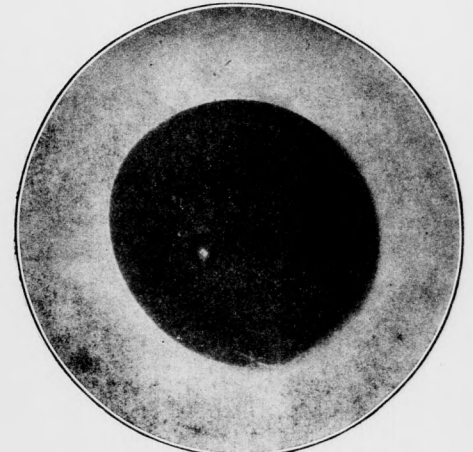
A. D. MELVIN,

Approved: Chief Bureau of Animal Industry.

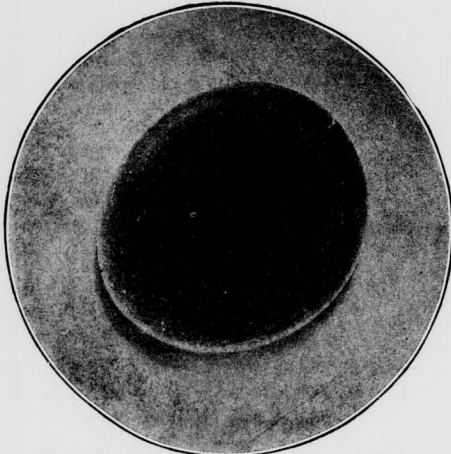
JAMES WILSON, Secretary.

Washington, D. C., July 10, 1912.

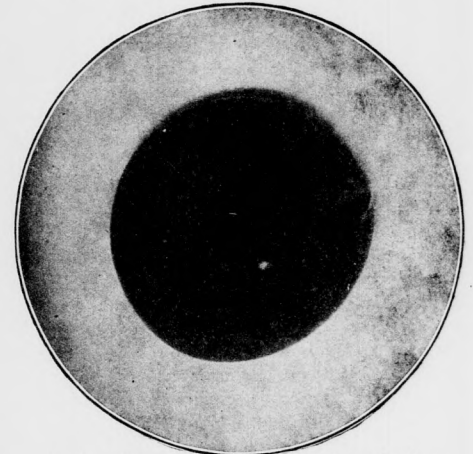
The Tradesman publishes the above for the benefit of those who handle eggs. It will be well to frame it and hang it in the office for the information of egg producers.



7. Infertile egg after 48 hours of incubation.



6. Fertile egg after 48 hours of incubation.



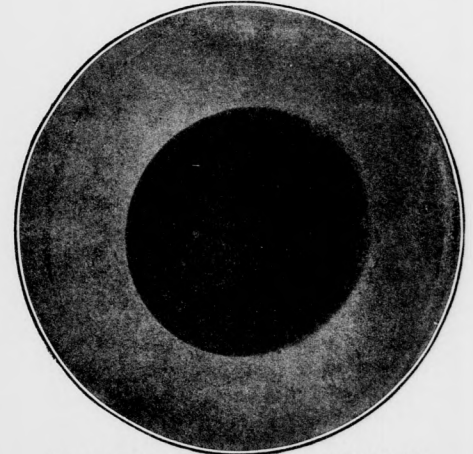
9. Infertile egg after 72 hours of incubation.



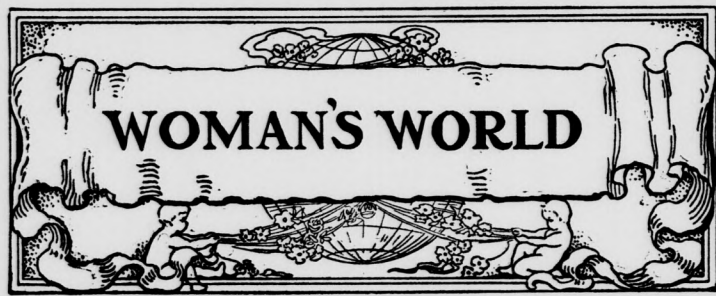
8. Fertile egg after 72 hours of incubation.



10. Fertile egg after 7 days of incubation.



11. Infertile egg after 7 days of incubation.



How to Be Agreeable at Seventy-Five.

Written for the Tradesman.

Not how to be polite and affable in formal social intercourse, as during a call or a brief visit, but how to be constantly agreeable so as to be a welcome member of a household or of a family circle.

We should all honestly prefer never to be seventy-five, or at that age to be no older than we are at thirty-five or forty-five. Each one of us wants to be—sometimes we almost persuade ourselves that we shall be—a solitary exception to the great and changeless law that Time runs surely on and in its passage leaves no one entirely unscathed.

When we bring ourselves to accept the unpleasant fact that if we live our hair will turn white, our eyesight become dim, our step lose its spring, do we hold up before our minds some lonely old man or old woman, morose, ill-tempered unhappy, unloved and unlovable, receiving scant care and attention from sons and daughters and that little rendered as an irksome duty, and wonder whether we ever shall be like that? For even more to be dreaded than the physical infirmities of age are the mental and spiritual unloveliness and even repulsiveness that seem so often almost to be part and parcel of advanced years. Can these last be avoided?

If we desire to retain till we are seventy or eighty the power of being happy ourselves and of being able by our presence to confer happiness upon others, it won't answer to put off preparation for it till old age is upon us. If you want a happy seventy-fifth birthday, begin at twenty-five or even earlier to prepare for it.

Almost all the really good things of life have as their foundation something homely and commonplace. So perhaps it is not surprising that an almost indispensable factor in the making of a happy old age is financial independence. This of course is said viewing things in the light of present conditions and with human nature as it is in nineteen hundred thirteen, not as it is to be hoped it may become in some far-off state of millennial perfection. During middle age many make the mistake of robbing themselves in order to give their children a start; those who have no children of their own may do the same to aid an adopted child or some relative or other young person in whom they have become interested. The calculation always is that the young people will gladly pay it all back if need should come to the older ones, in care if not in money. But

the debt seldom is looked upon as having the binding force of an obligation to an outsider. The younger ones can not conveniently pay in money; the older ones can not bear to press their claim. Not infrequently the only return that is made is a home and support given grudgingly and received with humiliation and pain.

True, there are sons and daughters and their number is not small, who care for aged parents most willingly and tenderly without thought of recompense. But the other state of affairs prevails so often that it is only prudence for middle-aged and elderly persons to hold on to enough in their own name and right, to make themselves comfortable in old age. Your presence may be far more welcome if your circumstances are such that you are free to go at will. It is bitter indeed for an old person to be compelled by necessity to remain under a roof where he or she is no longer wanted.

The foundation of physical health and well-being must be laid in early years.

"Thought I look old, yet I am strong and lusty;

For in my youth I never did apply Hot and rebellious liquors in my blood;

Therefore my age is as a lusty winter, Frosty, but kindly," says Shakespeare.

Temperance in eating as well as in drinking, moderation in work and in pleasures, obedience to the great laws of health, which fortunately are few and plain and simple—these are absolutely essential in making age "frosty but kindly." The determination to retain youthfulness and vigor up to at least the seventy mark—not to be shelved at fifty and begin to lapse into a pitiable dotage at sixty or sixty-five—this determination is both commendable and helpful.

A sufficient accumulation of good stocks and bonds and income property, the health that comes from right living, the mental resolution that will stave off decrepitude as long as possible—necessary as these are, they are not all that is requisite. Certain qualities of the mind and heart must be diligently cultivated.

Chief among these should be placed toleration, for there is a certain kind of intolerance to which age is especially prone and which is especially irritating and exasperating to youth. From the kindest of motives parents are wont to urge their views and opinions upon their grown-up children, whom they are afraid to see trusting to their own judgment lest loss or calamity befall. The younger

ones are impatient and restive under admonition and direction. We see this condition of things even after the children have attained to middle age, and just this is the rock for which harmony between parents and children often splits.

Boys and girls before they are out of their teens frequently insist on taking their own heads for things. A loving father was pleading with his only son: "Take my advice, and don't leave school because you are offered a job with a few dollars a week in it. Go on and complete your education. Remember I've had experience."

"Father, I want experience too!" came the prompt rejoinder.

I know a man who is always lamenting that his children can't begin right where he leaves off. "Then there could be some evolution—some progress," he declares. "But as it is, they have to go over just the same ground I have gone over; the chances are they will get no further than I have done."

This has in it some measure of truth, which, unwelcome as it is, must be accepted. Knowledge and wisdom and experience may be classed as almost non-negotiable assets—each individual must gather for himself, nor can you pass on to another any considerable portion of your store.

Cultivate a willingness freely to allow those who are succeeding you to live their own lives and work out their own problems in their own way. They will make some blunders—you made some. If often it seems to you that everything is going to the dogs, remember that about fifty years ago your grandfather held just this view, and that in another fifty years your grandchildren are likely to come into a similar opinion.

Cultivate adaptability. Times change and manners, practices, fashions. "When in Rome do as the Romans do," insofar as it relates to the minor customs of life, has in it much of wisdom, and applies to the transition of the years as well as to changes in locality. If you should live in 1940 be ready to do somewhat as other people do at that time.

The study of history, travel, which should include observation of the people in the places visited—whatever broadens the mind and gives a wider and more sympathetic knowledge of humanity—are aids in making one able to adapt oneself comfortably to changed conditions and circumstances.

As time goes by, don't accumulate a lot of entirely useless and unne-

cessary whims and peculiarities that as they grow to full size may make it all but impossible for anyone to live with you or even to associate with you.

We all want to stay in the harness as long as we can. If it is our work in life to keep house, then we should prefer to have our own roof-tree to the end; if we keep store, we should like to stay in business till we shuffle off this mortal coil. This is natural and right so long as practicable; but be sure to have some resources of occupation and amusement to fall back upon when the active pursuit of the customary vocation must be curtailed or abandoned. Books should be the gay companions of idle hours. To be a good player of a good game or two, to have some hobbies like raising flowers or learning the names and habits of birds—these aid in diverting one's attention from oneself and in keeping the nature sane and wholesome.

Keep up old friendships and form new ones. Keep sweet and sunny. In spite of all treacherous and betrayals, keep faith in human nature. In spite of all losses and calamities keep faith also in that other Nature which is back of and above and beyond human nature, Whom we know by various names and regarding Whom we have varying beliefs, trust in Whom is the greatest comfort and solace in sorrow and adversity.

These things are more easily said than done, for the lessons of life seem to become harder as we get toward the back of the book, and it requires a stouter heart to be brave at sixty or seventy or eighty than at forty—a larger optimism to be cheerful, a deeper piety to hold an abiding faith. But when we see a really fine example of a gracious, agreeable, hopeful old gentleman or lady, whom the years have only mellowed and ripened and not embittered, does it not seem worth while to make the effort? Quillo.

Fact Worth Knowing.

Mail matter placed in any receptacle which is not located under government seal is not legally in the United States mail by a ruling in the United States District Court. Therefore, articles may be taken from receptacles installed under or beside mail boxes without danger of prosecution under the postal laws. The decision was rendered in the case of G. H. Keith, who was arrested when a number of packages, stolen from a basket under a mail box in an office building, were found in his office.

Like the Rock of Gibraltar

Is the service of the Citizens Telephone Co. and the security of its stock. The marvelous growth of its business requires constant additions to its capital. The stock of this company has one of the best records of any industrial security in Michigan. Regular quarterly 2 per cent. dividends paid without deviation or delay for six-teen consecutive years.

CITIZENS TELEPHONE CO., Grand Rapids

STORE DYNAMO.

Pulling Power of Five and Ten Cent Department.

Written for the Tradesman.

Merchants who regard August as a dull month will be puzzled to know how a retailer in a town of 2,000 could sell on August 3, 1912, \$500 worth of goods from a department not usually considered a major department.

They may wonder what department could show sales record like this during the hot-time of the year. They will be still more amazed when they learn that the town where this startling sale occurred was just ten miles from a city of 300,000 people.

The retailer used no hocus-pocus. He gave nothing away; all the goods he sold brought him a fair profit. He simply told people, through the medium of a moderate-sized handbill, that he had the goods for sale.

The merchandise did the rest. When we tell you that not an item was priced higher than a quarter, you'll begin to get a glimmer of light and realize that the power behind the sale was 5, 10 and 25 cent goods.

This merchandise, which sells well in good times, sells better in hard times, and that's why \$500 worth of goods could be sold from this single department during the working hours of a hot August day.

A department of 5, 10 and 25 cent goods appeals to every class of people—not only to the 60 per cent. of our population whose incomes don't exceed \$75 a month, but also to the high-priced trade. If you think cut-price bargains are bought only by the people who have nothing but nickels, dimes and quarters to spend, your retail experience has been sadly limited. Because bargains appeal to everybody, naturally low-priced goods, such as are found in the variety lines, attract poor and rich as well.

Of all the goods retailers sell, none are so far from being a price cutter's foot-ball as 5, 10 and 25 cent goods. The lines are not standardized; the goods are made by a thousand makers, and there never need be the sort of cut-throat competition that piece-goods and sugar, for example, suffer from.

Constant refinement in the manufacture of these goods has succeeded in drawing 15 cent items down to the 10 cent class, 30 and 40 cent merchandise down to a quarter and so on. All this results in a condition which causes nickels, dimes and quarters to buy more merchandise per penny expended than any larger coins made. Because of this fact, 5, 10 and 25 cent goods are a mighty fine argument to use in contradicting the high-cost-of-living crank. Installed in the store of a merchant who has been a target of the middleman-eliminator, those goods will create an atmosphere of good-value which will extend to all lines and thus rehabilitate the retailer in the eyes of his trade.

To prove this last statement, consider the success of the retail mail order houses. Their catalogues and magazine advertisements are sprinkled

with goods quoted at prices so low they cause the consumer to say, "What remarkable values," and immediately to jump at the conclusion that all goods shown by these establishments are equally low-priced.

In the case of your 5, 10 and 25 cent department, people associate the values it gives with all the goods you carry and your whole line benefits.

One of the reasons 5, 10 and 25 cent goods are so popular—with retailers who sell them—is the fact that their low prices don't keep them from returning a most satisfactory profit.

In other words, they advertise as forcibly as cut prices and pay a profit in the bargain.

Any merchant who saw the 1912 financial statement issued by the Woolworth Company will have no difficulty in believing in the profit-making ability of these goods.

In reality, a general merchant or a grocer will find them, as hundreds already have, to be advertisements that are self-supporting.

In the case of the man who sold \$500 worth of 5, 10 and 25 cent goods in a single day, it would be foolish to say that no other departments benefited. On the contrary, practically every department in his store did a good business on that hot August day, but it is very certain that this result would not have been obtained without the pull which the popular-priced goods exerted.

What is the chief secret of their power. They do the hardest part of the advertising—pull the people to the store—and, once inside, the merchandise does the rest.

The addition of 5, 10 and 25 cent goods to the stock of a grocery or general store causes no upheaval. In fact, no change occurs at all when they're intalled. They are simply the low-priced "cousins" of the goods which the grocer and general merchant already has in stock, so that their coming merely is an increase in the breath of your stock's appeal. In increasing your variety you multiply the buying power of each customer—you make two customers where there was only one before. We say that the addition of 5, 10 and 25 cent goods means merely the coming of the popular-priced "cousins" of the goods you already handle.

Here are a few of the lines usually found in a grocery department of 5, 10 and 25 cent goods:

Tin and enameled ware;
Woodenware and wash-day goods;
Glassware, crockery, lamps;
Kitchen hardware and cutlery.

Now, Mr. Grocer, you answer a few questions: Who can more easily handle stew-pans, fry-pans, sauce-pans, cake-pans and so on? The syndicate store or the man who sells the food-stuffs which are prepared in these utensils?

Did you ever think how easy it would be for your clerks to suggest cake-pans, after a customer had purchased a sack of flour? Who is better adapted to sell lamps and lamp goods than the retailer whose stock includes the oils that make the light?

And to Mr. General Merchant, we could put the same questions, adding to his list the names of dry goods specialties, toys, notions and the like.

Five, 10 and 25 cent goods are the most attractive "bait" a merchant ever placed in his store, and the best thing about them is the fact that they not only pay a profit on their own sales, but stimulate every other line with which they are associated. They create and develop a healthy circulation of sales that extends to every department of merchandise associated with them.

Someone has said that 5, 10 and 25 cent goods are self-sellers. They are, and this fact adds just so much to the profit they pay. The reasons for this can be easily seen.

In the first place they bear prices which cause no hesitation in the buyer. A purchaser doesn't need a long winded sales argument to convince him or her of desirability of spending a nickel, a dime or a quarter. It is only the large amounts that require persuasive and expensive salesmanship. In the second place, a price ticket gives all the information necessary about this kind of merchandise. Stick a price ticket over these goods and they speak for themselves. Clerks may be dispensed with. In considering this advantage, the retailer should not forget that the majority of shoppers prefer to browse around alone and that the approach of a clerk frequently means, "Buy now or get out."

The installation of a department

of 5, 10 and 25 cent goods, therefore, doesn't involve an additional clerk to care for them. Instead, it keeps clerk hire down while making it easier for your customers to buy.

Now how and where should such a department be placed?

In considering this it will pay retailers to remember that a table or department of 5, 10 and 25 cent goods features a greater variety in smaller space than any assortment of goods that has yet been conceived. Frequently a single table eight feet long and three feet wide displays on its efficiently placed shelves as many as fifty-seven different variety of merchandise. It is, therefore, a department store in miniature; it caters to the buy-everything-in-one-place tendency; it doubles your variety and takes but a fraction away from your available floor space; it takes for the quick turn and provides you with an assortment of goods that sell at sight.

Since this talk aims to be somewhat comprehensive we shall cover the cost of such a department.

First, let us say that nothing a merchant can invest in will give as big a turn for his money. In other words, a department of 5, 10 and 25 cent goods costs less and does more than any similar assortment a retailer can buy.

Of course, a larger investment will increase the variety, but it is safe to say that a comprehensive department, such as a general merchant would wish to install as an adjunct to his stock, would not cost more than \$250 or \$300. Anderson Pace.

Most Useful Invention of the Age



You can candle 36 eggs a minute. Does this appeal to you? When you receive eggs from your customers, test the eggs before them. If any are bad they would not ask you to pay for bad eggs when they see the bad eggs with their own eyes. Your saving by using our Rapid Tester on this one item alone, would pay for the Tester many times over. The saving of time reduces your expenses. Compare the work of our Rapid Tester with any known device for candling eggs.

Send us your check for \$5.50 and we will ship the Rapid Egg Tester to you by express. Use the Tester ten days and if, for any reason

whatever, you are not satisfied with it, return it to us at our expense and we will immediately refund your money.

Mr. Merchant, you cannot afford to be without the Rapid Egg Tester. The cost is small. It is a great time saver. Merchants, test your eggs before your customers. Just place the Tester on a small table or counter in your store. No dark room or cellar necessary. Can be used wherever electricity is available. The Tester will be sent you complete in every way and ready for immediate use. In ordering the Tester, be sure and specify the voltage used by your local electric light company.

Sample Tester in actual operation at the office of the Tradesman.

RAPID EGG TESTER CO. Saginaw, Michigan

VOCATIONAL EDUCATION.

Problem of Preparing Young Men for Business Careers

The commercial world is manifesting at the present time an unusual interest in the problem of education for a business. Quite naturally, education for business must take account of two things. One of these is business, the other is education. If I cannot instruct you on the subject of business, which I certainly shall not undertake to do, it is possible that I may have something to say on the subject of education, in which I have had more or less experience.

Indeed, almost every modern educational development involves two or more elements, and it is well nigh impossible for any one man to be equally well informed regarding all sides of the question. It is the part of wisdom for the specialists on the different sides to get together and see how well they can fit together their divers modes of thought and experience. That is what creative educational activity must accomplish in the present day. It must bring together the occupation in life which has some educational need and the theory of education which is to be applied to some occupation in life. Out of the combination is to come not only a better practice of the occupation, but also a better education of the men who practice it.

I should like to say a few words about the modern movement which is giving us a general scheme of vocational education. We hear of new schools for this occupation and that occupation in life. The most of these schools are interesting enough in themselves, but do you realize the fact that they represent a much more general movement? School used to concern itself with only one or two sides of human life—with its literary and spiritual side—with its public and its moral side. But times have changed, and now almost every side of our life is going to school. The change is one of the most characteristic features of modern civilization. Policemen are training for their business in a school, aviators and chauffeurs are training in schools, farmers go to schools of agriculture, cooks and tailors and barbers, as well as lawyers and physicians, follow the same course. There are schools of peace and schools of war, and schools of diplomacy that lie between the two. There are schools to educate women for home life, and schools to educate them away from home life. There are schools for teachers, and schools for the teachers of teachers, and I believe one or two schools for the teachers of teachers of teachers.

The newer movement in commercial education is highly interesting in itself, but it is much more interesting as part of this rising tide which is sweeping the dilettante, the irresponsible empiricist, and the jack-of-all-trades into the far corners of our society. I should like to know what this movement really means. I do not believe we fully understand it even yet. It results in part, I have no doubt, from the more concentrated

competition of modern life. Our improved methods of transportation and of communication have undoubtedly given to competition a character unknown in early times. It results perhaps as much from the spread of modern science. We have come to believe that there is no phase nor fragment of human occupation and interest which does not have its scientific co-efficient. Mathew Arnold said: Whatever is worth doing is worth thinking about. We add to this: Whatever is worth doing has something in it that men can learn about.

I might go further and say that this condition results from a higher standard as regards all human performance. I would say it, too, but for the simple fact that it isn't so. We have higher standards in many directions but not in all directions. Our art standards have not kept pace with our science standards. In the practice of many of the arts and many of the trades, there was a higher demand for perfection of product generations ago than there is to-day. There is something to be said about this further on.

Every kind of trade education and every kind of professional education has had to face the objection that that particular occupation cannot be taught in school. Medicine had to meet that objection two or three generations ago, and the laws requiring thorough medical education have been forced against intense opposition every step of the way. Legal education has gone much the same course. Even within the past generation there have been lawyers who argued that the only good training for practice was in a lawyer's office. The profession of divinity went through the same discussion from beginning to end in the eighteenth century, and I can't say how many times before and since. You know how it is in the domain of agriculture. The school-trained farmer has been a laughing stock until the past ten or fifteen years, that is until a goodly number of them have grown rich by making superior yield of corn and cotton and dairy products. You might go all up and down the list and find the same history everywhere, but the net result has been what I have said before. In spite of all their failures, the schools of one vocation after another have made their way, until, all together, they now represent the modern spirit and the modern manner of life.

Commercial education has to meet only half-way successful even yet, the same run of objections. It is meeting them, in fact, to-day. It is but it is half-way successful already, and that is a very different way of saying the same thing. It is at least half-way successful already in a number of important schools, and it requires no seventh son of a prophet to predict that the subjects of banking, transportation, industrial organization and insurance, with many other subjects related to these, will be as surely subjects for professional training in professional schools as are medicine, law and engineering to-day, and this outcome, when it is fully

achieved, will be as much a gain for education as it is a gain for our commercial and industrial life.

What is the system that such vocational training in schools is going to supplant? Men learned their trade in some way or other before there were schools and colleges. They would learn their trade to-day, whatever it may be, if there were no schools and colleges. What is the difference, then? Let us look into that question a little, for I think we can learn something from it.

The answer to the question is simple enough. The old system was a system of apprenticeship. The new system is a system of organized teaching. One works by the application of general principles.

There can be no doubt that the old system had its great achievements, and out of it came some of the ablest practitioners that the world has ever seen. I do not for a moment believe that the vocational training of the future is going to be as simply scientific, as opposed to the practice of an apprentice under the eye of a real master. The great new thing in the vocational training of the world is not going to be the substitution of scientific schooling for individual apprenticeship. It is going to be, instead, the skillful joining of those two together. Here is one of the finest and hardest problems of our modern education. Even our great and successful schools of the professions have not altogether solved this problem even yet. The best of these schools, however, have given up expecting that mere class room lectures will prepare the successful practitioner, and they are even now studying with utmost care the question as to ways in which the professional student may be initiated into the practice of the art which is to be his work in life. The more scientific any profession becomes, the more the scholastic side of training for the profession must be emphasized, but every work in life is an art as well as a form of knowledge. Even the profession of medicine, the scientific aspects of which have been most fully developed, must pay particular attention in these days to the clinical side of its courses of instruction, and to the training of young graduates as internes in various hospitals. Engineering education is dealing with the same problem in another form.

So commercial education will undoubtedly find its best development in combinations of scientific teaching and carefully supervised practice, such as we have been unable to realize as yet, but such as we can forecast in the light of educational experience.

It amounts to this, that after the analogy of schools of medicine, our higher schools of commerce will have to provide their clinical and laboratory facilities and their graduate courses of introduction to business practice.

We must expect that the scientific side of business, as well as the scientific side of other occupations, will grow relatively larger as the sciences of economic relationships advance.

More and more instruction must be organized with a view to an understanding of the processes of business in their relation not only to a whole world of business, but also to a whole world of ideas and of organized knowledge. But this scientific knowledge of business is not to be a thing apart but most intimately dovetailed into practice. There have been great men of business who were at the same time great teachers and have trained up younger men to follow them and utilize their systems in the administration of affairs. There are such men—a goodly number of them—in this city to-day. It will be a part of the problem of the commercial education of the future to utilize this extraordinary teaching ability that is already present in the business world and to project the training of the schools into intimate relationships with such teaching.

The schools, on the other hand, by their very emphasis upon the scientific aspects of business will help in the everlasting process of clearing the moral atmosphere of the business world, for men cannot associate with scientific pursuits without becoming more or less imbued with the scientific spirit of truth and sheer, un-mixed honesty. The forces that are making so powerfully for the moral uplift in the business world itself will undoubtedly be reinforced by every arrangement which furthers the scientific study of the problems of the business world.

Elmer Ellsworth Brown.

High Cost of Living.

The mechanic of to-day has a house with a bathroom, a heater in the cellar and a coal range burning anthracite at \$7 a ton; his father never dreamed of such luxury. The average man and family are better fed, better housed and better clothed than their forebears. They spend more and they make more, and the high returns which they exact for their labor contribute to the high cost of practically everything used and bought by others. They also pay, directly and indirectly, more taxes than their progenitors did; they must meet a demand at every turn.

The world is literally swarming with food inspectors and other investigators and guardians, local, state and Federal. Who pays for the boards of health and their activities; who sustains the institutions caring for the tuberculous; who bears the cost of railroad safety appliances and pays the bill for the grocer's telephone and for medical inspection in the public schools? The average citizen pays his share for all these modern improvements and countless others, tangible and intangible, and he wants more of them. When he gets the new ones he will pay for them, too. There is no escape. The place for cheap living is the South Sea Islands, where modern efficiency has not intruded.—Philadelphia Public Ledger.

If there is a man in the world who knows exactly how to manage a woman, he is also wise enough not to give away his secret.

A Thousand-Barrel Mill For You

That's what we have—a thousand-barrel mill running for your benefit.

Yes, certainly, it was primarily erected as a business venture for profit and that is what it is yet, but in order to make it profitable we have to please *YOU*.

Therefore we are running it to please you.

We make the kind of flour we know you like. The price is regulated by the cost of wheat. We figure very close.

We wash the wheat, buy machinery, sew the sacks, test the quality and keep continually hustling to put

LILY WHITE

“The Flour the Best Cooks Use”

on the market in such shape and under such conditions that you will keep buying it.

And you consumers are co-operating with each other when you buy Lily White. You are running a thousand-barrel mill and thus getting better flour for the money than if you were operating a small mill.

You get the best millers, the most modern machinery, the most economical organization. the most obliging dealers in this way.

It is a wise policy.

VALLEY CITY MILLING CO.
GRAND RAPIDS, MICH.



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

Warm Weather Opportunitis for Hardwaremen.

Written for the Tradesman.

The approach of warm weather spells new opportunities for the hardware dealer. For these he must be well prepared beforehand.

The first sign of spring marks the call of the back garden. Be it never so small the back garden requires proper tools. Spades, rakes, hoes, trowels and the like all find a good market at this season, and to this end they should be prominently displayed. Seeds, too, are in demand. But these everyday gardening lines represent only a part of the garden possibilities. In a very short time the sound of the lawn mower will break forth on the air. Then, a pair of grass clippers will be needed to trim the edges of the lawn. Garden furniture, rustic chairs, hammocks, and the various covered swings, all represent possibilities which have not been pushed actively enough.

Have you a mailing list? Have you circularized your mailing list on the subject of spring gardening? If you haven't, it might pay to devise a catchy little circular letter. A word or two about growing your own vegetables and cutting the cost of living; about the convenience of replacing that old, broken-toothed rake with a new one (only a quarter); about the need of having that lawn mower sharpened and overhauled and adding a pair of clippers to the lawn equipment; and then a little bit on the beauties and comforts of a properly furnished back yard, with some nice rustic chairs and other appurtenances? Simultaneously, a display along these same lines should produce good results. And don't forget the garden hose, the croquet set, and other incidentals.

While the benefits of actual, physical "fly-swatting" are a matter of dispute, the anti-fly campaign is now in order. Here is a chance to boom the sale of window screens and screen doors. Bear in mind that the screen with only a small break is worse than no screen at all—and mention that in case the customer has any old screens that ought to be replaced. The earlier these lines are pushed, the better will be the results. A good "Swat the Fly" display is pretty nearly timely. Little "swatters" (made of screening and a stick) find a ready sale, or did last year. A handy man

in your store can turn them out in his spare time.

Then house-cleaning stuff of various sorts is still timely—carpet beaters and furniture polish, and metal polish, and the like.

The real hot weather stuff will be due in a very short time. It is well to display and push it a little in advance of the demand. The dealer who wishes to reap the largest and surest profits must look ahead and anticipate and plan for the future.

Every little spurt of warm weather will set people buying warm weather accessories; if you are already pushing them to some extent, and exclusively, this trade will in most cases come to you.

Hammocks will soon be in order. Other veranda supplies include rustic chairs, mats, iron flower stands and swings. Many hardwaremen overlook these lines; which will, however, repay pushing.

The ice and ice-cream season is pretty close upon us. The selling season for refrigerators is short and sharp, and the campaign, once it opens, must be actively pushed. The enterprising dealer will plan ahead of time. In connection with refrigerators, smaller and less expensive lines such as ice carriers, lemon squeezers, ice choppers and ice-cream freezers can be pushed to advantage. Though the fact may be almost incredible to the uninitiated, there are plenty of people who carry ice in their hands or wrap it in rags when a pair of cheap tongs would meet the situation far more effectively.

The trouble is, that lines such as these won't as a rule sell themselves. They must be pushed. Customers don't ask for them off their own bat; they must have these articles called to their attention before they will buy. In specialties of this sort, the pushfulness of the dealer, and his acquaintance with the possibilities of his particular clientele, usually make all the difference between success and failure. William Edward Park.

The Stove Manufacturer's Opportunity.

The stove manufacturer has a great opportunity to demonstrate his ability and desire to keep to the front, by entering the field in competition with the manufacturer of the "fireless cooker." The cooking utensil is rapidly taking hold of the people and giving them an economical article as well as a high class of cooked food. It is evident this cooker, even though far from being what it should and could be, is what the people need and

desire. They have learned that the present construction and material of the cast-iron range is not economical in fuel and heat, and is pronounced by scientific authority to be an absurdity. Therefore it does appear as if the stove manufacturer, with his practical experience in stove making, should be the legitimate maker of this new article.

As it is now generally constructed, it is often made of wood, and in the shape of a trunk having wells, into which are put the dishes to be cooked. This construction is by no means up to the needs of the kitchen, neither does it provide hot water, which is always necessary. It depends on the coal and gas range or other arrangement to heat its disks of iron or soapstone, or to bring to a boil

the food before putting within the cooker, all of which is inconvenient, a waste of time, and by no means economical. The merit of this construction of cooker is that after all this work is performed then the cooker does its parts. The ordinary or even the large modern kitchen is not adapted to three or two cooking arrangements. There are some cookers with gas-burners within the cooker, but they are not constructed on lines of economy and are expensive. The up-to-date cooker must be a combination gas and fireless cooker, depending in no way on other arrangements to aid it. It should supply hot water and opportunity for the use of the wash-boiler. It should be so constructed that the cooking utensils now in general use can be used. It

SEASONABLE GOODS

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

Grand Rapids, Mich.

should be made with doors to each oven and the top should be made to receive the usual hood with its various dishes within and not made as now to lift off and on like a lid or bell. This is inconvenient. It should and can be improved.

There is room for improvement in gas burners. Much that is in use in the cast-iron and gas range in the way of shelves, etc, should be on the cooker. There are a number of people who would prefer the gas range without the entire fireless arrangement, and here the stove manufacturer has an opportunity to improve. There is opportunity to retain its heat for long after the gas is shut off and to be decidedly more economical than now constructed.

Let it be known that the day of the cast-iron range is nearing its end. It is too far behind the needs of the people to continue in general use. As the fireless cooker becomes better known and improved the demand for the cast-iron range will be less. It would be well for the stove manufacturer to consider this. It should be remembered that the up-to-date combination gas and fireless cooker needs but few patterns and so small is the expense it is hardly worth noticing. This load and expense need not worry him as does the cost of getting up patterns for the cast-iron stove which are usually a repetition of what has been made many times before.

In drawing the attention of the stove trade to this subject I would say that I do so as a practical experienced designer of stoves. The thoughts expressed are not theoretical, but practical, and everything I have said about the construction of the up-to-date combination cooker can be practically carried out.—Alexander Wemyss in American Artisan.

Organization a Common-Sense Business Proposition.

Even at the risk of being accused of repetition we cannot forego making some further remarks upon the epidemic organization which is raging throughout the entire United States. There have always been more or less associations of men for various purposes, business or civic, but never was there such a universal inclination toward co-operation. Back of all this there must be some reason, for such movements do not spring into existence and continue to grow unless there is a real cause. There have been associations of manufacturers, associations of wholesalers and associations of less number and strength of retailers. They have all had their purposes and have all made accomplishment when properly conducted. Even those, however, which held together with the greatest tenacity did not have the fire, enthusiasm and spirit among their members that are prevalent to-day. It must be because never before did there exist the same circumstances as those with which the business man must now contend. He is growing to feel more and more all the time that he is not independent of his brother merchants. Time was when stores were

so widely separated that each one could be conducted in accordance with the necessities of its particular community without regard to what was going on in other places. Education, means of communication and vastly increased population have altered all this. To-day the whole country is more nearly one large family, thinking the same things and wanting the same thing. The get-together spirit has therefore been fostered by the necessity for those whose interests have been similar to unite to protect themselves from the encroachment of others. Consumers have commenced to co-operate, it must be confessed with but a minimum success, but nevertheless they are working along this line. It is therefore more than ever desirable that business men in every city, town or village work in harmony to the greatest benefit of the entire number. There are very many questions to be considered which can best be handled by discussion. The meeting together of all the business men of a community enables them to view each one of these questions from all possible angles. Somebody will have an idea to suggest which will set all the rest thinking, and thus be developed into the proper answer. Organization is no longer a fad, it is a common-sense business proposition and has come to stay. It is good judgment and good business for all towns not yet possessing a business men's organization to form one at once.

Uncle Sam Expels Bankrupts.

The prosecution of Harry and Copel Webber, who up to a year and a half ago ran a shoe store in Lawrence, Mass. under the name of the Webber Shoe Co., and after going into bankruptcy, with assets of about \$300, disappeared from Lawrence and went to Halifax, N. S., was recently terminated by a plea of guilty entered on the part of Harry Webber in the United States District Court in Boston. The father, Copel Webber, did not appear, as his attorney, Guy A. Ham, presented a certificate from physicians in Halifax showing that he was too ill to travel.

The Webbers were extradited from Canada last fall after extended hearings in a case which went to the highest court of record in Canada and established a new precedent in regard to the right of the United States to extradite bankrupts under the Hay-Pauncefote Treaty.

The Court permitted the Webbers to make an arrangement for restitution, which has been accepted by the creditors, and which, if the Webbers pay certain notes which they have signed will eventually pay the creditors 50 cents on the dollar. Half of this amount has already been paid in cash to the creditors. The Webbers have also paid all the expenses of prosecution and attorneys' fees in the matter. Sentence was suspended until such time as the notes for the balance of the money which the Webbers are to pay to their creditors are paid, when the Government will in all probability place the cases against them on file on the agreement of the

Webbers not to enter this country again.

The credit of bringing this matter to a successful termination for the creditors is due to the Legal Department of the Shoe and Leather Mercantile Agency, Inc., in the first instance, which worked several months gathering the evidence and preparing the matter before indictments were secured, and afterwards sent one of its representatives to Halifax to aid in the extradition proceedings. Great credit is also due to William H. Garland, Assistant United States District Attorney for Massachusetts, who took the case up, and who worked the case, which at the start seemed very dubious, up to a successful termination.

It is a good example of what cred-

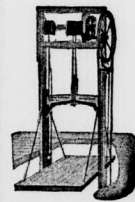
itors working together with a faithful officer of the Government can accomplish to compel bankrupts, who have concealed assets, either to make restitution to creditors or suffer substantial terms of imprisonment—Boston Bulletin.

Established in 1873

BEST EQUIPPED FIRM IN THE STATE
Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

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Hand and Power
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State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

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H. M. REYNOLDS ASPHALT SHINGLE CO.
 Original Manufacturer, GRAND RAPIDS, MICH.



Arrangement and Selling of Findings.

If you think the arrangement of your findings stock and the general method of getting the customer to warm up to findings makes no particular difference, you've got another guess coming. Some of the most resourceful veterans to the retail shoe trade have tried out one plan after another in their effort to hit upon a profitable solution of several of the profitable connected with the successful merchandising of findings.

Which is better, to stock all findings at a particular spot on the main floor—concentrate the whole fire at a single point—and thus gain the emphasis that comes from mere mass, or distribute the findings through the several departments?

If the store is big enough to carry a stock of findings sufficiently large to claim all, or the greater part, of the time of one salesperson, should a man be placed in charge, or should the department be turned over to a bright, interested and interesting saleslady?

If findings are of sufficient importance to be carried in stock, displayed in the windows and featured in interior displays of shoe store merchandise aren't they of sufficient importance to claim some degree of conspicuity in the advertising?

Inasmuch as there is everywhere and always an ingrained tendency to neglect the less important articles of merchandise and give one's time and attention to the more claimant, isn't it a pretty wise plan to adopt the "P. M." system, thus keeping the salesforce keyed up to the highest selling pitch?

Now there aren't any universally valid answers to these and a score of similar questions that may be asked with reference to the arrangement and selling of findings. Most findings problems are local issues. They must be solved in the light of local conditions. But the point is, they must be solved.—Shoe Retailer.

Vital Questions Which Confront the Shoe Dealer.

Each successive year when the shoeman receives a card or circular letter from the wholesaler and our genial traveling friends stating that their respective lines are stronger than ever before it simply makes us smile, but when the salesman shows up his samples we then are convinced that their assertions are no fairy tales.

The Executive Committee of the Michigan Retail Shoe Dealers' Association has always maintained that better things were in store and each year have planned to make their work

more effective. After eight years of struggle and misunderstandings they can now with the utmost confidence state that the promise in view merits the interest of every shoe merchant in the State. Like our friend, the wholesaler, we are "going to show the goods."

Through the untiring efforts of George Bode, of Fremont, and several leading merchants of our Association, we have our Mutual Fire Insurance Company well established and thousands of dollars of insurance already written. This alone is bringing in a large number of the representative shoe merchants of the State and the working out of other new ideas already in prospect gives the Michigan Association a tone that it never had before.

To the interested observer it seems that the shoe retailing proposition has more vital questions confronting it than ever before. Some of the increased cost of living and doing business; the advance in prices; keener competition; larger stocks, with their assortment of novelties and a more critical buying public. In fact, many demands are before the shoe dealer to-day that our forefathers never dreamed of.

The writer is acquainted with a shoe retailer that has an \$80,000 business annually. He has no system to his stock-keeping; no system to his buying. He is doing business just the same old way. He is a stand-patter of the old school. He makes some money and is satisfied, but it is without question that his large volume of business overcomes his mistakes. We might ask the question, what would be his earnings if he put his business on a modern basis?

For my part, I cannot conceive how a merchant can successfully conduct his business to-day without the co-operation and inspiration of the State Association work. I am aware that many good, thoughtful shoemen have hesitated to line up because the work has been misrepresented to them. I did so myself for a long time, but the spirit of the work is effective and only needs the attention of live shoe dealers to push it along in spite of a few that desire to make a farce of it.

We are expecting to make the next annual meeting a big affair—one that will be a profit and pleasure to every merchant that attends.

This meeting will be held in Detroit, Sept. 9, 10 and 11. The programme is now under way and if you desire to learn more about store management, good methods of advertising, the proper way to buy and sell shoes; stock-keeping and what it

should cost to conduct a modern shoe store; how to keep trade at home; cash, credit and collections; the repair department and how to make it pay—just make it a point to be at Detroit on the above dates and not only give the Association the inspiration of your presence, but receive the help that association with fellow merchants can give you.

Let us catch this spirit of co-operation that seems to be so efficient and popular to-day and thereby make the retailing of shoes a greater service to a well-deserving public.

F. W. Spencer.

It is far better to make your mark in the world than it is to be an easy one.

ELKSKIN "BLUCHER" BIKE CUT SHOES



We show here our No. 809
Men's Black Elkskin

Leather Sole \$2.00
820 Same with cuff . . . 2.25
803 Same as 809 brown 2.15

In stock for at once
shipment

Regular H. B. Hard Pan
quality. You simply cannot
go wrong on these. Order
to-day.

THEY WEAR LIKE
IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.



Selling Efficiency

The selling efficiency of our line in a retail store has been demonstrated a great many times that we repeat it merely as a statement of fact.

When you have our line you do not fear competition. You can buy of us anything new that is good at the right price, and thereby place yourself in a position to secure the lion's share of trade.

Our fall line is now ready and we go everywhere for business.

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

Co-operative Advertising and Sales Promotion Plan.

Franklin, Ind., May 5—Suppose we now consider the party who does not trade at home because he thinks he may get a better price some place else. Is this not also a case of not properly cultivating trade which by right is ours? How does he form his opinion? Why has he formed it? Whose fault is it? What have we done toward convincing him to the contrary?

We merchants in the smaller towns and cities cannot admit that this customer is justified in thinking that he can buy cheaper in the large place.

We buy our goods (if we buy them right), as low as the big store.

Our expenses, figuring rent, taxes, salaries, clerk hire, and general store expense on the basis of sales are (or should be) considerable less.

We live cheaper—and I would not imply by that, that we live any less comfortably.

We should sell goods as low with a better margin of profit, or lower with the same margin, than the store in the big city.

If we don't do it—then here is another customer we deserve to lose.

If we do it and don't convince the party of it—having as we do the advantage of every day, personal contact with him—the fault is still ours and should have attention.

He has no doubt been influenced by better planned, more forcible advertising than we are doing ourselves. The constant round of "special sales"

offered by the city merchants—legitimate and illegitimate—have impressed him that he may get goods at a sacrifice in the big city store at any time. The "Sample Shoe Store" advertising, the "Factory Damaged Sale" advertising, the "Bankrupt Sale" and "Fire Sale" advertising have warped his judgment.

Now as a matter of fact the city merchant does not actually make more or greater sacrifices on his goods, than we do in the smaller places—he merely advertises them better and he and his city get the more credit, among the buying public, for them.

Then too, the shoe dealer in the big city, no doubt, gets more help from his fellow merchants through contemporaneous advertising.

Did you ever stop to think what it means to you to have a lot of really live merchants in your town and what a loss to you every dead one represents? Every effective advertisement put out by a fellow merchant is indirectly an advertisement for your business also, and every time the big dry goods store, next door, reaches out for business it helps to get a prospect to pass you store; that every buyer it pulls into your town offers you an opportunity to extend your business and that every real bargain it puts out helps to convince the customer that yours is really a good market.

A great deal may be done through active co-operation among the merchants of a city or town toward convincing the people thereabout that it

is really a good place to trade; and the same effort will usually result in extending the business territory of your town.

Down home last year we tried it out thoroughly and successfully. The merchants banded together, raised a sum for the purpose and conducted a series of "Eight Day, Co-operative, Special Sales" throughout the town. The plans were carefully prepared and carried through. Each store offered price inducements that were really worth while. The sales were efficiently advertised, at an unusually small outlay, by means of a big sixteen page "Co-operative Bargain Bulletin," printed on yellow paper.

The bulletins were distributed over carefully planned routes covering our own county and reaching well over into the adjoining counties, by automobiles, (furnished and driven by the merchants themselves). Each store made an especially strong display of its stock, and the streets and store fronts were decorated with huge yellow banners bearing the inscription—"Franklin—a Good Trading Point." A prize plan was employed calculated especially to draw the people right into the stores, and it really succeeded in accomplishing its purpose.

The town was filled with buyers from the start to the finish of each sale; not only that but they got into the stores, saw the stocks for themselves, learned what good stores they were and spent their money.

As a means of demonstrating how

well they could be served and what splendid advantages our city offered as a trading place no more successful result could have been desired. As a means of clinching the trade which naturally belonged to the city, and of extending its business territory at the same time, no better plan could have been employed.

This is but one plan, but a small item indeed in the constant effort necessary if we are to hold the business which is ours by right. But of this we may be sure; that the trade we are really in position to serve as it should be served may be held at home if our efforts be strong enough and persistent enough.

One proposition we have hardly touched upon as yet, except in a general way. So far we have dealt largely with the party who goes away from home to trade, but what about the party who stays at home and sends away for the goods he buys? What about the mail order house?

My own idea of this proposition, viewing it especially from the standpoint of the shoe merchant, is so well expressed by the following story and the application given that I cannot resist the temptation to use them here:

Andrew Jackson was once holding court in Tennessee. A noted gun-man, the terror of the region, entered the court room and created a disturbance "Eject that man," said Jackson.

The terrified sheriff dared not move.

"Call in your deputies and eject him," ordered Jackson.

Get Your Tennis Shoes at Headquarters

The Only House in Michigan Specializing on Tennis Footwear

The "Tuxedo," a fine wearing Tennis Shoe suitable for varied uses. The drab uppers give distinction. Natty and stylish. Made with leather insoles. Splendid seller. In cartons.



	Oxfords	Bals
Men's	\$0.70	\$0.80
Boys'66	.76
Youths'62	.72
Women's63	.73
Misses'58	..
Child's52	..

The "Crescent," a cream-white duck, with white sole. Extra quality. Leather insoles. In cartons.



	Oxfords	Bals
Men's	\$1.00	\$1.15
Boys'	1.05
Youths'	1.00

WE ARE SPECIALLY FEATURING THE "HOLIDAY"

A new idea put out only by us, with Pneumatic Heel. Drab duck. Leather insoles. It gets the business.



Men's Bals.....	\$1.02	Oxfords.....	\$0.92
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The "Riverside" Tennis. Black or white. In cartons. A world beater.

Men's white or black Bal.....	\$0.61
Boys' white or black Bal.....	.59
Youths' white or black Bal.....	.56
Women's white or black Bal.....	.56



Men's white or black Oxford....	\$0.51
Boys' white or black Oxford....	.49
Youths' white or black Oxford....	.46
Women's white or black Oxford....	.46
Misses' white or black Oxford....	.42
Child's white or black Oxford....	.38

"Riversides" take a special 8% prompt payment discount.

You can dominate the Tennis trade of your town with these goods

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Get our Complete Tennis Catalogue

Still the sheriff made no move. The court room was silent—court officers, witnesses spectators, all paralyzed with fear, except Jackson himself.

"This court is adjourned for five minutes," said Judge Jackson. Leaving the bench, he walked straight up to the bully and looked him directly in the eye. The latter after a moment of endeavor to meet the look, weakened, shifted from one foot to the other, dropped his gun and sank into a chair. Jackson seized him by the collar, dragged him outside and kicked him down the stairs. The man was terrible only to those who thought him so.

Really now, if we look at the mail order proposition straight in the face is it a serious trouble? Is there any good reason for us to fear it?

The disadvantages are all with the catalogue house; the advantages all with the local merchant. We should be able to eliminate it as a menace to our growth. This is especially true in the shoe business. All we need to do is to utilize our advantage.

A. Bert Weyl.

To Push Shoe Sales.

M. B. Herman, of the Smith-Kasson Co., writing of the methods they have found to increase business, says:

Just as surely as a multiplicity of pennies makes a dollar is it true that little things count; the bell rings just as loud when you ring up a nickel as it does when you ring up a dime—the register is smart; it likes any kind of money.

You can bolster up, brighten up and help your general advertising wonderfully by the employment of different stunts; little, legitimate activities that will keep the cash register ringing.

Do you keep a card system of the sizes worn by your customers? If not, start it at once. Keep the size, the date of purchase, price, style number.

Let's see how you can use this; there are a hundred ways—here are a few suggestions:

Suppose you get in a new style \$4 shoe that you want to push. Go to your card index, get the names of your \$4 and your \$3.50 customers, write them a letter and tell them about this new shoe. Don't advertise it otherwise. Make the letter personal; every one a real, genuine letter with your "John Hancock" on the bottom, if possible. The results will surprise you.

Another use: Suppose you have ten pairs of a small size that you feel you are not going to sell in the regular run of trade. Go to your file; pick out the names of those who wear this size; write to them. Tell them the exact truth—they'll appreciate the compliment of this personal, individual attention and they will admire your truth.

Another stunt: You are going to have a clearance sale. Write to your customers before you advertise the sale for the entire populace. Let them have the pick of the bargains. That's treating them squarely; it shows that you appreciate the fact that they are your customers. You

will, as a result of such a letter, sell shoes and strengthen your position with these people.

Ever think to get the names of the high school graduates about a month in advance of Commencement Day, and write them a letter telling them you have the very shoes they want for graduation; that you bought this style for that very purpose?

Make your shoe store stand for something. Make a strong play on quality, for instance, never forgetting, of course, to keep the other desirable features of your footwear before the public eye.

Record of the Business Done by Departments.

A daily recapitulation of sales is of the greatest importance to wholesale and retail concerns because it furnishes the only means of ascertaining within a reasonable length of time the business that is done by departments and by clerks.

A total of the cash and charge sales for the day indicates the amount of business that has been done; it does not give a detailed analysis showing how much of that business was done by any one clerk or department.

Perhaps one clerk made a good record, while another made very few sales, but this fact cannot be known by consulting a grand total of the sales made by all departments and all clerks.

The great value to a business house of a daily recapitulation of sales by clerks and departments consists in the specific information concerning each department and clerk as well as the aggregate amount of sales.

Some of the advantage to the manager or proprietor when such a system of recording sales is used are as follows.

First: It enables him to have before him a complete record of the sales made on the previous day. This record is detailed, giving every item of cash or credit sale.

By comparing sales sheets for previous days with the current sheet he can ascertain whether certain salesmen have been coming up to standard, if not, can speak to them at once and find out the reason. If it is a department that has fallen down a consultation with the department manager may fix the cause.

Second: It gives him data from which he can prepare a weekly and monthly comparative summary of sales. This summary, on which only the totals of sales departments or clerks are entered furnishes a concentrated record from which the total business, as well as the daily business for a certain period can be seen at a glance.

Third: It has a good effect upon the clerks who know that a daily record of their work is being kept and consequently will apply themselves more diligently to business.

The sales tickets are filed as they come to the cashier's office, either by departments or by clerks, according to the sheet that is to be prepared first. On the following morning the operator makes a record of the sales

items directly from the sales tickets. Each group of items corresponding to any department or clerk is designated by a number or letter at the top of the column of items.

In case a separate record is made of cash and credit sales, these can be transcribed to the sales sheet and footed.

The cash items are taken from the cash tickets and entered in one section, and the credit items are taken from the credit slips and entered in the other section. When all the items for a clerk or department have been listed and added the two totals are found.

The sales sheets, which have been prepared each day, are filed and used at the end of the week to furnish the data for a comparative summary.

The sales for each of the departments are recorded in different columns of the recapitulation sheet, the column representing the different days of the week, and a total of the week's sales is given in the extreme right-hand column of the sheet. Thus are the results from all departments clearly indicated on the summary. The total amount of business for each day is indicated by the figures in the bottom row.

The great value of such a system lies in its comprehensive survey of facts, as well as its detailed information. It can be made to show cash and charge sales by clerks, as well as showing the kind of goods sold.

The first column of one form of summary sheet is made up of cash

sales by clerks Nos. 1, 2 and 3 and show the items and sales and the sales ticket number.

The second set of items are charge sales for clerks Nos. 1, 2 and 3 and show the items and sales tickets numbers.

The cash and credit sales totals for the three clerks are recapitulated in the third column and the sum of both totals thus obtained give the grand total of sales for the day.

This form is only a suggestion of the possibilities of such a recapitulation system. It can be applied to large and small business houses in practically the same way as outlined.

Making the Best of It.

When a young husband reached home from the office he found his wife in tears.

"Oh, John!" she sobbed on his shoulder, "I had baked a lovely cake and I put it on the back porch for the frosting to dry and—and the dog ate it."

"Well, don't cry about it, sweetheart," he consoled, patting the pretty flushed cheek. "I know a man who will give us another dog."

Practice makes the miser perfect—in his specialty.



Seasonable Novelties



Our stock is replete with the newest ideas in fashionable footwear.

This is our white Nubuck five-button, Goodyear Welt Oxford No. 3592, now on the floor in B, C and D widths. As illustrated, it is built on exquisite lines, and is a most ready seller to careful dressers.

See our catalogue for a complete list of seasonable goods.

Orders filled the day received.

HIRTH-KRAUSE CO.
Tanners and Shoe Manufacturers
GRAND RAPIDS, MICH.

THE HOTEL LAW

New Statute Enacted by the Last Legislature.

Section 1. Every building or structure kept, used or maintained as, or held out to the public to be an inn, hotel or public lodging house, shall, for the purpose of this act, be defined as a hotel, and wherever the word "hotel" shall occur in this act it shall be construed to mean every such structure as is described in this section.

Sec. 2. Every hotel that is more than two stories high shall be equipped with a fire escape on the outside of the building connecting each floor, above the first, with at least two openings which shall be well fastened and secured with landings not less than 6 feet in length and 3 feet in width, guarded by an iron railing not less than 3 feet in height. Such landings shall be connected by iron stairs not less than 2 feet wide and with steps of not less than 6 inch tread and not more than 8 inch rise, placed at an angle of not more than 45 degrees and protected by a well secured hand rail on both sides and reaching to within 12 feet of the ground, with a drop ladder 18 inches wide reaching from the lower platform to the ground. Such fire escape shall be sufficient if a perpendicular ladder shall be used instead of the stairs, provided such iron ladder is placed at the extreme outside of the platform and at least three feet away from the wall of the building, and provided said ladder is equipped with round iron rounds not more than 15 inches apart, except that fire-proof buildings may have inside fire escapes placed in a well, shaft, or opening which shall be built of fire proof material and shut off from the remainder of the building by fire-proof, tight doors. The way of egress to such fire escape shall at all times be kept free and clear of all obstruction of any and every nature. Storm windows and storm doors shall be considered an obstruction for the purpose of this act, and such way of egress shall at all times be kept unlocked. There shall be posted and maintained in a conspicuous place in each hall and each guest room, except the halls and rooms on the ground floor, of such hotel a printed notice in characters not less than two inches high calling attention to and directing the way to such fire escape.

Sec. 3. Each and every hotel shall be provided with at least one sufficient chemical fire extinguisher for every 2,500 square feet or less of floor area, which such extinguisher or extinguishers shall be placed in a convenient location in a public hallway outside of the sleeping rooms, and shall always be in condition for use.

Sec. 4. Every hotel that is not over two stories in height and which is not provided with such fire escape as is described in section two hereof, shall provide in every bedroom or sleeping apartment on the second floor a manila rope at least 3/8 of an

inch in diameter and knotted every 18 inches, and of sufficient strength to sustain a weight and strain of at least five hundred pounds, and of sufficient length to reach the ground. Such rope shall be securely fastened to the joists or studings of the building as near the windows as practicable, and shall be kept coiled in sight at all times, nor shall such rope be covered by curtains or other obstruction. Every such hotel shall provide and maintain in a conspicuous place in every bedroom or sleeping apartment above the ground floors, a printed notice calling attention to such rope and giving directions for its use.

Sec. 5. Every hotel shall be well drained and maintained according to established sanitary principles; shall be kept clean and in a sanitary condition and free from effluvia arising from any sewer, drain, privy or other source within the control of the owner, manager, agent or other person in charge; shall be provided with water closets or privies properly screened for the separate use of males and females, which water closets or privies shall be disinfected as often as may be necessary to keep them at all times in sanitary condition.

Sec. 6. Every hotel shall have and provide all toilet rooms, bath rooms and sleeping rooms with individual textile towels. Every hotel shall have and provide all beds with regulation sheets, not less than 90 inches in length. Such beds shall also be provided with sufficient number of regulation size blankets or quilts that are kept in a sanitary condition.

Sec. 7. Every owner, manager, agent or person in charge of a hotel, who shall fail to comply with any of the provisions of this act, shall be deemed guilty of a misdemeanor, and shall be fined not less than \$25 nor more than \$50, or shall be imprisoned in the county jail for not less than thirty days nor more than sixty days, or both and every day that such a hotel is carried on in violation of this act shall constitute a separate offense.

Sec. 8. The labor commissioner, dairy and food commissioner, insurance commissioner and the executive officer of the State Board of Health shall constitute a commission for the purpose of carrying into effect the provisions of this act, and same shall be delegated with the power to adopt such rules and regulations as conditions may require.

Sec. 9. Such commission shall delegate and confer the title of hotel inspector or deputy inspectors upon such men now operating under the supervision of the several departments constituting this commission, and in such number as the lawful enforcement of this act shall justify.

Sec. 10. It shall be the duty of the inspector and his deputies to see that all of the provisions of this act are complied with, and said inspector or the deputy for the district shall personally inspect at least once each year and at such other times as in the best judgment of the commission

or the deputy the occasion demands as defined by this act.

Sec. 11. Said inspector and his deputies are hereby granted police power to enter any hotel at reasonable hours to determine whether the provisions of this act are being complied with.

Sec. 12. If the inspector or deputy shall find after examination of any hotel that this law has been fully complied with, he shall issue a certificate to that effect to the person operating the same, and said certificate shall be kept posted up in a conspicuous place in said inspected building. Such certificate shall be prepared in blank by said commission.

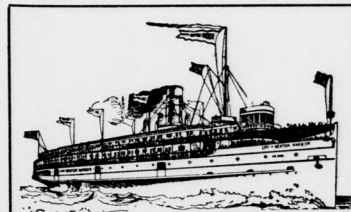
Sec. 13. Any inspector who shall wilfully certify falsely regarding any building inspected by him, and who shall issue a certificate to any person operating in any hotel when such person has not complied with the provisions of this act, shall on conviction thereof be fined not less than \$50 nor to exceed \$100, and may be imprisoned not to exceed ninety days in the county jail, or both at the discretion of the court, and upon conviction shall be forever disqualified to hold said office.

Sec. 14. Any owner, manager, agent or person in charge of a hotel, who shall obstruct or hinder an inspector in the proper discharge of his duties under this act, shall be guilty of a misdemeanor, and upon conviction thereof, shall be fined not less than \$25 nor more than \$50, or shall be imprisoned in the county jail not less

than thirty days nor more than sixty days, or both.

Sec. 15. It shall be the duty of the inspector, upon ascertaining by inspection or otherwise, that after sixty days from the time this act takes effect, any hotel is being carried on contrary to its provisions, to make complaint and cause the arrest of the person so violating the same; and it shall be the duty of the prosecuting attorney in such cases to prepare all necessary papers and conduct such prosecutions.

How horrible it sounds to hear an orchestra or band when the instruments are out of tune. Such is the effect upon business when there is lack of harmony among employer and employes. Cultivate team work.



CHICAGO BOATS

Graham & Morton Line

Every Night

Judson Grocer Company

The Standard of Thousands

Ceresota Flour

Fanchon

Aristos

Barlow's Best

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS, MICHIGAN

Cogent Criticisms From Sunny Jim.

Ludington, May 5—Anyway, when a feller wants him. Malcolm Winnie is always around.

To those who do not understand the above imitation of a joke, we will state that Malcolm, who is the Rex candy dispenser for these parts, is as large sideways as he is lengthways.

We are really pleased at the way Ura Donald of Cloverland accepts our Cogent Criticisms (whatever that means) and now that, in all probability, we will be far away from the scene of action, we will not be able to criticise our good friends—and, in fact, everybody's good friends—we wish at this time to apologize for any harsh remarks we may have made regarding the traveling pests. If it were not for the fact that we are out of a job and may have to call for a loan, we would never apologize, and we wish it understood that when we get located the past enmity is again in force.

Even if the average traveling man complains of business the clothing man still says Business Suits.

In reply to Guy Pfander's kind obituary of ourself, we are obliged to come back and say that among the several splendid correspondents (Jimmie excepted), he has been handing in one of the most interesting columns of news in the Tradesman.

Holy Smokes! Cloverland has received another setback. Urie has sent in a pome.

All the "pomes" sent in by the other correspondents only makes ours shine out all the brighter.

Our idea of the real traveling pest is the one who will leave his coat and grip in a double seat in a regular coach and then go into the smoker and sit.

If Grand Rapids Council, No. 131, would devote one-quarter of effort to 131 for a whole year that it does to the convention in June, wow! they'd have 1,000 members in no time.

There are none in Michigan that can do more than they can when they really get down to brass tacks.

We're peeved. We've called Freddy Richter, the Tradesman's veteran correspondent, most everything that he really is, a few of the worst, however, being omitted, and durned if he has yet let his dander arise.

At least one in Grand Rapids seems to have "got next" to the traveling man. From an outside survey, it seems that the correspondent of the Evening Press was either disappointed in life or the world has been disappointed in him, the latter probably being the case.

Has anybody heard of the whereabouts of one William Pohlman? Must have got in that high clover in Cloverland.

Boost for Fred Richter for Grand Secretary. What?

Will someone please step forward and explain why they call it "Grand" Secretary when Fred Richter it is?

Listen to Traverse City Council! They won the championship in percentage of gain in membership. All

they need to get is four members to make a 25 per cent. gain.

At least one satisfaction a fellow can get is they will say good words for him if he will only lie down and die.

According to Chirpings of last week, two traveling men spent Sunday with their families. And despite this, they will talk about them!

If you don't believe Grand Rapids Knows How, just trip up to the convention next month.

Last week our "loving" editor took a fling at the swat-the-fly-foolishness. We might add swat the fly as advertised, but don't forget to buy the usual amount of sticky flypaper.

H. D. Bullen, the "honker" from Jackson, says J. A. Raymond is again on the road. Reading further, we are pleased to find it is the road to recovery. Honk, honk!

Grand Rapids' correspondence reminds us of a well advertised hair tonic—going, going, gone.

Wouldn't it be a terrible calamity if we were obliged to become a traveling man again!

Looks like out of work, out of mind.

Chirpings From the Crickets.

Battle Creek, May 5—I guess probably No. 253 is now some Council. Committee meetings every few days.

A personally conducted tour through the Postum Cereal Co.'s factories and offices for the afternoon of May 17. Our regular meeting in the evening. Our banquet in honor of our Grand Counselor, John Quincy Adams, at Post Tavern, Saturday, May 24. Our Secretary placed the tickets for our banquet with the boys Saturday and this week all brother U. C. T.'s of 253 will have a chance to buy banquet tickets for their families. We are arranging for capable talent in the speech-making department and will be favored with good musical talent. Brother W. H. Ireland is chairman of the music committee and he will give the Council the benefit of his thorough training and executive ability. The aim of the several committees is to make this banquet a huge family gathering of our boys and their wives and to serve as a love feast to our Grand Counselor who has worked so hard and has sacrificed so much of his own

Morrice, and trust you will find time to attend your Council's next meeting and get ready for Grand Rapids.

Brother Chas. Lawler is covering his territory in a new machine.

R. S. Hopkins, of Kalamazoo Council, was a visitor in Battle Creek Saturday afternoon.

Richard Mitchell, a Battle Creek boy, representing the Badger Candy Co., of Milwaukee, is one of our candidates for May 17. Another live one for the convention.

H. B. Gerould has accepted an office position with the Grand Trunk at the division headquarters in this city.

W. W. Whitney is visiting relatives in Kalamazoo.

E. Penner, of Lansing, was home over Sunday.

W. Sturman, of Lansing visited his parents in this city over Sunday.

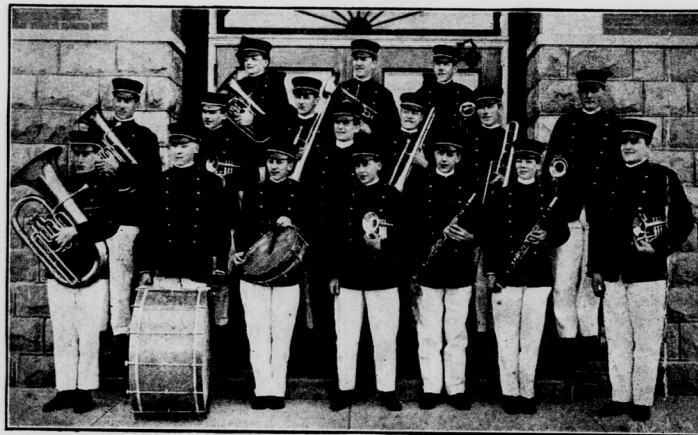
Brother Fred Barney has been home for two weeks. Fred sold his house out of stock and is awaiting instructions.

The writer has changed his line. He has gone from glucose to steel, from candy to automobiles, from five pound boxes and pails to carloads. I know my brothers wish me success and, believe me, I will work day and night to make my business a success.

Our Junior Grand Counselor made a change to the same line and is progressing fast. I am not at the height of the game, as he is, but there are big chances for a worker. Couldn't help telling you boys, for I am just a little proud of my connection.

The local Council has been supplied by the Publicity Committee of the Home Products & Coming Week with stickers to help advertise the big week in Battle Creek from Aug. 19 to Aug. 25, inclusive.

Guy Pfander.



The Colon Juvenile Band.

Fred Read the popular boniface at the Hotel Stearns, is about to sever his connections with that hotel as he has accepted a position as general manager of the Hotel Williams at Manitowoc, Wis. Mr. Read has been employed by the Stearns Hotel Co. for the past thirteen years, serving four years of that time as manager of the Epworth Hotel and the remainder of the time as manager of the Stearns. Fred is probably one of the best known and liked hotel men in Western Michigan and his many friends, especially among the traveling fraternity, will hear with regret of the contemplated change. During his residence here, which dates back twenty-two years, he has been identified in many ways with the growth and progress of Ludington. Only recently he resigned his position as a member of the cemetery board. His removal to another city will be a distinctive loss to the community and his friends, whose names are legion, extend best wishes to him in his new field to endeavor. His successor has not been announced as yet, but it is understood that one has been secured. James M. Goldstein.

time and pleasure for the U. C. T. of Michigan.

I trust by this time that you have sent your self-addressed reply postal card back to our Secretary, regarding whether you are going to the State convention at Grand Rapids June 13 and 14, or not. Do not neglect this a day longer, as our Secretary has been called upon to give Grand Rapids a report on how many people will attend from our Council. Our Grand Counselor gave us his estimate of the number he thought would go from Battle Creek and to us the number was very discouraging. Let us all arrange our business and social affairs so we can be at Grand Rapids in goodly numbers and make it easy for all brothers to fully understand why we have two brothers in the Grand Council of Michigan. We have made a reputation for ourselves of pulling together for the mutual good. Let us live up to this reputation and all join hands for a full 253 carload of 253 people.

Brother M. Russell is out for the All Steel Paper Baler Co., of this city. Morrice reports sales as good. We are all glad to see you succeed,

Is there any reason why people should patronize your store instead of your competitor's? If you can think of none, make one.

Grocery Stock For Sale

At Traverse City, Mich.

A good opening for a hustler.

CHAS. M. BEERS.
Trustee.

KILZUM Kills Them



They Run Away and Die

Contains No Poison

EASY TO USE—SAFE TO HANDLE

Norwegian Rat Destroyer. Does not effect people or pets. Kills Rats and Mice by destroying their intestines. KILZUM quickly rids stores, factories, restaurants, hotels, homes, etc., of rats and mice. KILZUM is the only successful non-poison rat exterminator made.

Big Can For Stores, Factories, \$1 Post Paid Mills, Hotels, Etc.

NOR IMPORTING CO., Dept. 50
3134 W. Fullerton Ave., Chicago, Ill.

DECREASES DIVIDENDS.

Unpleasant and Dirty Surroundings Reduce the Earnings.

The attention given to ventilation, hygiene, sanitation and cleanness in store and factory operation, as well as in municipal affairs, has done a great deal to improve the efficiency, health and morals of the great army of bread winners, but here and there are quite a number of business men, bright in many respects, who are strangely neglectful in the matter of keeping their stores, factories, shops and offices clean and well ventilated. These men always have an apparently intelligent excuse which they give, glibly enough, to justify forcing their men to work in dirty surroundings, but despite these explanations the fact remains that nothing in the world justifies a man's working amid dirt, and the greater the number of salespeople and workmen the poorer business policy it is, because if you lower the efficiency of a hundred men you lose more money than if you lower the efficiency of a dozen.

Few business men seem to understand how insidiously dirty surroundings effect one's health, efficiency and even morals and self respect. Working in an ill-ventilated store, shop or office where dust is allowed to accumulate and where floors are not swept clean every day, inevitably renders people more careless and slovenly in their personal appearance, their habits and their thought, and lessens one's efficiency, due both to this negligent state of the mind and feelings and to depleted health, for nothing is surer than that dirty surroundings tend to lower in more or less degree one's physical health, though it may not become apparent to the laborer himself for some time.

A well man can always do more work than a sick one. It's easy to be seen from the start by the close observer, that dirt lowers the moral tone of the surroundings. You seldom find a neat, tidy, clean, well-ventilated store, office, workshop or factory in the slum district of a city, for as a rule all such places of business seem to seek a common low level.

Also, where you see a dirty, dusty, ill-smelling, ill-ventilated store, business office or factory, where discipline is bad and the workers slovenly and unkempt it is more often apt to be in an old building with floors, ceilings and walls moldy and dilapidated, rather than in a new one where there are more incentives to keeping things neat: yet in an old building where the floors are decaying it is more important that the room be kept clean, dry, warm and well ventilated, because it is rendered insanitary by the odors from decaying floors and moldy walls.

You are also more apt to find untidy, careless workers of low efficiency, with pale faces and deficient reserve force, in such a store, office or factory than in a new one where everything is wholesome, well ventilated and sunny. On the other hand, putting a young man to work in a neat, tidy store or office makes him "spruce up" in his appearance, be-

cause it heightens his self-respect, and gives him the energy and determination to do more work, and also the ability to do better work, just as it often stops a little girl from crying to take off its dirty dress and put on it a new, clean, beautiful one.

A close observer will likewise be impressed by the fact that it is harder for a foreman or office manager to maintain good discipline in a dirty, ill-ventilated store or factory than in a clean, wholesome one. There may not be outbreaking disorder in the former, but there will be more disposition on the part of office boys, apprentices and other subordinates to talk back at the manager, foreman or other superiors.

The accuracy of these theories was impressed forcibly on my mind a number of years ago by some experiences I had, and by my opportunities for observing the influence of such environments upon a friend of mine. We were working for a large printing firm in the up-down district of a Western city, on the second floor of a new well ventilated and lighted building where everything was kept neat, where all paper was thrown into waste baskets and where the floors were swept twice a day and the furniture dusted thoroughly every morning, where discipline was good, where the men from the foreman to the office boy were required to be neat and presentable, and to refrain from all unnecessary talk during work hours. No profanity smoking or other use of tobacco were allowed, and the moral tone of the men and boys was good.

The wages, however, were low, so having a chance to take a position with another firm at an increased salary, I gave up my place here and accepted a place with another firm near the slum district, where rents were much lower, and where work could be done at lower price to customers, as a result of which this firm was rushed with work all the time, and therefore could afford to pay better wages.

This firm occupied the first and second floors of an old moldy, weather worn building, with deficient lighting facilities, where the ventilation was poor, and where the windows were not only never raised, but kept nailed down. This company was so busy that the office boys didn't have time to sweep out more than about twice a week, and then it was only half done, because there was almost no discipline in the office, there was no foreman, and no one in authority except when one of the two partners was back in the mechanical department. The wages were good, however, and this was the only reason I took the place. I was conscious, from the first day of a lack of sunlight, and of breathing close, dirty, moldy air, and of a general lack of buoyancy and energy.

My friend of whom I spoke also worked for the up-town firm, but about a week after I took the second place there was an opening with this second firm for a good man at a considerably better salary than he was receiving, so I notified him and he

gave up his place and took the position with the firm for which I was now working. This young man was perhaps 22 or 23 years old, well meaning, moral, upright and clean. But he was not blessed with great strength character; he was moral and upright simply because his associations had fortunately been good. He was impressionable and easily influenced. His health was only fairly good. He was somewhat subject to throat and catarrhal trouble, which had not bothered him at the up-town place, but after working with him a few weeks in the second place in the close, unhealthy, poisoned air I noticed a change in him quite plainly. He lost his healthy color, and there was in him a very perceptible lack of buoyancy and snap.

But I noticed a greater and a sadder difference in him morally, for this firm being near the slum part of the city where the poorest people lived the men who worked for the firm were of lower moral tone than those with whom we had worked up-town. There were also several rather tough girls working for this firm in the folding, bronzing and stitching department. I do not know that any of them were bad girls, but they were careless of their words. It was quite an easy matter to get acquainted with them, and my young friend, who had a jolly, companionable disposition, was soon upon quite friendly terms with them, and disclosed qualities which I had never supposed he possessed, and not especially to his credit. They showed him to

be weak and deficient in judgment and good sense, qualities which I had thought he possessed.

I noticed these changes in him especially because I had been expecting them, since I had worked myself in this place a week before he came, and had noticed a change in myself—not so great a change in my moral nature as in my feelings—for along with the dirt and ill-smelling air I was breathing in I was also having my health undermined to some extent.

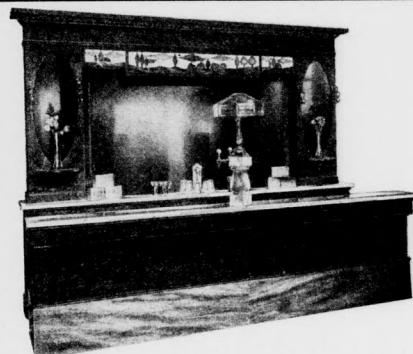
I am sure it would have put money into the till of this firm if they had paid more attention to keeping their establishment clean and well ventilated. It would be impossible to say what they lost in dollars and cents by its insanitary condition, but as they employed fifteen or twenty men, boys and girls, it certainly would have been better if these workers had been supplied with more sanitary surroundings for doing the largest amount of work possible to each one, as well as work of a better quality.

All storekeepers and business men should realize that dirt, foul, disease-breeding air and other insanitary conditions decrease their trade and their output of finished products, whatever those products may be, and that supposedly "cheap" selling or operation is in the end expensive. Two or three dollars a week for the services of an extra office boy, porter or janitor to keep things clean might save from \$20 to \$75 a week in increased efficiency. I. H. Motes.

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.

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. 🍷 🍷 🍷 🍷 🍷



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. Devereaux, Port Huron.
 Directors—H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.

Michigan Division, T. P. A.

President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, E. C. Leavenworth, W. E. Crowell, L. P. Hadden, A. B. Allport, D. G. McLaren, J. W. Putnam.

News and Gossip of the Grand Rapids Boys.

Grand Rapids, May 5—There was a good attendance, considering the warm weather, at our meeting last Saturday evening, May 3. B. J. Holmes and W. H. Fisher were initiated in regular form. Two more applications were in the hands of the Secretary, but the applicants were not present to take the work. Let us add at least five more to these two for the meeting to be held June 7.

Don't forget that on next Saturday, May 10, there will be a dancing party at Herald hall. Some tickets have been sold but the committee can take care of more. This will be the last party of the season. The receipts will be added to the entertainment fund for the Grand Council meeting. One dollar a couple; refreshments free.

Brother Fred Croninger's mother died very suddenly April 24. Members of No. 131 extend their deepest sympathy to Brother Croninger.

On May 17, all the U. C. T. ladies are invited to attend a meeting to be held at the Pantlind Hotel. Be sure and be present at this meeting. Your assistance is needed to make the Grand Council meeting a success.

It was reported Saturday evening that only a small number of boys had ordered their uniforms to be worn in the Grand Council meeting parade. Get busy at once and give your order to Grumbacher & Major. We ought to have at least 200 members in line. If you have any respect for the order you belong to, please show it.

Howard Damon was present at the

meeting. Howard is very thin and not very strong, but we hope he will be back in his normal condition by June. Howard is a good worker and we need his services at that time.
 Wm. D. Bosman.

Wafted Down From Grand Traverse Bay.

Traverse City, May 5—Traverse City Council will give another dancing party next Friday evening and all members and their friends are cordially invited to attend. Gentlemen are requested to wear negligee shirts and the ladies shirtwaists. This is our first May party. Of course, you are supposed to wear the remainder of your wearing apparel with the above named articles.

Harry Regan and Dr. Bill Ruddle performed a medical operation on a friend at the Park Place Hotel recently. Well, boys know how.

Can you beat it? The P. M. only had the misfortune to have four trains late last month leaving Traverse City, out of about 100 passenger trains that leave here. Guess that is a record to go up against.

The boats are now running between Charlevoix, East Jordan and Boyne City.

While Homer Linsea, of Petoskey, and one of Morley Bros. best salesmen, has been one of the Tradesman readers for some time, he has not been a subscriber until this week. We understand that Homer is some marksman, too. Well, we at times can shoot and at times get shot.

Otto Carlson of Cadillac, says he will not be outclassed by Bert Agens, of Petoskey, since Bert makes his territory with a Ford. Otto now enjoys all the pleasures of life in a Buick.

John Ames Hannah, Lays & Co.'s salesman, was seen making his territory on a bicycle the other day. John says he has less tire trouble than those who have automobiles.

The P. M. will have a Sunday train from now on, leaving Grand Rapids in the morning, arriving here about 1:20 p. m. and leaving here at 5 p. m. for Grand Rapids and intermediate points. Makes all local stops.

The M. & N. E. has made a change in its train service, but about the only change of any consequence is that we will have two trains daily into Honor, the same as last year.

Charles Wheeler, of Marquette, is putting lard in his hair, so he can comb it at the next Grand Council meeting.

There really were some things about the last meeting of our Jurisprudence Committee that did not meet

the approval of all the members. Well, 3 o'clock never did look like 2:30 to us. What's the use of stating a meeting time if you do not intend to keep it?

The next meeting of the Jurisprudence Committee will be held at Mrs. Richter's residence, 624 Union street, next Sunday morning, at 10 o'clock. Mr. Richter and the remainder of the committee are urged to be present. Bring cigars.

Adrian Oole has disposed of his home here and anticipates moving West, but only a few doors from where he now lives.

We notice the attendance at morning church services has dropped considerable since our ball team has been in training here.

U. C. T. membership in Michigan now reads 2,626. Are you one of them?
 Fred C. Richter.

Fred Richter Heartily Endorsed for Re-election.

Traverse City, May 5—Traverse City Council is justly proud of the record which has been established in the office of Grand Secretary and they



Frederick C. Richter.

feel at liberty to ask of the delegates elected to the Grand Council meeting in Grand Rapids for the support of every one entitled to a vote in order that we may again reelect the present incumbent to this high office.

During the past week the campaign committee of Traverse City Council, No. 361, has issued to the subordinate councils of the State of Michigan the following letter, which will explain itself:

To the Officers and Members of the Subordinate Councils of Michigan of the order of United Commercial Travelers of America—Greeting:

As we are approaching the annual Grand Council meeting which will be held in Grand Rapids June 13 and 14, we beg to advise you that Traverse City Council No. 361, again places before the convention for the consideration of the delegates the name of our esteemed brother, Fred C. Richter, for the office of Grand Secretary.

For four years Brother Richter has filled this office with great credit to himself, as well as to the order at

large, and we feel that no one is more capable to discharge the duties of this high office than the present incumbent. We deem it unnecessary to go into details with reference to the many qualifications of Brother Richter, as nearly every member of the U. C. T. in Michigan knows him or knows of him.

Traverse City Council No. 361, heartily endorses the candidacy of Brother Richter and we kindly ask the support of every member of the order and hope that the choice this year will be unanimous on the first ballot.

We trust that your representatives to the Grand Council meeting will endorse the candidacy of our present Grand Secretary and will assist us in every way possible to bring about this election.

With best wishes for the continued success of your council, we are,

Fraternally yours,

Adrian Oole, Past Counselor.

W. F. Murphy, Senior Counselor.

Harry Hurley Sec'y-Treas.

Committee.

Manistee Advocate: We learn with regret that Jimmie Goldstein is to leave Ludington according to an article in the Ludington Chronicle. We are sorry to hear of it, as it takes a good live wire, great ball fan, clever writer and general good fellow out of the State League circuit and those are the kind we hate to lose. Well, no matter where "Jimmie" pitches his tepee, he has our best wishes.

It is an easy matter to stick a penholder into an ink well but it is an entirely different proposition to put an idea to paper and have it go forth and sell goods and arouse humanity to a knowledge of better things. Yet the advance of the world shows that these are the processes by which improved conditions have been brought about. First we must conceive the thought in the mind, then we must jot it down in concrete form, and then we employ printing ink and paper and send it forth to revolutionize and readjust things that were out of joint.

Evidently Fooling the Farmers.

A very smooth stranger has been interesting the farmers in the vicinity of Pinconning, Saganing and Worth in a seed proposition which savors very much of the old Bohemian oat deal.

A full carload of seed oats has been shipped to Pinconning and is to be distributed among those who have already signed a contract to grow a certain number of acres of the so-called "Mammoth" oats. The contract requires the farmer to deliver to the order of the party of the first part one-half of the entire crop raised from the seed furnished. A clause makes it necessary for the farmer to bring a certificate from the party who threshes the oats which shall show how many bushels he threshed; and to certify that they were from the seed furnished. By the way of further inducement, the stranger has promised the farmer who gets the largest yield of oats a new binder.

Honks From Auto City Council.

Lansing, May 5—Brother W. W. Cronk, who represents the Evans Candy Co., was initiated into the mysteries of our order at our last regular meeting.

Brother M. T. Sherwood has accepted an invitation to tour Michigan with the Cleveland Chamber of Commerce on a special train leaving Cleveland May 12, visiting the best cities of our State, such as Detroit, Lansing and Grand Rapids.

Brother James F. Hammill, accompanied by Grand Counselor Adams, made an official visit to the Owosso Council at their regular meeting last month and will serve the Adrian Council in the same manner next Saturday night. Our advice to Adrian Council is to be careful.

Brother M. L. Moody suffered total blindness for a short time recently while calling on his trade in Indiana. Ask him to explain.

The original U. C. T. hotel bill has passed both branches of the legislature, with but few amendments, and is now up to the Governor for his approval, which it is certain to receive. Much credit for the passage of this bill in the Senate is due Senator Weadock, of Saginaw, and District Deputy James F. Hammill.

We are safe in presuming that Brother Fred Richter's ears tingled last Saturday night because of the good things said about him in connection with his work as Grand Secretary.

In our haste while writing the items for last week, we neglected to state, in connection with the last party of the series given by our Council, that some unique entertainment was furnished by Brothers Sherwood and Butler, who engaged in a friendly wrestling match, which resulted in a draw.

On Sunday, May 18, our entire membership will attend the morning service of the Pennsylvania avenue Congregational church. A sermon on commercialism has been prepared by the pastor and a good attendance is desired.

Brother Ward Hill, representing the Lansing Bridge & Iron Co., says his business is exceptionally good over in Ottawa county. Why Ottawa county? H. D. B.

Bracing Breezes From Muskegon.

Muskegon, May 5—Meet me in Grand Rapids June 13 and 14.

Keep your eye on the boys with the gold headed canes in the U. C. T. parade June 14. They are the ones who will take the money home with them.

Wm. Engle, our Past Senior Counselor, is the happy possessor of a beautiful emblem of our order, a gift from Muskegon Council. Bill seems proud to wear it and we are proud to have him.

J. W. Campbell, who for the past few years has managed the summer hotel at Clifford Lake, has succeeded D. H. Briggs in the Montcalm Hotel, at Stanton. Since the Montcalm has been remodeled, it is one of the green spots along the pike and, from what we have learned about Mr. Campbell,

we have every reason to believe he will proceed to organize a Comeback Club.

The committee on arrangements for the U. C. T. convention will soon mail letters to each member of Muskegon Council with an addressed return envelope. Kindly return these promptly, so the committee can complete its work at the earliest possible date.

Our base ball team are doing fine work, but some of them have discovered there is quite a difference between a hit and a score. Some get hit for scoring and some get scored for hitting. If you want to know who is boss, ask the manager.

We did not learn the gentleman's first name, but his last name is Tuloff. Now what we want to say is this: Mr. Tuloff has severed his connection with the J. Geo. Dratz Dry Goods Co., of Muskegon, and has accepted a road position with the Grand Rapids Notions & Crockery Co. By reason of his former position, Mr. Tuloff is eligible to membership in our order. Go after him, boys, and see who gets him first.

Ask Bro. Monroe about Nashville. He will tell you the rest. He likes to tell it.

According to the public pulse columns of the Grand Rapids Press under date of April 29, the traveling man "goeth about like a roaring lion, seeking whom he may devour." Fortunately, no one has even been accused of trying to devour a traveling man. I suppose we are so tough they would not tackle us. J. H. Lee.

Business Ethics Hurlled at Bay City Travelers.

Bay City, May 5—"The day has come when ethics are as much applied to commercial affairs as to any of the professions. It is no longer considered the proper thing to 'skin' a customer by sharp tricks, to overload a man simply because you can induce him to buy more than he will be able to sell or to pad his order. The unscrupulous salesman may get by with a sharp trick, but there is a law of compensation in business which is sure to overtake him," said F. C. O'Meara, in an address at the luncheon given at the Elks' temple Saturday evening by the Board of Commerce to the traveling salesmen at Bay City and Northeastern Michigan.

Mr. O'Meara's talk was upon the subject of salesmanship. He told of the difference between a salesman and an order taker, explained the psychology of business getting, and dwelt largely on the term "service" as applied to the work of the traveling salesman. "The salesman must not only know his customer but he must know his goods," he said. "He must be able, too, to render the customer actual service. To sell him those goods upon which he can make a profit and, if necessary, to explain to him how that profit can be made."

Wilson M. Taylor, a co-worker with Mr. O'Meara explained by personal examples, how to read a man's character. Mr. Wilson made no speech, explaining that he could best inform those present by individual

character reading, and throughout the time at his disposal he was surrounded by heads of houses, traveling salesmen and others present, each anxious to have an "individual character reading."

Following Mr. Taylor, the playlet, "The Salesman's Vision," was prevented. It consisted of a series of tableaux representing the development of the Saginaw valley, in which the characters, representing the spirit of the different periods, appeared in a salesman's dream and left with him a watchword for his guidance. The characters were, in their order, an Indian chief, Father Marquette, a trapper, woodsman, a farmer and a modern salesman.

After this had been presented a buffet luncheon was served, this being followed by two hours devoted to social intercourse.

Secretary Runyan, of the Board of Commerce, had charge of the programme, and in a talk explained that the meeting was held for the purpose of getting in closer touch with the men who covered Bay City's territory and urging upon them the idea of always "boosting" for their home.

Celebrated Their Silver Anniversary.

Saginaw, May 5—The members of Saginaw Council, No. 43, United Commercial Travelers, celebrated their silver anniversary with an initiation in the afternoon and social gathering in the evening at the Foresters' temple. At the afternoon meeting definite arrangements were made for a special train to carry the local travelers to attend the State convention at Grand Rapids, June 13. About 100 will go from Saginaw including ladies, who are complimentary at the Grand Rapids hotels. It is also expected to take the Third Regiment band.

At the conclusion of the programme dancing and cards were enjoyed until 12 o'clock. Music was furnished by the Third Regiment orchestra and about 200 were in attendance. The committee in charge of the arrangements consisted of Ora Lynch, Dick Benway and William Moeller.

Seepings From the Soo.

Sault Ste. Marie, May 5—F. Bernier, meat cutter for A. H. Eddy at his Palace market, has resigned.

The Soo Hardware Co. has placed an order for two Cass delivery trucks, this being the first order of the kind placed by any of the hardware firms here.

Price Eagle, representing Hickler Bros., agents for the Standard auto trucks, is giving a demonstration here and it looks as if numerous orders were in sight. W. G. Tapert.

Eaton Rapids Journal: Charles Richard Foster was greeted by a small but appreciative audience at the Methodist church last Friday evening, and those who heard him are agreed that he is as good a reader and impersonator as has ever appeared upon a local platform. Several numbers by the male quartette added much to the evening's entertainment.

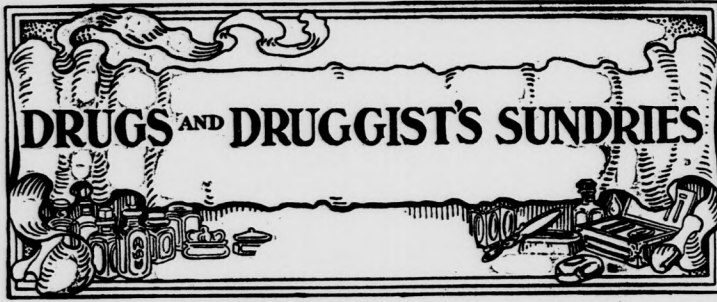
It doesn't take a fast young man to run through a fortune.

DUE TO DEMAGOGISM.

The proposed amendment to the State law which limits female labor to 54 hours a week, whereby the small town stores would be exempt from its provisions failed of passage by the recent Legislature, the entire influence of the State Labor Department being thrown against it. The old law with its limitations remains in force, applying to the small towns, the cross roads and country stores as well as to the stores in cities, and in his annual report Labor Commissioner Perry F. Power finds in this a matter of congratulation. The demand for this amendment to the law was widespread, and this demand was based not merely upon the wishes of the small town and country merchant, but upon the desires of their patrons as well. The patrons of the small town stores are mostly farmers. During the summer months, from seed time to harvest, the farmers are busy and their only opportunity for shopping is in the evening. Work on the farm must go on while the sun shines and under this law the country stores cannot be kept open at the only time when the farmers can come in to buy their supplies. The practical operations of this law is to give the mail order houses a great boost, but it is distinctly tough on the country merchants and it reacts on the farmers as well. A few scattering merchants about the State may be found whose circumstances and farmer trade may be such that whether they keep open evenings or not during the summer months makes little difference, and in his annual report the State Commissioner quotes such letters to this effect as he may have received, but the great majority of the country merchants of the State are opposed to the law as working a hardship upon them and driving the farmers to the mail order houses as the only means of getting supplies needed on the farm during the busy season. The law, as applying to mercantile life, is not needed not even in the cities, and to enforce it against the country and small town merchants where women clerks are amply protected by circumstances and public sentiment is an unwarranted interference by legislative enactment with business affairs. That Commissioner Powers should endorse the law has no great significance beyond his willingness to truckle to labor union sentiment in the hope that thereby his office holding career may be prolonged. He can hardly hope for a continuation in office under the present administration, but a year hence he will be out for votes for an office of some sort and, no doubt, he will be pointing with pride to his handicap which he has helped keep upon the country merchants as one of his claims to recognition.

Sidney Harris has engaged in the grocery business at Trent. The Worden Grocer Co. furnished the stock.

Are the people who tell us not to worry in the immune class?



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.

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

President—F. W. Kerr, Detroit.
 Secretary-Treasurer—W. S. Lawton, Grand Rapids.

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

Spring Lines Which Afford Good Margins.

For the warm days of early spring punches and lemonades make good leaders. They may be prepared easily and quickly, and when a cold day turns suddenly into a warm one, a punch is just the thing to bring the people off the street into your store. We must remember that people are still wearing their heavy clothing, and are not prepared for sudden rises in temperature. When such occur, it makes things good for the soda business. Do not let your competitor get this early business. Even though your fountain is not running full blast, make up a bowl of lemonade and go after business.

Grape Punch.

A good leader for a hot spring day. Squeeze a sufficient number of oranges to get one pint of juice; add the juice of one lemon, four pints of filtered water, one pint of grape juice, and sweeten to taste.

Slice a couple of oranges thinly and cut the slices into quarters. Let these float in a bowl of punch and also add a few bright red cherries. A couple of bunches of real grapes hung from the side of the bowl will give value to the decorative side of the drink.

Spring Lemonade.

When we get right down to it, there isn't any better thirst quencher or trade winner at this time of the year than plain lemonade. The writer has been preaching this for years, and expects to keep on preaching it. We do not mean lemonade manufactured to fill single orders by the glass. Lemonade is like soup. It should be made up in quantity. After it stands and blends, you get a much better product than you ever can in

making up individual orders. Lemonade is a corking good seller, and will always be a prime favorite. Such being the case, it is a mystery why the druggists let any of the street-corner vendors get any of this business. The citric-acid product can not compare with the real beverage, and their usual manner of serving is certainly away below par. Yet they plug along and get a lot of business in a quiet way.

Ideas In Serving.

While there is nothing new about lemonade, there may be in your way of serving. If you can dig up something different, it will be a good advertisement. Lemonade is of sufficient importance, especially in the spring, to justify you in getting up something quite elaborate.

One druggist has a lemonade well. This is a reproduction of an old-fashioned well, with cover, "old oaken bucket," and a miniature windlass. The outfit rests on his soda counter and really masks a crock around which ice is packed.

Another dispenser has a miniature pump and actually pumps lemonade for an enthusiastic following. The pump part (a rustic effect) stands above the counter, and the reservoir is below. This dispenser serves an old-fashioned cruller with each glass of lemonade.

A large block of ice hollowed out to support a glass bowl affords a striking way of serving. A folded towel inserted under the block of ice will act as a wick and conduct off the drip as the ice melts throughout the day. Some dispensers hollow out a block of ice and pour the lemonade into this receptacle. But this scheme needs pure ice—ice that is above reproach. The effect is striking.

Saratoga Punch.

This is a prepared punch, suitable for trade that is looking for something different. Mix two pints champagne cider with a half pint of fresh orange juice and half a pint of fresh lemon juice.

Add four pints filtered water and a half pint of crushed strawberry. Now sweeten to taste. The crushed strawberry will sweeten the mixture to some extent, but a little more sugar will probably be needed.

Add a little chopped orange, a few cherries, anything of this sort to garnish the drink. Beat up the whites of six eggs with a little powdered sugar and float on top of the punch. This is purely decorative. Serve from a bowl in which a small cube of pure ice has been placed. Stir frequently when serving.

A great deal depends on a man's

location. The uptown druggist with a fashionable trade must put on a few frills. These people usually have plenty of time to spend over their drinks, and will go where something is served that seems different, even if the difference only consists of a new name.

The business men down town, on the other hand, want something that they can gulp in a hurry, and this suits the druggist in that location, who is usually just as busy as the busiest of them.

Chocolate-Coated Fruits.

A druggist is having great success with chocolate-coated fruits, which are served with sundaes and similar specialties. This man says that if you want to attract the women you must use chocolate in some form, and he is more than half right. Chocolate novelties will stay in vogue longer than any other, and attract more actual cash.

Half a fig, dipped into melted chocolate and then cooled, makes a most attractive decoration for a sundae. Whole dates may be treated in the same manner. These will give you something that the average druggist has not in stock, and help you to build up a very high-class trade, derived from people who are willing to pay extra for something good.

"Roots and Yarbs."

Do not forget that springtime is associated with "roots and yarbs" in the minds of many old-timers. Early spring is a good time to feature root and birch beers. These drinks give you something that can be dispensed rapidly, and they are popular with men. When the weather is still raw it does not always pay to put on sale the numerous specialties which crop up later during the season. A man may not open his fountain at all, and still do a good business with root beer and lemonade.

We urge all druggists to open the fountain early; in fact, to keep it open all winter if they possibly can. But we urge them still more strongly to put on sale some good specialty during the warm days of early spring, whether the fountain is open or not. It gives you a very bad start to have nothing on sale at your soda fountain, especially when the hot days come along in May. If your competitor has his fountain going, he is bound to pick up all the unattached customers and possibly a number of your own. It is much easier to hold a man's custom than to win him back after he has wandered into other folds. Often he feels sheepish at having deserted you, and thus he is apt to remain away for good. Do not let him have an excuse to stay away. On the other hand, try to be first in the field, and then when the stray sheep come along you can gather them in. W. S. Adkins.

T. P. A. Secures Telegraph Credit for Members.

The Michigan division of the T. P. A. is demonstrating to its home office that Michigan is on the map of the Association. The latest move of the local officers of this division is to make arrangements with Postal Tele-

graph Co. to permit members of the T. P. A. to send "collect" messages via their lines without the usual cash guarantee. The Postal Co. has issued very neat cards to the Association, which are filled with the members name and signed by the officers. This card, when so signed, serves as an identification card when presented to any Postal telegraph office and the bearer is allowed to send his messages collect. This convenience is greatly appreciated by all the members of the T. P. A. and it also serves to show that the officers of the Association are awake to the interests of the membership.

R. S. Greenwood, local manager of the Postal, states that since the T. P. A. has started the ball rolling, this arrangement will, undoubtedly, be extended to the other traveler's organizations of the State. To the T. P. A., however, belongs the honor of making Grand Rapids the first city in the country to put this arrangement in effect.

The Michigan division of the T. P. A. has increased its membership 68 per cent. in the past year. This is the largest percentage of growth of any state in the Association.

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

In the matter of Clarence M. Jennings, Robert S. Jennings, and Jennings Brothers' Partnership, bankrupt:

Notice is hereby given that in accordance with the order of this court I shall sell at public sale to the highest bidder, on Saturday, the 10th day of May, A. D., 1913, at 2 o'clock, p. m., at the store formerly occupied by said bankrupts, at Lawrence, Van Buren county, Michigan, the assets of said bankrupts, consisting of and being appraised as follows: Drugs, \$372.96; Patent Medicines, \$422.45; Nyall and Rexall Remedies, \$54.31; Books, Tablets and Druggists' Sundries \$428.70; Goods in cellar and store room, \$76.28; Tobacco and Cigars, \$97.76; Fixtures, \$265.22; Book Accounts, \$260.21; less the exemptions allowed the bankrupts by law, and cash on hand. An itemized inventory of said assets may be seen at the office of the undersigned trustee in Lawrence. Said sale will be for cash and subject to confirmation by this court and notice is hereby given that if an adequate bid is obtained, said sale will be confirmed within five days thereafter, unless cause to the contrary be shown.

Dated this 29th day of April, A. D., 1913. Amos C. Benedict, trustee.

Drug Market.

Opium—This has advanced 25c per pound, which is based upon the expected doubling of the import duty.

Morphine and Codeine—Both these items are firm and an advance is expected.

Cod Liver Oil—Last week's catch was about normal and as fishing will continue for five weeks more, the catch is expected to be an average one.

In order to be a social favorite a man may be a cheerful liar.

WHOLESALE DRUG PRICE CURRENT

Acids		
Acetic	6 @	8
Boric	10 @	15
Carbolic	21 @	24
Citric	48 @	55
Muriatic	1 3/4 @	5
Nitric	5 1/2 @	10
Oxalic	13 @	16
Sulphuric	1 3/4 @	5
Tartaric	38 @	42
Ammonia		
Water, 26 deg.	6 1/2 @	10
Water, 18 deg.	4 1/2 @	8
Water 14 deg.	3 1/2 @	6
Carbonate	13 @	16
Chloride	12 @	15
Balsams		
Copaiba	75 @	1 00
Fir (Canada)	1 75 @	2 00
Fir (Oregon)	.40 @	50
Peru	2 25 @	2 50
Tolu	1 25 @	1 40
Berries		
Cubeb	65 @	75
Fish	15 @	20
Juniper	6 @	10
Prickley Ash	@	50
Barks		
Cassia (ordinary)	25	
Cassia (Saigon)	65 @	75
Elm (powd. 25c)	25 @	30
Sassafras (pow. 30c)	@	25
Soap (powd. 25c)	@	15
Extracts		
Licorice	24 @	28
Licorice powdered	25 @	30
Flowers		
Arnica	18 @	25
Chamomile (Ger.)	25 @	35
Chamomile (Rom.)	40 @	50
Gums		
Acacia, 1st	40 @	50
Acacia, 2nd	35 @	40
Acacia, 3d	30 @	35
Acacia, Sorts	@	20
Acacia Powdered	35 @	40
Aloes (Barb. Pow)	22 @	25
Aloes (Capé Pow)	20 @	25
Aloes (Sac. Powd.)	40 @	50
Asafoetida	1 00 @	1 25
Asafoetida, Powd.		
Pure	@	1 50
U. S. P. Powd.	@	1 75
Camphor	55 @	60
Guaiaac	35 @	40
Guaiaac, Powdered	40 @	50
Kino	@	40
Kino, Powdered	@	45
Myrrh	@	40
Myrrh, Powdered	@	75
Opium	7 55 @	7 50
Opium, Powd.	9 00 @	9 20
Opium, Gran.	9 00 @	9 20
Shellac	25 @	30
Shellac, Bleached	30 @	35
Tragacanth No. 1	1 25 @	1 30
Tragacanth, Pow	60 @	75
Turpentine	10 @	15
Leaves		
Buchu	1 85 @	2 00
Buchu, Powd.	2 00 @	2 25
Sage, bulk	18 @	25
Sage, 1/4s Loose	20 @	25
Sage, Powdered	25 @	30
Senna, Alex	25 @	30
Senna, Tinn.	15 @	20
Senna, Tinn, Pow.	20 @	25
Uva Ursi	10 @	15
Oils		
Almonds, Bitter, true	6 00 @	6 50
Almond, Bitter, artificial	@	1 75
Almonds, Sweet, true	90 @	1 00
Almond, Sweet, imitation	40 @	50
Amber, crude	25 @	30
Amber, rectified	40 @	50
Anise	2 25 @	2 50
Bergamont	@	8 00
Cajeput	75 @	85
Cassia	1 50 @	1 75
Castor, bbls. and cans	12 1/2 @	15
Cedar Leaf	@	85
Citronella	@	60
Cloves	1 75 @	2 00
Cocao nut	18 @	20
Cod Liver	1 25 @	1 50
Cotton Seed	70 @	85
Croton	@	1 60
Cubeb	@	4 50
Eucalyptus	75 @	85
Hemlock, pure	@	1 00
Juniper Berries	@	1 25
Juniper Wood	40 @	50
Lard, extra	85 @	1 00
Lard, No. 1	75 @	90
Lavender Flowers	@	4 00
Lavender, Garden	85 @	1 00
Lemon	4 00 @	4 50
Linseed, boiled bbl	@	51
Linseed, bld. less	55 @	60
Linseed, raw bbls.	@	50
Linseed, raw less	54 @	59
Mustard, true	.4	50 @ 6 00
Mustard, artifi'l	2 75 @	3 00
Neatsfoot	80 @	85
Olive, pure	2 50 @	3 50
Olive, Malaga, yellow	1 60 @	1 75
Olive, Malaga, green	1 50 @	1 65
Orange, sweet	4 00 @	4 50
Organum, pure	1 25 @	1 50
Organum, com'l	50 @	75
Pennyroyal	2 25 @	2 50
Peppermint	@	3 75
Rose, pure	16 00 @	18 00
Rosemary Flowers	90 @	1 00
Sandalwood, E. I.	25 @	30
Sassafras, true	80 @	90
Sassafras, artifi'l	45 @	50
Spearmint	6 00 @	6 50
Sperm	90 @	1 00
Tansy	4 75 @	5 00
Tar, USP	25 @	35
Turpentine, bbls.	@	46 1/2
Turpentine, less	50 @	55
Wintergreen, true	@	5 00
Wintergreen, sweet birch	2 00 @	2 25
Wintergreen, art'i	50 @	60
Wormseed	@	6 00
Wormwood	@	8 00
Potassium		
Bicarbonate	15 @	18
Bichromate	13 @	16
Bromide	45 @	55
Carbonate	12 @	15
Chlorate, xtal and powdered	12 @	16
Chlorate, granular	16 @	20
Cyanide	30 @	40
Iodide	2 85 @	2 90
Permanganate	15 @	30
Prussiate yellow	30 @	35
Prussiate, red	50 @	60
Sulphate	15 @	20
Roots		
Alkanet	15 @	20
Blood, powdered	20 @	25
Calamus	35 @	40
Elecampane, pwd.	15 @	20
Gentian, powd.	12 @	16
Ginger, African, powdered	15 @	20
Ginger, Jamaica, powdered	20 @	25
Ginger, Jamaica, powdered	22 @	28
Goldenseal, powd.	@	6 00
Ipecac, powd.	2 75 @	3 00
Licorice	14 @	16
Licorice, powd.	12 @	15
Oris, powdered	25 @	30
Poke, powdered	20 @	25
Rhubarb	75 @	1 00
Rhubarb, powd.	75 @	1 25
Rosinweed, powd.	25 @	30
Sarsaparilla, Hond. ground	@	50
Sarsaparilla Mexican, ground	25 @	30
Squills, powdered	40 @	60
Squills	40 @	60
Tumeric, powd.	12 @	15
Valerian, powd.	25 @	30
Seeds		
Anise	15 @	20
Anise, powdered	22 @	25
Bird, ls	7 @	8
Canary	7 @	10
Caraway	12 @	18
Cardamom	1 75 @	2 00
Celery	55 @	60
Coriander	10 @	15
Dill	18 @	20
Fennel	@	30
Flax	4 @	8
Flax, ground	4 @	8
Poenugreek, pow.	6 @	10
Hemp	5 @	7
Lobelia	@	50
Mustard, yellow	9 @	12
Mustard, black	9 @	12
Mustard, powd.	20 @	25
Poppy	15 @	20
Quince	@	1 00
Rape	6 @	10
Sabadilla	25 @	30
Sabadilla, powd.	35 @	45
Snflower	6 @	8
Worm American	15 @	20
Worm Levant	40 @	50
Tinctures		
Aconite	@	60
Aloes	@	60
Arnica	@	60
Asafoetida	@	1 00
Belladonna	@	60
Benzoin	@	60
Benzoin Compound	@	75
Buchu	@	90
Cantharadies	@	75
Capsicum	@	60
Cardamon, Comp.	@	75
Catechu	@	60
Cinchona	@	60
Colchicum	@	60
Cubeb	@	75
Digitalis	@	60
Gentian	@	60
Ginger	@	60
Guaiaac	@	60
Guaiaac Ammon.	@	70
Iodine	@	1 00
Iodine, Colorless	@	1 25
Ipecac	@	75
Iron, clo.	@	60
Kino	@	75
Myrrh	@	60
Nux Vomica	@	50
Opium	@	75
Opium Camph.	@	60
Opium, Deodor'z'd	@	2 00
Rhubarb	@	75
Paints		
Lead, red dry	7 @	10
Lead, white dry	7 @	10
Lead, white oil	7 @	10
Ochre, yellow bbl.	1 @	1 1/4
Ochre, yellow less	2 @	5
Putty	2 1/2 @	3
Red Venetian bbl.	1 @	1 1/4
Red Venet'n, less	2 @	5
Shaker, Prepared	1 40 @	1 50
Vermillion, Eng.	90 @	1 00
Vermillion, Amer.	15 @	20
Whiting, bbl.	1 @	1 1/4
Whiting	2 @	5
Insecticides		
Arsenic	6 @	10
Blue Vitrol, bbl.	6 @	6 1/4
Blue Vitrol less	7 @	10
Bordeaux Mix Pst	8 @	15
Hellebor, White powdered	15 @	20
Insect Powder	20 @	35
Lead Arsenate	8 @	16
Lime & Sulphur Solution, gal.	15 @	25
Paris Green	15 @	20
Miscellaneous		
Acetanalid	30 @	35
Alum	3 @	5
Alum, powdered and ground	5 @	7
Bismuth, Sublim. trate	2 10 @	2 25
Borax xtal or powdered	6 @	12
Cantharadies po.	1 30 @	1 50
Calomet	1 25 @	1 35
Capsicum	20 @	25
Carmin	@	3 50
Cassia Buds	@	40
Cloves	30 @	35
Chalk Prepared	6 @	8 1/2
Chalk Precipitated	7 @	10
Chloroform	38 @	48
Chloral Hydrate	1 00 @	1 15
Cocaine	3 70 @	3 90
Cocoa Butter	50 @	60
Corks, list, less 70%	@	85
Copperas, bbls, cwt.	2 @	5
Copperas, less	2 @	5
Copperas, Powd.	4 @	6
Corrosive Sublim.	1 25 @	1 40
Cream Tartar	28 @	35
Cuttlebone	25 @	35
Dextrine	7 @	10
Dover's Powder	2 00 @	2 25
Emery, all Nos.	6 @	10
Emery, powdered	5 @	8
Epsom Salts, bbls	@	1 1/2
Epsom Salts, less 2 1/2%	@	3
Ergot	1 50 @	1 75
Ergot, powdered	1 80 @	2 00
Flake White	12 @	15
Formaldehyde lb.	10 @	15
Gambier	6 @	10
Gelatine	35 @	45
Glassware, full cases 80%	@	15
Glassware, less 70 & 10%	@	10
Glauber Salts bbl.	@	1
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
Lycodium	60 @	75
Mace	80 @	90
Mace, powdered	90 @	1 00
Menthol	10 00 @	11 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	23 1/2 @	33 1/2
Rochelle Salts	20 @	26
Saccharine	2 00 @	2 20
Salt Peter	7 1/2 @	12
Seidlitz Mixture	7 @	25
Soap, green	15 @	20
Soap, mott castile	10 @	15
Soap, white castile case	@	25
Soap, white castile less, per bar	@	68
Soda Ash	1 1/2 @	5
Soda Bicarbonate	1 1/2 @	5
Soda, Sal	1 @	4
Spirits Camphor	@	75
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

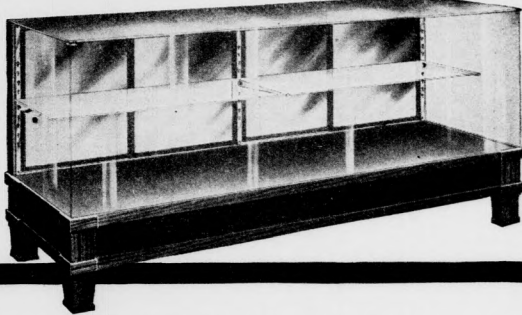
We are distributors of the Walrus soda fountain made at Decatur, Ill. We have five complete fountains on exhibition in our store, and we invite the inspection and consideration of all prospective buyers.

Grand Rapids. HAZELTINE & PERKINS DRUG CO.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless **Lemon and High Class Vanilla**

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Rolled Oats

Tobacco Turpentine

Index to Markets

By Columns

Table with columns for categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and corresponding items like Ammonia, Axle Grease, Baked Beans, etc.

Main table with columns for categories (1, 2) and items like Beans, Blueberries, Clams, Corn, French Peas, etc.

Table with columns for categories (3, 4, 5) and items like CHEESE, Mocha, CRACKED WHEAT, CHEWING GUM, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES, etc.

6	Vanilla Wafers 1 00 Water Thin Biscuit .. 1 00 Zu Zu Ginger Snaps .. 50 Zwieback 1 00
7	Other Package Goods Barnum's Animals 50 Chocolate Tokens 2 50 Butter Crackers NBC Family Package 2 50 Soda Crackers NBC Family Package 2 50 Fruit Cake 3 00
8	In Special Tin Packages per doz. Festino 2 50 Nabisco 25c 2 50 Nabisco 10c 1 00
9	In bulk per tin Nabisco 1 75 Festino 1 50 Bent's Water Crackers 1 40
10	CREAM TARTAR Barrels or drums 33 Boxes 34 Square Cans 36 Fancy caddies 41
11	DRIED FRUITS Apples Evapor'd, Choice bulk 6 1/2 Evapor'd, Fancy pkg. 7 1/2
12	Apricots California 12@14
13	Citron Corsican 15
14	Currants Imp'd 1 lb. pkg. 9 Imported, bulk 8 1/2
15	Peaches Muir's—Choice, 25lb. 9 Muir's—Fancy, 25lb. 10 Fancy, peeled, 25lb. 18
16	Peel Lemon, American 12 1/2 Orange, American 12 1/2
17	Raisins Cluster, 20 cartons 2 25 Loose Muscatels 3 Cr 5 1/2 Loose Muscatels 4 Cr 6 L. M. Seeded, 1 lb. 7@7 1/2
18	California Prunes 90-100 25lb. boxes. @ 4 80-90 25lb. boxes. @ 6 70-80 25lb. boxes. @ 6 1/2 60-70 25lb. boxes. @ 7 50-60 25lb. boxes. @ 8 40-50 25lb. boxes. @ 9 1/2
19	FARINACEOUS GOODS Beans California Lima 7 1/2 Michigan Lima 6 Med. Hand Picked 2 25 Brown Holland 1 65
20	Farina 25 lb packages 1 50 Bulk, per 100 lbs. 4 00
21	Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 20
22	Hominy Pearl, 100 lb. sack 2 00 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50
23	Pearl Barley Chester 2 60 Empire 2 50
24	Peas Green, Wisconsin, bu. 2 00 Green, Scotch, bu. 2 00 Split, lb. 5
25	Sago East India 4 1/2 German, sacks 4 1/2 German, broken pkg.
26	Tapioca Flake, 100 lb. sacks 4 1/2 Pearl, 36 pkgs. 4 1/2 Minute, 36 pkgs. 2 75
27	FISHING TACKLE 1/2 to 1 in. 6 1 1/4 to 2 in. 7 1 1/2 to 2 in. 9 1 3/4 to 2 in. 11 2 in. 15 3 in. 20
28	Cotton Lines No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20
29	Linen Lines Small 20 Medium 26 Large 34
30	Poles Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60 Bamboo, 18 ft., per doz. 80

FLAVORING EXTRACTS Jennings D C Brand Terpenese Extract Lemon No. 1 F box, per doz. 75 No. 2 F box, per doz. 90 No. 4 F box, per doz. 1 75 No. 3 Taper, per doz. 1 75 2 oz. Flat, F M per dz. 1 50	Jennings D C Brand Extract Mexican Vanilla No. 1 F Box, per doz. 90 No. 2 F Box, per doz. 1 25 No. 4 F Box, per doz. 2 25 No. 3 Taper, per doz. 2 00 2 oz. Flat F M per dz. 2 00
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FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 5 40 Seal of Minnesota 4 80 Sunburst 4 80 Wizard Flour 5 10 Wizard Graham 5 10 Wizard Gran. Meal 4 00 Wizard Buckwheat 6 00 Rye 4 40	Valley City Milling Co. Lily White 5 60 Light Loaf 5 10 Graham 2 30 Granena Health 2 40 Gran. Meal 1 70 Bolted Med. 1 60
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Volgt Milling Co. Graham 4 60 Voigt's Crescent 5 40 Voigt's Flourigt 5 40 Voigt's Hygienic 4 60 Voigt's Royal 5 80	Watson-Higgins Milling Co. Perfection Flour 5 40 Tip Top Flour 5 00 Golden Sheaf Flour 4 60 Marshall's Best Flour 4 85
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Worden Grocer Co. Quaker, paper 5 30 Quaker, cloth 5 40 Quaker Buckwheat bbl 5 50	Kansas Hard Wheat Worden Grocer Co. American Eagle, 1/4s. 5 25 American Eagle, 1/8s. 5 15 American Eagle, 1/2s. 5 05
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Spring Wheat Roy Baker Golden Horn, family 5 00 Golden Horn, bakers 4 95 Wisconsin Rye 3 85	Judson Grocer Co. Ceresota, 1/4s 5 80 Ceresota, 1/8s 5 90 Ceresota, 1/2s 6 00
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Worden Grocer Co. Wingold, 1/4s cloth 5 50 Wingold, 1/8s cloth 5 40 Wingold, 1/2s cloth 5 30 Wingold, 1/4s paper 5 30 Wingold, 1/2s paper 5 30 Bakers' Patent 5 15	Wykes & Co. Sleepy Eye, 1/4s cloth 5 40 Sleepy Eye, 1/8s cloth 5 30 Sleepy Eye, 1/2s cloth 5 20 Sleepy Eye, 1/4s paper 5 20 Sleepy Eye, 1/2s paper 5 20
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Meal Bolted 3 80@4 00 Golden Granul'd 3 80@4 00	Wheat Red 1 04 White 1 03
--	--

Oats Michigan carlots 36 Less than carlots 40	Corn Carlots 61 Less than carlots 63
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Hay Carlots 11 00 Less than carlots 13 00	Feed Street Car Feed 33 No. 1 Corn & Oat Feed 33 Cracked corn 32 Coarse corn meal 32
--	---

FRUIT JARS Mason, pts., per gro. 4 05 Mason, qts., per gro. 4 45 Mason, 1/2 gal. per gro. 6 80 Mason, can tops, gro. 1 40	GELATINE Cox's, 1 doz. large 1 75 Cox's, 1 doz. small 1 00 Knox's Sparkling, doz. 1 25 Knox's Sparkling, gr. 14 00 Knox's Acidul'd. doz. 1 25 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 25 Plymouth Rock, Plain 90
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GRAIN BAGS Broad Gauge 18 Amoskeag 19	Herbs Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25
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HIDES AND PELTS Hides Green, No. 1 11 1/2 Green, No. 2 10 1/2 Cured, No. 1 13 Cured, No. 2 12 Calfskin, green, No. 1 15 Calfskin, green, No. 2 13 1/2 Calfskin, cured, No. 1 16 Calfskin, cured, No. 2 14 1/2	Pelts Old Wool @ 30 Lambs 50@100 Shearlings 50@100
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Tallow No. 1 @ 5 No. 2 @ 4	Wool Unwashed, med. @15 Unwashed, fine @10
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HORSE RADISH Per doz. 90	Jelly 5 lb pails, per doz. 2 20 15 1/2 pails, per pail 48 30 lb pail, per pail 90
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JELLY GLASSES 1/4 pt. in bbls., per doz. 15 1/2 pt. in bbls., per doz. 16 8 oz. capped in bbls. 18 per doz. 18	MAPLEINE 2 oz. bottles, per doz. 3 00
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MINCE MEAT Per case 2 85	MOLASSES New Orleans Fancy Open Kettle 42 Choice 35 Good 22 Fair 20
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Half barrels 2c extra Red Hen, No. 2 1/2 1 75 Red Hen, No. 5 1 75 Red Hen, No. 10 1 65	MUSTARD 4 1/2 lb 6 lb. box 16
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OLIVES Bulk, 1 gal. kegs 15@1 25 Bulk, 2 gal. kegs 10@1 20 Bulk, 5 gal. kegs 10@1 15 Stuffed, 5 oz. 1 25 Stuffed, 8 oz. 1 25 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 4 25 Queen, Mammoth, 23 5 75 Olive Chow, 2 doz. cs, per doz. 2 25	PICKLES Medium Barrels, 1,200 count 7 75 Half bbls., 600 count 4 38 5 gallon kegs 2 00
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Small Barrels 9 50 Half Barrels 5 25 5 gallon kegs 3 00	Gherkins Barrels 14 50 Half barrels 7 75 5 gallon kegs 3 00
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Sweet Small Barrels 14 50 Half barrels 8 00 5 gallon kegs 3 25	PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90
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PLAYING CARDS No. 99, Steamboat 75 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd. 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808, Bicycle 2 00 No. 632, Tourn't whist 2 25	POTASH Babbitt's, 2 doz. 1 75
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PROVISIONS Barreled Pork Clear Back 22 00@23 00 Short Cut Clear 20 50@21 00 Bean 18 00@18 50 Brisquet, Clear 24 00@24 50 Pig 23 00 Clear Family 26 00	Dry Salt Meats S P Bellies 13
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Lard Pure in tierces, 11 1/2@12 Compound Lard 8 1/2@8 1/2 80 lb. tubs advance 1/2 60 lb. tubs advance 1/2 50 lb. tubs advance 1/2 20 lb. pails advance 1/4 10 lb. pails advance 1/8 5 lb. pails advance 1/8 8 lb. pails advance 1	Smoked Meats Hams, 12 lb av. 17 @17 1/2 Hams, 16 av. 16 1/2 @17 Hams, 18 1/2 av. 16 @16 1/2 Skinned Hams 18 @18 1/2 Ham, dried beef sets 20 @20 1/2 California Hams 11 1/2 @12 Piled Boiled Hams @15 Boiled Hams 25 1/2 @26 Minced Ham 12 1/2 @13 Bacon 17 1/2 @25
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Sausages Bologna 9 1/2 @10 Liver 7 1/2 @8 Frankfort 10 1/2 @11 Pork 13 @14 Veal 11 Tongue 11 Headcheese 9	Beef Boneless 20 00@20 50 Rump, new 21 00@22 00
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Pig's Feet 3/4 bbls. 1 05 1/2 bbls., 40 lbs. 2 10 1/4 bbls. 4 25 1 bbl. 8 50	Tripe Kits, 15 lbs. 90 1/4 bbls., 40 lbs. 1 60 3/8 bbls. 80 lbs. 3 00
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Casings Hogs, per 1/2 35 Beef, rounds, set 17@18 Beef, middles, set 30@35 Sheep, per bundle 80	Uncolored Butterine Solid Dairy 12 @16 Country Rolls 12 1/2 @18
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Canned Meats Corned beef, 2 lb 4 20 Corned beef, 1 lb 2 20 Roast beef, 2 lb. 4 20 Roast beef, 1 lb. 2 20 Potted Ham, 1/2 c 50 Potted Ham, 1/4 c 90 Deviled Ham, 1/4 c 90 Deviled Ham, 1/8 c 90 Potted Tongue, 1/4 s 90 Potted Tongue, 1/8 s 90	RICE Fancy 6 @6 1/2 Japan Style 5 @5 1/2 Broken 4 @4 1/2
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ROLLED OATS Rolled Avena, bbls. 4 25 Steel Cut, 100 lb sks. 2 00 Monarch, bbls. 4 00 Quaker, 90 lb. sacks 1 85 Quaker, 18 Regular 1 45 Quaker, 20 Family 4 00	SALAD DRESSING Columbia, 1/2 pt. 2 25 Columbia, 1 pint 4 00 Durkee's, large 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's small, 2 doz. 1 35
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SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Wyandotte, 100 3/4 s 3 00	SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 25
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SALT Common Grades 100 3 lb sacks 2 60 70 4 lb. sacks 2 40 60 5 lb. sacks 2 40 23 10 lb. sacks 2 25 56 lb. sacks 40 28 lb. sacks 20	Warsaw 56 & dairy in drill bags 40 28 lb. dairy in drill bags 20
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Solar Rock 56 lb. sacks 25	Common Granulated, Fine 1 05 Medium, Fine 1 10
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SALT FISH Cod Large, whole @7 1/2 Small, whole @7 Strips or bricks 7 1/2 @10 1/2 Pollock @4 1/2	Halibut Strips 15 Chunks 16
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Holland Herring Y. M. wh. hoop bbls. 12 00 Y. M. wh. hoop 1/2 bbl. 6 50 Y. M. wh. hoop kegs 72 Y. M. wh. hoop Milchers 73 Queen, bbls. 11 00 Queen, 1/2 bbls. 5 75 Queen kegs 62	Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75
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Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 10 00 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 25	Whitefish 100 lbs. 9 75 50 lbs. 5 25 10 lbs. 1 12 8 lbs. 92 100 lbs. 4 65 40 lbs. 2 10 10 lbs. 75 8 lbs. 65
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SEEDS Anise Smyrna 14 Caraway 6 Cardomom, Malabar 1 20 Celery 50 Hemp, Russian 5 Mixed Bird 5 Mustard, white 8 Poppy 16 Rape 5 1/2	SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85
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SCOTCH, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43	SODA Boxes 5 1/2 Kegs, English 4 1/4
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SPICES Whole Spices Allspice, Jamaica 9 Allspice, large Garden 11 Cloves, Zanzibar 27 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochin 14 1/2 Mace, Penang 70 Mixed, No. 1 15 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 70-80 30 Nutmegs, 105-110 22 Pepper, Black 13 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 45	Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 30 Cassia, Canton 12 Ginger, African 18 Mace, Penang 75 Nutmegs, 75-80 35 Pepper, Black 15 Pepper, White 35 Pepper, Cayenne 24 Paprika, Hungarian 45
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STARCH Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lb. pkgs. 5 1/4 Muzzy, 40 lb. pkgs. 5	Gloss Kingsford 7 1/4 Silver Gloss, 40 lb. 7 1/4 Silver Gloss, 16 3/4 lbs. 6 1/4 Silver Gloss, 12 6 lbs. 8 1/4
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Muzzy 48 lb. packages 5 16 3/4 lb. packages 4 1/2 12 6 lb. packages 6 50 lb. boxes 3 1/4	SYRUPS Corn Barrels 26 Half barrels 28 Blue Karo, No. 2 1 80 Blue Karo, No. 2 1/2 2 06 Blue Karo, No. 5 2 10 Blue Karo, No. 10 2 00 Red Karo, No. 2 1 91 Red Karo, No. 2 1/2 2 40 Red Karo, No. 5 2 25 Red Karo, No. 10 2 25
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Pure Cane Fair 16 Good 20 Choice 25	TABLE SAUCES Halford, large 3 75 Halford, small 2 25
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TEA Japan Sundried, medium .24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Basket-fired, medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 30@32 Siftings 10@12 Fannings 14@15	Gunpowder Moyune, medium 35 Moyune, choice 33 Moyune, fancy 50@60 Pingsuey, medium 33 Pingsuey, choice 35 Pingsuey, fancy 50@55
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Young Hyson Choice 30 Fancy 40@50	Oolong Formosa, Fancy 50@60 Formosa, Medium 28 Formosa, Choice 35
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English Breakfast Medium 25 Choice 30@35 Fancy 40@60	India Ceylon, choice 30@35 Fancy 45@50
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TOBACCO Fine Cut Blot 1 45 Bugle, 16 oz. 3 34 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz. 32 Dan Patch, 4 oz. 11 52 Dan Patch, 2 oz. 5 76 Fast Mail, 16 oz. 7 80 Hiawatha, 16 oz. 6 80 Hiawatha, 5c 5 40 May Flower, 16 oz. 9 36 No Limit, 8 oz. 1 80 No Limit, 16 oz. 3 60 Ojibwa, 8 and 16 oz. 40 Ojibwa, 10c 11 10 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 90 Peach and Honey, 5c 5 76 Red Bell, 16 oz. 3 96 Red Bell, 8 foil 1 98 Sterling, L & D 5c 5 76 Sweet Cuba, canister 9 16 Sweet Cuba, 5c 5 76 Sweet Cuba, 10c 9 3 Sweet Cuba, 1 lb. tin 4 90 Sweet Cuba, 16 oz. 4 80 Sweet Cuba, 1/2 lb. foil 2 25 Sweet Burley, 5c L&D 5 76 Sweet Burley, 8 oz. 2 45 Sweet Burley, 24 lb. 4 90 Sweet Mist, 1/2 gro. 5 70 Sweet Mist, 8 oz. 11 10 Sweet Mist, 8 oz. 35 Telegram, 5c 5 76 Tiger, 5c 6 00 Tiger, 25c cans 2 35 Uncle Daniel, 1 lb 60 Uncle Daniel, 1 oz. 5 22
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Plug Am. Navy, 16 oz. 32 Apple, 10 lb. butt 38 Drummond Nat. Leaf, 2 and 5 lb. 60 Drummond Nat. Leaf, per doz. 96 Battle Ax 32 Bracer, 6 and 12 lb. 30 Big Four, 6 and 16 lb. 32 Boot Jack, 2 lb. 90 Boot Jack, per doz. 90 Bullion, 16 oz. 46 Climax, Golden Twins 48 Climax, 14 1/2 oz. 44 Climax, 7 oz. 47 Days Work, 7 & 14 lb. 37 Creme de Menthe, lb 28 Derby, 5 lb. boxes 28 5 Bros., 4 lb. 65 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 58 G. O. P., 12 & 24 lb. 40 Granger Twist, 6 lb. 46 G. T. W., 10lb & 21 lb 36 Horse Shoe, 6 & 12 lb. 43 Honey Dip Twist, 5@10 45 Jolly Tar, 5 & 8 lb. 40 J. T., 5 1/2 & 11 lb. 35 Kentucky Navy, 12lb. 32 Keystone Twist, 6lb. 48 Kismet, 6 lb. 48 Maple Dip, 20 oz. 25 Merry Widow, 12lb. 32 Nobby Spun Roll 6 & 3 58 Parrot, 12 lb. 35 Patterson's Nat. Leaf 93 Peachey, 6-12 & 24 lb. 40 Picnic Twist, 5 lb. 49 Piper Hildsick, 4 & 7 lb. 48 Piper Hildsick, per doz. 96 Polo, 3 doz., per doz. 48 Redcut, 1 1/2 oz. 38 Red Lion, 6 & 12 lb. 30 Scrapple, 2 & 4 doz. 48 Sherry Cobbler, 8 oz. 32 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 47 Speed, 7 oz. 30 Sq. Deal, 7, 14 and 28 lb. 30 Star, 6, 12 & 24 lb. 43 Standard Navy, 7 1/2, 15 & 30 lb. 34 Ten Penny, 6 & 12 lb. 35 Town Talk, 14 oz. 30 Yankee Girl, 6, 12 & 24 30

Scrap All Red, 5c 5 76 Am. Union Scrap 5 40 Bag Pipe, 5c 5 88 Cutlax, 2 1/2 oz. 25 Clobe Scrap, 2 oz. 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 1 55 Mail Pouch, 4 doz. 5c 2 00 Old Songs, 5c 5 76 Old Times, 1/2 gro. 5 50 Polar Bear, 5c, 1/2 gro. 5 76 Red Band, 5c, 1/4 gro. 5 76 Red Man Scrap 5c 1 42

SPECIAL PRICE CURRENT

Table with columns 12, 13, 14 listing various goods like Seraple, Sure Shot, Yankee Girl Scrap, Pan Handle Scrap, Peachy Scrap, Union Workman, Smoking, All Leaf, BB, Bagdad, Badger, Banner, Belwood, Big Chief, Bull Durham, Buck Horn, Briar Pipe, Black Swan, Bob White, Brotherhood, Carnation, Cigar Clip'g, Darby Cigar, Continental Cubes, Corn Cake, Cream, Cuban Star, Chips, Dills Best, Dixie Kid, Duke's Mix, Drum, F F A, Fashion, Five Bros, Five cent cut Plug, F O B, Four Roses, Full Dress, Glad Hand, Gold Block, Gold Star, Gail & AX Navy, Growler, Giant, Hand Made, Hazel Nut, Honey Dew, Hunting, I X L, Just Suits, Kiln Dried, King Bird, Little Giant, Lucky Strike, Le Redo, Myrtle Navy, Maryland Club, Mayflower, Nigger Hair, Nigger Head, Noon Hour, Old Colony, Old Mill, Old English Curve, Old Crop, P. S., Pat Hand, Patterson Seal, Peerless, Plaza, Plow Boy, Plover Boy, Pedro, Pride of Virginia, Pilot.

15 CIGARS Johnson Cigar Co's Brand S.C.W. 1,000 lots El Portana Evening Press Exemplar Worden Grocer Co. Ben Hur Perfection Londres Grand Standard Panatellas, Finas Panatellas, Bock Jockey Club Old Master Coffee THE BOUR CO., TOLEDO, O. COFFEE Roasted Dwinell-Wright Co's B'ds WHITE HOUSE COFFEE SAFES Full line of fire and burglar proof safes kept in We Manufacture Public Seating Exclusively Churches Schools Lodge Halls American Seating Company 215 Wabash Ave. CHICAGO, ILL. GRAND RAPIDS NEW YORK BOSTON PHILADELPHIA

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Crockery and bazaar stock, inventories \$3,000 to \$4,000. Doing best cash business in city. No rundown stock. Must sell account ill health. Snap for someone if taken at once. Address 77, care Tradesman. 77

For Sale—McCray cooler, size 8x10 and 10 ft. high. Reversible and fills from side and back. Ice capacity, 5,600 lbs. Oak finish. Almost new. Also Toledo computing scale, marble slabs, blocks, etc. Sell all or any part. B. E. Begel, Jackson, Mich. 75

For Merchandise—240 acres three miles R. R. town of 1,500 and nine miles county seat, Canadian county, Okla. 140 acres in cultivation, 100 pasture. Elegant 10-room house with hot and cold water; two large barns. Improvements worth \$5,000 to \$6,000. Well located and very desirable. Also 240 acres five miles good R. R. town of 2,500. 130 acres in cultivation, balance pasture. Small improvements. Good land. Will handle clean merchandise up to \$26,000. Might consider building. If you want a good home and good deal, write me now. W. J. Finch, El Reno, Okla. 74

For Sale or Trade—160-acre farm, best of land. Well located. Will trade for stock of dry goods or general merchandise. J. D. Riede, 308 Monroe, Kalamazoo, Mich. 73

For Sale or Trade—Two Thurman's vacuum cleaners, hand power, with all attachments. Cost each \$50. What have you; Carl Grau, Taylor, Texas. 71

Hallow wire system gasoline lights with twelve lamps and tank complete; also eighteen gravity feed gasoline lamps for sale or trade, Carl Grau, Taylor, Texas. 72

For Sale—Paying merchandise business. New rapidly developing country. G. J. Howell, Dunkley, Colo. 70

Wanted—Dealers to sell Wacheta acetylene lighting systems. Permitted by National Board of Fire Underwriters. Hundreds in use, giving best satisfaction. Exclusive selling contract to parties capable handling territory. Write for particulars. Wichita Acetylene Mfg. Co., Wichita, Kan. 69

For Sale—An up-to-date bazaar stock in West Branch, Mich. Good reason for selling. Address Jarboe & Co. 68

Wanted—One first-class soda dispenser for resort town. One first-class butcher (inside work) for resort town. Address The Delicatessen, Walloon Lake, Mich. 65

For Sale—One 220 account American register, \$40. Costs new \$80. First-class condition. A. J. Crago, Clarion, Mich. 66

For Sale or Exchange—Hotel and livery located in small town. Northern Michigan. Steam heat, furnished. No competition. Will sell for cash or exchange for farm or stock merchandise. Address Box 7, Clarion, Mich. 67

Location wanted for a variety store. Live town, 1,200 to 4,000 population. Brick building. Well located. Southern Michigan, Northern Indiana or Northern Ohio preferred. Address Hustler, care Tradesman. 64

For Sale or Exchange—Fine 80-acre farm in Southern Michigan. Will exchange for shoe store. For particulars address Charlie Corey, Route No. 6, Bellevue, Mich. 62

For Sale—Grocery and college supply store right across the street from college buildings, in one of the best college towns in Michigan. Good cash trade. Address College Store, care Tradesman. 51

Wanted—Party, if interested, to write for particulars in starting livery and auto business in connection with fine hotel. No competition. Some capital required. A snap, act quick. P. J. Thompson, Flint, Mich. 49

For Sale—Retail hardware, plumbing, stove and tinware business established for over 40 years in a prosperous town, now on the commencement of unusual business prosperity. This is an extraordinary opportunity for anyone desiring to engage in this business, with a capital of about \$7,000. Best of reasons given for selling. Correspondence solicited. Wm. H. Hackenberg, Milton, Pa. 48

For Sale—A good hardware and paint business, with repair shop in connection, \$2,500. Monthly business over \$500. Store, Washington and Main streets, Los Angeles, Cal. Owner wishes to retire from hardware business. Address W. E. Johansen, 1843 S. Main St., Los Angeles, Cal. 46

For Sale—Cheap, half ton truck, 20 horsepower, solid tires. Jansen & Joosten, Flanagan, Ill. 43

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

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

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—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

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

Mr. Merchant! Why not add a mail order department? Take advantage of parcel post. Two large mail order firms did a \$100,000,000 business last year. Some of that business belonged to you. We have a proposition that should appeal to every merchant. It will appeal to you. Copyrighted prospectus free. Mississippi Valley Sales Co., Inc., Pittsburg, Kan. 1

For Sale—General stock, except shoes, doing cash business of \$30,000 per year, located in railroad town of 700. Stock and fixtures inventory about \$7,000. Apply to H. T. Stanton, 18 Market street, Grand Rapids. 52

For Sale—Drug stock in a live Western Michigan town. Good reasons for selling. Price and terms to suit you if taken at once. Address No. 31, care Michigan Tradesman. 31

For Sale—Clean stock of general merchandise, located in town 1,400 population, doing \$25,000 annual business. Good reasons for selling. Address Box 205, Yale, Mich. 30

For Sale—General store located 25 miles west of Detroit on M. C. and D. U. R. in a dairy farming locality but a few rods from way station. Stock will invoice \$2,000. Fixtures and buildings, \$15,000. Very little competition. Sales of 1912, \$10,000. Good reasons for selling. Address P. T. Burgess, Denton, Mich. 29

For Sale—General stock merchandise in best Central Michigan town of 2,000 in best farming district. Stock \$15,000, cleanest and safest proposition for capable man. Business always thrifty and competition normal. Reasons for selling. Address No. 26, care Tradesman. 26

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

For Sale—Stock general merchandise, invoicing \$4,500. Cash business last year, \$22,500. Reason for selling, poor health. Address Morrell & Lyle, Sherman, Mich. 56

For Sale—The finest and best located up-to-date ice cream parlor and confectionery store in city of 15,000, doing large business. Reason for selling, engaged in other business. Price very reasonable to cash buyer. Address Palace of Sweets, Manistee, Mich. 53

\$50 per week and up. How far up depends on you. Enormous sums are being made by Oxygenator Salesmen—one had made \$21,500 in three years; another \$6,000 in one year; another \$4,500 in six months. Western Oxygenator Co., Beatrix, Neb. 58

Get our list of "Lands and Business Chances" in Grand Traverse fruit belt of Michigan. If we sell your land or stock of merchandise, the entire cost will be but \$25. Send for proposition. Pardee Business Exchange, Traverse City, Mich. 13

For Sale—One carpet rack, one curtain rack, one shoe rack. Cheap if taken at once. J. E. Lugbill, Bluffton, Ohio. 24

Furniture Business For Sale—Will invoice at about \$12,000. Located in Turlock, in the famous Turlock irrigation district. Over 175,000 acres in the district. Population 8,000. Growing every day. Good reasons for selling. Sales last year, \$30,000. Address Box 217, Turlock, Cal. 20

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 buy, good live grocery. W. H. Mitchell, 7228 Vincennes Ave., Chicago, Ill. 972

\$3,000,000 monthly dividends now being paid to investors in Oklahoma oil companies; \$2.20 returned for every dollar invested last year. Oil production surpasses in value that of any other state. Only state whose production is increasing; \$100 invested now may make you independent; information free. Oklahoma Oil Development Association, 419 First National Bank, Tulsa, Okla. 8

Look Here Merchants! You can collect all your old given up accounts yourself by our new plan. Enclose stamp for sample and full particulars. Pekin Book Co., Detroit, Mich. 7

Drug store for sale. Good Southern Michigan town of 6,000. Excellent opportunity. Good trade and full prices. Address No. 996, care Michigan Tradesman. 996

For Sale—Soda fountain. Fine onyx fountain manufactured by Tufts, Boston, fourteen syrup cans, five draught arms, three soda tanks, all exposed parts nicked, carved columns with plate glass mirror and onyx decorations in the crown of the upright. Original cost \$1,200. Is an old model but serviceable. Will sell for \$150. Address M. J. Erwin, Harbor Springs, Mich. 991

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

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

For Sale—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

Canning factory and coal business for sale or trade. Splendid reasons for desiring change. Address No. 919, care Michigan Tradesman. 919

For Sale—Three 8-foot sections of patent medicine shelving, two 8-foot sections of tinure shelving, one circle corner cigar show case, 5x3 ft., and one prescription case, with desk, drawers, two table drawers and French plate glass mirror, 30x52; golden oak finish, in use about one year and in as good condition as when new. Made by the Grand Rapids Show Case Co. Will sell for \$200, which is about 50 per cent. of their original cost. Address M. J. Erwin, Harbor Springs, Mich. 992

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

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

HELP WANTED.

Wanted—Clerks to learn show card writing. Quickest, sanest and most successful system ever devised. Low cost. Address E. Kummel, Box 17, St. Paul, Minn. 63

Wanted—Agents to sell teas and coffees. Burns & Reed, 209 Hudson St., New York. 54

Wanted—Registered pharmacist or druggist. State particulars and salary expected. Address No. 38, care Tradesman. 38

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

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

SITUATIONS WANTED.

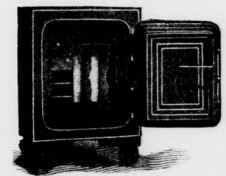
Registered pharmacist wants position for the season. Would consider proposition. Write Pharmacist, care Tradesman. 76

Positions—Fifteen calls for help in two days. One young man placed in a government position at \$75 a month. Another with the railroad at \$85. A position waiting for every graduate. No charge for placing students in positions. A postal will bring you full information. Special rates for summer term. Grand Rapids Business Institute, Opposite City Hall. 47

SARNIA, CANADA

If you are contemplating manufacturing or locating in Canada write H. F. Holland, Secretary Publicity Committee, Board of Trade, Sarnia, Ont.

Safes That Are Safe



SIMPLY ASK US

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

SAFE SAFES

Grand Rapids Safe Co.
Tradesman Building

For Sale!

Stock of general merchandise inventorying \$6,500, including full and complete lines of

- CLOTHING
- GROCERIES
- DRY GOODS
- BOOTS and SHOES
- FURNISHING GOODS

Fixtures inventory \$400.

Rent only \$11 per month.

Stock located in substantial railroad town in Kent County, surrounded by good farming district.

Will sell for cash or exchange for property in Muskegon.

Michigan Tradesman
Grand Rapids, Mich.

Tradesman Coupons

BANKRUPTCY MATTERS.

Proceedings In Western District of Michigan.

Grand Rapids Referee.

Grand Rapids, April 30—Based on a petition filed by certain of its creditors the Dearborn Corporation, of Holland, was adjudged bankrupt and the matter referred to Referee Wicks. George E. Kollen, of Holland, has been appointed receiver, with bond of \$5,000. The bankrupt has been directed to file schedules of its assets and liabilities on or before May 12, on receipt of which the first meeting of creditors will be called.

A voluntary petition was filed by Edwin Degergus, grocer of Ludington, and, in the absence of Judge Sessions, the order of adjudication was made by Referee Wicks. H. K. Hansen, of Ludington, has been appointed custodian, pending the election of a trustee. The following assets are scheduled:

Real estate, (homestead and mortgaged)	\$1,500.00
Cash on hand	42.00
Stock in trade,	700.00
Fixtures, etc.,	570.20
Accounts receivable	884.98
	<hr/>
	\$3,697.18

The following creditors are listed:

Taxes,	\$32.00
Clerk hire,	52.00
Saginaw Beef Co., Saginaw,	175.56
Armour & Company, Chicago	84.36
Ludington State Bank, Ludington,	87.00
Globe Tobacco Co., Detroit,	18.25
Judson Grocer Co., Grand Rapids,	263.36
Godfrey & Son Co., Milwaukee,	157.00
Roundy Peckman & Dexter Co., Milwaukee,	275.00
American Vinegar & Pickle Co., Milwaukee,	114.00
Oriental Mills, Manitowoc,	55.00
Wolverine Sale Book Co., Lansing,	12.00
American Slicing Machinery Co., Chicago,	90.00
Arbuckle Bros., Chicago,	15.00
Schust Baking Co., Saginaw,	25.00
Livermoore & Co., Chicago,	7.00
Angel Dial Scale Co., Elkhart,	5.00
Northrop, Robertson & Carrier Co., Lansing,	5.00
W. L. Mesinger Co., Grand Rapids,	18.71
G. R. Butchers Supply Co., Grand Rapids,	10.00
Renfro Brothers Co., Chicago,	45.00
	<hr/>
	\$1,546.24

May 1—In the matter of Lucas Brothers, bankrupt, of Maple Grove, Missaukee county, the final report and account of Walter R. Ardis, trustee, was filed, showing a balance on hand of \$247.43, and it appearing there were not more than sufficient assets to pay the administration expenses and preferred and secured claims in full, an order was made by the referee, calling a final meeting of creditors to be held at his office on May 17 to consider such final report. Creditors are directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

May 2—In the matter of Herbert F. Caswell, bankrupt, merchant at Portland, an order was made by the referee calling the first meeting of creditors to be held at his office on May 21 for the purpose of electing

a trustee, proving claims, examining the bankrupt, etc.

In the matter of Simpson Automobile Supply Co., bankrupt, of Grand Rapids, the first meeting of creditors was held and Ralph E. Hughes, of Grand Rapids, was elected trustee and bond fixed at \$5,000. The offer of Julius and Emil Tisch of \$5,000 for the assets of this estate, free and clear of all liens or encumbrances of every name and nature, was considered and several additional bids being received, the assets were finally sold to said Julius and Emil Tisch for the sum of \$6,000. The alleged lien of certain creditors who claim that under the sales in bulk law of the State of Michigan, the sale from E. W. Simpson to the Simpson Automobile Supply Co. was invalid, and that the bankrupt company held such assets as receiver for the creditors of E. W. Simpson, was transferred to the proceeds of said assets and the trustee directed to retain such proceedings in his hands until further order of the court.

May 3—In the matter of John C. Cole, bankrupt, formerly at Big Rapids, the final report and account of Don E. Minor, trustee was filed, showing cash on hand for distribution of \$462.87, and an order was made by the referee calling a final meeting of creditors to be held at his office on May 19 to consider such report and for the declaration of a final dividend for creditors. Creditors are also directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

In the matter of John G. Egolf, bankrupt, a laborer of Grand Rapids, the first meeting of creditors was held. No creditors were present or represented, and it appearing that there was no assets, over and above his legal exemptions, it was determined that no trustee be appointed. Unless further proceedings are desired by the creditors, the estate will probably be closed within a few weeks.

May 5—In the matter of Samuel R. Clarke, bankrupt, of Grand Rapids, the first meeting of creditors was held. Dorr Kuizema, of Grand Rapids, was appointed trustee and bond fixed at \$50. Meeting then adjourned, without day.

May 6—In the matter of John H. Kinsey, bankrupt, formerly in the shirt business at Grand Rapids, the first meeting of creditors was held and Dorr Kuizema, of Grand Rapids, appointed trustee by the referee and his bond fixed at \$500. E. L. Kinsey, Otto Ranje and Frank Worden, all of Grand Rapids, were appointed appraisers. The meeting was then adjourned to May 27, at the office of the referee, and the bankrupt ordered to appear.

In the matter of Brautigam Brothers, bankrupt, of Kingsley, the schedules of assets and liabilities were received and an order entered by the referee calling the first meeting of creditors to be held at his office on May 20 for the purpose of electing

a trustee, proving claims, etc. The following assets are scheduled:

Stock in trade	\$1,575.00
Household goods,	250.00
The following liabilities are scheduled:	
Secured Creditors.	
Taxes,	24.00
Seager Engine Works, Lansing,	575.00
Unsecured Creditors.	
Huron Portland Cement Co., Detroit,	245.61
Wm. Franfurth Hardware Co., Milwaukee,	220.07
Manton Produce Co., Manton,	93.00
Toledo Plow Co., Toledo,	13.90
Brown Stamping Co., Toledo,	33.49
B. J. Morgan, Traverse City,	5.00
Buckeye Paint Co., Toledo,	24.68
Barclay, Ayers & Bertsch Co., Grand Rapids,	44.58
Cook & Parker, Westfield,	20.10
John Fitch, Traverse City,	8.50
Gariand Refining Co., Cleveland,	34.80
G. R. Oil Co., Grand Rapids,	9.50
Standard Oil Co., Grand Rapids,	19.15
J. A. Harps Mfg. Co., Greenfield,	22.50
Jackson Fence Co., Jackson,	113.00
E. C. Mason Co., St. Johns,	5.25
Neidecker Company Milwaukee,	11.67
Worcester China Co., Sebring,	37.50
Baldwin Stove Co., Cleveland,	100.25
Excelsior Stove Co., Quincy,	184.77
Independent Stove Co., Detroit,	250.00
American Carriage Co., Kalamazoo,	106.50
Pittsburg Plate Glass Co., Grand Rapids,	17.81
F. W. Bird & Son, East Walpole,	39.39
H. Eikenhout & Son, Grand Rapids,	28.09
United Talking Machine Co., Chicago,	143.50
Alabastine Company, Grand Rapids,	39.23
G. R. Plaster, Grand Rapids,	55.00
Associated Mfg. Co., Waterloo,	255.15
Hannah & Lay Company, Traverse City,	66.79
Prokop Kyselka, Traverse City,	16.00
T. C. Iron Works, Traverse City,	14.00
Ney Manufacturing Co., Canton,	18.00
Merrill Company, Toledo,	91.54
Farker Plow Company, Richmond,	60.00
Iowa Dairy Co., Waterloo,	80.00
Votruba Harness Co., Traverse City,	19.91
Manistee Flouring Mills, Manistee,	66.35
S. F. Bowser Co., Fort Wayne,	60.00
Wagner Mfg. Co., Cedar Falls,	7.38
Shedd & Wright Co., Minneapolis,	26.00
Sherwin & Williams Co., Chicago,	13.09
M. I. Wilcox Co., Toledo,	26.70
E. I. Lockhart, Galesburg,	9.11
G. R. Stationery Co., Grand Rapids,	30.00
	<hr/>
	\$3,386.16

TO PREVENT ACCUMULATION.

The furniture trade has received a set back and after this week the Grand Rapids factories will work five days a week, instead of trying to run full time and piling up goods that the job hunters will be after next fall. The spring season started off very auspiciously in January and the manufacturers looked for a good six months. The floods in Ohio and Indiana cut a big chunk out of the trade territory for the last four months of the season. The orange and lemon tragedy in California killed the Western trade. The Eastern trade has

been in the dumps, as it usually is when the stock market is depressed. The fine prospects of January have turned into something very different for the furniture manufacturers and the curtailment of factory hours is their way to "hedge" against over-production and the evils that go with it. The new fall season will open on June 23 and the manufacturers are looking for better times to follow. The manufacturers, however, are by nature and long practice optimistic and their expectations are based on their hopes, rather than on anything very rosy in the prospective business conditions. One thing in favor of good business is the uniformly good prospects for crops this season. From all parts of the country come reports of bumper indications and, if these materialize, the farmers all over will have money to spend and this means prosperity for the towns. In Michigan the prospects for the fruit crop were never so favorable as at the present time and the reports on the grain crops are also good. Another good prospect is that before many weeks pass Congress will have completed its demoralizing free-trade propaganda and gone home, and the country will know the worst as to the tariff, instead of trembling for what may happen. Certainty, no matter how bad, is not so demoralizing to business as suspense.

Kalamazoo—The Gerline-Myers Brass Foundry Co. has been incorporated with an authorized capital stock of \$20,000, \$12,000 of which has been paid in in cash. The company will erect its factory here.

Hamilton—The Drenthe Canning Co. has removed its plant to this place and changed its name to the Hamilton Canning Co.

BUSINESS CHANCES.

41,000 acres virgin hardwood. This tract is traversed by standard gauge railroad. Heavy in poplar, white pine and oak. Will cut all kinds 6,000 feet to acre. Ready for immediate operation. Good local market. Good freight rates. For sale outright at \$18 per acre. To the right people would make a contract to sell by thousand feet B. M. as timber is cut. Owners offer. Splendid tannery and tannic acid plant location. P. O. Box 784, Asheville, N. C. 82

Automobile bargain for sale. My King car with full equipment, tires 35x4 1/2 and two extra tires and rims, quick detachable rims. Presto tank, storage battery. Gabriel and Klaxton horns and full equipment. If interested in a bargain see N. Robbins, Grand Haven, Mich. 81

Nice medium sized operation. On four cent rate of freight to Knoxville, Tenn. Contains 7,500 acres virgin timber. Accessible to railroad. Very cheap logging. Estimated 6,000 feet to acre. Runs greatly above average in poplar and oak. Considerable white pine. Terms easy. Price \$18 per acre. Owner offers. P. O. Box 784, Asheville, N. C. 83

Extra good location for general store in fine country town. Fine new brick block, 22x80 feet. Modern in every respect. One of the very best business towns in the State. I am closing out my business because of ill health. Object is to sublet my lease. I have one and one-half years, with privilege of two more. Will sell fixtures and balance of stock at a bargain. Address Box 193, Middleton, Mich. 80

For Sale—Only bazaar and dry goods in live town of 1,200. Stock less than one year old, invoicing from \$1,800 to \$2,000. Ill health reason for selling. Address 602 N. Hickory St., Owosso, Mich. 79

For Sale—Sawmill property at Ford River, Michigan, consisting of three band sawmill, shingle mill, tie and post mill, lath mill, docks and trams, blacksmith shop and machine shop all stocked with tools, large store and office building, large boarding house, large barns, sixty-three houses, lands, etc., all of which will be sold at a bargain. Apply to The I. Stephenson Co., Wells, Delta County, Michigan. 78



A Sample in Every Home

Every year we aim to put a sample package of

Shredded Wheat Biscuit

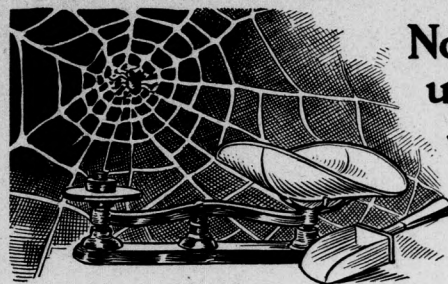
in every home in the United States and Canada. Quite often someone asks, "Why do you sample Shredded Wheat?"

We conduct extensive sampling campaigns because it is an effective way of educating consumers regarding the peculiar form, uses and nutritive value of Shredded Wheat. It is sampled from our own automobiles, by our own men, in a way that reaches the housewife and makes a convincing impression upon her. We follow this up with extensive newspaper and magazine advertising. In return for these efforts to create business for you we ask your interest and co-operation.

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

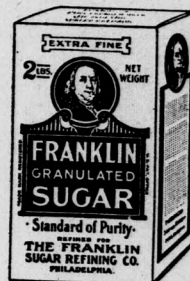
MADE ONLY BY

The Shredded Wheat Company
NIAGARA FALLS, N. Y.



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"

How About Your Printing?

THIS QUESTION is a very pertinent one for business men, because every day Business Printing takes on added significance as a *factor in trade*. Time was when any sort of printing would do, because not much was expected of it, but nowadays printing is *expected* to create and transact business. For this reason, good printing is exceedingly necessary in every line of business.

We have been producing *good* Business Printing for years. We have kept pace with the demand for the *best* in printing. As a consequence, our printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of *good* Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be *promptly executed*, but the printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver *good printing*.

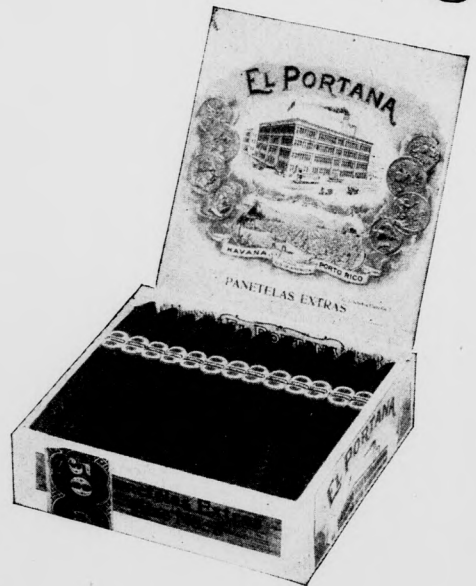
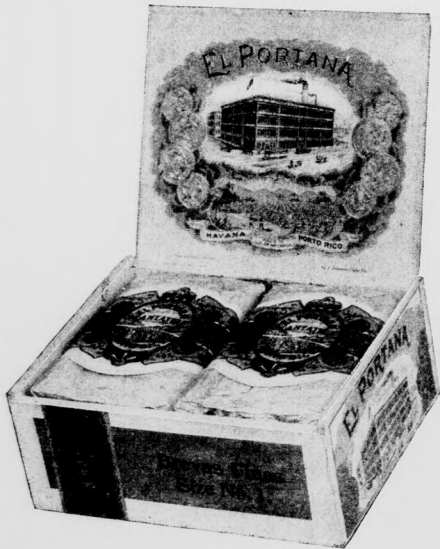
Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

TRADESMAN COMPANY

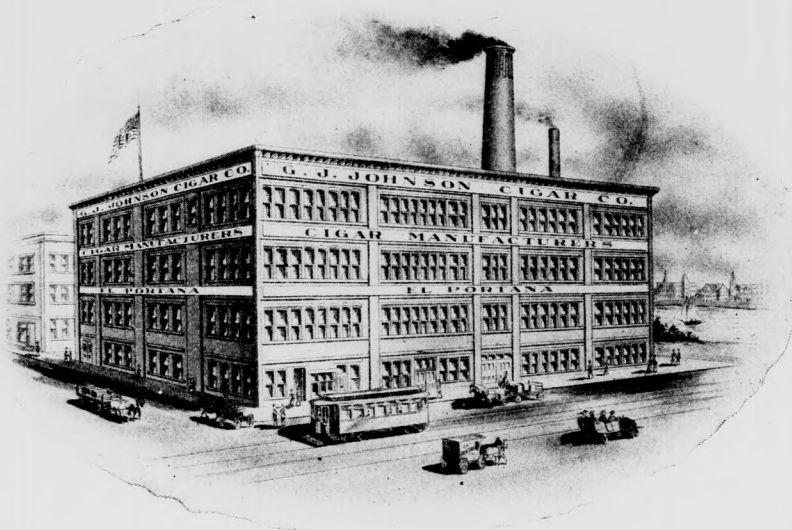
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GRAND RAPIDS, MICH.

EL PORTANA 5c CIGAR



'In a
Class by
Itself''



Manufactured
Under
Sanitary
Conditions



Made in
Eight Sizes
—
**G. J. Johnson
Cigar Co.**
Makers
Grand Rapids, Mich.

