

MERCHANTS WEEK EDITION

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

\$1 PER YEAR

Thirtieth Year

GRAND RAPIDS, WEDNESDAY, JUNE 4, 1913

Number 1550

WHOEVER YOU ARE

I earnestly entreat you to dispatch your business as soon as possible, and then depart, unless you come hither, like another Hercules, to lend some friendly assistance; for here will be work to employ you and as many as enter this place.

— ALDUS PIUS MANUTIUS

¶ *Aldus had the above inscription over the door of his work-room in Venice in 1501. It is just as useful to busy men today.*

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Grand Rapids

Kalamazoo

Grand Rapids Supply Company

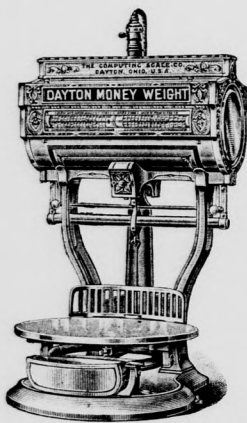
Jobbers

Pipe, Pumps, Mill Supplies
Plumbing and Heating Supplies
Pneumatic Water Supply Systems

56-68 Ellsworth Avenue

Grand Rapids, Mich.

Two Blocks Straight West Union Depot



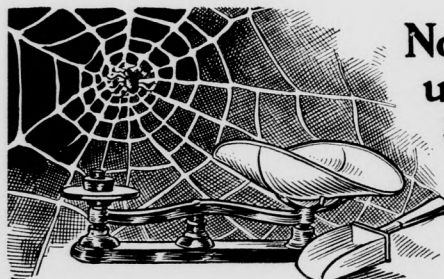
**Let the
Other
Fellow
Experiment**

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

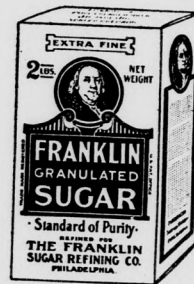
Moneyweight Scale Company
165 North State Street Chicago, Illinois

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



**No more
use for
Scoop
or
Scales**

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



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

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA, PA.

"Your customers know FRANKLIN CARTON SUGAR means CLEAN sugar"

next time

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

Lautz Snow Boy Washing Powder

Lautz Bros. Co. Buffalo, N. Y.



MICHIGAN TRADESMAN

Thirtieth Year

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SOWING THE WIND.

The Kalamazoo Telegraph-Press devotes a portion of a page daily to a so-called union labor department. It is quite evident, on the face of it, that the matter is prepared by an untruthful person, because every item printed regarding Grand Rapids is ridiculously false and utterly improbable. It is possible that honest laboring men enjoy being misled in this manner, but the Tradesman very much doubts whether any good pur- served by continually parad- hoods as facts. A recent or instance, stated that the Rapids Association of Com- se had been divided on the issue of an increase of wages for laboring men. As a matter of fact, this subject has never been discussed by the Association of Commerce because it is not a matter pertinent to the work of the organization. The publication of such nonsense—and practically all the matter printed in the department referred to is equally unreliable and misleading—in a reputable newspaper is greatly to be deplored, because malicious statements of this character serve to sow the seeds of unrest and prejudice in minds incapable of distinguishing between the true and the false. A fearful responsibility rests on the newspaper which thus sows the wind, realizing that the inevitable whirlwind will bring disaster to all concerned. What the laboring man needs, more than anything else, is to be told the truth and to be given to understand, plainly and unmistakably, that his worst enemy is the union demagogue who seeks to inflame his passions by false statements and lying accusations; who attempts to lead him into a strike that is groundless, solely for the graft there is in it for the walking delegate and strike manager and organizer; that his best and truest friend is the man who pays him honest wages and insists in return therefor an honest day's work; that every influence that is brought to bear on him to encourage him to shirk his work or reduce his earning capacity tends to lessen

his value as a producer and deprive him of the self respect which he should zealously cherish in order to take rank as a good man and a good citizen.

THE NEW WAY.

Have you planned your summer vacation yet? Perhaps you think you are too busy to get away for a week or two during the summer. Perhaps you think your business absolutely needs your presence on the job all the time. The busier you are, the more you think that you are indispensable to the success of your establishment the more certain it is that you should break away, for a spell, not merely to rest but, more important still, to get new ideas, new strength, new ambitions and a new point of view. A week or two weeks away from the daily grind will work wonders with most men and most women as well, and it does not matter much what you do or where you go, so long as you are away from routine which narrows life and circumscribes its joys. Go fishing or camping or visiting or sight seeing, but the main thing is to get away from the grind and the cobwebs of the everyday work. The vacation need not cost much. It need not cost any more than to stay at home, and just the surprise that you will feel to find that everything has been going along during your absence the same as usual will make the experience worth while. The responsibility placed on the clerks and other employes which they will feel during your absence will be good for them and make better clerks of them, more capable and more ambitious, and it will be still better if upon returning you let them off for a few days. The old idea was that vacations were unnecessary. The new idea discovers a real value in the period of recreation. The old idea called for all work and no play, long hours during the week and open on Sundays and holidays; the new shortens the work day and observes the holidays and Sundays, and the new idea has been found to be a success. The new way accomplishes as much or more, but takes less time to it, and the time saved is put into the enjoyment of life and living. The new idea is sane and makes for greater and better success. The merchant who takes a vacation is not introducing an innovation, except, perhaps, in his own case; he is merely falling into line with the modern theories.

If you cannot get to the city markets occasionally, you cannot hope to keep an up-to-date store without reading the trade papers.

Trade extension means trade retention.

PRISON FOR PLUMBERS.

Jail Sentences Ahead, if Charges Are True.

Saginaw, June 3—In a chancery case filed in the Circuit Court by Julius B. Kirby, in behalf of William E. and Charles E. Scott, for a receivership of the affairs and property of the E. E. Scott & Sons, sensational allegations are made concerning the existence of an alleged plumbers' trust in Saginaw.

In the petition filed it is alleged that an association of master plumbers of the city has pooled the interests of its members on public and private contracts, boosting the price of contract work and dividing the alleged excessive profits among themselves.

In the Schmelzer apartment contract on South Jefferson avenue it is alleged that the combination divided up \$900 among its members, the amount being added to the bid for this purpose. Other similar cases are alleged.

It is charged that this masters plumbers' association has intervened to prevent competition, that it pooled its interests; that contracts were awarded really by the secretary of the association and not by the parties actually doing the work; that all bids were turned over to the secretary for him to make his decisions and awards; that where he couldn't the members shook dice to decide the issue; that the "system" applied to schools and other public as well as private work.

Profits were fixed as high as 50 per cent, and they were divided pro rata among the members and a pool was formed for the purpose of driving out plumbers who attempted to bid from outside the association, jobs being taken at such a low price as to beat any possible competition while the member or firm doing the work was compensated for his loss from the pool.

Among the rules set out in the petition is the following: That members submit all bids over \$25 on plumbing work to the secretary of the association, or a designated officer who recorded the same, and in event of more than one bid allotted the "particular job to the member who, under the rules of the association, was entitled to receive that work." The manner of making the allotment is described in the allegation of the petition:

"In the event E. E. Scott & Sons were permitted to bid upon a plumbing job, either public or for a private citizen, they would procure the plans and specifications, and then figure the cost of such job and present the figures of the cost, and then

in every instance should add thereto an arbitrary per cent, of profit in accordance with the rules of the association; the last per cent, required by the rules, being 50 per cent, added to the total cost of the job. Under the rules a portion of this 50 per cent, would go to the association, and in certain instances an additional per cent, was added to each job for the purpose of reimbursing other bidders on the job who failed to get it, and for the purpose of paying other bidders to keep off the job, or make the figures so high it would be evident the contract would not be let to them."

"Outrageous" Prices Alleged.

It is further alleged that "The purpose and result of the method pursued was to absolutely eliminate competition in bids and to permit the plumbers of Saginaw, belonging to such association, to obtain an arbitrary, unreasonable and outrageous price for plumbing, when in fact the public was led to believe and understand that competition was being had."

The charge is made "That certain portions of all proceeds from jobs were paid over to the association for distribution purposes and for the purpose of creating a pool to prevent competition on future jobs that might arise by persons not in the plumbers' association."

Rules for forcing independent plumbers out are sworn to as well as the deciding of some awards of contracts by a "dice game." The repair work upon the Hoyt school is recited as being awarded to the contractor who did it by the secretary of the association.

A few years ago Henry Seager, a rancher on the big stock farm of John A. Reeves in Oklahoma got a notion that wheat could be raised in the dry land of that part of the country without irrigation. He told Reeves about it. "Well," said the latter, "you've been with me a long time, Henry, and if you want to make the experiment I'll make you a present of two hundred acres." Seager took the acres and began to grow wheat. Within ten years he was worth as much as his former employer and had increased his holdings to four thousand acres.

Are you studying up methods for getting fall business? There is going to be something doing this fall for every merchant who is alive to his opportunities.

Don't be one of the kind of men who can't stand prosperity. Just because you have a few dollars ahead, it is not necessary to discount your future.

CLOVERLAND.

Zephyrs From the Upper Peninsula of Michigan.

Marquette, June 3—This city was saddened by the announcement of the death of Lawrence W. Atkins, who was engaged in the clothing business here under the style of Ormsbee & Atkins, and at Ishpeming under the name of L. W. Atkins & Co.

Mr. Atkins was born Waterbury, Vt., Dec. 18, 1849. At the age of 5, with other members of his family, he took up the line of march for Kent county, Mich., where they pitched their tents in Grattan township. Here a little of farm life blessed him. He went to the district school. He did what a small boy on a farm is expected to do, until 1861, when the farm life was merged into a store in the village of Grattan, where for two years he mingled store and school. He then came to Grand Rapids and spent two years in the high school. The years 1865 saw the end of that; and, returning home, he went to work in good earnest with and for his father in the store at Grattan, for five years. At the end of that time his father died and the son continued the mercantile business until the estate was settled.

The year 1870 was what Mr. Atkins called an "off year." and until something better came up, he decided to try his hand at selling agricultural implements for his uncle. A disagreement arose as to terms. The young man, with the ambition of youth, set his figure at \$50 a month and expenses, a price altogether too high in the opinion of the employer. What could he expect to do to earn \$50, a mere boy, without experience in a business before unattempted? Fifty dollars! It was absurd. An arrangement was finally effected, however on a commission basis and the young salesman embarked upon the uncertain sea of trade. That same day saw him at sunset at home again with his implement disposed of. It was a stroke of luck, of course; and, rejoicing over it, he started out the next morning to meet a similar fate. That same destiny hung over him all summer. It dogged him wherever he went, and the number of implements which that young inexperienced salesman sold during those few months was little less than remarkable. The uncle gave little heed to the outgoing and the incoming of his trading nephew and, when the engagement ended, he looked over the account himself to see how matters stood. He met with composure the account of sales for the first third of the month, but as he reached the monthly limit, it was evident that there was "something rotten in Denmark!" The second month's record was a "corker," and, when the whole account was carefully looked over and it was found to stand from \$150 to \$185 a month in favor of the boy who was willing to work for \$50 a month, it was a little more than human nature could endure and he wailed: "You wouldn't rob your old uncle, would you?" The reply is not recorded; but an intimate knowledge of the young man of that period en-

ables one to conclude that the uncle received a fitting reply, and it is a fact that the money earned on the "old uncle's" own conditions was duly paid.

In the spring of 1871 Mr. Atkins came to Grand Rapids and entered the employ of John G. Harlan—a somewhat noted auctioneer nearly a half century ago—in the capacity of cashier. Here he was possessed of a desire to obtain a position as traveling salesman, and in December of the same year he succeeded in getting a line of goods from D. L. Newborg & Co. of New York, with whom he remained for six years. Chicago was the next locality to claim him, where, for four years, he labored successfully to advance the interests of Henry W. King & Co. in the same line.

At the end of that time his love for the old house took him back to New York, where he effected a desirable arrangement with Newborg, Rosenberg & Co. (successors to D. L. Newborg & Co.), with whom he remained three years. On Jan. 1, 1885, he

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, 3½ 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, 3½ 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



A Possible Customer

is often made by having just the particular thing he or she wants.

Mapleine

is a popular flavoring. Be sure and have it in stock.

Order from your jobber or
Louis Hilfer Co.
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

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

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.

We Are a Commercial Savings Bank

Open a City Checking Account and
Let Us Pay Your Bills

Your checks will be received with credit to yourself by the wholesalers.

The many *advantages* of an account with us will be interesting to talk over with us *Merchants Week*. Will you come in and see us?

We loan money on farms and property in Kent County at lowest rates.

Highest interest rates paid for money left with us on deposit.

GRAND RAPIDS SAVINGS BANK

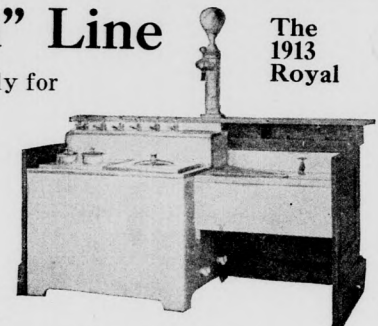
North Side Monroe, Corner Ionia

ASSETS OVER FOUR MILLION DOLLARS

Our "Royal" Line

was built especially for

Grocery Stores
General Stores
Small Department Stores
Five and Ten Cent Stores



The
1913
Royal

They are splendidly practical, serviceable soda water outfits, built for service rather than show.

We Ship Immediately from Crated Stock

Our great million dollar factory worked all last winter building a stock of these wonderful, speedy, economical stock Royals. We can ship you any of the several sizes of this popular line on a day's notice.

And this will interest you. By building these Royal fountains in large quantities at one time, we have cut the cost almost in half and you get the benefit.

Ask a "Liquid" salesman to show you photographs of these stock fountains and the 1913

Type "H" and Peerless

All built in several sizes and styles; prices to suit every person.

The Liquid Carbonic Company
CHICAGO New York Boston
Pittsburg Cincinnati Milwaukee Minneapolis
Atlanta St. Louis Kansas City Dallas Los Angeles

Remember we ship
on a day's notice from
crated stock.

joined the forces of Heavenrich Bros., manufacturing and jobbing clothiers of Detroit, with whom he remained until that house retired from business.

In March, 1888, Mr. Atkins formed a copartnership with J. L. Bradford and opened a clothing store at Ishpeming under the style of L. W. Atkins & Co. The venture prospered beyond expectation, and the establishment is one of the leading stores in the clothing line in the Upper Peninsula. Mr. Atkins subsequently engaged in the clothing business here under the style of Ormsbee & Atkins, which has developed into one of the leading mercantile establishments of Cloverland.

In July, 1878, Mr. Atkins led to the altar Miss Lizzie Caulfield, of Grand Rapids, and the union was blessed by one child, a daughter. He was a Mason of many years' standing, belonging to the order of Knights Templar.

Mr. Atkins attributed his success as a salesman to untiring industry and to a disposition to look out for the interests of his customers as well as those of his house. Experience taught him that the salesman succeeded best who sold only such goods as are adapted to the trade of the customers, and that the salesman who loaded his customers up with unsalable and unseasonable goods lacked those wearing qualities on which success is based.

Personally, Mr. Atkins was one of the most companionable of men. His thirty years' experience on the road gave him a large acquaintance and

his friends were in keeping with the number of his acquaintances.

Honks From Auto City Council.

Lansing, June 2—Brother Stewart Harrison will attend the Knights Templar conclave this week at Flint.

Only for certain reasons we would explain how Brother Sherwood, in learning to drive his car, forgot that he had both a clutch and brake and how such forgetfulness caused the breakage of one of his front lights and the tail light of another car which just happened to be in the way. We feel somewhat under obligations to Brother Sherwood and, therefore, refrain from saying anything about it.

The M. U. T. has at last finished its tracks over Michigan avenue bridge and cleared away the debris which has hindered traffic nearly a year.

Don't forget the Council meeting next Saturday night. Several initiations and other important business.

The news of the death of Brother John C. Saunders last Saturday morning came as a shock to the many friends and acquaintances of this estimable member of our Council. It was generally known that he was not in the best of health, but only a few were aware that his physical condition was serious. Brother Saunders was a charter member of our Council and had served with distinction in every office within the gift of its members. For the past seventeen years he had continuously represented Pitkin & Brooks, of Chicago and was well and favorably known by the traveling fraternity and business men

of Michigan. The deepest sympathy of our entire Council goes out to the bereaved family.

Last Saturday evening over one hundred invited guests assembled at the beautiful home of Mr. and Mrs. Fred Mott, on Bingham street, it being the occasion of the nineteenth anniversary of their wedding. The floral decorations were ferns, myrtle festoons and spirea, with carnation favors. Berger's orchestra rendered several selections suitable for the occasion and a sumptuous six course dinner was served. The out-of-town guests were Mr. W. W. Woolf and family, of Elsie; Mr. and Mrs. F. M. Foote, of Marshall, and Rev. and Mrs. Harbridge, of Holly. Rev. Harbridge being the minister who officiated at the wedding twenty years ago, was called upon for a reminiscent talk and spoke feelingly of the integrity and progressiveness of our genial hosts. Mr. Mott is one of the most popular salesmen representing the National Grocer Co. and is soon to become a member of Auto City Council.

H. D. Bullen.

The manager of one of the big department stores in New York was chuckling the other day over an incident which had just occurred in his establishment. "A well dressed lady," he said, "rushed up to a clerk in the household goods department and, without giving the girl a chance to ask what she wanted exclaimed: 'Give me a mouse trap, quickly, please, because I want to catch a train!'"

S. G. MAFFIT SALES CO.
118 Bostwick Ave., Grand Rapids
Michigan Distributors
CADILLAC-OHIO
Electric Vacuum Cleaners
Wholesale and Retail

A. L. JOYCE
The Old Reliable Bottler of
SOFT DRINKS
Special Attention To Family Trade
244 Pearl St. GRAND RAPIDS

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

It Rests the Nerves



The only successful Health Heel Cushion Shoe on the market.

It is built on especially designed comfort last, which allows space for the cushion instead of taking up room intended for the foot. High quality of leather and best of workmanship. Illustrated booklet upon request.

Agents wanted everywhere.

S. J. Pentler Shoe Mfg. Co.
Milwaukee, Wis.

Patentees and Exclusive Distributors

To the Trade of Western Michigan

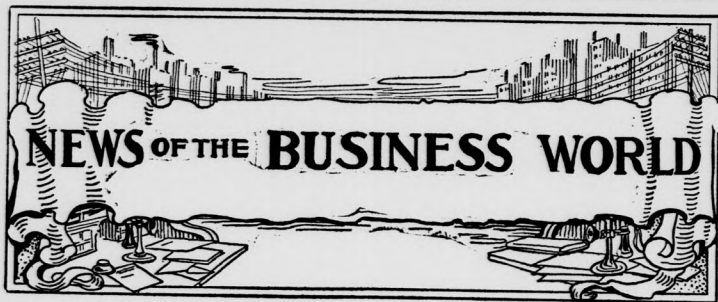
Having in the past confined our business to the City of Grand Rapids, we have recently employed additional salesmen to cover that part of Western Michigan considered Grand Rapids territory.

We wish to announce that we aim to carry the best merchandise obtainable, that we can and will give our customers the best of service and accommodations, for which we are noted with the trade of this city.

Respectfully,

Grand Rapids, Mich.,
June 4, 1913

Rademaker-Dooge Grocer Co.



Movements of Merchants.

St. Ignace—Alex. Ferguson has opened a bakery here.

North Branch—Mike Galard has opened a fruit and confectionery store here.

Bancroft—J. Harvey Hutchings, druggist, is remodeling the interior of his store.

Ovid—Lloyd Webb, recently of Carson City, has engaged in the meat business here.

Lansing—H. Merton Clark has opened an art store at 307 South Washington street.

Thompsonville—Mrs. G. M. Updegraff has added a line of bazaar goods to her stock of millinery.

Hastings—Asher Osborn lost his store building and stock of general merchandise by fire May 29.

Ithaca—James Rigney, recently of Howell, has engaged in the grocery business in the Whitman block.

Flint—The Michigan Lumber & Cedar Co. has changed its name to the Michigan Lumber & Fuel Co.

Copemish—C. L. Ferguson has enlarged his store building and added a line of groceries to his meat stock.

Chicora—William Rowe has sold his stock of general merchandise to F. G. Barber, who has taken possession.

Hersey—Hilderley & Beardsley, dealers in groceries and dry goods, are building an addition to their store.

Hastings—E. A. Crandall has sold his grocery stock to the former owner, Frank Horton, who has taken possession.

Maple Rapids—Miss Maud Scott has sold her stock of millinery to Mrs. Eva Owen, who will continue the business.

St. Louis—Joseph Taylor has purchased the E. J. Alexander grocery and crockery stock and will continue the business.

Dearborn—Fred Holtz has sold his grocery stock to his brother George C., who will continue the business at the same location.

Ludington—The hardware stock of H. Z. Huston was badly damaged by fire and water May 30. The loss was covered by insurance.

Kawkawlin—Burglars entered the hardware store of William T. Stevig, June 2, and carried away goods to the amount of about \$100.

Lowell—Mrs. D. C. Macham has sold her stock of bazaar goods to Robert Falk, recently of Fowlerville, who will continue the business.

Fife Lake—Mr. Bonawitz has sold his store building and grocery stock to the former owner, Fred Bechstein, who will continue the business.

Potterville—F. M. Cobb, who has conducted a general store here for the past thirty years, is closing out his stock and will retire from business.

Allegan—A. Renick has sold a half interest in his meat stock to Frank Curry and the business will be continued under the style of Renick & Curry.

Wayland—A. E. Weaver, who conducts the Palace meat market, has purchased the F. A. Burlington store building, meat stock and equipment and will continue both markets.

Hartford—W. W. Rowan has sold his grocery stock to C. D. Olds, who has added a line of crockery and removed the stock to his own store building which he has remodeled.

Lapeer—William L. Oliver, recently of New York City, has purchased the Cole Bros. bankrupt stock of general merchandise and will continue the business at the same location.

Fennville—Jay Wattles and F. G. Crane have formed a co-partnership under the style of the Wattles & Crane and engaged in the coal, feed and building material business here.

Fowlerville—M. G. Swarthout and E. D. Benjamin have formed a co-partnership under the style of Swarthout & Co. and taken over the coal and wood stock of Hugh Loughlin.

Bendon—E. H. Cook has sold his grocery stock to A. Allen and A. Preasant, who have formed a co-partnership under the style of Allen & Preasant and will continue the business.

Middleville—J. H. Harris has sold his stock of bazaar goods to Jacob Dykehouse and son, Henry, recently of Grand Rapids, who will continue the business under the style of Dykehouse & Son.

Detroit—The Meyers Market Co. has engaged in the wholesale and retail butchering business, with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and paid in in cash.

Ypsilanti—The George D. Switzer Co. has engaged in the general mercantile business with an authorized capital stock of \$9,000, of which \$4,500 has been subscribed and \$1,000 paid in in cash.

Linwood—S. Frierdringer, dealer in general merchandise, lost dry goods, groceries and a horse and buggy June 2, burglars entering the store and taking away the goods to the amount of \$1,500.

Morrice—An effort to start a co-operative store at this place is being made by a Detroit concern which has written a merchant here asking that he take charge of the movement and

enquiring if there is a building in town large enough for the purpose. The older merchants here remember when the Patrons of Industry tried the same thing and failed.

Haslett—Bert Alshouse has sold his meat stock and store building to Mrs. Nettie Minick, recently of Perry, who will continue the business at the same location under the management of William Manning.

Gladwin—M. H. Wright and F. E. Burton have formed a copartnership and are crediting a store building which they will occupy with a stock of general merchandise under the style of the Farmers' Exchange.

Bay City—The Dick Bendall Co., dealer in footwear, has merged its business into a stock company under the same style, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Woodland—B. S. Holly offered an egg crate as a prize to the one who would bring to his store last Saturday the heaviest dozen eggs. A large number were in the contest and Theodore Schofield won the prize with a dozen eggs that weighed one pound and fourteen ounces.

Yorkville—P. W. Rice is having constructed one of the most unique boats ever floated at Gull Lake and when finished it will carry supplies to every resort and every cottage on the lake. The boat will carry a full line of groceries and meats and also a gasoline supply for autoists. It will be 46 feet long and have a beam of nine feet, standing about six feet and two inches high. It has been named the "Nu-way" and its purpose fully confirms with its name. Not only will groceries and meats be carried, but confectionery and ice cream as well. The steamer has been built in such a way that it can land almost any place on the lake. It is large enough to carry a stock valued at over \$1,000. The boat itself will cost over \$1,700. It has a 25 horse power engine and can travel fifteen miles an hour.

Manufacturing Matters.

Kalamazoo—The Standard Paper Co. sustained a \$12,000 loss by fire at its plant May 30.

Detroit—The capital stock of the Metal Products Co. has been increased from \$300,000 to \$500,000.

Cheboygan—The Cheboygan Creamery Co. has been organized and will commence operation about June 14.

Bangor—The Wolverine Barrel Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

Niles—The National Cable & Manufacturing Co. has changed its name to the National Standard Co. and increased its capital stock from \$100,000 to \$150,000.

Detroit—The Diamond Brass Works has been organized with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The Schaefer-Frenzel Co. has engaged in business to manufac-

ture and sell pumps, air compressors, machinery, tools, electrical appliances, etc., with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and \$5,000 paid in in cash.

Battle Creek—The Battle Creek Imp Tire Compound Co. has been organized with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and paid in in property.

Detroit—The Keeton Manufacturing Co. has been incorporated to manufacture and market racing cars, with an authorized capital stock of \$1,000, which has been subscribed and \$500 paid in in cash.

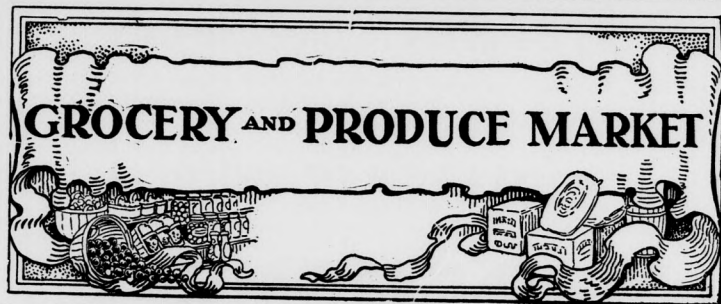
Niles—Jesse Mabrey, cigar manufacturer, has purchased a half interest in the cigar and bazaar stock of John E. Mannix and the retail and manufacturing business will be continued under the style of Mannix & Mabrey.

Brooklyn—The Fred H. Jones Co. has engaged in business to manufacture and deal in cider, vinegar and similar fluids, with an authorized capitalization of \$25,000, which has been subscribed, \$1,000 being paid in in cash and \$24,000 in property.

Detroit—The New Manufacturing Co. has engaged in business to manufacture, exploit and vend motor driven vehicles and establish sales agencies, with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed and paid in in property.

Detroit—The Office Systems Co. has engaged in business to manufacture and sell merchandise, particularly of office stationery and equipment, with an authorized capital stock of \$50,000, of which \$30,200 has been subscribed, \$200 being paid in in cash and \$30,000 in property.

Stamp books sold at one cent above the face value of the stamps they contain yielded a profit last year to the Government of \$180,000," says a Washington dispatch. An item like this somehow gives one a more vivid idea of the enormous magnitude of the postal business of the country than do the big figures relating to the gross volume of its operations. Here is a little corner of its affairs, hardly noticed alongside the rest, out of which the Government makes the tidy profit of a sixth of a million dollars a year. And it furnishes, at that, a valuable convenience—a neat little book, with several leaves of oil-paper to protect the stamps—at the price of our smallest coin. If the whole of the selling price of the booklets were profit, the \$180,000 would mean that \$18,000,000 of these booklets were sold; as a matter of fact, they cost the Government about a quarter of a cent to make, so that in reality the number sold was 25,700,000, and the public paid last year \$257,000 for these unconsidered trifles. In the year 1800, the whole amount received by the Post Office for carrying the mails of the country was just about this sum, being \$280,000. In the fiscal year 1911, it was \$237,000,000—nearly a thousand times as much.



The Produce Market.

Beans—Dealers pay \$1.60 for white and \$1.65 for red kidney.

Butter—Fancy creamery is steady at 28@29c in tubs and 30@31c in cartons. Local dealers pay 20c for No. 1 dairy and 18c for packing stock. It is probable the present prices on creamery will not be lowered much, if any, as we are now coming to full grass quality, and as soon as goods begin to go into storage the market will doubtless harden. Some of the best posted men in the business believe that butter will go into storage this year at prices not lower than 28@30c.

Cabbage—\$1.65 per crate for Tennessee; \$2.50 per crate for Mobile or Texas stock.

Carrots—60c per box.

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

Cocoanuts—\$4.75 per sack containing 100.

Cucumbers—85c per doz., for home grown.

Eggs—Local handlers pay 17½@18c for candled. The trade expected lower prices this spring, or at least they said that they expected lower prices, but with butter, meats and cheese selling at almost record prices it would hardly seem reasonable that eggs should go into storage at much lower prices than they did in 1912. Business conditions are none too good, and reasonable caution should be used in establishing values, but eggs in common with other products requiring a large amount of labor in their production, will doubtless continue to sell at comparatively high prices.

Egg Plant—\$2 per box from Florida.

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

Green Onions—15c per dozen for home grown.

Green Peppers—50c per basket.

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

Lemons—\$6@7 per box for Messinas.

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

Onions—Texas Bermudas, 75c@\$1 per crate.

Oranges—Late Valencias and Navels command \$5.50@\$6 per box.

Parsley—30c per dozen.

Pieplant—50c per bu. for home grown.

Pineapples—\$2.60 per box for Cubans and \$2.90 for Floridas. Shipments of Cuban pineapples are practically over and Floridas are at their best. No lower prices are looked

for and some are of the opinion that prices will be higher from now on.

Potatoes—The market on Michigan stock is sick. Quotations have dropped to 40@50c per bu. New stock from Florida brings \$2 per bu.

Poultry—Local dealers pay 13c for fowls; 6c for old roosters; 8c for geese; 10c for ducks; 12c for turkeys. These prices are live-weight. Dressed are 2c higher.

Radishes—15c per doz.

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

Spinach—65c per bu.

Strawberries—Missouri and Illinois stock commands \$2.25@2.75 for 24 quarts.

Tomatoes—\$3.50 per crate of six baskets—Florida.

Veal—Buyers pay 6@11c, according to quality.

The new Grand Rapids Trust Company opened for business this morning on Ottawa avenue just north of Monroe. The Company will occupy the first and second floors, with the general offices on the first and directors' and work rooms above. Hugh E. Wilson, Secretary of the Company, assisted by L. M. Hillman, will constitute the working force at the beginning, but additional help will be employed as the need for it appears.

Walter Ryder was married Tuesday afternoon to Miss Etta Ellis, formerly of Whitneyville. The ceremony took place at his mother's residence, 47 Ridge street, in the presence of about thirty relatives and close personal friends. The happy couple left on the evening train for Cleveland. They will be at home to their friends after June 9 at 122 Richards Terrace.

Paul C. Heinzelman, who for the past twelve years has represented the Worden Grocer Co. in Northern Michigan, has resigned his position, and in the future will represent the Grand Rapids Paper Co. in the same territory, in which company he has been for several years a stockholder and director.

William Judson and Guy W. Rouse are in Atlantic City this week attending the annual meeting of the National Wholesale Grocers' Association.

The National Brass Co. has increased its capital stock from \$50,000 to \$90,000.

There is nothing as impossible as some people.

The Grocery Market.

Sugar—The New York market is quiet but firm on the basis of 4.20c. Refiners have some seven weeks meltings stocks of raw sugar and can afford to look on for the present, pending the arrival of the active demand for granulated. This is overdue, but the country seems able to get along by eking out its stocks, and until the weather forces them into the market distributors will let refiners carry the bag. The tariff uncertainty hurts business, and from all indications will not be out of the way until the summer campaign is practically over. At 4.20c the margin for refined is 81 points.

Tea—The market holds fair in both Japans and Formosas. New Basked Fired are opening higher with a scarcity of good leaf being offered. Opening prices in Japan were somewhat cheaper but there has since been a firmer tendency. The general indications are that the higher grades will rule somewhat lower than last year, with cup quality fully as good. The total export of Japan teas last season were 35,500,000 pounds as against 40,584,000 pounds for the previous season. Congous are ruling low. Good cup Ceylons and Indias are firm and quickly picked up. The Java trade seems to be growing on advancing markets.

Coffee—Rio and Santos grades are ½c lower. The demand is very light and market conditions throughout are pretty sick. Nobody seems to have much confidence in the future of the market and for the present everything is stagnant and dull. Mild coffees have weakened in sympathy with Brazils, but in the primary markets holders are even asking an advance, although there have been no sales made on any advanced basis. Java and Mocha unchanged and dull.

Canned Fruits—Gallon apples are still selling at a very low figure, but as the heaviest demand of the year is a little later in the season not a great deal is doing at the present time. New strawberries are being packed now and indications are for short crop. Prices would seem to be as low as they should be for the entire season. Spot California fruits are fairly well cleaned up and some business is being done for shipment from the coast at fairly good prices. Practically nothing has been done in the way of booking orders for new pack.

Canned Vegetables—Reports from the heavy producing states of tomatoes have failed as yet to advance prices of canned tomatoes. The demand is of fair size for the time of year from both the city and country trade. Corn seems to have taken on added activity and is doing much better than it has for several months. The markets are well cleaned up on all cheap grades and the enquiry for the better grades is very good. Peas are unchanged, with the jobbers generally waiting developments from the new pack, which will be ready within the next two or three weeks.

Canned Fish—The market on domestic sardines is firmer than a short time ago, but there seems little chance of prices going higher as the

carry-over the past year is said to be large. The demand for salmon has been very heavy during the week. Prices are low and from present indications opening quotations may be lower than a year ago, as the catch is reported as large.

Dried Fruits—The situation in California raisins is unchanged. The undertone of the market is firm in spite of the slack demand. No change in the situation is looked for until the packers and Associated Raisin Company get together on a plan of campaign for the distribution of the held-over and coming crop. Most of the packers seem to realize that they must get into harmony with the plans of the growers' principal representatives, but they hesitate to give up their independence. Prunes seem to be in a very strong position, especially in view of the fact that reports come from the coast indicating not much over a 50 per cent. crop. Packers are already paying growers high prices for new crop. Peaches on the spot are moving very satisfactorily. Short crop of these is also reported for the coming season. Apricots of 1912 crop are fairly well cleaned up. New crop will be quite short and prices will rule high.

Cheese—There are a few old cheese remaining in the market that are being sold at about 3c per pound over the price of the new make. The quality of new cheese will get better as the season advances. Prices are ruling about the same as they were a year ago and no change is likely to occur from the present range of prices in the immediate future.

Syrup and Molasses—Glucose is unchanged for the week. Compound syrup is dull at ruling prices. Sugar syrup and molasses show no change and are very dull.

Provisions—Smoked meats are ¼c higher. Pure and compound lard remain steady at unchanged prices, with a fair consumptive demand. Barreled pork, canned meats and dried beef are all firm with an increased demand at unchanged prices.

Salt Fish—Cod, hake and haddock are quiet on account of the season at unchanged prices. Mackerel is not improved, and the market is still in buyer's favor; demand light.

The Schwartzberg Leather Co. has merged its business into a stock company under the style of the Schwartzberg & Glaser Leather Co., with an authorized capital stock of \$10,000 common and \$5,000 preferred, of which \$9,500 has been subscribed, and \$4,500 being paid in in cash and \$5,000 in property. The stockholders and the number of shares held by each are: Max Schwartzberg, 20 shares; Michael Schwartzberg, 20 shares; Ralph Schwartzberg, 20 shares and Charles Glaser, 35 shares.

John German, who has been engaged in the candy business under the style of the Holland Specialty Co., has sold the business to the Valley City Supply Co. and engaged to represent the latter as city salesman.

Bankruptcy Proceedings Before the Grand Rapids Referee.

Grand Rapids, May 27—In the matter of Bertha Degergus, doing business as Degergus & Guerin, merchants at Ludington, the first meeting of creditors was held, and by vote of creditors, Robert J. Quail, of Ludington, was elected trustee with bond of \$2,000. Following were appointed appraisers: H. K. Hansen, all of Ludington. The bankrupt was sworn and examined and the meeting adjourned, without day.

In the matter of Edwin Degergus, bankrupt, of Ludington, the first meeting of creditors was held. Creditors failed to elect and the referee appointed Robert J. Quail, of Ludington, as trustee, with bond of \$100. The bankrupt was sworn and examined and the meeting then adjourned, without day.

May 28—A voluntary petition was filed by Alfred Miting, of Holland, and he was adjudicated bankrupt and the matter referred to Referee Wicks. Practically all the assets appear to be claimed as exempt and the calling of the first meeting of creditors has been delayed until money for expenses is advanced by the bankrupt. The total unsecured liabilities aggregate \$9,056.

May 29—In the matter of John A. Bauman, bankrupt, of Grand Rapids, the first meeting of creditors was held and Louis Deutsch, of Grand Rapids, elected trustee, with bond of \$2,000. The inventory and report of appraisers was filed and shows assets of the appraised valuation of \$1,889.92. The meeting was adjourned to June 12, at which time the bankrupt was ordered to appear for examination.

A voluntary petition was filed by Harry R. Pickett, of Grand Rapids, and he was adjudicated bankrupt by Judge Sessions and the matter referred to Referee Wicks. The only assets scheduled are claimed as exempt. The following creditors are scheduled:

G. B. Wright, Lake Odessa	\$ 80.00
F. A. Converse, Williamston	25.00
Whitmore & Rogers, Lansing	6.50
Dr. Galbraith, Lansing	3.00
Dr. Seely, Lansing	42.00
National Grocer Co., Lansing	375.00
Michigan Fruit Co., Lansing	11.00
Ernest Heller, Lansing	5.35
Charles Ferguson, Lansing	30.00
I. H. Fowle, Milwaukee	20.00
H. E. Franke, Milwaukee	1.50
Frank E. Pickett, Wayland	3,000.00
Florence Allister, Milwaukee	7.50
Arthur Reynolds, Milwaukee	10.00
	\$3,606.85

June 2—In the matter of the Dearborn

Corporation, bankrupt, of Holland, the first meeting of creditors was held, and by vote of creditors present, Daniel Ten Cate, of Holland, was elected trustee; bond fixed at \$5,000. The receiver, Geo. E. Kollen, was directed to file his final report and account. Following were appointed appraisers: Oscar Tandler, of Grand Rapids, Benj. Mulder and Geo. Clements, of Holland. Meeting was adjourned to June 11, at which time the officers of the company were directed to appear for examination.

A voluntary petition was filed by Anna Eliasohn, of Ludington, doing business as New City Packing House Market, and she was adjudged bankrupt by Judge Sessions and the matter referred to Referee Wicks. An order was made by the referee, appointing Henry G. Reek, of Ludington, as custodian, and calling the first meeting of creditors to be held at his office on June 16, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc. The following assets are listed:

Stock in trade	\$ 200.00
One horse	40.00
Machinery, tools, etc.	1,000.00
Accounts receivable	130.20
	\$1,370.20

The following creditors are scheduled:

John Petrie, Ludington (preferred labor)	\$ 65.00
Saginaw Beef Co., Saginaw	175.00
A. Hiller, Ludington	100.00
Ludington State Bank, Ludington	100.00
Johanas Peterson, Scottville	50.00
Roundy, Peck, Dexter & Co., Milwaukee	26.00
G. R. Paper Supply Co., Grand Rapids	9.00
John Phelan, Ludington	10.00
Goodsell Hardware Co., Ludington	25.00
National Cash Register Co., Dayton	455.00
Thomas Peterson, Scottville	50.00
Stearns Light & Power Co., Ludington	45.00
Buckingham & Magner, Ludington	10.00
Young & Rahrer, Ludington	7.50
	\$1,127.00

You may have a large list of acquaintances, but they require frequent renewal. The average memory is short.

Opportunity takes very little rest. You can meet her every morning most any time after daybreak.

Big Bargains In Gasoline Cars

Desiring to devote our entire attention to Baker Electrics hereafter, we offer very attractive prices on eight gasoline cars, both runabouts and touring cars.

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66 Sheldon Ave.



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For Everybody at

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L. J. DeLamarter, Park Manager

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The ones at Ramona can't be beaten in the state.

Amusements?

The most enjoyable ones are found at Ramona.

Vaudeville?

Ramona theatre is famous for showing the best.

Then, too, there are the picnic grounds, the dancing casino, the play grounds, and a thousand other things to make a summer day worth while.

A visit to Grand Rapids is not complete without a visit to Ramona. The park manager will gladly assist you to plan a picnic there. Just address him at Ramona Park, Reed's Lake.

One of Michigan's leading flours and one that is building up an excellent trade for merchants all over the state is

New Perfection Flour

If it isn't working for you Merchants Week is a good time to let it begin.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

News and Gossip of the Grand Rapids Boys.

Grand Rapids, June 3—Attention! Uniforms for the parade are all ready and can be gotten at Grombacher & Major, Monroe avenue. There will be plenty of extra uniforms for those who did not order theirs early. Have your measure taken now and take the suit with you.

We are pleased to report that J. J. Berg, who has been laid up for four weeks owing to an accident, is out calling on his trade.

Last week Wednesday morning the 7 o'clock Detroit train on the P. M. was held 30 minutes for one passenger coming from the north on the G. R. & I., which was late. The distinguished passenger was Governor Ferris. We must admit that the Governor was the cause of discommoding a good many traveling men who, on account of being late, had to spend \$2 for livery rig.

Mr. and Mrs. Will Berner were seen at Ramona Theater last Saturday evening. We wondered why Bill had the front seat, but after the play we decided that Bill wanted to get a good look at "Mr. Nobody."

Paul Burns, for six years with the Globe Soap Co., has resigned his position with them and accepted a similar one with Proctor & Gamble Soap Co. We wish Soapy Burns success in his new position.

We are sorry to learn that Mrs. Geo. V. McConnel is at St. Mary's Hospital. We trust that she will not have to be there very long.

Wm. D. Bosman.

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

Buffalo, June 4—Creamery butter, fresh, 25@28½c; dairy, 23@26c; poor to good, all kinds, 20@22c.

Cheese—Fancy, old 17c; choice, 15@16c; new choice 14@14½c; poor to common, 10@15c.

Eggs—Choice, fresh, candled, 21@22c; at mark 20@25c.

Poultry (live)—Turkeys, 14@15c; cox, 12@13c; fowls, 17@18c; springs, 30@35c; ducks, 18@20c.

Beans—Red kidney, \$2@2.25; white kidney, new \$3@3.25; medium, \$2.35@2.40; narrow, new \$3@3.40; pea, new \$2.35@2.40.

Potatoes—65@75c per bu.

Rea & Witzig.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, June 2—Friday and Saturday were generally observed as holidays, so the grocery trade had a short week. It was long enough, however, to pound coffee down several points in the option market. During the week there was a drop of 21 to 34 points. Rio 7s are quoted at 11½c and Santos 4s 13½c. The outlook certainly seems very unfavorable for the bulls and the consumer need not worry about prohibitive rates.

The tariff, it is said, is still preventing any activity in the sugar trade. Buyers are taking only the smallest possible lots, although at this season it would seem but reasonable for purchases to be made a little ahead. Usually the granulated rate is 4.20c, which means a margin for refiners over raw of about 81 points.

The tea trade is in a rut and seems likely to stay there. The quotations named do not vary particularly from those of last year. Certainly no advance is noticeable.

Japan rice, on account of price, is apparently the center of more attention than other varieties. The South is still very firm and the mills are not inclined to make the least concession. Good to prime domestic, 4½@5½c.

Rice is steady and without perceptible change. Stocks are not very large, but large enough to meet all demands. As with tea, the tariff is troubling dealers. Spices are steady, but with very little activity prevailing. Stocks are moderate and quotations are absolutely without change.

Grocery grades of molasses have been selling with a little freedom. Prices on all grades are unchanged and are well held.

Canned goods brokers were all away fishing during the two holidays and the market was somewhat demoralized. At best, matters are very quiet and without any particular demand, the range of prices has shown absolutely no demand. Future tomatoes and corn have been more "in evidence" and, in fact, the volume of business has been quite satisfactory for desirable stock. Spot Maryland 3s, tomatoes, 80@82½@85c. N. Y. Standard corn, 60@65c.

Top grades of butter are firm and tend slightly higher. Creamery extras, 28c; firsts, 27@27½c; imitation, 25@26c; factory, 23@24½c; packing stock, 21@22c.

Cheese is in rather light demand, but quotations are firm. Best whole milk specials, 14½c.

The egg supply is not as large as a week ago and the general situation is slightly firmer. Best Western whites, 22@23c.

Literal.

A Brooklyn public school teacher says that she once required a pupil to compose a sentence with the word "dogma" as the subject. The pupil, a lad of 10, after some deliberation, submitted his effort. It read: "The dogma has five pups."

If your windows are worth anything to anybody, they are worth the most to you. Let the theatrical people find room somewhere else for their paper.

Visiting Merchants Notice

We want you to visit our sales room during Merchants Week and see our line of

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Electric Lights—Electric Starter

Deliveries of all Cadillac models are now reasonably prompt. It's not too late to get one of these handsome, powerful, luxurious cars and enjoy the summer touring.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 4, 1913

MAKING STRIKES TO ORDER.

It would be supposed that the Grand Rapids newspapers, ordinarily sane and claiming to be loyal to the best interest of the city, would have learned a lesson from the furniture strike two years ago and let that lesson guide them in their dealings with professional trouble makers when such gentry drift into town. In the furniture strike a person named Macfarlane, claiming to be an organizer, never heard of in this city before, unknown as to antecedents and bearing no credentials that should entitle him to public confidence, came to town and after several months of agitation and organizing, formulated preposterous demands upon the furniture manufacturers and, when these demands were refused, plunged this city's chief industry into a strike which lasted several months. It is needless to recall the incidents in the strike, the falsehoods that were handed out to the strikers, the misrepresentations, the vain hopes, and the downright lying and the riots that were incited, but the strike cost Grand Rapids workmen something over two million dollars in wages lost and its depressing influences were felt in every branch of trade. Macfarlane got enough out of the strike to pay the college bills for his son and to take his wife for a three months' trip to Europe. From Macfarlane's point of view the strike was a great success; the workers of Grand Rapids paid the bills.

This spring a man named Ryan, claiming to be vice-president of the international boilermakers union, and a man named Meyers, purporting to be vice-president of one faction of the international brotherhood of electrical workers, came to town on a mission of trouble making. Both of these men were total strangers in Grand Rapids and neither had credentials that would be sufficient to entitle a stranger to a job at sawing wood. Neither was invited to come. One of the strangers sent a demand to the receivers of the Pere Marquette and the other to the officers of the Commonwealth Power and Light Co., demanding conferences, the former upon the wages and working conditions of the boiler makers and machinists employed at the Wy-

oming yards, the latter upon the wages and working conditions of the linemen. The receivers of one corporation and the officers of the other ignored the demands on the ground that the persons making them were impudent meddlers with things that did not concern them and not entitled to even the courtesy of replies. Thereupon Ryan ordered the boiler-makers and machinists out on strike and Meyers did the same with the linemen, and both proceeded to strengthen their position by drawing as many more men into the respective unions as possible. The Pere Marquette receivers promptly took steps to break the strike by bringing in men from the outside to take the places of the men who had quit. The power company simply stopped all work on construction and extension and will wait for the strikers to get over their folly, in the meantime finding no trouble in securing enough men to make necessary repairs. Following the tactics of Macfarlane two years ago, both Ryan and Meyers are talking loud and often. They are misrepresenting conditions in every possible way. They are lying to workmen who have accepted their leadership and they are trying to fool the public. The daily newspapers instead of exposing these arrant frauds and denouncing them, are doing all they can to make it pleasant for them, accepting all their mouthings as gospel and giving them the prominence which is so helpful to them in holding the strikers in line. Both strikes are manufactured products, exactly as was the furniture strike two years ago. Neither has any basis in reason, sense or grievances, which was true two years ago. Then the workers who were fooled paid the bills and the workers will pay the bills this time. Macfarlane made enough out of the strike that year for his European trip. It is doubtful if Ryan and Meyers will be as successful as was Macfarlane, but it is no fault of the newspapers who are doing all they can to help these strangers along.

EVERYTHING READY.

The glad hand is awaiting all the merchants and their wives in the trade territory tributary to Grand Rapids. Next week Tuesday, Wednesday and Thursday will be Merchants Week in Grand Rapids and the wholesalers want as many of their friends to come for the good time that has been arranged for them as can possibly get away for three days from home and the daily grind. Last year more than 3,500 merchants and their wives responded to the invitations that were sent out by coming for the annual festival and more than 1,800 of them remained for the banquet with which the entertainment closed. Grand Rapids wants more than last year to come this time—as many more as possible—and will be disappointed if a new record is not made.

Invitations have been sent out as usual this year and the Committee

on Arrangements hopes that all who intend to come will signify their acceptance without delay, indicating how many will be here. Upon receipt of the acceptance letters are sent from the office here to the effect that banquet tickets have been reserved and will be delivered when the visitor registers at the Association of Commerce rooms upon arrival. The banquet tickets, as many as may be asked for, together with badges, tickets for the Ramona attractions and other forms of entertainment are then placed in an envelope with the visitor's name and filed, and this will be ready for delivery upon registering. Early notification will greatly facilitate the work of the local committees, will prevent delays at the registration counter and will make it easy to provide for all at the banquet. The last day for filing acceptances is June 10.

The first day of the annual festival will be for registration, getting acquainted and getting located. Wednesday and Thursday mornings will be open to permit the visiting merchants to make the rounds of the wholesale houses and to see the sights. Wednesday afternoon will be educational in the programme that has been arranged. A meeting will be held at the Coliseum and the speakers will be Postmaster W. Millard Palmer, who will explain the parcel post and tell the merchants how they can make this service of value in increasing their trade; C. A. Palmer, of Manistee, State Insurance Commissioner, who will discuss insurance and tell how insurance rates can be kept down by safeguarding against fire and M. S. Lawrence of the Interchangeable Fixture Co., who will discuss window trimming. These are all live topics and will be presented by live men in a live way and every merchant should be interested. The dancing pavilion at Ramona has been leased for Wednesday evening and the visiting merchants and their wives will be the guests of Grand Rapids at a grand ball.

Thursday will be entertainment day. Tickets on the street cars to Ramona will be furnished and coupon tickets for all the concessions, including the theater, will be supplied. The afternoon will be just one continuous round of fun, with the Grand Rapids wholesalers right in it with the rest. The closing feature of the week will be the annual banquet at the Coliseum at 6 o'clock, to be served by Jandorf. Richard J. Prendergast, Chairman of the Wholesalers Committee, will welcome the visitors, Carroll F. Sweet, President of the Association of Commerce, will be toastmaster and the speaker of the evening will be Warren G. Harding, formerly Lieutenant Governor of Ohio. There will be music and other special entertainment, but the detailed programme is being kept a secret that the visitors may have a pleasant surprise. The entertainment will close promptly at 9:30 o'clock to enable the visitors to catch the night trains home if they so desire.

The retail merchants, entirely independently of the wholesalers, are planning to do their share for the en-

tertainment of the visitors. They will display the welcome sign, fly the flags, have special window displays and special store arrangements and will be glad to answer the questions that visiting merchants may desire to ask.

SAVING THE VIRGIN PINE.

The Indian Club, made up of about twenty Grand Rapids young business men, has purchased about 1,000 acres of land along the Little Manistee River, extending five or six miles up and down the stream from the Pere Marquette crossing. The land is mostly cut over timber lands, covered with a scattering growth of young oak, poplar and other woods and an occasional showing of pine, but at the railroad crossing is a forty of virgin pine of splendid growth and a mile further up stream is an eighty covered with a still finer and larger growth. These tracts are said to be the largest and finest pieces of virgin pine left in the Lower Peninsula—in fact, practically the last remnant of the splendid forests that once covered the State. It is the plan of the Indian Club to preserve these two tracts of pine that future generations may see what this growth which plays so large a part in the history of the State looked like. The great difficulty in carrying out this purpose is the danger from fire. Hunters, fishermen and campers are careless, and the locomotives passing on the railroad throw sparks and in dry seasons a spark is all that is needed to start a conflagration which fanned by the wind sweeps across the country, destroying all the young growth, burning up the forest cover and damaging or destroying the forest monarchs. The forty at the railroad crossing, in which the Indian Club camp is located, has been fairly well protected, but scarcely a sound tree will be found in the tract as a result of fires in former seasons. The eighty acres further up stream and the intervening ground, with its young growth, has already been fire swept this season and if there is anything left to burn the experience may be repeated later in the season. The purpose of the Indian Club is exceedingly worthy, but it will be of no avail unless some method can be found for the protection of the lands from fire. The country in this district is of very little value for agriculture. The soil is sandy and thin and the country rough. No better use could be made of the strip along the river than to keep it as a forest and game preserve. The State itself could well assist in the work of preservation and protection for the effect the forest growth will have on the river and climate. The State could easily do what for individuals would be almost prohibitive on account of the expense. It is not the expense for a single year that makes so much difference, for the Club members would cheerfully chip in the amount required, but it is the continuous, year after year, expense which makes the problem serious. It is continuous protection that is needed for a single season of carelessness and neglect may wipe out the work of a dozen years.

Last Official Call For Merchants Week

Grand Rapids June 10, 11, 12

Every Retail Merchant in Michigan is Cordially Invited

WEDNESDAY

Business Efficiency Day

On Wednesday afternoon at 2:30 in the Coliseum a convention session will be held for those merchants interested in learning how to improve their business and adding to their profits.

An address will be given by Honorable C. A. Palmer, State Insurance Commissioner, on "Fire Insurance and Fire Prevention." This is a very important subject and is of vital interest to every retail merchant.

W. Millard Palmer, Post Master, Grand Rapids, will talk on "Parcel Post." This address will go over different phases of Parcel Post with a special reference to its value to retail merchants and the uses they can make of it in their business. Mr. Palmer has given this subject deep study and is thoroughly capable of handling it in an able manner.

A talk on "Window Trimming" will be given by M. S. Lawrence, of the Interchangeable Fixtures Company of this city. Merchants are beginning to realize, as never before, the value of their window spaces for advertising their goods and attracting attention to their stores. Every merchant should know how to get the most value out of the window space at his command and cannot fail to obtain many valuable suggestions from this address.

The session will begin at 2:30 and admission is perfectly free to all those who desire to attend. The Committee believes this will be one of the most important and valuable features of this year's Merchants Week and hopes to see a full attendance. Bring your note book with you and if there are any questions on these topics that you would like to ask you will be given an opportunity to do so.

Wednesday Evening Dance

Tickets will be provided for a grand dance at the Ramona Dancing Casino for Wednesday evening from 8:30 to midnight.

This Casino has the largest dancing floor in the State, and the Casino itself is of the most recent and artistic structure.

Beautiful music will be furnished by the celebrated Guthan Orchestra and the wonderful lighting effects will add to the brilliancy of the occasion.

THURSDAY

Afternoon of Solid Fun

On arrival and registration at the Association of Commerce headquarters each guest will be furnished with free street car tickets to and from Reed's Lake and tickets for the following amusements at Ramona: Theatre, Steamboats, Major Watson and Hazel A., Ramona Zoo, Mystic Chute, Indian Village, Roller Toboggan, Merry-go-Round, Dancing Casino, Panama Canal, Double Whirl and Circle Swing.

These tickets will be good for Thursday afternoon only.

Come along and whiz through the air on the Roller Toboggan, sail like a bird on the Circle Swing, shoot through the Mystic Chute, take a lake trip on the steamers, dance in the beautiful Casino, see the Miniature Panama Canal, ride the grizzly bear on the Merry-go-Round, visit the Zoo and enjoy a thrilling, whizzing trip through the air on the Double Whirl.

After you have gone through all of these experiences you will have a good appetite for the grand Banquet, which is to take place at the Coliseum down town at six o'clock sharp, and will be over by ten o'clock, so that those who desire can take early trains home.

Ramona Theatre

Will have an unusually attractive vaudeville bill, Manager L. J. DeLamarter having arranged for an exceptionally strong program, to include a number of features.

One of the big numbers for the week will be "The Primrose Four," a quartette which is recognized as one of the best on the vaudeville stage. The members of the quartette are singers of more than ordinary merit, and the vocal numbers have been carefully chosen with an idea of meeting diversified musical tastes.

Another musical number of more than passing interest is that of LaTosca & Co., the members of which organization will offer musical selections on a variety of instruments and also present vocal numbers, possibly including one or two from grand opera.

Gracie Emmet & Co., will be seen in a laughable comedy sketch entitled "Mrs. Murphy's Husband," in which the lines and situations are said to be provoking of much hilarity and enjoyment.

DeRenzo & LaDue have a novelty act in which the comedy features are exceptionally strong. The team has made good on all the big vaudeville circuits and will offer a lot of new features for the week at Ramona.

Adele Rowland, comedienne, will tell stories and sing the latest songs from Broadway, besides introducing the latest in dancing novelties.

There will be one more act to be arranged for later and the show will be followed by moving pictures or Ramonagraph.

The bill will be one of the strongest—if not the strongest—of the 1913 Ramona season.

Performance will take place on the afternoon of Thursday, June 12th, at 3:00 p. m.

The Grand Banquet

Will be held at the Coliseum Thursday evening, June 12th, at 6:00 o'clock sharp and will be over at 10:00 o'clock to enable those who wish to do so to catch early trains home.

These banquets are the crowning events of Merchants Week and are always full of vim, vigor and enthusiasm. There is something wonderfully inspiring in a gathering of two thousand people under ordinary circumstances, but when they are seated around a banquet table with the bands playing and anticipating the speeches to be made, it is a thrilling sight indeed.

We are to have as principal speaker at this year's banquet Honorable Warren G. Harding, Ex-Attorney General of Ohio, and one of the most famous Chautauqua lecturers on the platform to-day. Mr. Harding is a brilliant orator, of magnetic personality and his address alone will be worth coming many miles to hear.

Mr. R. J. Prendergast, the genial and well known chairman of the Wholesale Dealers Association, will introduce Mr. Carroll F. Sweet, President of the Grand Rapids Association of Commerce, who will act as toastmaster.

The Committee has promised us much excellent music and other stunts of a thoroughly entertaining character, which they will not permit us to announce at this time, as they desire to spring them as a surprise.

We believe the women especially will enjoy this Banquet, as it will be short and there will not be a dull or dragging moment in it. We hope every merchant who comes to Grand Rapids will arrange to attend the Banquet and take his wife, if he is fortunate enough to have one.

Send for Banquet Tickets Now

You must apply in advance for Banquet Tickets as we have to know how many are coming to make proper preparations. No tickets will be issued for the Banquet after June 10.

All other tickets you can get after your arrival and we need no advance notice.

Send applications to M. C. Huggett, Secretary Grand Rapids Association of Commerce.

**Wholesale Dealers Association
of the
Grand Rapids Association of Commerce.**

BANKRUPTCY MATTERS.

Proceedings in Eastern District of Michigan.

May 26—In the matter of Charles E. Ashdown, bankrupt, a merchant, Albion. Hearing on specifications in opposition to discharge of bankrupt referred to Referee Joslyn to take testimony thereon and report to the District Judge. The bankrupt and other witness were sworn and examined by attorneys for objecting creditors and thereupon the matter was duly adjourned to June 24th, 9:30 a. m.

May 27—In the matter of Edward D. Ellis, trading as E. D. Ellis Oil Co., bankrupt, Detroit. Final meeting of creditors held. Trustee's final account, showing total receipts of \$1,699.69, disbursements of \$961.65 and balance on hand of \$738.04, duly examined and allowed. Edward F. Wunsch, attorney for receiver and bankrupt, allowed \$125; Charles H. Ruttle, allowed \$35.00 account legal services to trustee, and the trustee the full statutory commission. Final distribution sheet forwarded to trustee paying out balance of funds. The total amount paid to unsecured creditors \$894.53; amount of exemptions paid to bankrupt, \$250; labor claim \$50; fees, commissions and expenses of receiver, trustee and referee \$137.94; total attorney's fees \$160; and miscellaneous expense \$207.22. Estate ordered closed and trustee discharged.

In the matter of W. A. Dusseau & Son, bankrupts, Detroit. Final meeting of creditors held. The final account of the trustee, showing total receipts of \$980.97, disbursements, \$752.83 and balance on hand of \$228.14, examined and approved. Trustee and custodian allowed full statutory commission. Order of distribution not yet made up.

In the matter of Harry Garsky, bankrupt, Detroit. Final meeting of creditors held. Trustee's report, showing total receipts of \$540, disbursements of \$348.71 and balance on hand of \$191.29, examined and approved. Trustee allowed full statutory commission and ordered that, after payment of administration expenses, balance be paid as second and final dividend. Order of distribution not yet made up.

In the matter of the Auto Lock & Specialty Co., bankrupt, Detroit. Final meeting of creditors held. The trustee's final account, showing total receipts of \$275, disbursements of \$161.25 and balance on hand of \$113.75, examined and approved. The balance on hand ordered paid on account of administration expense and labor claimants. There appears to be insufficient funds for dividends to general creditors.

May 28—In the matter of Edmund Kosmowski, bankrupt dry goods dealer, Detroit. Hearing on bankrupt's offer of composition. The meeting of creditors held as per notice. Claims of twenty-two creditors in the aggregate sum of \$12,422.34 were duly filed and allowed. On a vote being taken on the offer of composition, sixteen creditors whose claims aggregated \$11,781.54 voted in favor the accept-

ance of the said offer, while six claims in the aggregate sum of \$640.80 neither voted for or against the said acceptance. Referee Joslyn thereupon filed with the District Judge his report of the said vote and recommended the acceptance and confirmation of the composition. An order to show cause has been duly issued requiring the creditors to appear at the office of the Referee June 9 and show cause why the composition should not be confirmed.

May 29—In the matter of the Michigan Magneto Co., bankrupt, Detroit. Final meeting of creditors held. The final account of the trustee, showing total receipts of \$5,874.52, disbursements of \$2,559.95 and balance on hand of \$3,314.57, to which is to be added an item of interest of \$24.93, duly examined and allowed. The receiver and trustee allowed maximum statutory commission. The sale of accounts receivable of the face value of \$5,945.12 was held and a bid of \$25 received. Sale not confirmed, but continued to June 10. Lucking, Emmons & Helfman allowed \$100 account legal services to bankrupt, and Millis, Griffin & Lacy, \$150 account legal service to receiver and trustee. A final dividend will be declared on June 10.

May 29—In the matter of Taylor Brothers Co., bankrupt, Battle Creek. The first meeting of creditors has been noticed to be held at the Circuit Court rooms, Battle Creek, on June 9, which time the creditors of the bankrupt may attend, file their claims for allowance, examine the officers of the bankrupt and determine in what manner and at what time the property of the bankrupt shall be sold; also elect a trustee. The appraisers have filed their report and inventory in this matter, showing property appraised as follows:

Real estate and buildings	\$46,850.00
Barn equipment	544.40
Office furniture	2,494.55
Supplies	2,275.90
Raw materials	3,218.53
Manufactured stock	3,566.18
Factory equipment	15,738.62
Printing equipment	706.41
Sales equipment	179.70
Advertising equipment	140.78
Printing plates, etc.	1.00
Electros & half tones	1.00

Total \$ 75,717.07

In the matter of United Confectionery Companies, bankrupt, Battle Creek. The first meeting of creditors has been noticed to be held at the Circuit Court rooms, Battle Creek, June 9, at which time the creditors may attend, file their claims for allowance, examine the officers of the bankrupt, elect a trustee, and determine in what manner and at what time the property of the bankrupt shall be sold.

In the matter of Horace W. Bronson, bankrupt, Hudson. First meeting of creditors duly called to be held at the office of James H. Cornelius, attorney, Adrian, June 11, to permit creditors to file their claims for allowance, examine the bankrupt, and elect a trustee. A sale of the property of the bankrupt consisting

of a stock of furniture, etc., has also been noticed to be held at the premises occupied by the bankrupt at Hudson on June 10, subject to confirmation by the court at the said first meeting of creditors. The equity of redemption of the bankrupt in certain real estate will also be offered for sale at the same time and place.

In the matter of the Hippodrome, Inc., bankrupt, Detroit. The sale of the property of the bankrupt, consisting of fixtures, equipment, curios and incidental articles used in the conduct of a theater, has been ordered to be sold by the trustee on the premises 229 Woodward avenue, Detroit, June 10, subject to confirmation by the court.

Abolishing the Postage Stamp.

Putting on a postage stamp and generally being obliged to "lick" Uncle Sam's paste is not an exactly pleasant performance. If the new invention of a New Zealand man comes into general use all we will have to do is to put our letters under a machine and turn a crank. Every one may have his own stamping-machine just as easily as he has a gas meter or a cash register. In New Zealand, where this device is already in actual use, the machine is rented from the postal authorities and an authorized collector calls at intervals and takes the pay for the amount registered on dials on the machine.

The machine now in use gives stamped impressions of a halfpenny, penny, three and six pence, and one shilling, as it is for British currency, but it could just as easily be constructed for American money should our Government see fit to adopt the device.

On the front of the machine is an indicator, with a handle which can be set by the operator to show the amount of postage required. From the right-hand side projects a crank to which is attached a trigger. An opening in the bottom of the machine for the insertion of the mail matter to be stamped. After the letter is in place, the operating handle, or crank, is pushed around until it has described a complete circle, when it is automatically locked. While this is being done the value of the impression, which is represented by the stamp, is recorded on a dial on the top of the machine.

In the manufacturing of these machines the greatest precaution has been taken against fraud or any possible tampering with the mechanism. The only means of opening the machine is by a patent lock, the key of which is in the possession of the postal authorities. No machine leaves the workshop until it has been most carefully tested. There are no screws that will allow admission to the interior, and the most important portions of the working apparatus cannot be reached except by destroying the machine. Aside from all this, the pains and labor of committing a fraud would be useless, for the impressions are not salable.

From an economical standpoint alone the amount of money saved in the administration of the postal de-

partment in any country would be no small amount. The cost of printing the stamps, and the vast army of employes necessary for the counting, checking, issuing and canceling of them, would all be eliminated.

Remarkable Dry Goods Opportunity at Auction.

Owing to death of owner and proprietor April 24, an exceptional opportunity for a first class dry goods man to purchase a complete stock of dry goods, notions and ladies' wares at auction at Platteville, Wis., on Thursday, June 12. The stock is good and clean, the store having enjoyed the very best of patronage, and the business has always been cash. The deceased owner completed the store room (which is two story and basement) two years ago. To a good, live, wide-awake merchant there is no better opportunity, and the right man can make an unlimited amount of money, there being absolutely no chance of failure, as the success of the business is assured. This golden opportunity is located at Platteville, Wis., in one of the best agricultural and dairy sections in the State. The special administrators are desirous of getting the stock into the hands of a real, live merchant, who can arrange to lease the store building for a term of years. This proposition will bear the most rigid investigation. This business has grown from a \$500.00 stock some twelve years ago up to now owning and occupying the entire present two-story and basement building, the stocks present inventory which has just been completed and is guaranteed, shows \$22,400.00 worth of merchandise. A deposit or certified check of \$1,000.00 will be required of any and all bidders. For further information write or wire the undersigned special administrators as the stock will positively be sold at auction on Thursday, June 12.

Dr. Wilson Cunningham and O. E. Gray, Special Administrators, Platteville, Wis. Adv.

Consider the Dew.

The question is often asked, Does the dew rise or fall? Dewfall is an admissible an expression as sunrise or sunset. In both cases the expression is at variance with scientific fact. Meteorologically, the formation of dew is not accompanied by motion in the vertical plane, hence there can be no question of rise or fall. Under certain conditions of wind, cloud, and temperature variants, dew is produced. Warm-air charged with moisture comes in contact with a cooler surface. When, in this contact the heat is subtracted from the air and the saturation point for that temperature is reached, the moisture, which in the air has existed as water vapor, is condensed upon the cooler surface at the point of contact. The dew-drop, also good English, although false physics, has no existence in the air, but comes into being upon the surface bedewed. It does not fall nor does it drop.

Patience and tact are the heavenly twins of business. It is a good deal of trouble to keep them working, but it's hard to keep house without them.

WATER POWER ELECTRICITY

The Modern Agent of Progress

This modern agent is to-day welcomed everywhere. It is promoting the prosperity and building up our cities and villages throughout the state.

The advantages of this force are too apparent, which is solving the power problems, large and small.

It means money made and saved where this economical and efficient force is used, which is lowering the cost of production all over the world.

Electric service is at your command every hour of the day or night. No matter what time you need it, it responds instantly at the pressing of a button. You may have light, heat or power, one or all at the same time, at a cost that is to-day within the means of everyone.

STATISTICS carefully and accurately compiled from facts. Facts about conveniences and economies are aids to success. It pays to investigate facts concerning the benefits of electricity.



Grand Rapids-Muskegon Power Co.

Citz. Phone 4261 **124 Monroe Ave., Grand Rapids, Mich.** Bell Main 797

THE SHOW ME MAN.

He Successfully Meets Mail Order Competition.

Louis Caplan, general dealer at Baldwin, has given the subject of mail order competition much careful thought and confidently believes he has worked out a plan by which it can be met and overcome by country merchants. His method of handling this somewhat annoying feature is very clearly set forth in two advertisements which he recently published in the local Baldwin paper and which are reproduced in adjoining columns on this page. Mr. Caplan has been pursuing this policy for some months and finds that, as the result of his campaign, the amount of business sent to the mail order houses from his town and vicinity has been very materially reduced. He believes that in time he will be able to induce all customers tributary to his town to leave their money with local merchants, instead of sending it to Chicago and other mail order centers.

The Tradesman feels no hesitation in commending Mr. Caplan's plan to the retail trade of the State, experience elsewhere having demonstrated that the plan outlined is about as effective in dealing with this abuse of modern mercantilism as any feature that can be adopted and carried into execution.

Blame Board of Health.

The Publicity Committee of the New York Mercantile Exchange prepared and had presented to Commissioner Lederle of the Board of Health of New York City the following communication:

"The Publicity Committee of the New York Mercantile Exchange has resolved that the attention of the health department of this city should be called to the fact that the receipts of eggs in the New York market have recently declined very much below the normal seasonal basis, and are now running unusually light and wholly out of proportion with the receipts of other markets, and that this condition must be largely due to the recent exactions of the inspectors of the Board of Health, which have the effect of diverting the cheaper grades of eggs such as dirties and checks to other markets.

"This is depriving the working classes of New York of an immense supply of wholesome food, heretofore obtained in abundance and at reasonable prices.

"The receipts for the week ending May 10 alone were below those of the corresponding week of last year to the extent of 1,655,310 dozens.

"We respectfully submit that it is to the public interest to encourage the shipment of checks and dirties to our city, and that the activity of the inspectors should be directed only against the sale of actual 'rots and spots.'"

Birds leave their nests in search of food. Wise business men do not sit down and wait for trade to come to them.

If you have a kick coming put your whole sole in it.

Here's Where We Show The "Show Me" Man!

The "Show Me" man says he can save money buying from mail order houses. We say he can do better at home and, what is more, we are going to prove it! Here is our offer:

We will meet the prices of any catalogue house on precisely the same terms and conditions given in your own catalogue.

Bring your catalogue with you, or we have two at the store—Sears, Roebuck and Montgomery Ward—Buy your order and take it home with you. The price is the same and you gain:

1. Pure goods guaranteed under the Michigan Pure Food Law.
2. Selection from the actual goods instead of from pictures.
3. No freight to pay, no waiting, no mistakes, no misfits, no correspondence.
4. The profits on your purchases invested in your home schools, your home roads, and home enterprises to employ home people.

See This Offer!



We Meet It!

33 1/3 lbs. sugar for \$1.00 with a \$10.00 cash order.
66 2/3 lbs. sugar for \$2.00 with a \$20.00 cash order.
100 lbs. sugar for \$3.00 with a \$30.00 cash order.
133 1/3 lbs. sugar for \$4.00 with a \$40.00 cash order.

THE BALDWIN DEPARTMENT STORE

Louis Caplan,
Prop.

The Store of Quality

Baldwin
Mich.

How We Showed the 'Show Me' Man!

Here is the \$10 order Mr. Show-Me selected from his Sears-Roebuck special catalogue and the prices he had to pay to get his 33 1/3 pounds of sugar for \$1.00. Opposite is the assortment bought by Mr. Goodenough at our regular prices. We, of course, do not carry the same brands, but we substitute equal quality goods guaranteed under Michigan's pure food law.

Mr. Show-Me Paid.

33 1/3 pounds granulated sugar.....	\$1.00
8 pounds Zonora tea, page 3.....	1.32
8 " Revera tea, page 3.....	1.59
5 " Montclair steel cut coffee, page 8.....	1.75
5 cans Montclair brand beans, page 22.....	.53
8 1-lb. cans Garland baking powder, page 12.....	.49
6 cans Pearl brand tomatoes, page 40.....	.57
8 4-pint bottles Montclair catsup, page 34.....	.31
8 pkgs. Montclair mincemeat, page 13.....	.25
8 " Zavalla cornstarch, page 58.....	.15
4-oz. bottle Dr. Price's lemon extract, page 40.....	.29
10 pounds pure leaf lard, page 32.....	1.43
3 cans corn G50952, page 52.....	.32
Total.....	\$10.00

Mr. Goodenough paid:

21 pounds granulated sugar.....	\$1.00
3 " uncolored Japan tea.....	1.20
3 " Caplan's Best tea.....	1.50
5 " Caplan's Best steel-cut coffee.....	1.50
6 cans Hart brand beans.....	.60
2 1-lb. cans Caplan's Best baking powder.....	.45
6 cans Wolverine tomatoes.....	.64
3 4-pint bottles White House catsup.....	.25
3 pkgs Pioneer mincemeat.....	.25
3 pkgs Climax cornstarch.....	.15
1 4-oz. bottle Star-A-Star lemon extract.....	.25
10 pounds pure leaf lard.....	1.35
3 cans Hart brand Stowell's Evergreen corn.....	.25
Total.....	\$9.18

Which saved the most money? The above table proves that Mr. Show-Me paid just 81 cents for the extra 12 1/3 pounds of sugar. Our prices are every-day prices, too. Watch our list and save money.

THE BALDWIN DEPARTMENT STORE

Louis Caplan,
Prop.

The Store of Quality

Baldwin
Mich.



“Business is Great”

During the month of May our actual shipments of “Star Brand” shoes to customers amounted to

\$1,804,617.46

This is the largest single month’s shipments in the history of our business, and so far as we know it is the largest volume of shipments ever reached in a month by any shoe manufacturer.

Our comparative shipments for May, as compared with May a year ago, and also for five months and twenty-four days, are as follows:

Shipments for May 1913	\$1,804,617.46
Shipments for May 1912	<u>1,678,997.62</u>
Gain for May	\$125,619.84
Shipments from December 10, 1912, to May 31, 1913	\$7,425,694.75
Shipments from December 10, 1911, to May 31, 1912	<u>6,733,113.12</u>
Gain for five month and 22 days	\$692,581.63

(Fiscal year closes Dec. 10, 1913)

“Star Brand Shoes Are Better.” We give better service, more courteous treatment, more and better advertising than any other shoe manufacturer in existence. The growth of our business proves this.

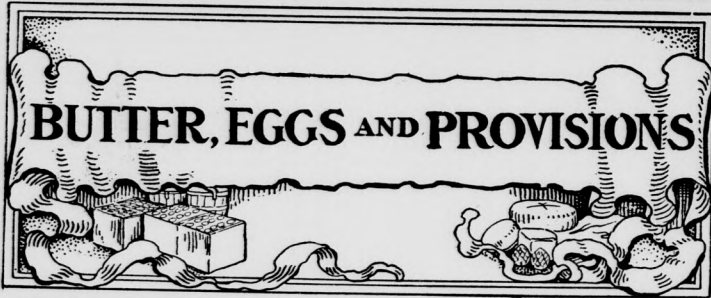
It will pay you to concentrate your business on the largest selling—the easiest selling line of shoes in the world. Do this, and you will then know why

“Star Brand Shoes Are Better”

Send for a catalogue or salesman, we will send either one or both.

ROBERTS, JOHNSON & RAND
 MANUFACTURERS Branch of International Shoe Co. ST. LOUIS





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.

Co-Operation in the Egg and Poultry Business.

Recent years have seen a radical change in the collection and distribution of our food supply. The poultry and egg industry has undergone a metamorphosis in the last decade. It used to be in the hands of the farmers, who dressed their fowls or took them alive to market. But the growth of the cities and their increasing demand for more food to be consumed within restricted areas have pushed the farmers too far away and also rendered his supply inadequate. Each year the markets have become more distant, until it would seem the limit must have been reached in that regard. But each year the markets want more poultry and it does not seem probable, in the face of the rising price of meat, that the demand will lessen.

In view of these conditions, as well as the fact that the requirements for handling of poultry and eggs have gone far toward standardization in the last five years, it is well for the industry, as an industry, to survey the situation and consider carefully along what lines it proposes to proceed in the future. We live in an era of specialization and also of concentration. Specialization will probably increase since it makes for efficiency; the methods of concentration in business will probably see many modifications before they are accepted as satisfactory for the development of our resources and our people. Our industry has had but little to do with monopoly, combination or co-operation, because it has been conducted on the "every fellow for himself" plan. This has resulted in the continuous warring of the individuals in the same territory so that there is finally a competition in restraint of trade which cannot continue. On the other hand it is not possible, neither is it desirable, for a broad-cast industry such as this to be governed by concentrated impersonal capital. It is commonly accepted by those who have studied the handling of perishable products that too great concentration does not tend towards high grade handling; that the medium sized house under the direct supervision of an able manager who is more than a salaried agent, turns out the best product; that poultry dressing cannot be done with the best results where it is simply a part of a "big business" operation and where

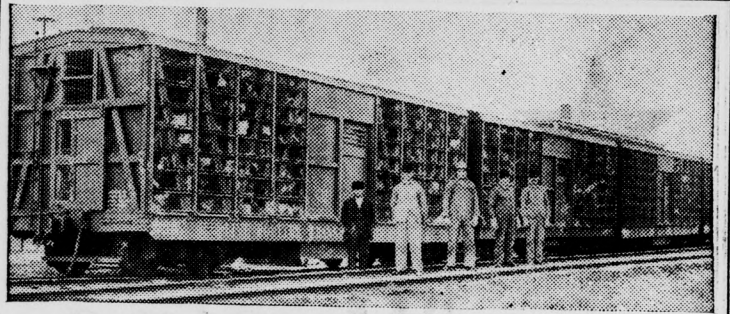
many widely scattered establishments are governed according to some "system" from distant headquarters. However, no industry can prosper unless there is some stability of purpose, harmony in operation and a recognition of the right of every man who is trying to do business honestly and well. And in order to do the work well there must be some capital, some equipment, some special training and some business ability. Both the industry and the consumer have suffered because of the men, who having failed in everything else, have gone into the poultry business. The handling of perishable products, nowadays, is not a haphazard game to be played with a few dollars at stake. It is rapidly becoming an exact procedure based on scientific investigation, and only those who keep eyes and ears open and minds flexible and receptive can hope to build up a creditable reputation in this field.

It is the object of many packers to put up just as good poultry and eggs as possible. It is the object of some packers to put up just as much as possible, quantity with them overruling quality. These are the men who will seek to grasp the output of territory after territory until they control all that they can lay hands on. Observation and experience have shown, in such an industry as ours, that that procedure does not result in high quality goods. Running expenses are not strikingly lowered; quality is not maintained, therefore prices are not, and the combination spells "failure."

In the last analysis handling is the thing that tells. Perishable products that are well handled are always at a premium. The man who puts such goods out of one house, or even two or three houses, is stimulated by his success to widen his field of operations. But just as soon as his plants are so many that he cannot put into them the personal qualities and experience that made success, he will fail to keep them up to the mark.

A healthy competition is the life of every industry. But a competition in restraint of trade and progress may exist and it is this phase of one economic mistake that has helped to retard the development of our industry as an industry. There is a vast difference between combination for illegitimate gains and co-operation for mutual development and self-protection. The former in our industry would be a calamity. Let us look very broadly at the possibilities of the latter with an eye to their utilization in the upbuilding of the poultry industry.

The rank and file of poultry dress-



We are known from New York to San Francisco as one of the largest poultry houses in the United States. We ship to New York, Boston, Chicago, Los Angeles, San Francisco, or any place where the market is good, thus we are able to pay the farmer or jobber the highest market price.

We make a specialty also of Butter, Veal and Hides.

A. T. PEARSON PRODUCE COMPANY
 139-145 South Ionia Ave. :-; Grand Rapids, Mich.

The Vinkemulder Company

JOBBERS AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

WANT APPLES AND POTATOES

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

139-141 So. Huron St. M. O. BAKER & CO. Toledo, Ohio
 We are now located in our own new building adjoining the new municipal wholesale city market

SEEDS

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

MOSELEY BROTHERS

Both Phones 1217 Established 1876 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

ers, if not actually farmers, are still close to the soil with its inherited tendencies and traditions. Therefore they still have very strongly the exaggerated individualism which has always characterized the farmer. Living in isolated or small communities breeds an inherent distrust of all outsiders. Too often this is justified because a lack of business knowledge has made the farmer the dupe of the unscrupulous agent or buyer. On the other hand, the same lack of business ability makes him think that he is always cheated, whether he is or not, and he gets to believing that he is justified in any sharp practice that he can work successfully. Education is doing much to eradicate these old ideas. The co-operative movement in rural life is the form of education which is doing most to better conditions. It has been adapted, especially in the far West, to many forms of produce growing and handling. Indeed those new communities and industries would never have survived without co-operation; and here is a most significant thing. So far as I am aware there is not a single agricultural industry in the far West, in which co-operative societies have been successfully operated, that have not triumphed over the corresponding unorganized industry elsewhere. Many co-operative societies have been formed and failed because they were not broad enough in scope, or were too niggardly in expenditures, or tried to regulate prices. Neither can the type of organization which is successful in one industry, or even in one community, be unhesitatingly accepted as suitable to another industry or community. Each must be carefully studied for itself.

The fruit industry of this country has been the most extensive user of co-operative methods. The dairy industry in Norway and Sweden and the egg industry of Denmark are successfully co-operative and have been for years. The chief object of all these societies is to provide well handled products and an evenly distributed, wide consumption. The two most burning questions before the poultry industry to-day are handling and distribution. Co-operation is the means by which the far seeing among us can, with the greatest advantage to ourselves, help the men who are sending out poor conditioned stuff to pull it up. It furnishes a way by which some central agent in a community, belonging to all the community, can keep track of incoming shipments on various markets and advise his territory of gluts here, or scarcity there, that cars may be sent where the goods are needed, or even diverted during transit.

The badly handled stuff from the careless, dirty men in your town pulls down your food stuff because it helps to lower the market standard. That low grade pack entering the same glutted market that yours enters puts a stigma on your territory as well as your pack, and its undesirability will be remembered long after the high character of your pack is forgotten. That is human nature. Its workings are not theory, but are hard facts.

The fruit growers, especially in the West, have learned these facts—so far the poultry industry has not. The fruit growers have found that the many individuals of a community must be maintained as individuals with legitimate opportunities for competition and carrying the responsibility of their own output on their own shoulders, but banded together to gain common ends, to live and let live, and to progress. Their common representative is a community agent, or office. That agent must be more able, broader, better trained and a better business man than any member of the society, because he must help them all over hard places, help them to progress and he must keep ahead of the game in every detail. Such a community must work for a high grade of quality throughout. The low grade shipper in the organization is not much more of a menace to the high grade shipper than he was out of it, but now the progressive men, through the organization, have a right to help the backward ones climb up for the benefit of the whole society.

Again, the fruit men have found that without adequate facilities handling cannot be satisfactorily done. In a territory of small individual production common assembling centers have been built where each member of the society can send his produce to be packed and shipped, the work being done for him at cost. One such community house with every facility is far preferable to several houses, none of which has the equipment needed to do the work well and each expending money and energy to prevent the other shippers from continuing in business. Whether the farmers raising poultry, or the smaller country buyers, will ever form such organizations for the dressing and shipping of their own small lots of produce, time will show. The co-operative principle, however, has taken a firm hold on our business life, especially on agriculture and its allied branches. It is especially useful in overcoming competition in restraint of trade, provided the association does not regulate the price of any product.

The common problems of one industry in a community can be studied and remedied far more efficiently and economically from a central office, acting for the whole community, than by individuals. The buying of supplies used by all can be done more cheaply if contracted for in large quantities. The dissemination of education can be made a practical thing if it is part of the business of the whole community. Shipping facilities, new outlets for produce, legislation, advertising and many other vital questions can be pushed through the central office if the community is not too large, has like interests and difficulties, and if it will organize by and for itself only. A shippers' co-operative association, for example, cannot successfully have as members commission men, or railroad men, because the fundamental objects to be gained by each are distinct. Neither can the stock of such organizations, if they are organized on a stock basis, be owned by any except the practical

participants in the business for whom the organization was formed, and then there must be a fair division of

WM. D. BATT
Dealer in
HIDES, FURS, TALLOW AND WOOL
122-124 Louis St. Grand Rapids, Mich.

Watson - Higgins Milling Co.
Merchant Millers
Grand Rapids :: Michigan

We want Butter, Eggs, Veal and Poultry
STROUP & WIERSUM
Successors to F. E. Stroup, Grand Rapids, Mich

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

Hammond Dairy Feed
"The World's Most Famous Milk Producer"
LIVE DEALERS WRITE
WYKES & CO. Grand Rapids, Mich.
Michigan Sales Agents

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.

Hart Brand Canned Goods
Packed by
W. R. Roach & Co., Hart, Mich.
Michigan People Want Michigan Products
Satisfy and Multiply
Flour Trade with
"Purity Patent" Flour
Grand Rapids Grain & Milling Co. Grand Rapids, Mich.

Michigan Merchants Welcome
A. CASABIANCA & SON
The House of Quality
Wholesale Fruits and Vegetables
28-30 N. Ottawa Ave. Grand Rapids, Mich.

RAPID EGG TESTER
POSITIVELY A BIG TIME SAVER
Nest and incubator eggs will soon be coming in, and the dealer who is not candling eggs will be the loser. Buying of eggs on a loss-off system is with us and is sure to stay. Candle your eggs, Mr. Merchant, before your customers, showing them the bad eggs. They will not ask you to pay for bad eggs. No dark room or cellar necessary. Simply place our "Tester" on your counter. Can be used wherever electricity is available. Can candle 36 eggs in one minute. Supplied in two sizes.
Three dozen size, \$5.50 complete
One dozen size, 3.50 complete
Transportation charges prepaid. Use the "Tester" 10 days. If not entirely satisfactory, return to us at our expense and we will immediately refund your money.
In ordering, be sure and specify the voltage used by your local electric light company. Sample Tester in actual operation at the office of the Tradesman. Write us for descriptive circular.
RAPID EGG TESTER CO. Saginaw, Michigan



stock among the members ensuring to each a voice in government.

As a means for the advancement of both the individual and the community the principles of co-operation, without regulating prices, are one of the resources of the future. To the student of the complicated conditions of trade, especially in agriculture, it offers a way out of many present difficulties. It has already progressed so far that it has become a recognized means of improving quality and preventing waste—two essentials for any industry, but especially for one dealing with perishable products. What co-operation will mean to the poultry business in the future it is not possible to say. In what form it will enter the industry, if it enters at all, no one knows. But this question is a live issue and one that cannot be disregarded in the ever widening scope and importance of poultry handling.

M. E. Pennington.

Egg Dealers, Beware!

We recently received a communication from an Indiana egg dealer who tells us he has for several years been trying to buy eggs on a strictly loss-off basis. He complains that he cannot meet competition in his territory because other buyers there purchase on a case-count basis and pay on that basis, though the eggs are shipped to a centralizing point and there candled and graded and packed for Eastern shipment. He rather felt that the State Food and Dairy Commissioner should afford him protection. Commenting on this case and others like it the Commissioner says:

"We have no law in Indiana which requires that eggs be candled. We do, however, have a law which forbids the sale of decomposed, putrid or rotten food. Under this section of the food law, if a man handles eggs which are not absolutely sound he must be responsible for all law violations. It is on this basis only that we have been able to convince the trade that the only safe and fair business method for them to follow is that of handling candled eggs, buying and selling only eggs they know to be sound. We see no reason why the egg buyer should take anything the farmer has for sale, even if at a concentrating point these eggs are graded and candled. If the candler has to discard a lot of eggs as bad, he or his customer has to stand the loss. We believe the farmer or egg producer should assume at least a part of this responsibility.

"The situation is not one we can control directly. Two years ago, when we gave much attention to the egg industry, we convicted some forty dealers of handling rotten eggs. These were, of course, not candled, but bought and sold without any regard for the loss off basis. If an egg buyer wishes to assume the responsibility of handling bad eggs, we cannot prevent him. We can only assure him that we shall exercise a careful supervision over the egg industry this coming season, and hold him absolutely responsible for any infraction of the pure food law."

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

- 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, 13-14.
Annual Reunion Spanish War Veterans, Lansing, 17, 18, 19.
State Encampment G. A. R., Lansing, 17, 18, 19.
Michigan Association of County Clerks, Marquette, 25-26.
Catholic Church Federation, Grand Rapids, 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 Association of Commercial Secretaries, Ludington.
Michigan Abstractors' Association, Grand Rapids.
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.
State Encampment Knights of Pythias, Kalamazoo, 2-3-4.
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, 19-20.
Grand Council of the I. O. O. F., Kalamazoo, 21-22-23.
National Association for the Promotion of Industrial Education, Grand Rapids, 23-24-25.
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.

Just Grit!

What counts for most,
When mind and heart are tempest-tossed;
When, after all, the fight seems lost?
Just grit!

What saves the day,
When plan and purpose go astray,
And fortune strikes and flies away?
Just grit!

What does the job,
When troubles plot your soul to rob,
And foes assail you in a mob?
Just grit!

—T. C. Clark.

IMPORTANT

Retail Grocers



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

Baker's Cocoa and Chocolate

Registered U.S. Pat. off

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

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

G. J. Johnson Cigar Co.

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



HENRY FREUDENBERG, Prop.
131 South Division Avenue
Branch Store: 224 Michigan Street
Opposite Grand Trunk Depot. Citz. 1429
Pay Highest Market Price for Butter, Eggs, Potatoes, Beans, etc.

Flour--Feed--Bags--Twine

- Spring Wheat Flours
- Rye Flours
- Spring Wheat Bran
- Spring Wheat Middlings
- Winter Wheat Bran
- Winter Wheat Middlings
- O. P. Oil Meal
- Cotton Seed Meal
- Buffalo Gluten Feed
- Alfalfa Meal
- SUCRENE FEEDS
- SUGARINE FEEDS

- Flour Sacks
- Bean Bags
- Potato Bags
- Second-Hand Bags

BAKERY SUPPLIES

- Cooking Oil
- Compound
- Powdered Milk
- Evaporated Egg
- Potato Flour
- Waxed Paper Bread Wrappers
- Ovens and Machinery

We Make the Quickest Kind of Shipments

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.

H. Eikenhout & Sons
Jobbers of Roofing Material

GRAND RAPIDS, MICH.

We carry a large stock of Tarred Felt, No. 1, No. 2 and No. 3.

Tarred Sheathing and Barrett Specification Felt. Threaded Felt, 250 and 500 square feet to roll.

High Cost of Living and Cold Storage.

Cold storage has certainly had a burden to bear during the past few years on account of the erroneous ideas which have been circulated by sensational newspapers, and perhaps some periodicals which are not so sensational, but only misinformed. This has resulted in rather foolish, and in some cases rather drastic state laws. In the long run this will be to the advantage of the cold storage interests, in that it has brought out the true facts, and I am pleased to note that those people who are best posted are the ones who believe most fully in the usefulness of the cold storage house in equalizing prices and in general keeping prices down rather than increasing them. Before the American Public Health Association at a meeting held in September, 1912, at Washington, D. C., was read a Symposium on cold storage as it relates to public health and its bearing on human economy, and it gives me great pleasure to report that there was not a single dissenting opinion, delivered by the eminent gentlemen who read the papers comprising the Symposium, in that cold storage was a benefit and not a detriment.

While the public press of the country may, and does temporarily, influence opinion, yet sound common sense and the influence of intelligent and qualified men will in the end prevail, and this is what is coming to pass with reference to the cold storage agitation. Cold storage has its function in human economy, and it is not a menace to public health, nor does it add to the cost of living. It, in fact, operates to reduce the cost of living instead of adding to it, and this fact is now admitted by every person who has given the matter serious consideration and who is at the same time qualified to judge.

The real cause of the so-called high cost of living is not at all easy to determine, as the sources are remote and the operation of the underlying laws rather complicated. One school of investigators claims that the increased production of gold has had the largest influence, while still others claim that it is not the increased cost of living, but the cost of higher and more complicated living. Both these theories are doubtless more or less correct, but improved appliances and machinery entitle us to a higher grade of living than we had fifty or even twenty-five years ago. This argument can hardly be applied definitely or accurately. The increased production of gold tends to advance prices without question, but this does not necessarily apply to everything, as some things are cheaper now than ever before.

It would seem that with the improved machinery available to the agriculturalist, that we should have products of the soil at lower prices than ever, but as a matter of fact prices have on the average, doubled approximately during the past twenty-five years. The deduction seems plain that those products which require hand labor are the ones which

have advanced most in price, and this tendency has not as yet been checked, nor is it likely to be checked for some time to come. Present prices of food products while seemingly high in price will doubtless increase another 100 per cent in the next twenty-five years, possibly in less time.

There can only be one logical deduction from the above, and that is, that the average man is accomplishing less and less, and is doing less work per day on the average as each year passes. It is increasingly difficult to get farm labor, and the quality of same is deteriorating, although the rate of wages has been advancing steadily. Our complicated civilization means a lot of manufactured articles, which, in their making, cause a constant drain of the rural population to the manufacturing centers, and this results in a lowered quantity of production of products of the soil. It is hoped that this movement from the country to the city has been checked to some extent, but it will hardly be checked to an extent which will have an important effect on the price of food products until people in general are educated to understand that labor of any kind is honorable and not degrading. Labor is in fact purifying and ennobling, and this fact should be better understood and it should be taught to the rising generation.

Instead of being interested in their work or occupation, many people work only that they may live to have a good time or entertain themselves, and the influence of the times is toward entertainment and pleasure and not toward an interest in productive and useful work and enterprises. Work is too often regarded as a necessary evil and only suitable for our foreign population, or those who are not qualified to do something better. This idea is entirely wrong, and while a gifted person would not, of course, be expected to do manual labor for a livelihood, yet any person, no matter how highly educated or how endowed with genius or other gifts, would be benefited by a reasonable amount of manual labor, especially labor performed in contact with the soil.

Madison Cooper.

She Knew She Was Right.

A Grand Rapids husband recently found his wife poring over a seed catalogue. She had a long list of seeds written on a sheet of paper.

"This is a list dear" she said, "that I want you to buy for me to-morrow at the seedman's."

Her husband looked at the list. Then he laughed loud and long.

"You want these flowers to bloom this summer, don't you?" said he.

"Yes, of course."
"Well, those you have put down here don't bloom till the second summer."

"Oh, that's all right," the lady said, easily.

"All right? How is it all right?"
"I am making up my list," she explained, "from last year's catalogue."

Ever notice how willing people are to assist you when you don't need help?

Business Success

DEPENDS in a large measure upon a bank account—without money no business can prosper—with it the gateway to success is ever open—every day opportunities arise for safe and profitable investments.

Take your bank seriously—it is here for your good and your good means the good of the community—learn its personality well—many times you can turn to your bank in time of need.

We will welcome your account



THE SEA OF CHANCE

Christopher Columbus as the First Traveling Salesman.

Christopher Columbus, George Washington and Abraham Lincoln were all salesmen. They did not actually sell goods but they embodied all the mental and spiritual elements that involved salesmanship, including a thorough belief in their proposition. A man who does not believe in his proposition, either as a salesman or as a public character soon degenerates into a confidence gamester. Every discovery and every reform involves the salesman's qualities and devices.

George Washington built up a regular modern business organization around his revolution, with himself as the general manager doing the heavy work. He had department heads in the way of Ben Franklin, as financial man who looked after the credits, money for the pay roll and monthly supply bills; and Tom Paine as advertising manager who wrote the pamphlets, books and made speeches,—kept them all "het-up" with publicity and "reason why" to a point of excitement exhibited in a dry goods store on bargain day.

The character with the salesman quality more highly and conspicuously developed was Christopher Columbus. He started out to sell a continent, a thing in which he believed implicitly, but all the monarchs of Europe thought it blue sky. He started out in life as a weaver, in Genoa. All accounts say he was a good weaver excepting he had "shifting feet." That, by the way, was a term applied to printers around the country newspaper offices a generation ago. Many of them were good printers, but they had "shifting feet"—that is, they would work well and faithfully—but after a time their feet would begin to shuffle while standing at the case and in order to give them exercise would have to pedal off to the next town.

But to return to Columbus, the salesman. The only means of long distance travel in those days was by ships, and "shifting feet" led him to the sea where he became the greatest navigator the world has even known. Nowadays navigation is a comparatively easy science—by means of the Greenwich chronometer and a modern quadrant. The only means in Columbus' day was by dead-reckoning and his skill became developed almost to a point of instinct. He could make a landfall in any known port in the world. A course once sailed by himself or accurately charted by another ship's master was like a well-known country road to him.

Some time after his thirtieth year he entered partnership with his brother and opened a shop in Lisbon as a sea-chart and map-maker. It was in this profession that the vast expanse of unknown seas impressed itself upon him and his feet began to shift just a little. His shop naturally became a hang-out for ship-masters, and a possibility of a continent or chain of islands in the West was often the subject under discussion.

Then later some of these masters reported seeing land-birds while sailing to the extreme west of charted waters. Columbus' feet shifted a little more.

Like all men with a big idea, he did not start to develop it in a small way and went first to the best prospect—the King of Portugal. There is said to be three different stages to a sale—the approach, the presentation, and the appeal. Columbus used political friends in the way of his wife's relatives for an audience in court—this was the approach. He was strong on presentation for he used selling reasons. He told his majesty that the King would not dispute, that there was a way from east to west and from west to east. He quoted from

in any of their reading of what Columbus had to say and they rendered the King an adverse decision. While these high-brows were reading and thinking about worlds, Columbus, who was a fool in their eyes, went away and discovered one.

After the first turn-down, with the salesman's persistency he turned to other prospects—the King and Queen of Spain. He was again strong on the approach and presentation for he got on the royal pension list. Ferdinand and Isabella were engaged in war with the Moors. They believed in Columbus' theory to the extent of a desire of keeping him away from the other courts of Europe. Finances were a consideration and by keeping him fed and entertained at court they gained time for this consideration.

things—that a prayer was a desire—when you desired a thing you at once created an unseen force to that end. A lot of us who have had ambitions and early struggles can recall that the turning point in our lives and to success was when we least expected it.—the result of meeting a man on the street or some other simple incident.

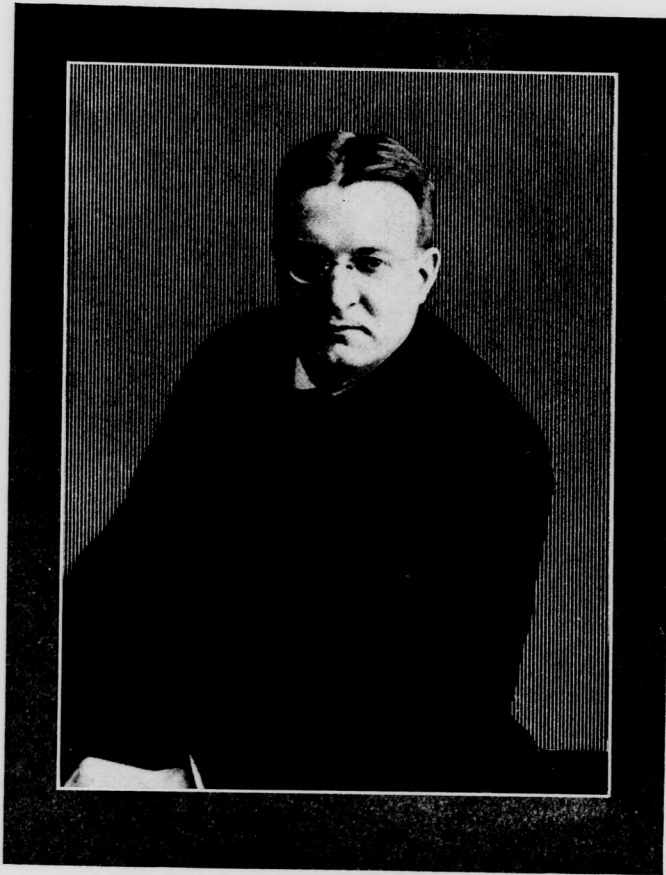
Take General Grant as an illustration. After being cashiered out of the old army for drunkenness, at the outbreak of the Civil war he was employed by the State of Illinois mobilizing troops. These troops were all sent to the front and Grant was again out of a job. Sick with disappointment he stood in the entrance of a hotel in Springfield, Ill., one night, and by the merest chance he met the one who had the desire and power to place him in the current which carried him to the head of a great army and ruler of a great nation.

But to return to Columbus; the unexpected came unto him by the merest chance, and as the result of this chance we are all here to-day. On his way across the country to France, he stopped one night at the door of the monastery of Our Lady of LaRabida for food and lodging. The door opened to a New World. The isolated monks welcomed the stranger. They found Columbus most interesting with his news and gossip of the court. The monks were good listeners. Columbus with his salesmanship overalls still on, told his oft-repeated story. One of the monks, who was at one time the confessor of Isabella, was so forcibly impressed with the idea of land beyond the seas, that he held Columbus in the monastery, until he could get the machinery at work that finally gained the appropriation from court.

Columbus was a good deal like a traveling salesman who just stopped in somewhere, got to gossiping about trade and conditions, picked up the news of a possible order and the wedge to it. After Columbus returned home from his first voyage he applied advertising principles by organizing a street parade with natives, parrots and strange animals from the new world. He even carried nuggets of gold high on sticks. By these means he raised the money for a larger fleet in his second voyage and for stocking the colony.

The general nature of any success, whether it be practicing a profession, politics, discovery or the selling of goods, embodies about all of the same elements. There is publicity, approach, presentation and appeal—we all apply them in one form or another. No man who has attained success has seen in advance the working out of the means by which he attained it. He has seen the final result but not the means. It is simply casting out on the sea of chance until the positive forces appear by the final law of average.—David Gibson in *The Caxton*.

Advertising to-day may not produce business to-day, but it will to-morrow's business, and to-morrow's business is as important as to-day's, probably more so.



David Gibson.

the Apocrypha that only one-seventh of the earth was covered by water, and finally all the stories of the floating branches, land-birds, the strange boats hollowed out of logs and bodies of the strange race found therein he presented as reasons from every possible point of view, to the religious spirit of the time—even to suggesting as a closing appeal that the natives of these modern lands might be converted to the Christian faith.

Columbus had the pen in the ink and ready for the King to put his name on the dotted line, when the King bucked at the last minute, and called in a committee of three high-brows. These men tickled their own vanity by reading of what they approved on astronomy and science of worlds. Obviously there was nothing

After six years waiting around the back yard of the court of Spain, and following the King from place to place, he was again referred to a committee of wise ones who had learned much from books that wasn't so and this meant another turn-down. Sore and disappointed but not discouraged, he set off on foot across country, without friends or money, for the court of France.

A man with an ambition will realize it, by the law of average, if he holds to it long enough.

All forces in nature are not negative ones. They may not be in the majority but the forces to success are in the air, somewhere, and we meet these positive forces to success by seemingly mere chance. Prentiss Mulford used to say that thoughts were

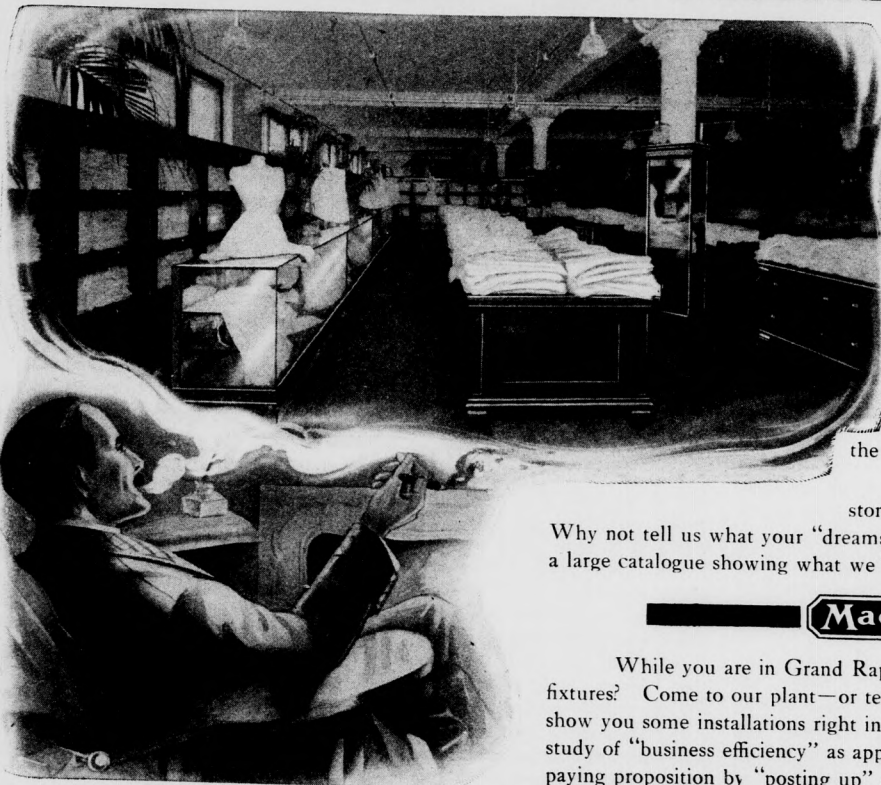
Foster, Stevens & Co.

HARDWARE

Same old location, but new numbers, as follows: 157-159 Monroe Ave. N. W., and 151-161 Louis St. N. W. Our old friends always come to see us, and we are more than pleased to make new ones. Do not forget us when in our city during Merchants Week.

Foster, Stevens & Co. Grand Rapids, Mich.

Make Your "Dreams" Come True



THE man who *dreams* and *builds* the "store beautiful" is the one that is getting the most profitable business to-day. We have seen this worked out time and time again. Prompt and large increases in business have followed the installation of fine fixtures. Your part is to "dream;" and our part is to "build." If you want to put your store in the class with the finest in the country you can do so by buying from

THE *Wilmarth* LINE

To get the best results means the *judicious* and *not* the *extravagant* use of money. Harmony of design and finish—and the perfection of workmanship—is obtained by buying in the right place and not by paying the biggest price.

WILMARTH CASES are used by the largest and finest stores in the country. We can give you everything you need.

Why not tell us what your "dreams" are and let us tell you what it cost to "build" them? We have a large catalogue showing what we "build dreams" with—as well as a good many complete "jobs."

Made In Grand Rapids

While you are in Grand Rapids why not make it a point to look into this matter of modern fixtures? Come to our plant—or telephone us and we will have a representative meet you and show you some installations right in Grand Rapids. This is an exceptional opportunity to make a study of "business efficiency" as applied to store equipment. Make your trip to Grand Rapids a paying proposition by "posting up" on the latest ideas in display cases, even though you do not intend to buy at this time.

Chicago—233 W. Jackson Blvd.
 St. Louis—1118 Washington Ave.
 Tampa—215 Tampa Street
 San Francisco—515 Market St.
 Des Moines—I. L. & T. Bldg.
 Salt Lake City—257 S. Main St.

New York—732 Broadway
 Boston—21 Columbia St.
 Pittsburg—House Bldg.
 Minneapolis—Kasota Bldg.
 Helena—Horsky Bk.

Wilmarth Show Case Co. 1542 JEFFERSON AVE. GRAND RAPIDS, MICHIGAN

STORE PAPERS.

Instances Where They Have Increased Business.

Written for the Tradesman.

Nothing is more foolish than to attempt to prove the practicality of a plan when that plan is actually being carried out. That is why it is needless for anybody to champion a storepaper. This little advertising medium is not in a state of "can do" it actually "is."

In other words, no one has to go to the trouble of believing that a store paper is a potent salesman, for the simple reason that hundreds of merchants are actually creating business from it now.

For example, in central Kentucky is a town of 5,000 where mail order buying thrives and where the department stores of near-by big cities are making heavy inroads on the business of local retailers. In that town is a merchant whose business has been at a standstill for three years. His store is attractive in appearance, his merchandise up-to-date and his methods are those of a progressive retailer, yet this man had been unable to push his business above the \$600 a month mark, even after three years of hard plugging. The month he adopted a store paper his sales increased \$180 and at the present time his business has shown a steady gain of about 30 per cent.

In a small town, in Kansas not far from the Kansas City headquarters of Montgomery Ward & Co., is a general store with a stock of \$10,000. Although a consistent advertiser, this man seemed to have exhausted the pull of every form of printed matter and came to the writer of this article in search of assistance. He was induced to start a store paper and a letter just received from him gives the following interesting fact.

"My store paper is causing me much satisfaction and also much amusement. It is fun to be the editor of a store paper, but still more to feel that your own advertising matter is awaited with interest by your own customers. Some of my women patrons actually call me up when they fail to get a copy of my Store News."

Here is a similar experience: A town of 2,000 in Central Michigan has one general store that is twenty-five years old, but which used old time methods up to the beginning of 1912. Early in 1912 they were induced to start a store paper and the following quotation from a recent letter will indicate the proprietor's opinion of this kind of advertising:

"The postmaster in our town has been having an awful time with my store paper, although not the sort of trouble that you might expect. Several of my patrons have gone to the postoffice and personally requested our local postoffice official to be more careful in the handling of my store paper, since they (my customers) had failed to get a copy. This is the first time in my life that I ever heard of a merchant's advertising matter

arousing a great amount of interest in his trade."

A merchant in North Carolina formerly had great difficulty in meeting the competition of a jobber-retailer in a nearby big city. Any method seemed powerless to overcome this big competitor's advantage until the small man started a store paper. This man is a hardware dealer and he tells us that in the first six months of operation his little store paper actually sold for him \$600 worth of prepared roofing.

There is a town of sixty-eight people in Northern Indiana which is in the most fiercely competitive district the writer knows anything about. Mail order shipments from Chicago are returned within a day of the mailing of the original order and the entire district surrounding this little town is filled with mail order fanatics. Add to this the fact that a town of 6,000 is within ten miles, a town of 11,000 within five miles and one of 2,500 within three miles, interurban connections between these various towns being extremely convenient. Such a condition seems hopeless to some merchants, but the owner of a general store in the small hamlet, through the medium of a cash business and a semi-monthly storepaper has increased his trade in the past four years from \$15,000 to \$60,000 a year, and states that he can trace results directly to his little eight page leaflet. He is one of the most ardent believers in the efficiency of store papers that we have even seen.

A Minnesota town of 5,000 contains a syndicate store of the most perfect type which does a large amount of business every year and which causes a great deal of trouble for the independent merchants of the district. In fact most of the retailers in the town have confessed their inability to meet the competition of the 5 and 10 cent store and have, therefore, fallen back on non-competitive lines. One merchant, however, has found a means to fight the Woolworth store and his own statement attributes his success to the little store paper.

We can multiply these instances until all the space in this paper was exhausted, but we feel sure that enough illustrations have been given to prove that the success of a storepaper is not a probability, but an actuality.

Since many of the readers of this article may be ignorant as to the cost of a store paper we take pleasure in giving you a few figures secured from various publishers.

The Indiana man just referred to issues a semi-monthly store paper at the cost of \$98 a year, exclusive of postage.

Another merchant pays \$12 to his printer for the monthly issue of 600.

Several progressive retailers are not forced to exceed an expenditure of \$7.50 for quantities of 500 and the maximum for a run of 500 seldom exceeds \$11 or \$12. The actual composition and make-up of each leaflet is extremely simple and the instruc-

tions given in a succeeding article are sufficient to teach any merchant the how of the store paper.

Anderson Face.

A Case Where Bigness Does Not Count.

Most people regard me as a very small but insignificant coin. I guess I am. But sometimes mere size doesn't count.

Some merchants apparently do not realize that I am one of their best and most valuable friends. I can do great things for any store that will give me a chance.

At first, I could not understand why they made me so small. Perhaps it was because Uncle Sam needed so much silver in making the dollar, and could use only the leftover bits of silver in making me. Anyway, I am just as good as the dollar so far as I go—which is a good way.

If you have ten dimes you get the idea that you have more money than when you have one silver dollar.

You have, too.

I am going to prove it to you.

When He Learned His Place.

At first, I was bashful in the presence of the great dollar. I seemed so small alongside the big heavy fellow that I decided I would not push myself forward. Nobody seemed to want me, anyway. The almighty dollar seemed the object of everybody's search.

Everybody and everything seemed so prosperous that the prices of things to eat got higher. People had to pay more to live. They got the idea, later, that the merchants were charging them too much. This made them buy from the retail mail order houses, take their trade to the big city stores, and do other things that were not at all pleasing to the average merchant.

Then the dime came into its own. Also, more power was added to the already powerful variety store.

People scrambled just as hard for the dollar, but they gained more respect for the dime. They learned, in their study of ways and means to make their money go as far as possible, that a dime had a greater purchasing power, relatively, than a dollar.

Now, their respect for the small coin is so great that you couldn't drive them away from me with a spiked club.

Variety Store's Power Grows.

The variety store's message is reaching more people every day. It is helping the people solve the problem of the high cost of living. I am doing much to promote this good work. I can buy more this year than I could last year. Can you say as much for the dollar? The values in merchandise you can buy for a dime are growing steadily greater.

It is not only for the consumers that I work. I do great things, also, for the people who sell merchandise.

For instance, I paid for the highest building in the world. Yes, sir! Dime piled on dime made this great structure possible. Every one of these dimes was taken in over the counter in exchange for merchandise.

But you variety merchants know

me well enough. I don't have to go much into detail with you. You know as well as I do that I am one of the mainstays of your business.

It will do no harm to suggest, however, that the more dimes you take in, the greater will be your prosperity.

A Message to the Merchant.

Do you think, Mr. Variety Merchant, that you emphasize strongly enough to your customers what I can do for them in lightening their burden of paying their way through the world? Are you impressing on your customers every day the greatness, the importance, of the message small coins have for them? I am ready to do my part. If you do yours, we will build up a combination that will mean a bright future for you.

How shall you help me in carrying my message to your customers?

One way is to emphasize, in your window trims and store displays, your faith in the dime and what it can do. For instance, a window full of hosiery to sell at a dime a pair—what better means could you use for telling what the dime could do? The same idea can be worked throughout your line.

Don't Forget Price Tickets.

Another way is to use price tickets. If you are proud of the fact that I am working for you—and of course you are—you should have 10c price tickets in as many places as you can get them. You should make your store fairly shout forth the fact that the dime is working there.

Good housekeeping will help. This means orderly arrangement, the right kind of variety and enough price tickets. I can't do my best in a mussed store. Give me a chance, though, in the right kind of surroundings, and—well, I'll show you.

Don't think I am puffer up and that I overestimate my importance. My work is important, though, and I am sending you this message that you may get the most possible good out of my efforts in your behalf.

I am happy in this good work, I assure you.

I wouldn't change places with the dollar for anything.—Butler Way.

Power of Influence.

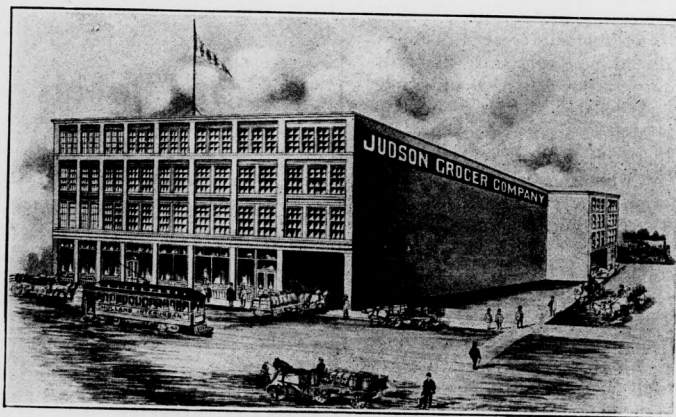
Influence is the power we exert over others by our words, thoughts, actions and lives. It is a still, a permeating, an attractive, and a most astonishing thing. It works in ways that can not be explained nor interpreted. We never see nor hear it, yet whether we are aware or unaware of it, we exert it. No one can speak or think or act, no one can live, without influencing others. We may all sometimes be unconscious of this important fact that what we do or say or think affects others. This influence not only lives forever but it keeps on growing as long as it lives. The influence which you start in life to-day may be very small now, but it will grow deeper and wider and stronger with every passing hour, and bring joy or sorrow as it rolls onward in its course.

A man thinks a woman odd if she does not try to get even.

Next Week Is
Merchants Week

To *all* visiting merchants, their families and friends:

You are cordially invited to visit our store and make it your headquarters during your stay in our beautiful city.



Our house will be open for your inspection and any courtesies we may be able to extend to you or yours will be freely given by all of us.



Judson Grocer Company
The Pure Foods House Grand Rapids, Mich.



Some New Things in Store in Men's Furnishings.

The popularity of Bulgarian colors has come to pass in the necktie department of men's wear with astonishing brilliancy. In cravats for spring "spatter patterns," that is splashy designs in brilliant reds, greens, yellows and purples all intermingled in one silk are quite the vogue. Four-in-hands are full cut and knot wide, so as to fit high within the open spaced collar which is obtaining considerable favor this season.

On account of the tendency toward brilliant effects in neckwear there is a toning down of colorings for shirts. This is in order to avoid a combat of colors, as not everybody is competent to select the illuminated shirt and the illuminated tie to correspond. There is, however, some inclination toward broad bands, not mere stripes, of blue, tan, pink, yellow and purple. As the waistcoat is cut rather high these loud patterns are not largely exposed and the effect is not displeasing unless some awful discord in neckwear is thrown in along with it.

Like "threatened men," the knitted scarf lives long. Its lustre and "crunch," as well as its vividness of coloring commend it to many woven silks. Each season the "knit" is declared to be outmoded, and each season finds it right in the thick of favor. There are few, if any, patterns in woven scarf-silks which cannot be reproduced in knitted four-in-hands, while there are designs in "knits" that baffle copying in woven silks. A first rate knitted scarf fetches a stiffer price than a woven scarf, but this is offset by double wear and exemption from pinholes. There is much opposition to the knitted scarf, because most manufacturers are not equipped to make it, but the Court of Last Resort is the wearer and no matter who opposes, he disposes.

If wing collars are to have large tabs, and it is probable that they will,

the modish evening tie will be cut broader. Latterly, the "smart" tie has been long and narrowish, with a tight knot and spreading ends. This shape, however, consorts best with a small-tabbed "wing" and does not benefit the large-tabbed collar which demands a broader tie effect. The ends of the evening tie should not be flattened against the collar, which looks stiff, but tilted forward, which looks soft.

All indications point to a record-breaking season for belts, and manufacturers have done a great deal toward stimulating trade by bringing out a number of attractive novelties. Retailers generally have made extensive preparations for a good season, and if nothing unforeseen happens they should have very little stock carried over at the end of the summer. Heretofore blacks and tans have been shown almost altogether, but this year there are many different colored leathers being shown, and some have buckles to match. Tubular belts will hold their prominent position in the trade, and they are to be had in a wide range of soft and pliable leathers. There will be a limited demand for the various leathers. Those embossed to resemble bamboo, ooze, cork and moire, and bridle or harness belts will be among the good sellers. Fabric belts sold in large quantities last season, and it is expected that they will increase in popularity this summer. The new lines show many added features in the way of snappy styles, buckles, improved workmanship, etc., and as the belts retail all the way from twenty-five cents up to two dollars, they appeal to all classes. Belts with monograms and initials are

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

Try Our Quality Floor and Window Brushes

All kinds of special brushes made to order. We job the Gerts Lumbard line of paint, varnish and whitewash brushes, and will make attractive prices.

MICHIGAN BRUSH CO. GRAND RAPIDS, MICH.

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.



Grand Rapids Stationery Company

We extend a cordial invitation to visiting buyers to make our store headquarters while they are in the city during Merchants' Week.

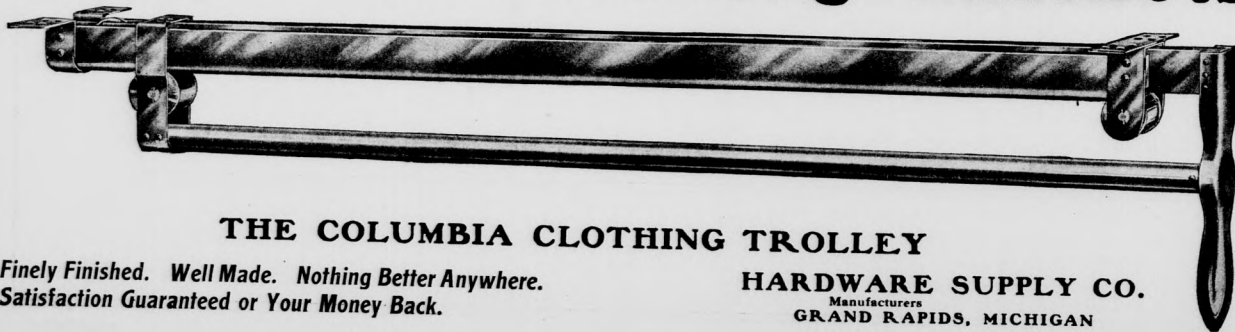
The name BARLOW BROS. always suggests BLANK-BOOKS and BOOK-BINDING

The two are as inseparably associated as Grand Rapids and Furniture. We have been building Blank Books for 40 years and have in that time learned many things regarding how to build them "to stay" and to please particular people who appreciate the difference between "the best" and "the fairly good."

We specialize in Loose Leaf Outfits—Manifold Bills Lading—Freight Tracers—Inventory Systems—Time Book and Pay Roll. Let us send you samples and prices.

BARLOW BROS. :: 59-63 Market Ave. N. W.

Have Your Clothing Cabinets Made



THE COLUMBIA CLOTHING TROLLEY

Finely Finished. Well Made. Nothing Better Anywhere.
Satisfaction Guaranteed or Your Money Back.

HARDWARE SUPPLY CO.
Manufacturers
GRAND RAPIDS, MICHIGAN

BY YOUR LOCAL
CARPENTER or
CABINET MAKER

We can furnish you as good an EXTENSION TROLLEY as there is made at a price that will save you money.

increasing in popularity. Manufacturers have an arrangement now whereby retailers can always have a complete assortment of initials on hand without involving any risk on their part, and they need carry no useless stock. Another good point in connection with these belts is that the initials are instantly adjusted to a belt of any size. The monograms are made in gold filled, gold plated and sterling silver, giving the purchaser a wide selection of finishes. A noticeable feature of the belt business to-day lies in the fact that manufacturers are selling their product throughout the entire year, receiving orders of some description practically every week in the year. This is an encouraging sign for the belt maker, whose business was formerly confined almost entirely to the summer months.

Economy That Didn't Economize.

The collapse of two "wholesale" grocery houses whose stockholders were retail grocers, reported from St. Louis, is an illustration of the fallacy which underlies many such propositions. It also goes a considerable way in supporting the claim of the strict wholesalers that they have a distinct function which cannot be performed much more cheaply than they now perform it, and that perhaps they are one of the class of "middlemen" who really accomplish economy in any general plan of distribution.

The whole question as to the legitimacy of the jobber lies in whether he is essential or desirable—whether he promotes economy or efficiency or can just as well be dispensed with. Reformers claim that he should be eliminated and declare that if manufacturers would deal directly with the retailers the consumer would save one extra profit. Some manufacturers have adopted that programme, but their reasons have been as a rule, different from those advanced by the reformers. Their experience does not indicate that it is any cheaper, but actually more expensive on most products. The recent case of the large Cincinnati house which eliminated the jobber has been to advance the price of its products to both the retailer and consumer and to hamper, rather than promote, the certainty and celerity of distribution. The management admits that distribution costs more by the direct method than it did through the jobber, but it took the step for competitive, not economic, reasons.

Co-operative buying establishments, like the two in St. Louis, flourish in some cases because they persuade manufacturers and other producers to sell them at jobbing rather than wholesale prices, and, since their members are only a few as compared with the average—and majority of retailers, their relatively low cost amounts to a preferment. Manufacturers claim that if they gave all retailers the same benefit this advantage would vanish, and the cost for performing the whole distributive works would be much greater than now. The cost of direct sales to a few hundred retailers, assembled into a few combines, may not involve any more expense than through so many jobbers, but if all retailers—thousands of them in all

parts of the country—were to be treated that way, the cost of detail would make the plan entirely impracticable. Furthermore, the advantage enjoyed by the few would be lost in the general leveling of conditions.

It is claimed by jobbers that it costs them from 7 to 8 per cent. to do business and on the average they charge 10 per cent. for it. In the St. Louis case the retailers were told by a promoter that the cost of doing business would be only 3 per cent. and the rest would be "cream." In experience they found that it cost them 7½ per cent. to carry on their jobbing house—for that is just what their warehouse amounted to—and even at that it was hard to persuade manufacturers that selling them at lower prices than other retailers was entirely fair and efficient. In the end they found it cheaper to buy as they wanted goods. Let the jobber "hold the umbrella" for them and be sure of finding in stock every product they wanted.

Special Instructions to the Mail Order Buyer.

Choose from the regular pages of a mail order catalogue an item which can be duplicated in your home market. Be sure to shun the "leaders" which the mail order house uses as bait.

Then go to your local source of supply and make a rigid comparison between the mail order merchandise and the counterpart furnished by the local dealer.

Don't be satisfied with a superficial examination. Compare the "innards" of each item.

Balance the weight of one against the other.

Count the threads in each.

Compare the texture.

Cut into both so that interior construction may be brought to light.

Dissect each article, piece by piece, and then decide which retailer serves you best.

Such an experiment will be expensive, but not in the long run, since it will pay you to find the most economical source of supply.

In the test be absolutely fair. Refrain from choosing goods known to be leaders, and you may discover the apparent superiority of the mail order house to be a delusion.

It costs the mail order houses a third more to do business.

Is it logical, therefore, to believe them lower on every item listed in their great catalogue?

The mail order house is in business to make money, and 99 per cent. of the merchandise it sells has a profit added to it greater than the profit your local dealer gets.

Sees a Catch in It.

Anxious enquirer in insurance office: "I understand that for \$5 I can insure my house for \$1,000."

Clerk—Yes, madam; if your house burns down we pay you \$1,000.

Enquirer—And do you make any enquiries as to the origin of the fire?

Clerk—We make the most careful enquiries, madam.

Enquirer—Ah! I thought there was a catch in it somewhere.

Don't Be Deceived on Salt

SEVERAL grocers have recently told us that they have bought another brand of salt, under the impression that they were getting Diamond Crystal Salt put up under another name.

In this they were fooled. No Diamond Crystal is sold under any name but Shaker or Diamond Crystal. All *Diamond Crystal* salt has our name as manufacturers on the original package or container.

Diamond Crystal Salt Co.
St. Clair, Mich.



Welcome
To the Home of
SUNBEAM

YOU are CORDIALLY INVITED to come and inspect the FAMOUS SUNBEAM line. This is the proper time to get acquainted and to meet each other face to face.

MAKE THIS YOUR HEADQUARTERS

We are manufacturers and jobbers for
Harness, Collars, Trunks, Suit Cases,
Bags, Fur Coats, Blankets, Robes,
Whips, Hammocks, Saddlery Hardware

Also many specialties for the Hardware man, General Store and Clothier.

Brown & Sehler Co.

BRIDGE STREET

Home of Sunbeam Goods

Grand Rapids, Mich.

Drawing People to Fountain for First Time.

One good way is to advertise that on the first week day, say the first Tuesday of each month, that starting at 9 a. m. you will sell all 5-cent drinks for 1 cent, at 10 a. m. for 2 cents, at 11 a. m. for 3 cents, at 12 m. for 4 cents, and 1 p. m. and after for 5 cents as usual, each of the low prices holding good for one hour.

The souvenir idea can be used to advantage, as there are lots of little articles and favors which can be purchased for a small sum that you could give away once a month during the season. One New York confectioner gives one of these novelties every Saturday, and it has brought him large returns.

How is this for ingenuity? One dispenser placed in his window a number of little live tortoises, each with a letter of the alphabet pasted on its back. There were just enough letters, when properly arranged, to spell the name of a new fountain drink, which he had concocted. It was announced that a prize would be given to the first person who puzzled out the name. Glasses filled with the drink were displayed on hanging glass shelves in the window and looked alluring. The little tortoises drew an audience all day long, and they kept the fountain crowded and the nickels coming in.

To start the ball rolling in the spring, and awaken special interest in several new drinks, which he intended to boom that season, one fountain owner offered weekly prizes for the best four-line jingles about any of his drinks, his fountain or himself. They were pasted up in the window in the order in which they were received and afforded a great deal of amusement, and incidentally some very good advertising to the pedestrians. One set was allowed to remain until the end of the week, the winners' name for the previous week being posted at the fountain every Monday.

Here is something a little out of the ordinary in the way of a sign. Have a placard in the window containing a list of drinks and in lieu of the figures to indicate the price, paste on bright new coins, 5 cents, 10 cents or 15 cents, as the case may be. A good border can be made by pasting bright new pennies around the edge.

Head a placard with the words "Show your good sense by patronizing our fountain." Below this paste a few crisp new bills and underneath this tell the public that it is just like finding money to find a fountain where you can get a soda of such unquestioned purity as ours.

Under a sign which reads "Official Daily Weather Report" hang a frame, in which the weather report may be displayed. At the right of the report have a sign in keeping with the weather indications, such as "A hot wave coming! Keep cool by drinking one of our famous lemon and lime phosphates."

People like to be fooled, provided that it is done in a novel manner. A wide-awake druggist fooled the pub-

lic just before the advent of a circus in his town, in the following manner: The day before the circus opened the curtains in one of his windows were drawn. On the outside of the curtain was a card saying "Step around at 7 o'clock this evening and see the baby lion we are taking care of while his ma does stunts at the circus. The wonderful spectacle of a lion and a lamb lying down together will be seen in this window." The boys and girls spread the news throughout the town, and long before the hour stated on the sign the sidewalk was thronged with an expectant crowd waiting for the curtain to rise. Promptly at the stated hour the curtain did rise, disclosing a little wooden cage containing a live lamb and a large dande-lion. The laugh was on the crowd. A bar sign in the window read, "Come in and try a Dandy Lion Prospate, only 5 cents. It is the genuine article and quenches thirst." The results were good.

It is the odd things in advertising that count. Look about for something that is novel and make use of it to bring the people in. Treat them right and they will be sure to come again. E. F. White.

Systematic Criticism That Works Well.

After a manufactured product is fairly well defined in certain general directions, there is still plenty of room for improvement. The most effective manner of securing this improvement is by criticism of the work from various standpoints. In some form or other this criticism goes on in nearly every manufacturing establishment, but in many of them it is done in a casual rather than in a systematic way.

"Our business," said a manufacturer, "is divided into two parts—the manufacturing end and the selling end. The two organizations have different standards to go by. The manufacturing men try to make their product perfect according to mechanical ideas and tests. The selling organization works in the other direction. The salesmen, instead of merely trying to sell what the manufacturing men have produced, class themselves more as outsiders—as dealers and consumers. They virtually buy their goods from the manufacturing department, and insist that the goods shall embody every good idea the dealer or consumer might reasonably desire. The manufacturing men work for the approval of the selling organization and take great pride in having their work so good that even the most studiously critical salesman can find nothing further to suggest. We find that the plan works well."

A New Sea-Food.

"Got any oysters?" he asked his waiter.
 "No, sah."
 "Got any clams?"
 "No, sah."
 "Have you any shellfish at all?"
 "Boss" replied the waiter, "the only kind of shellfish we has is eggs."

Cold cash will burn a hole in the spendthrift's pocket.



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)

Reynolds Flexible Asphalt Shingles

Have Endorsement of Leading Architects



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Beware of Imitations. Ask for Sample and Booklet.
 Write us for Agency Proposition. Distributing Agents at

Detroit
Saginaw
Lansing
Jackson

Kalamazoo
Battle Creek
Flint
Toledo

Columbus
Cleveland
Cincinnati
Dayton

Youngstown
Buffalo
Rochester
Syracuse
And NEW YORK CITY

Utica
Scranton
Boston
Worcester

Milwaukee
St. Paul
Lincoln, Neb.
Chicago

H. M. REYNOLDS ASPHALT SHINGLE CO.
 Original Manufacturer, GRAND RAPIDS, MICH.

What Constitutes a Salesman's Territory.

What is a salesman's territory? Is it the number of towns or firms on his route list? Or is it the number of towns or firms he is really working to his full efficiency?

Don't try to answer the question off-hand. It is worth giving thought to whether you employ one or a hundred salesmen, or even if you are a salesman yourself.

In the final analysis a salesman's record can be taken from the ledger—the letter-file may square him for a time, but eventually it becomes a matter of figures. And the wise sales manager analyzes it thuswise:

What is the opportunity? What is the net result? And how do the two compare?

The consideration of this problem is the result of a conversation I recently had with a manufacturer who travels ten men.

One salesman resigned and left open territory that netted a hundred thousand in sales.

Several of the nine who were left asked that the open territory be split and each given a share. They tried to convince the boss that in this way nine men could do the work of ten. But, instead of convincing the boss, they set his old thinker going on a different angle.

And he asked himself this:

"Is Bill covering his territory so thoroughly that he can spare the time to go over into this open field?"

"Is Jack getting all he can out of his regular towns?"

Then he took some sales reports out of the files and an atlas off the hook and began to figure.

He found that in New York State there were seventy-five towns of over five thousand people, all of which contained retailers he wanted to sell, and one hundred and fifty towns of less than five thousand containing desirable retailers.

He found that Bill was selling thirty-five of the seventy-five retailers and sixty of the one hundred and fifty retailers, or that Bill was selling ninety-five retailers out of two hundred and twenty-five that ought to be on the books.

He found that Bill hadn't increased the number of his customers for two years.

Then he said to himself: "Does Bill's territory really consist of ninety-five towns or two hundred and twenty-five towns? Bill's expense account says two hundred and twenty-five, the ledger says ninety-five; I like Bill, but I have to believe the ledger."

Then he said to Bill: "How many towns are there on your territory you want to give up?" "I don't want to give up any," said Bill. "I'm working them all." "But, you're not selling them all," said the boss. "No, but I will," said Bill. "I think you will," said the boss, "if you go to it; and when you do I'll hand you a legacy from the first open territory I have, after you've seized your opportunity."

Of course, he didn't leave it there. He went into detail with Bill. He fully explained the situation as he saw

it. He showed Bill how he was wasting half of his time and half his expense money, and that it was all charged up against Bill.

He showed Bill that he was not only wasting his time and money, but he was killing an opportunity that belonged to the boss—the opportunity to put the right man, the man who could make good, in the towns on Bill's territory.

He made Bill look at in a different light. And next year Bill will add new towns to his list of sales or he'll hand the towns over to some other man.

I wonder if you see the point in this story. Think it over.

How many men are you trying to do business with where your efforts don't fit? How many men do you follow day after day who for some reason that you haven't discovered, and that you could discover if you'd think, will never do business with you?

How many men are there that you've never considered are really waiting for you to call who would be bigger, better and more forceful men if you and they could meet?

Make up your mind that your actual territory shows on the ledger and that no prospect is worth working that isn't worth careful consideration and a well-thought-out plan of attack before the effort is made.

The mere thinking out this plan of attack may convince you that it isn't wise to make the effort at all. On the other hand, if careful consideration convinces you that some man needs you as much or more than you need him, "hell bent for election" can't keep you from adding his name to your territory.

Better to Climb and Fall.

Give me a man with an aim,
Whatever that aim may be,
Whether it's wealth, or whether it's fame.

It matters not to me,
Let him walk in the path of right,
And keep his aim in sight,
And work and pray in faith alway.
With his eye on the glittering height.

Give me a man who says,
"I will do something well,
And make the fleeting days
A story of labor tell."
Though the aim he has be small,
It is better than none at all;
With something to do the whole year
through
He will not stumble nor fall.

But Satan weaves a snare
For the feet of those who stray
With never a thought of care
Where the path may lead away.
The man who has no aim,
Not only leaves no name
When this life is done, but ten to one
He leaves a record of shame.

Give me a man whose heart
Is filled with ambition's fire;
Who sets his mark in the start,
And keeps moving it higher and higher,
Better to die in the strife,
The hands with labor rife,
Than to glide with the stream in an
idle dream,
And lead a purposeless life.

Better to strive and climb,
And never reach the goal,
Than to drift along with time,
An aimless, worthless soul.
Ay, better to climb and fall,
Or sow, though the yield be small,
Than to throw away day after day,
And never to strive at all.

New Use for Soap.

Meandering Mike—Lady, would you lend me a cake of soap?

Lady—Do you mean to tell me you want soap?

Meandering Mike—Yes'm. My pal's got the hiccups, an' I want ter scare him.



Advertises Itself

In 1903 Hawaiian Pineapple first appeared upon the market in commercial quantities, a paltry hundred thousand cans—barely one can for every nine hundred people in the United States.

In 1907, only four years later, the output and sales were fifty times as great, an increase of 5,000 per cent. Up to this time, not one dollar has been spent for advertising.

The quality of the product has advertised itself.

In 1908 the output was again doubled—Hawaiian Pineapple was advertised in some of the magazines for seventeen months (you may remember), and the demand was quadrupled in twenty months. Can you think of any other food product, the demand for which could have thus increased more than three hundred times in ten years with so little advertising?

Yet this 31,000,000 cans is still scarcely enough to give each person in the United States one-third of a can once a year.

All your customers who know Hawaiian Pineapple, want more than this eight times a month.

We begin packing again in July, but it will be well into the fall before future packing will reach your shelves.

Have you had your share this year?

Have you enough on your shelves to keep you going?

Always stock with Hawaiian Pineapple, no matter what brand; so long as it comes from Hawaii it is sure to be "picked ripe" and "canned right." At all jobbers—sliced, grated or crushed.

Hawaiian Pineapple Packers' Assn.

Honolulu, Hawaii

WHY MERCHANTS FAIL.

Non-Success Due to Lack of System.

It is the jobber's business to lower the cost of the journey between maker and consumer; it is our business to go to the sources of merchandise and there dictate materials and styles so that you, our customers, may be supplied with goods which your patrons will buy from you. It is our business to concentrate the products of twice ten thousand makers in our warehouses—to buy large and to sell small.

It is our business to carry your reserve stock, ready to be delivered to you on demand, to enable you to buy small, spread your capital over a large variety and thus cater to the tastes of the largest possible number of consumers.

The efficient wholesaler must distribute his overhead expense over many departments so each may bear as small a load as possible.

Each department must carry open stocks extensive enough to answer the instant demands of any customer or any number of customers.

He must centralize in himself the output of a thousand makers. Only thus can he eliminate the wastefulness of numerous small selling organizations.

His stocks must be so varied that his customers can buy a few items each of many lines in one shipment.

The efficient wholesaler must do more than these things. He must concentrate his greater resources on problems that the retailer is called upon to meet. Only in the latter way is the jobber able to fortify himself against attack. This is not charity; it isn't philanthropy; it's pure selfishness; done for the same reason that a man will take care of his limbs that his body may not suffer.

I am going to bring against you a charge that may surprise you, but which I'm prepared to prove. I'm going to charge you with contributing to the high cost of living. I shall base this charge not on the grounds of extortion or greed, but of inefficiency. Perhaps I can illustrate better by telling about a long interview I recently had with a retailer of a city in the Northern part of Illinois. This man has had a long and successful business career and his testimony deserves attention. As well as I can I shall summarize his conversation, which occurred after one of my talks to a gathering of retailers, in whose hearing I had strongly condemned the middleman-eliminator.

He said, as nearly as I can remember, "I used to go home at night with no more knowledge of the day's business done than could be guessed from the totals footed up by the cash register.

"Certain of my lines might have been slowing up, but no hint of it came to me from the cash register. Certain lines might have been running low, but I had no evidence of it from the figures presented to me.

"I used to depend upon customers to locate empty bins and goods out of stock. My want books were

checked only when a patron's enquiry compelled a clerk to say 'We're out of that.'

"My business was done by guesswork, and when I consider that thousands of merchants do business in the very same way, it is little wonder to me that many of them go to the wall each year. 'Incompetence,' a mercantile agency man told me, 'causes 30 per cent. of the failures which occur annually,' and when I asked him for an explanation he said that incompetence really meant nothing but unfamiliarity with one's own business.

"A store run as I ran mine, is perpetually sick, and I'm free to confess that I had no accurate knowledge of anything that went on inside my establishment. I was in part guilty of the high cost—guilty because of inefficiency.

"I'm willing to bet," he said, "that nine-tenths of the merchants in America could not pass an examination on their business, or give intelligent answers to ten questions like the following:

1. Give the gross profit on each line you handle. The net.
2. Give your overhead expenses and tell how much of it each line carries.
3. Give the annual turnover of each line.
4. Give the gross sales on each line for two years past. The gross profit. The net.
5. How much of each line is displayed on shelf and counter? How much in warehouse?
6. What form of advertising is most profitable for you? How do you know?
7. What are your slow-turning lines? Why don't they turn over fast?
8. How many varieties of merchandise can be profitably sold in your store? How do you know?
9. What is the most efficient way to advertise each of your lines?
10. What is the best way to speed up a slow-turning line? How do you know?

Quick answers to such questions as these are essential to progressive retailing.

The charge that this man brought against himself can be brought against many times ten thousand Americans who sell goods over the counter.

A merchant from the biggest department store in a town of 20,000 people came to me recently, saying that his net profit of 10 per cent. failed to show up at the end of the year. When questioned he could not tell whether handkerchiefs turned faster than gloves, or if groceries were more profitable than crockery. He merely knew that he was losing money, but was powerless to find the hole.

The lack of profits in hundreds of stores is not due so much to narrow margins as to wasteful methods of doing business.

Were I to diagnose the troubles of the hundreds of merchants who come to see me every year, I would hardly know where to begin.

Many merchants are pouring out energy pushing goods that move hard,

when they could replace these goods with acceptable merchandise for which there is a ready-made demand.

Many merchants are forgetful of the fact that 65 per cent. of the population of America have incomes less than \$75 a month. You complain, some of you, of syndicate competition, when you could turn the cause of syndicate success into your own store and bodily steal the thunder of the people whose rivalry you fear. Syndicate stores have no monopoly on popular-priced goods. Such goods will feel as much at home in your store as anywhere.

Too many "sick" merchants have no interest in making their town a good place to live in, play in and go to school in. They forget that their own success is often determined by the success of the town where they do business.

There is too much unscientific arrangement of stocks. Some retailers seem to be doing business on the principle that customers should be sold only what they ask for. Half the merchandise in such stores is tucked away. Goods hidden in bins do no one any good. A store should be a selling unit, containing as wide a variety as possible, so that a prospective customer may be given the greatest possible temptation to buy.

From the mass of evidence that pours in upon me, I am compelled to conclude that the weakest point in the system of the average retailer is his advertising. He does not know the methods which produce the most sales at the least expense; he does not know how to present his message to his trade.

The trade journals are doing a great work to remedy this condition. They told a few weeks ago about a series of advertisements that some experts call the most remarkable ever prepared—advertisements which are now appearing in a list of farm journals as long as your arm.

These same trade journals have been telling about the advertising campaign that the Larkin Co. are carrying into every big city in America. There isn't a retailer who is not being directly affected by the publicity work of these monster M. O. houses.

What will you do then to compete with a rival who can pay four figures for pictures to illustrate his announcements?

What are you going to do to compete with a rival that can command the services of \$25,000-a-year copy writers.

I have already said that the jobber stands or falls with you, and in offering a means to combat this powerful mail order competition, I confess that I do something that advertises me and the organization I represent. But what if it does? You do not begrudge notoriety to the doctor who cures you of an ill; and if I can point the way to victory over R. M. O. houses you won't begrudge me any benefit I am able to squeeze out.

There are means to counteract the pull of the advertisements which mail order houses pour forth, and the chief merit of the proposals I make

is that they not only can help you combat this rivalry, but that they have helped and are now helping ten thousand other retailers to obtain a firmer foothold in their home markets.

I'm going to put performance into my preaching and I'll do it by giving you a weapon that can be wielded with telling effect on the big city competition that enchoaches upon your trade.

In a town of 300 people in Northern Indiana is a merchant who, five years ago, was selling only \$15,000 worth of goods from a \$10,000 stock. Mail order headquarters were only forty miles away and every other man and woman who passed this merchant's store was a confirmed mail order buyer. The merchant's advertising was, as he thought, well aimed and effective, but it failed to bring the business. Some one finally convinced him that his methods were wasteful and induced him to adopt a medium which could be absolutely under his own control. He started publishing a store paper, sending it out to precisely the customers he wished to reach and eliminating the waste that attended his newspaper advertising. The store paper gave a personality to his organization; patrons were taught to look for it; and to-day this merchant is selling \$50,000 worth of goods on a stock of \$10,000 in the face of the stiffest competition I have seen.

The store paper is an antidote for mail order poison. A thousand merchants with whom I come into contact are using it to bring trade, and their opinions can best be summed up, perhaps, in the words of one of them who says, "The store paper you taught me to publish is to-day the back-bone of my business."

Whether you do business in city or country, the store paper offers a way of getting more trade at less expense; it gives a personality to your store and to your advertising; it has the same news interest that give newspapers their power and it can reach your prospects with less waste than any medium I have ever seen.

Anderson Pace.

He Was Law-Abiding.

A Missouri farmer received from his congressman a package of garden seeds, sent out in the regular franked envelope of the Department of Agriculture, which bears in one corner warning, "Penalty for private use, three hundred dollars." He worried and puzzled over that inscription for several days, then wrote to Washington this plaint:

"Dear Mr. Congressman: I don't want to use those seeds you sent me for the public. I want to plant them in my own truck garden, but I can't afford the three hundred dollars it says I'll have to pay for private use. Can't you fix it some way so I can use them for myself? I am a law-abiding citizen and don't want to commit any crime that isn't necessary."

The man who says he never had a show probably never had the price of admission.



More Trade From Same Customers

In many a grocery store this department is silently swelling sales, without boosting overhead expense the fraction of a degree.

It adds nothing to rental, nothing to light-bills, requires no delivery, and it sells its wares unaided.

There is no place in the country where it will work so hard as in a grocery store, because the goods sell by sight, and in such a store there are more people to see them.

Put this in your store and you steal the thunder of the "syndicate."

A free circular, telling the whole story, will be sent you if you write our Chicago house, mentioning this journal.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

CHICAGO

NEW YORK

ST. LOUIS

MINNEAPOLIS

DALLAS

SAMPLE
HOUSES

Cincinnati
Omaha

Cleveland
Portland

Kansas City
Philadelphia

Milwaukee
Seattle

CIGARETTE SMOKING.**Injurious Effect of the Habit on Boys.**

At no time in the history of this country has the smoking of cigarettes been so common a practice among growing boys as to-day. At no other period have conditions in this land been so strenuous as at present. The strife for professional and mercantile success has necessarily become stronger and stronger during the development of this great republic.

The parents of our boys have had to go through a period of industrial development during the past fifteen to twenty years, which has never been reached or surpassed by any other country. With business or failure comes great mental strain and no matter how much we try to dodge the issue, such conditions predispose to nerve strain in the individual and by virtue of heredity so acquired many boys have a nervous inheritance which can be only combated by the most simple life and hygienic surroundings. In our schools the strife for high honors, the necessity of study and application to keep up to grade, has its effect in demanding a certain amount of reserve mental force of every boy which must be met if they are to start life on a firm foundation for future usefulness.

Between the ages of ten and eighteen boys pass through the period of greatest physical development. The bony framework enlarges and becomes more compact, the muscles round out, weight increases and the body begins to show the first signs of oncoming manhood. This is the time when one must be most careful if he is to develop into a strong vigorous man. During this period of greatest development one has no right to do anything which will prevent the best use of his physical and mental powers. Whatever hurts the body certainly has its influence on the brain and if dissipation of any kind is carried on, the body as a whole must suffer.

Habits which have a depressing influence should be shunned by the growing lad. Bad habits make their lasting impression at this age and it often takes years to get rid of the effects of wrongdoing during the period when nature makes her greatest demand on the physical side. If a boy would realize that he has no right to smoke or use tobacco before he is twenty, especially cigarettes, the problem would easily be solved. Unfortunately, the example of elders is generally followed and boys think they will become men faster if they rise to that estate through the medium of smoke wreaths.

Tobacco if used to excess has a depressing influence on the heart and on the central nervous system of the full-grown man, to say nothing of a boy. Many times we hear men say, "I must give up tobacco, it does me harm and I cannot keep well and use it." If it has such a depressing effect on strong men, how much worse will it injure a growing boy. The tobacco heart, so called, is a common thing

among inveterate smokers. Imagine youngsters, just past the cradle age, trifling with such a powerful agent.

I quote from experienced medical men who have made the cigarette habit a study. Goodno says, "Cigarette smoking is a frequent cause of nervous disease." Snader, in examination of the hearts of thirty-two tobacco smokers, between the ages of seventeen and thirty-two (all having started the habit during their childhood), found that in all cases tobacco increased the action of the heart and diminished its force. Townsend states from his experience and observation, that the use of tobacco in early life exerts inhibitory influence. He also says that it acts as a great irritant to the mucous membrane of the nose and throat and that cigarette smoking is especially deleterious because most cigarette smokers inhale, and in this manner the poisonous principles reach a much larger absorbing area. Kraft-Ebbing says that the excessive use of tobacco may induce mental disease just as it produces nervous disease. Sir William Osler speaks of the irritable heart of smokers seen particularly in young lads, the symptoms of which are palpitation, irregularity and rapid action. The American Text-Book on Physiology states that tobacco acts profoundly on the protoplasm of the nerve, increasing its excitability, thus gradually destroying its function. Kerr states that tobacco in excess is a fertile cause of heart trouble, of dyspepsia, debility, loss of vision, etc., but it is widely different in action from alcohol and the other intoxicants which have been under consideration.

No husbands are charged with killing their wives or assaulting their children through tobacco's excessive use, no acts of violence are laid to its charge. Nor does it seem to give rise to mental and moral perversion on the nervous system, and I have known of a case of an abstainer with an inebriate heredity, who trembled life a man with delirium tremens every morning until he smoked a pipeful of tobacco. It is beyond my province in this paper to treat of this substance except in its relation to inebriety; but I may be pardoned, in these days of the cigarettes of precocious childhood, for adding that tobacco is a poison, the general avoidance of which in all its forms would greatly contribute to the health and strength of the present as well as the coming race. Barr in his work on the Mental Defective does not believe tobacco, especially in the form of cigarettes, a cause for idiocy or imbecility, but he makes this statement: "I have no doubt that excessive indulgence in this or any other vice causing over-stimulation and subsequent enervation, may be conducive to the arousing of latent neuroses, just as does over-pressure during the school period. In this sense both without being actual, would certainly prove predisposing causes."

A well-known dentist says, cigarette smoking has a detrimental action on the teeth, coloring and staining them so that the enamel remains permanently discolored and that he believes

C. E. BELKNAP, President
H. P. BELKNAP, Sec'y and Treas.

BELKNAP WAGON CO.

Manufacturers of

Farm, Freight, Express and Fruit Wagons

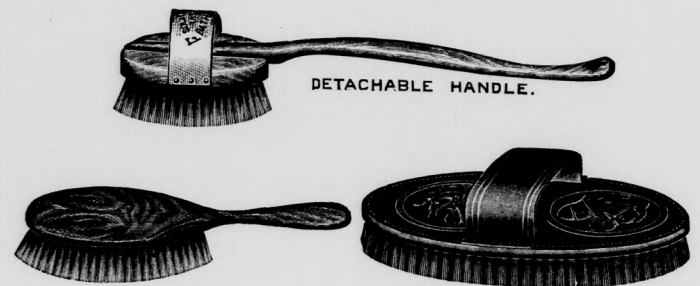
Sole Manufacturers of the

Belknap Orchard Wagon

Sole Manufacturers of the

Belknap Patent Sleighs

GRAND RAPIDS, MICHIGAN



Grand Rapids Brush Co.

Grand Rapids, Mich.



Manufacturers of
Solid Back Toilet Brushes
and
Leather Back Horse
Brushes

sooner or later the integrity of the whole tooth becomes effected and causes it to decay. One cannot well imagine a worse sight than a young boy with fingers yellow from nicotin, yellow teeth, cheeks pale and sunken, oblivious of the fact that he is sapping away his life's blood by indulging in a habit which can only do him harm and which permanently unfits him for a useful life. Some aspiring athletes smoke cigarettes. The great anxiety of these boys is to outrun, outbox, outjump or outwrestle other boys in competition and yet they do the very thing which is most apt to defeat the end in view. Athletic exercises, as a rule, are likely to cause heart strain if not carried out under the careful guidance of experienced men. I cannot imagine an athletic director advising one to smoke cigarettes. The common belief among trainers is that smoking shortens the wind and slows men up in competition.

F. H. Barnes.

Thirteen Rules for Government of Office Force.

1. That you arrive at 8 a. m. Failure to be at your desk promptly necessitates your making an explanation immediately.
2. That you must be present each and every day. If for any cause this is impossible, you must notify the office by telephone or telegraph by 8:15 a. m.
3. That all necessary or important work must be completed or reported to your superior before leaving for the day.

4. That all visitors must be given immediate attention and be treated courteously, but without wasting either their time or yours.

5. That personal purchases must not be made, either by the use of our name, in our name, or for our account, without a properly O. K'd order.

6. That samples of whatever nature (unless immediately forwarded to a customer) are the property of the concern and must be placed in cupboard provided for that purpose.

7. That acceptance of gifts, presents or gratuities of any nature is positively prohibited unless with our knowledge and consent.

8. That during business hours your entire time and attention must be devoted to our business and interests.

9. That personal business, including personal telephone calls, must not be conducted during business hours without permission.

10. That vacations are a gift and must be taken at a time that suits the convenience of employer.

11. That each employe will be held responsible for the careful and proper handling of business that is entrusted to his care and for the orderly condition of his or her desk and surroundings.

12. That without permission, the smoking or carrying of lighted cigars, pipes or cigarettes in the office is forbidden.

13. That your acceptance of employment with us constitutes an agreement to abide by and live up to these rules.

Insulting a Business.

Probably the tendency to assume governmental control of all lines of business has reached its climax in the final passage of the "Cole bill" and its signing by Gov. Sulzer, of New York. This is substantially the same bill known earlier in the Assembly session as the "Roosevelt bill," which was bitterly opposed by the fruit and produce receivers of the country, who saw in it an unjust assault on both their dignity and their freedom of competition.

In substance the bill is based on the belief that commission men are not trustworthy business men and must be controlled and kept within lines of honesty and integrity by the police power of the State. Doubtless there have been crooked commission men and it is impossible that the law will eliminate them, but it is by no means certain that commission receivers are any more spiral in their mercantile rectitude than the farmers who ship them the goods with false representation of quality and with the big apples carefully placed at the top and bottom of the barrel. There is bound to be friction between producer and receiver, just as there is between buyer and seller, and to introduce a governmental watchman into the case to police the receiver is imposing on him a severe handicap.

As the matter stands now, no one can engage in the "dangerous" business of receiving and selling produce without first securing permission from the Commissioner of Agriculture and filing a surety bond in the sum of

\$3,000 to protect any disgruntled shipper. Having been once accepted, the moral monitor can put the merchant out of business at any time he chooses, after the formality of a hearing. It makes the commission business pretty precarious, and in its logical commercial status the commission man is only slightly removed from the mercantile and social stigmatization which is supposed to attach to other forms of licensed business—liquor dealing, pawn broking, etc. It is but a step to have the State perform espionage over hundreds of other forms of business—if the shipper happens to command as much legislative pull as the voting farmer does.

Told Every Fourth Year.

The political spellbinder was annoyed by the constant interruptions of a member of the opposition party cheering for his own candidate. Nettled at length he enquired:

"My friend, why do you cheer for that party?"

The disturber arose and said: "My great grandfather belonged to it, my grandfather belonged to it, my father belonged to it and I belong to it. Hurrah for—"

"If your great grandfather had been a fool," said the orator, interrupting, "and your grandfather had been a fool, and your father had been a fool, what would you be?"

"A member of your party," came the quick return.

And many a man has repented at leisure who never married at all.

Get Full Price for Your Odds and Ends and Slow Sellers---Get the Cash---Let Your Competitor Carry the Necessary Charge Accounts at Cut Prices

Our Plan Gets You Full Prices in Face of Fierce Competition

It gets hundreds of people directly interested in your store—it has this army of people hustling for you—it has them urging their friends and neighbors to trade at your store. And it keeps them hustling for you for six solid months.

With our plan you can make dull Wednesday a bigger day than busy Saturday. You can do this without cutting and slashing prices—you can get this big business at regular prices. You can work off slow sellers and old goods at full selling price.

In other words, our plan eliminates the necessity of putting on a cut-price sale and throwing your profits away.

WANT TO RAISE SOME EXTRA CASH QUICK—That is, do you want the people of your community to give you the cash for goods that you have not even purchased—that is, would it be of any advantage to you to have people deposit their money with you to be traded out later?

There is one feature of our plan that will get the people of your community to deposit hundreds of dollars to be traded out at some future time. We will be glad to explain this feature more fully to you if you will write us in regard to it.

COLLECTS OLD AND MONTHLY ACCOUNTS—Besides overcoming competition, our plan will collect your monthly accounts; that is, get the cash into your drawer between the first and the tenth.

Besides collecting your monthly accounts, we will be glad to tell you just how it will collect those old accounts that you have practically given up hopes of ever getting.

Here is What One of our Customers Wrote to a Brother Merchant

The McGhee-Joyner Co.

Gentlemen: In regard to your inquiry as to the reliability of the Brenard Mfg. Co. of Iowa City, Iowa, we would say that we used their plan two years ago. They carried out their contract to the letter and we were well pleased with their proposition, in fact we were so well pleased that we have just started another with them. They are doing every thing they can to make this one as big a success as the other, and I believe they will. If you follow their plan to the letter and hustle a little you will be well pleased with the result. Yours very truly, W. L. ADDEN.

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.

We Protect You

If you accept our proposition we will agree not to sell it to any other competitor in your town as long as you remain our customer. If you desire to increase your business with our plan, do not delay writing us. If you do delay, it may be that your competitor will already have secured our services. We will close the deal with the first merchant who wants it in your town. Address

BRENARD MFG. CO., IOWA CITY, IOWA

CREDIT RATING SYSTEM.

How It Protects the Small Town Merchant.

Knox, Ind., June 1—The down-fall of the majority of merchants is due to the too liberal extension of credit. Owing to this fact, there is nothing that pays better than a good local credit rating system.

This credit rating feature can be handled in the small towns at a very nominal cost if the merchants will only co-operate. The department stores of the large cities have their own credit divisions, but the average small town store would be carrying too great a burden in an attempt to have a credit rating department.

During the past two months I have been putting into operation a credit rating system in a small town of 1,600 population. Of course, the credit rating goes farther than the limits of the town, because the trade is drawn from the agricultural community as well as from the town.

There are eleven merchants of the credit rating organization at the present time which is handled as a subdivision of the Commercial Club. The Secretary of the Commercial Club handles the credit rating system and he also acts as adjuster in collecting accounts turned in by the members.

A card as outlined below is filled out by the merchant for each individual trading with him.

CREDIT REPORT

.....191..

No—
Name—
Address—
Business—
Where employed—

Kind of pay indicated by check mark

Pays cash—
Prompt pay—
Fair pay—
Slow pay—
Require cash—
Doubtful—

Considered good for how much credit \$—

Remarks—

These cards are then turned in to the Secretary, who files them alphabetically. On the reverse side of the card is a space for charges and credits and a space for the Secretary's notes pertaining to correspondence regarding accounts. Card are turned in on certain individuals from nearly every member of the credit rating organization and, when these cards are in, there is a pretty good rating on the customers. The merchant's individual opinion is not the only record regarding the customer. The cards show the amount the individual owes around town so that the merchant can be governed accordingly.

It is a big surprise to the merchants when they first find out how much certain people owe.

The sole purpose of the system is not to get a line on those who are

dead-beat. It is also for the purpose of procuring information on those who are justly entitled to credit and to get a line on new comers.

When the reports are all in, a loose-leaf, indexed book, showing the ratings, is prepared for each member of the credit rating organization. This book is gotten up with a code system so that its contents is intelligible only to the merchants. Of course, the ratings change from time to time, and new ratings are added. This additional information which is not shown in the book is supplied in the form of bulletins by the Secretary or the merchant may call up the Secretary at any time for any information desired. If the Secretary cannot supply this he at once proceeds to get it.

Whenever the merchant hears of a new comer he refers the name to the Secretary at once, so that the Secretary may proceed to get in touch with the new comer's record by communicating with the business men in the town from which the new comer came.

I have found that considerable publicity regarding the system in a town tends to awaken some of those who are very slow payers and it also stirs up some of the dead-beats.

It is difficult to get merchants to realize the importance of such a system. As a general rule, it takes a lot of dogging on the part of the Secretary to get them interested as they should be. A merchant will spend a large amount of time selling goods on which there is a very small profit and, perhaps, the goods are sold on credit and he never gets the money for them, yet he lacks enough business insight to spend a little time and attention on the most vital part, that of collecting and rating.

There is a general opinion among customers who pay their bills that they are compelled to pay excessive prices to make up for the loss on the dead-beats. This is not always the case, but it is a fact that if the merchant did not lose so much on poor accounts he could sell cheaper and still make as much as he does now. A large portion of the mail order business is built up because of this lax credit system. I know of men who owe every merchant in town and are ashamed to face them. Consequently they send out of town for their goods.

The lack of information regarding the rating of individuals is often the cause of making dead-beats out of men and women who have honest intentions in the beginning, but owing to the fact that credit is extended so freely they get in so deeply that they finally give up entirely.

Every merchant who does a credit business knows to his sorrow what the lack of information as to credit ratings means; yet it is difficult to induce him to co-operate with the other merchants. There is too much greed for trade and too much jealousy, instead of mutual interest.

L. L. Totten.

He is truly an easy mark who can fool himself and keep himself fooled.

Wind Mills a Good Line.

That the wind mill is a valuable addition to the dealer's stock in trade is indisputable. There are many reasons for this which will be recognized by the wide-awake dealer, and hundreds of men engaged in the retail implement business are increasing their volume of business and adding materially to their profits by their sales of wind mills.

For some unexplained reason the wind mill has gained new popularity this season. Hundreds of farmers are installing them on their farms for the first time, and many ruralists who suffered damage by storm or flood are replacing wind-mill plants that were wrecked or carried away. The result is a boom in this line and wind-mill manufacturers report larger sales than ever before in the history of the business.

The dealer should give this matter his attention and make a strenuous attempt to garner for himself some profits that accrue from this business. While wind mills may not be as easy to sell as some other lines, they are noted for remaining sold when once installed, and perhaps no other article gives so much satisfaction and so great service at so little cost.

The windmill is the ideal method of maintaining the water supply on the farm. It is long-lived, economical and automatic in operation, works in all seasons and under almost every known condition, and adds much to the attractiveness of the property on which it is installed.

Wind mills, besides advertising the dealer as perhaps no other article he may handle will do, are prolific of new business. Once a few wind mills are sold in a vicinity, others seem to spring up like mushrooms. Farmers who have installed them are prone to talk of them to their friends and go into detail regarding their value from every point of view. All these things aid the dealer in making additional sales, and there are various ways in which he may interest his rural friends, once he becomes involved in the wind-mill business. The experience of many dealers who have handled this line is evidence that it is a money-maker and a first-class advertiser, and no dealer with an eye to immediate profits and future business can afford to overlook the opportunity presented by the present boom in this field—Implement Age.

Advantage of a Secret Cost Mark.

Since the beginning of storekeeping, cost marks have been necessary to record the cost of each item of stock. All sorts of systems of letters, characters or signs to represent figures have been devised, the primary purpose being a system that would, by the aid of the key, be clear to the salesman and unintelligible to the purchaser. Some of these systems are so simple that even a novice can decipher it with a little study; others are made more difficult by the use of blinds and other complexities.

In the following lists a character must be substituted for nought in the nine-letter variety, and the last letter of the eleven-letter variety used as a repeater.

1 2 3 4 5 6 7 8 9
C l e r k s h i p

The following words can be used in the same manner: Blasphemy, Cavernous, Dangerous, Drunkable, Dropsical, Duplicate, Facetious, Fisherman, Gunpowder, Hamstring, Harmonize, Labyrinth, Machinery, Manifesto, Obscurity, Observant, Outwardly, Outspread, Prudently, Penumatic, Porcelain, Voluntary.

1 2 3 4 5 6 7 8 9 10
M a n u s c r i p t

The following list of words can be used in the same manner: Background, Birthplace, Blacksmith, Chivalrous, Daughtery, Deaconship, Fishmonger, Handsomely, Importable, Lachrymose, Manipulate, Flattering, Formidable, Pneumatics, Forgivable.

New spelling reform keys: Sel the gudz, Chargenuf, Plez be onist.

Keys from business names: Kleine Bros., Born & Smith, Yal ding & Co., C. L. Hornsby, Jones Drug.

The objections to these systems are, first, they are easily solved by people who have no business to know; second, they betray that they are cost marks, impressing the customer unfavorably.

A more difficult form is a sentence consisting of ten words, the first letters of each being different and the one to be substituted for figures. For example:

One Quick Penny is Worth More Than
1 2 3 4 5 6 7
a Slow Dollar
8 9 0

It is sometimes advisable to keep the cost price a secret from the clerks. The only absolutely certain way of preventing your employes from learning the cost of your goods is to employ a system which has no key. By the use of such a system the date of purchase and other data may be included in the cost mark.

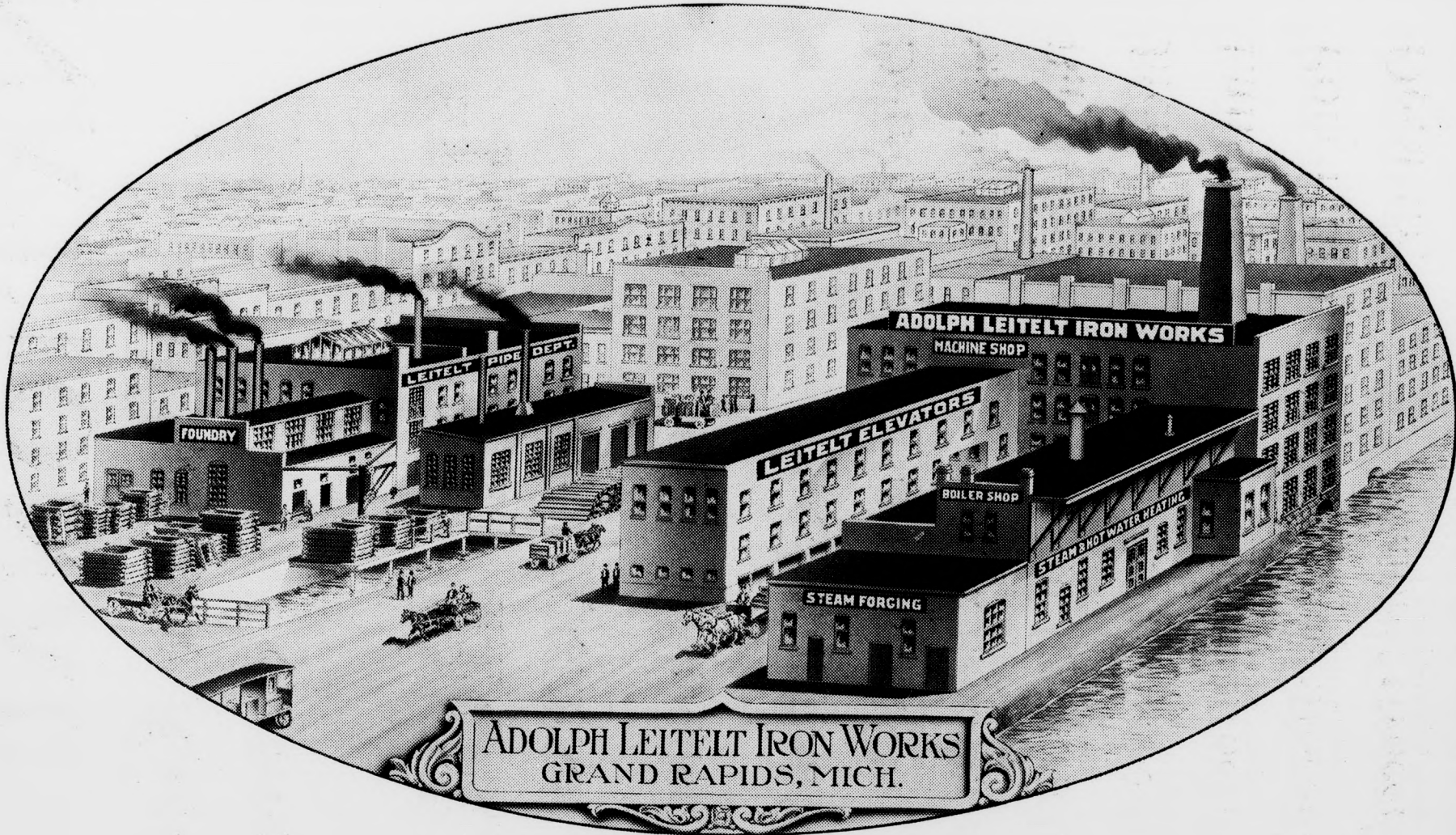
The book and the cost mark system is simply a record of each item bought. An ordinary blank book is obtained, with pages numbered, we will say from 1 to 500, and with lines on each page, these lines numbered from 1 to 50. Thus we have a book of 500 pages and on each page there are 50 lines.

In marking your goods, instead of having a series of arbitrary letters, or characters and using these to mark the cost of the merchandise on the tickets, enter each item in this book, then mark the page and line number on the cost ticket, and whenever we have occasion to look up the cost of an article we refer back to the book and obtain it. Thus, supposing that a lot of shoes which cost \$2.50 per pair were entered on page 61 and line 23, the cost mark would be 61-23.

In entering these items we can also enter the name of the house from which they were bought, the date of purchase, discount, etc., and any incidental information we think worthy of recording. This is frequently useful when re-orders are to be made.

The Boss Knew Him.

"I've just come from St. Louis," said the salesman, "and did a big business. How much do you think?"
"About half."
"Half of what?"
"Why, half of what you say."



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With its Houses so Located that a Retailer's

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Saginaw,

Phipps, Penoyer & Co.

W. C. PHIPPS, Manager

Bay City,

Gustin, Cook & Buckley

F. W. ATKINS, Manager

Jackson,

Jackson Grocer Co.

W. J. BUTTERFIELD, Manager

Lansing,

National Grocer Co.

F. E. ELLIOTT, Manager

Port Huron,

National Grocer Co.

H. S. ELLIOTT, Manager

Decatur,

National Grocer Co.

J. S. McCLELLAND, Manager

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DOUGLASS & COMPANY

Importers, Coffee Roasters

Detroit, Michigan

BUYERS OF

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GROCERIES IN MICHIGAN

Wants Can Be Intelligently and Promptly Supplied

represent the Following Houses:

Grand Rapids,

Musselman Grocer Co.

M. D. ELGIN, Manager

Traverse City,

Musselman Grocer Co.

H. A. MUSSELMAN, Manager

Cadillac,

National Grocer Co.

ED. KRUISENGA, Manager

Manistee,

National Grocer Co.

H. A. MUSSELMAN, Manager

South Bend,

National Grocer Co.

WM. H. SWINTZ, Manager

Sault St. Marie,

Musselman Grocer Co.

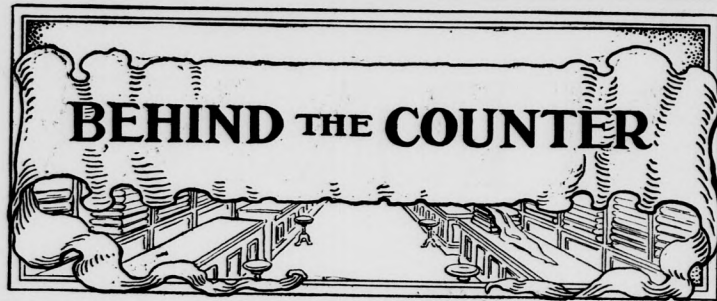
ED. STEVENS, Manager

Escanaba

National Grocer Co.

M. J. RYAN, Manager

29-35 LARNED ST. WEST, DETROIT



Relative Value of Several Different Clerks.

Written for the Tradesman.

For every sale that is made in my store, a sales slip is made out and a carbon copy kept of it. One of these days I may buy one of those registers that prints a complete account of the transactions with every sale, rings up the correct amount, makes change and plays a tune on a music box. But for the present a carbon copy is enough.

Every night the girl who keeps my books hands me a card showing the total sales for the day and the total for each clerk.

And that's all.

Yes, I saw that, too. In a big store they find that their clerk hire is 8½ per cent. of sales. And any clerk who costs more than 9 per cent. is fired and any clerk who costs less than 8 is promoted. I read it and wished my problem was as simple as all that. If I had a system that would hire and fire clerks for me without any further attention on my part, half my troubles would be gone. There's a good deal more to it than that. My clerks do a good deal besides sell goods. And there are ways and ways of selling goods.

There was Bradford Irving; worked for me six weeks, came from Denver and could sell anything. He left because six weeks was as long as he could stay in any one place outside of Denver. If he hadn't, I wouldn't have let him stay much longer. Everything he did and everything I asked him to do, he acted as if it was a mighty condescension for him to do it. "Of course, I have no business working in a store like this," he says; and, "of course, it's foolish for me to be working for twelve a week;" and, "of course, we never were expected to do that way in Denver." I knew just how my wife felt when we had a cook that used to work for the President of the First National; every night my wife had a long tale of woe that ended, "and I could have slapped her."

Bradford was stuck on himself and he lifted up his nose at Buffalo Hump and everything in it. But he did sell goods. He sold twice as much as any other clerk. He sold stuff that I thought was glued to the shelves. He sold some figured foulard that the Ladies Aid refused for a donation.

And after he had gone—did I say I was going to let him go anyway—I found he had got me a nice bunch of sore spots. He never misrepresented that I know of, but he threw a fluff of glamour over everything. I offered to take back the foulard from Mrs. Dawson, who was the sorest.

"No," she says, "I knew exactly what I was getting when I bought it, and I'll keep it, but I have half a notion never to buy anything from your store again."

Two or three others were the same way—they felt they had been put upon. Imposed upon—that isn't being cheated; it is being hornswoggled into buying something you don't want.

Every sale Bradford made he imposed on somebody.

He sold twice as much as the next clerk, but I couldn't afford to keep him.

So I can't just run over the totals on the sales slips and decide how much every clerk is worth. But I study them a good deal, just the same.

Of course, you can't tell anything by one day. Ed. Rivers last Wednesday got two customers who took up pretty near all day. One was in the morning for \$118.50 and the other in the afternoon for \$84.30. They knew what they wanted and the delivery boy could have sold within ten dollars as much if he had waited on them. I couldn't have sold them ten dollars more. Ed. handled them well and they will look for him next time they come in. He had nothing to do with bringing in the sale and very little to do with making it, but he had a lot to do with making them regular customers for Dexter Wright.

I never told the clerks that I watch how they handle customers just as much as I do how much they sell. But I guess they know it. If I paid them according to the amount of sales, I know they would be scrambling for the profitable customers, and it wouldn't be human nature if they didn't neglect the little girl who wants to buy a stick of candy or the shacker who's only got two dollars to spend.

For instance, there's Old Man Howe, who won't have anyone wait in him but me. Always asks for the boss, and if I'm not around he buys a few little things and goes home sort of disgruntled. Know why we have his trade? It's the way Nord Holmgren waited on his little granddaughter. Mrs. Howe told me herself. But do you suppose he would let Nord wait on him? Still, when Nord sells the little girl five cents' worth of chewing gum, he is cinching Old Man Howe's trade that he never touches.

Take it by and large, the best clerk will average the best sales and the total for six months will tell you pretty near what each one is worth. When you figure that one is good on

windows, and another is strong with the Lutherans, and another has notions about advertising, you can grade their relative value pretty close.

I'm paying Tom Niles two dollars a week more than Ed. Rivers. His sales will average 10 per cent. larger the year around, and \$2 is the fair difference. I ought to pay him twice as much. There is never any comeback on Tom's business; it is all clean. Ed. cost me about \$20 on a bad check last month; he was using his discretion in my absence, and I didn't blame him for it. But I think Tom would have refused to take it, because I can't remember when he ever took a chance yet that turned out wrong. Any time he is in doubt he refers it to me, and I've got so that anything Tom refers to me I'm pretty apt to turn down.

But that isn't all. The boys all have their customers, people whose ways and tastes they know, who would rather be waited on by Tom or Ed, or Nord or sometimes by the boss. But so far as I know, Ed. never brought in a customer into the store. He handles them beautifully and lots of them prefer him, but he doesn't go out and get them. Tom does. I have found cases when not only Tom himself, but Ed. and Nord were waiting on customers Tom brought to the store. There is a certain amount of the other boys' sales for which he ought to have credit in addition to his own.

No, there's no use raising his wages. He'll probably stay with me until he gets ready to go in business for himself. He wouldn't stay any longer, no matter what I paid him. But I will say this: if I see a good opening I'll shove Tom Niles into it, and if he needs a little extra capital, I'll see that he gets it.

As I was saying, I keep those slips showing how much each clerk sells every day and every month I get footings showing how much each one sold for the month. Then I size up how they handle their customers, and pay them what I think they are worth.

If I could sit in the office and watch an indicator it would be a lot easier. John S. Pardee.

Regulating Hours of Work for Grocery Clerks.

An attempt is being made in the State of New York to regulate the hours of work for grocery clerks by law. The Legislature which recently adjourned was importuned to enact a bill which shall make it unlawful for employers to require their employees to work more than seventy hours a week. Of course there is bound to be opposition to such a measure, as it is reasonable to suppose employers will not be willing to have the regulating of the time spent in the store by their clerks taken out of their own hands. It not infrequently happens that legislative interference in matters of this kind occasions more unrest than quiet. It is often very much better, as has been stated from time to time in these columns, that the merchants in every community get together, and by association, which enables them to discuss these

matters and thresh them out, accomplish the end desired much more satisfactorily than can be done by outside interference even though that interference be the majesty of the law. Compulsion often means friction. What must be done is not always done cheerfully. The better plan is a frank, open, man to man setting forth of things as they actually exist so that everybody interested may be able to see that there must be given and taken in order that the best results for all may be obtained. In the majority of instances merchants who keep their stores open from early in the evening until late at night do not do so from choice, but because of competition. The average store-keeper is not a slave driver. He would like to see his employees, who serve him faithfully, have time to themselves and he would like to have leisure for his own amusement and recreation. The trouble is that there is generally some narrow-minded fellow who has a store way off in some remote corner of the town, whose nature is of that kind which impels him to go ahead and take what seems to be an advantage of his competitors by stretching out the day into undue length. Such people are very hard to manage and are the thorn in the flesh of those who like to do the right thing. If the whole world was made up of store-keepers of that kind laws such as the New York Legislature was importuned to enact, would of course be beneficial. The trouble is that such legislation often hurts merchants who should not be hurt by throwing around them restrictions which cannot be broken even under extraordinary circumstances. This causes them to resent the law and nobody can say that this resentment is unreasonable. It would seem, therefore, that the store-keepers of New York State would do well to examine carefully into the working of the proposed act and then take measures to see that it is not made too stringent. Let them rather depend upon that get-together spirit which is fostered by association work and see if they cannot, by organizing themselves, bring about a condition which will work much more smoothly and profitably.

The Men Who Succeeded.

The men who have achieved success are the men who have worked, read, thought more than was absolutely necessary, who have not been content with knowledge sufficient for the present need, but who have sought additional knowledge and stored it away for the emergency reserve. It is the superfluous labor that equips a man for everything that counts most in life.

Outdone.

An English and an American merchant were discussing the relative importance of their businesses.

"Why," said the Englishman, "in my firm the clerks use 30,000 gallons of ink a year!"

"Oh, that's nothing," retorted the American, "we saved that much ink in a year by ordering our clerks not to dot their i's."

Grand Rapids Dry Goods Co.

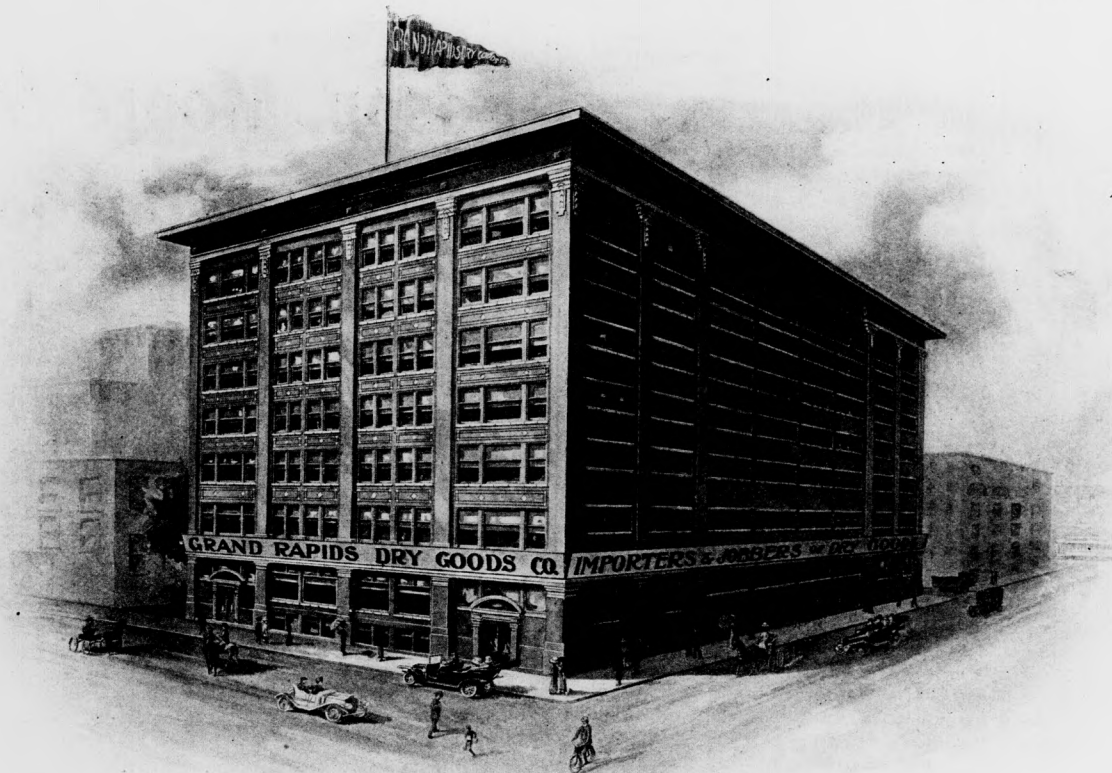
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W. M. LEMKE, *Treas. and Asst. Mgr.*

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Visiting Merchants

Are cordially invited to visit us and make our store their headquarters during Merchants Week. We will care for your parcels and show you every courtesy at our command.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Cor. Island St. and Commerce Ave.

Grand Rapids, Mich.



The Possibilities of the Fancywork Department.

Written for the Tradesman.

In the first place my attention was attracted by an unusually handsome and well-arranged window display of embroidered sofa pillows, long, beautiful, ribbon topped, lace-trimmed pin-cushions, and other dainty articles fashioned from harmoniously colored materials by fingers skillful with the needle. I resolved to visit the section where these things are kept for sale, which, in this store, as is the common arrangement in large city stores, is located in the Art Department.

The division devoted to fancywork occupies a prominent position in this establishment, a large, well-lighted space in the front of the third story of the building being given over to it. The floor is well carpeted and in every other way the room is luxuriously equipped for the comfort and convenience of women patrons.

While I always have taken a lively interest in dress goods of all kinds, in women's coats and suits and wraps of every description, in lingerie and laces and handkerchiefs and fans and veils and all the thousand and one other things with which lovely woman is wont to adorn her person, I confess that the realm of fancywork always has seemed "too wonderful for me."

I remember a popular picture that adorned parlor walls some thirty-five years ago. It was called "The Lion in Love," and represented a large clumsy man trying to thread an embroidery needle, while the object of his affections was sitting near by, slyly laughing at his awkwardness. Whenever I find myself among women who are talking about filo and rope silks, Battenberg and Honiton braids, art canvas, chochet threads and working cottons, the matching of shades, the many different stitches used, and the "effect" of this, that and the other thing, I realize my inadequacy and feel a renewed throb of sympathy for the poor fellow in the old picture.

But here I found a fancywork department that commanded my respect and opened to my eyes the possibilities of a branch of the dry goods business which hitherto I had neglected and possibly held in a little scorn.

The lady in charge was not only very affable and willing to show all the new and popular things, but she was so thoroughly posted in her line that every word she spoke was instructive and interesting.

First she called my attention to a collar embroidered with D. M. C. cotton in the Bulgarian colors, which

are now having such a rage. On the top of the show case in front of which we were standing were a large number of collars, mostly linen but some of them of silk, stamped for this work and ready for sale.

The various pieces of women's underwear stamped for embroidery are great sellers with this store, and also waist patterns. In order to sell the stamped materials it is necessary to have completed work to show how the articles will look after the embroidery has been put in. Then of course there is sale on embroidered things to women who do not care to take the time and trouble to do their own. It was a most entrancing line of waist patterns she showed me, done in French embroidery. Some were all white, some were white with a little color in the work. One very pretty one showed the sweetest little Dresden roses. Others were of delicate shades of pink, and one which pleased me most of all was of an exquisite tint of blue embroidered in the same shade in a Louis XIV pattern. They make their own designs at this store and have invented several new stitches. The embroidering is done outside the store by women in their own homes. I understand that in almost every city and town there are skillful needle-women glad to pick up a little money in this way.

Another line to which she especially directed my notice consisted of pillows, centerpieces, and scarfs embroidered with a thread that may be as new to some of my readers as it was to me. It is called Grayona (named for Mrs. Gray, head of the fancywork department of Marshall Field & Co., Chicago). I would have sworn that it is silk, but it seems it is not, but is a vegetable fiber. Whether it is mercerized I can not say; but it does not look like any cotton thread I ever saw before, for it takes the beautiful colorings of silk, is if possible more lustrous, and, while more expensive than silk, has the advantage of being stiff enough to stand out without padding. Sweet peas, carnations, or other flowers worked in this with no padding underneath have the embossed effect so much desired in embroidery.

This material is not washable, so is used only in articles for which dry cleaning will answer. The made-up pieces for sale were imported from England, but this store sells the stamped patterns in the same designs and the material for working. Some of the pieces were of art linen, others of silk rep. One especially handsome one was a centerpiece of black silk rep done in carnations. This was for

a library table or for a dining table between meals. Black as a foundation for embroidery is now very fashionable it seems. Grayona has been in use some two or three years, I believe, but there are still many stores that do not handle it, and many women who do fancywork who do not know about it. There is also a Grayona embroidery chenille that does not require padding.

I will not attempt to go on and describe the many other beautiful things to be seen in that fancywork department. The lesson in it all for me was this: Here is a field which occasional stores like the one visited are working intensively. These are reaping a rich harvest from their efforts. But it is a field which by many merchants is woefully neglected.

A man can't understand the fascination that fancywork holds for women, nor why his wife likes some dainty "pick-up" work when she has her more serious duties gotten out of the way, just as well as he himself loves his newspaper after the labors of his day are over. It isn't necessary that he should understand; but if he is a dry goods dealer he should not be so dumb as to be unable to see that providing the materials for the occupation of her fingers during leisure moments is an important feature in catering to the eternal womanly. There is no village so small but there is some demand for materials for fancywork. In towns of a few thousands, perhaps even in smaller places, the sale on this line of

Edson, Moore & Co.

Wholesale Dry Goods

Detroit



Grand Rapids Office

28 South Ionia Ave.

Citizens Phone, 2713

Bell Phone, Main 860

A complete line of our samples always ready for your inspection, will be in Grand Rapids during Merchants Week.

MILO W. WHIMS,

Manager.

Ha-Ka-Rac

The Standard Line of Gloves and Mittens which 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.

goods, if properly cultivated, can be made a very considerable item.

The first step toward success is to put the matter in charge of some woman who has a natural aptitude and liking for the work, and the business instinct to use sound judgment in buying and otherwise be able to make the thing pay out. It is not a proposition for any mere man to tackle. Perhaps some saleswomen already in the employ of the store may be able to handle the matter admirably. In small establishments the proprietor's wife may like to take hold of it.

It needs some one who will keep posted and get onto the new things. There is a whole literature on the subject to be studied. Some magazines are devoted exclusively to fancywork, while almost every woman's periodical has its illustrated page or pages showing stitches and designs and what not. A woman to make a success in this line must have the taste to direct the getting up of completed pieces so that they will make attractive displays, and be able to give lessons, for free lessons with the sale of materials is a proved-out method that deserves adoption wherever it is not already in force. She must also have the patience and skill in detail to be able to keep up the stock in the many different shades and kinds and sizes of materials, without loading up on what will not sell. It goes without saying that women naturally prefer taking their patronage where they can see what they are getting, select and match shades themselves, and re-

ceive sympathetic suggestion and advice from one whom they look up to as an expert, to sending their orders to a mail order house. K. K.

Newsboys Making More Money Than Merchants.

Written for the Tradesman.

On a certain corner in the city of Chicago is the stand of a newsboy who makes \$10,000 a year—a penny at a time.

When his day's business is over, his profits are in his pocket and his "store" is ready for a new, fresh line of merchandise.

During business hours he pours out his energy advertising his goods and piling up profits—half a cent at a time.

He can make \$10,000 a year from penny sales because:

1. Pennies are easy to spend.
2. Everybody has them.
3. His goods are universally popular.
4. And he advertises hard.

Syndicate stores do business on the newsboy's plan. They go hardest after the coins that come easiest. They concentrate on goods that turn fast because of their universal popularity, and goods that actually bear a higher percentage of profit than high-priced merchandise. That's what built the Woolworth building.

Many general merchants and grocers are passing up a "gold-mine"—literally a gold-mine—because they mistakenly recoil from goods that seem to carry no profit in their sales.

Listen! The profit on 5, 10 and 25 cent goods is usually five, six—even

ten times as great as that on staples. In looking at the sum total of the profit, the general merchant and the grocer forget that it is percentages that count.

Furthermore, popular-priced goods turn fast enough to turn back a profit on the investment every week or even every day. How long, pray, Mr. General Merchant, does it take you to get back your profit on the money that is tied up in piece goods?

We venture to say that there are twenty penny-sale newsboys in the city of Chicago who are making more money every year than nine out of ten of the general merchants and grocers who read this paper.

Aren't the profits of these penny-sale folk sufficient proof for any doubting Thomas who fears 5, 10 and 25 cent goods because of the so-called small margin they carry?

You need ginger in your business Mr. General Merchant, Mr. Grocer. And these goods are ginger-injectors. Anderson Pace.

Telepathy.

"I suppose," said the physician, smiling and trying to appear witty while feeling the pulse of a lady patient, "I suppose you consider me an old humbug?"

"Why," replied the lady, "I had no idea you could ascertain a woman's thoughts by merely feeling her pulse."

The man who won't advertise because his business is already making him a living may as well make up his mind to die if a new competitor starts up in his section.

Ten Commandments for Retail Clerks.

1. Don't lie—it wastes my time and yours. I'm sure to catch you in the end, and that's the wrong end.

2. Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes my face long.

3. Give me more than I expect and I'll pay you more than you expect. I can afford to increase your pay if you increase my profit.

4. You owe so much to yourself that you can't afford to owe anybody else. Keep out of debt or keep out of my shop.

5. Dishonesty is never accident. Good men, like good women, can see temptation when they meet it.

6. Mind your own business and in time you'll have a business of your own to mind.

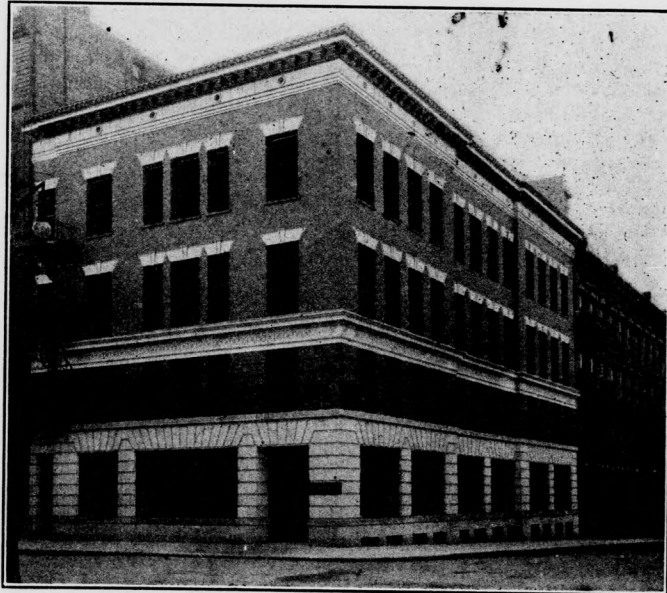
7. Don't do anything which hurts your self-respect. The employe who is willing to steal for me is capable of stealing from me.

8. It's none of my business what you do at night. But if dissipation affects what you do the next day, and you do half as much as I demand, you'll last half as long as you hoped.

9. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my money.

10. Don't kick if I kick—if you're worth while correcting you're worth while keeping. I don't waste time cutting specks out of rotten apples.

Science tunnels mountains while faith is figuring on moving them.



You are cordially invited to make our store your headquarters during Merchants Week, June 10th, 11th and 12th.

We are enlarging our building by adding two stories. This is our 6th enlargement of store-space since our establishment in 1862.

We attribute our success to the fact that we have always sold Quality Merchandise at Right Prices and given Prompt Service.

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS
GRAND RAPIDS

TOO MUCH WIFE.

Why Sanford Failed to Get a Raise.

Sanford didn't get the raise he expected. Another man, younger, less experienced, and less able, got it instead. Sanford is angry about it and is talking about "injustice." He wonders why.

I am the man who occupies the desk next to Sanford. I know why Sanford didn't get the raise. It's a case of "too much wife."

The funny papers are always full of stuff about "too much mother-in-law." "Too much wife" isn't as common a complaint, but Sanford has it. Sanford is a mighty nice chap. He likes his work and he works hard. Every one wants him to get ahead—and he would if he were a bachelor or if he were married to a different sort of a woman.

Sanford's wife starts in destroying his ability to work early in the morning. About half of the time he reaches the office with a worried look on his face. Those who don't know ask, "What's the matter, Sanford?" sympathetically.

"It's the wife," answers Sanford. "Nothing serious, you know, only she doesn't feel well. Complained a little when we came home last night and didn't get out of bed for breakfast this morning. I feel sort of worried about her. She isn't a strong woman you know."

I've seen Mrs. Sanford. She doesn't look especially "husky," but she has a plump face and a good color. She doesn't look like a weakling. Sanford knows that after he leaves the house in the morning his wife sleeps for a couple of hours, has breakfast in bed, and gets up about 10 o'clock. Sanford knows that, but Mrs. Sanford has told him that she doesn't feel well. He isn't the kind of a man who can put sickness out of his thoughts. So for a couple of hours—the best hours in the day—he thinks about Mrs. Sanford and wonders how she is feeling.

You can't think of two things at once, so his work suffers. He can't forget Mrs. Sanford's illness until he rings her up about 9 or 10 and finds that she has recovered enough to be dressing to go out or thinking about attending a matinee.

She Calls Him on the 'Phone.

Mrs. Sanford has the telephone habit. It is a common habit with women. Mrs. Sanford's habit consists of ringing up Sanford about four times each day. There is a private exchange in the office, but even then sometimes all of the lines are busy and it interferes with the business routine of the office.

The effect on Sanford is even more serious. Just as he has settled down to work out a bit of business, Mrs. Sanford rings up to find out whether he prefers steak or chops for supper or whether he thinks the weather is too bad for her to walk over to Mrs. Howard's. Sanford is annoyed, but he doesn't want to hurt her feelings, so he talks politely, ringing off as soon as he can. Perhaps the call lasted only a minute or two, but it

destroyed Sanford's train of thought for a good ten minutes.

Sometimes Mrs. Sanford is offended by his brusque tone and rings up immediately afterward to see if he is angry about anything.

Of course Mrs. Sanford likes to go out in the evening. She isn't as frivolous as some women, but she is young and gay and pleasure loving and doesn't want to "give up all of her good times," to use her own expression, just because she is married.

The people they go with are middle class young married couples and their pleasures consist of dinner parties, evenings at cards, and at the theatre. None of the parties, and many of them are informal, ever break up before 11 o'clock, and many last even longer. Sanford, who has to be at the office at 8:30, looks haggard most of the time and looks much older than his 30 years.

Loss of sleep once in a while isn't so bad, but if Mrs. Sanford hasn't been out at least three evenings a week she considers the week an awfully dull one. Sanford told me this himself. He doesn't mean to complain. It just leaked out. Sanford rises at 6:30 and then just has time to bathe, shave, and eat a hurried breakfast, before catching the "L." Mrs. Sanford can lie in bed until 9 or 10, usually, so she doesn't feel the strain of the late retiring.

She Pays High Prices.

Mrs. Sanford is extravagant. To be sure, she does not have large charge accounts at the big department stores. Things might be worse in that direction. Some women, married to men on the moderate salary that Sanford is getting, spend far more on clothes and leave their husbands perpetually wondering when they can pay for them.

Mrs. Sanford has a moderate charge account each month. She buys most of the provisions herself and the meals are usually rather plain. As she has never studied the subject of nutrition she cannot understand food values, but she buys what is displayed in the markets and groceries, buying food of the best quality and paying large prices. The waste of the servant and the guests, whose visits are not infrequent, help bring up the account. She dresses well and must "keep up with the fashions."

Of course, Mrs. Sanford has a maid. Other men on the same salary do not often have servants, but Mrs. Sanford says she isn't strong enough to get up for breakfast and take care of a six room flat. Other women are satisfied with three or four rooms, but Mrs. Sanford can't consider that. She must keep up the standard set by the wealthier members of her set. She would like an automobile, but knows that is out of the question, so she gives dinners to fortunate possessors in order to "graft" rides, and envies them. Sometimes her envy finds words, and she smiles cynically when Sanford tells her he is doing the best he can.

"Too much wife"—that's what's the matter with Sanford. He isn't unhappy, exactly. He wishes things

were different, but doesn't know how to change them. Sometimes he talks with her seriously and then there is a "scene" and she is ill for a few days and there is more frequent telephoning. There is no question of a divorce because they are really congenial, in some ways. He is never cruel or unfaithful, and she never even threatens to leave him. He gives her a good home and alone she would have no way of earning a living.

Sanford keeps on working. He never says anything, but he isn't very much in debt. He spends everything he makes and wonders why he can't have a bank account like others on his salary. His wife blames him because he is not forging ahead, and he almost blames himself. He has rather dull, hopeless task in front of him and "too much wife" is the cause.

T. S. Winslow.

Victims of a Promotion Swindle.

It now begins to appear that many of the farmers in the neighborhood of Deford, Tuscola county, have been swindled by the promoters of the milk condensing plant established a little more than a year ago. The company, as a matter of fact, was organized in September, 1911, and the articles of incorporation stated under oath that \$25,300 had been paid in, \$300 in cash and the balance in property. The books of the company, it is said, do not show that the \$300 was ever received and, it is claimed that the land and partially completed plant are not worth to exceed \$300 above mortgages aggregating \$2,500 with which, it develops, they are encumbered.

Stock has been sold in blocks of \$100 to \$1,000 and teachers, married women, farmers and others. It is a good dairying country, condensing factories are said to be a paying proposition and on the surface the project looked good.

About \$15,000 is claimed to have been expended for brokers, salesmen, and for other purposes in starting the business.

The old creamery plant was purchased and seemingly turned in to the new company with value increased a thousand fold. Mr. Neep, senior, it is claimed, receives a salary of \$2,700 a year and his son \$100 a month from the new company. He is reported to have said that he intended to turn the salary back to the company to apply on the mortgage.

Howard G. Carter, the main promoter, who seems to have been the J. Rufus Wallingford of the outfit, is reported to be in Louisville, Kentucky. Messrs. Hall, Louks and Gates, who subscribed to the articles of incorporation and made affidavit that property worth \$25,000 had been actually received and was worth the amount claimed, are said to be residents of Detroit.

Persons who have given notes for stock will refuse to pay them unless held by an innocent purchaser and those who have subscribed for stock and not yet paid, will refuse to do so. Whether action will be taken against the promoters and officers of the company is not decided.

The Atmosphere You Create in Your Store.

One of the essentials of business, whether one be a wholesaler, a retailer, a canvasser, or a peanut vender, is the policy of business. That I may go deeper into the psychology of it, I would change the word "policy" to "atmosphere," and discuss the atmosphere of business; that something which is of vital consequence, which stands between no profit at all or moderate profit and the flush of profit. I may venture the statement that no one man makes or sells any article which I cannot buy at practically the same price and of practically the same quality of somebody else. Therefore, you do not compete in quality or in price. You are not monopolists, whether you want to be or not. To sell what you have to sell requires the introduction of something besides the goods themselves, the price and the salesman. This something is your policy, your individuality, your personality, your method and the atmosphere you create.

The average retailer in recommending a wholesaler usually speaks of the way that wholesaler does his business, rather than of the quality of his goods or the price. The popular wholesaler surrounds himself and his employers with the atmosphere of liberality and cordiality; and by liberality I do not mean that he is liberal in an unprofitable sense, that he cuts his prices, or offers unfair inducements, but I mean that he considers the buyer as he would have the buyer consider him, were their places reversed.

Many a time I have heard a retailer say, "I love to buy of Smith because it is a pleasure to go into Smith's store, to talk with Smith, and to meet Smith's representatives." The retailer knows that he can buy practically the same thing on practically the same terms of a dozen other concerns, but he buys of Smith because of the atmosphere surrounding Smith, which atmosphere is cordial, generous, and radiates with good will.

Along this line let me mention one thing in particular: I know of concerns with ample capital, commodious warerooms, where the goods are right and prices right, who fail to reap the flush of profit because their representatives don't fairly represent the policy of the business. The reason of this misrepresentation is because they are not encouraged to do their best. The employe must make good, if he would hold his position; but he should be encouraged to make good. Forcing is fit only for slaves. Friendly co-operation is the kind of stuff that wins.

Nathaniel C. Fowler.

No Lamb for Mary.

Mary met a little man who took her out to dine. "It's mutton chops for me," he said; said she, "No lamb for mine." Then she grabbed the bill of fare and, meandering down the line, ordered all the other stuff from soup to nuts and wine. When at last she'd finished, she pronounced the dinner fine—but it divorced the little man from eight dollars and a dime.



The Home of the

Hazeltine & Perkins Drug Co.

Corner of Oakes St. and Commerce Ave.

Merchants Week---June 10, 11, 12

To our Friends and Customers:

Our store is only 300 feet from Union Depot and in the same block with the Coliseum, where several meetings of the Merchants will be held and the banquet on Thursday evening. We not only will appreciate a call, but we urge you to take advantage of our location and its conveniences.

Very truly,

Hazeltine & Perkins Drug Co.

SHOW CARDS.

How to Make Them Good Business Getters.

Written for the Tradesman.

Simplicity is the keynote of the effective show-card. There is no room for verbiage. Neither is there room for ornament. The ideal show card is that one which, in briefest space, makes the most effective appeal to the reader.

This is essentially true of all advertising; it is especially true where, as with the show card, space is limited. Neatness of lettering and directness of working plus an appealing idea will do far more to make the show-card "pull" than will any amount of fancy coloring, novel lettering, or curly-cues. With plain black ink and white cardboard, just as effective a show card can be devised as with fancy materials, so long as the work is neat. The black and white card has the added advantage that it matches practically any window display—or, at least, does not jar upon the customer's sense of color harmony.

Where colors are used, it is an excellent idea to select light tints of cardboard appropriate to the season or to the general color scheme of the goods on display, and do the lettering with darker shades of the same colors. Thus, harmony in coloring is maintained. The cards can also be made to harmonize with the seasons. In early springtime dark green lettering on a pale green card is suitable; in summer a heliotrope card with dark purple lettering, or a light blue card with dark blue lettering. In the autumn, browns are in order; in the winter pink and red. These, of course, are not the only seasonable colors; they are mere illustrations showing how the scheme works out. The plain black and white is always in order, always effective, and especially effective where white paint on a solid black card is used. At Christmas time the holly colors, red and green, are of course in order.

Too often where inexperienced clerks do the lettering, the color schemes are fearfully and wonderfully devised. A clerk can usually letter a card neatly and effectively, and, with a fresh, new viewpoint of his own can evolve catchy, epigrammatic phrases; but he frequently makes the very natural mistake of using too many colors in the lettering, with the result that often the colors do not harmonize. The brightly lettered card is striking, indeed, but the mental effect upon the customer isn't just what the card-writer is striving for. The card of jumbled colors is as unconvincing to the customer as are contradictory statements regarding the goods offered him.

Of all the color combinations possible in lettering, black and red is perhaps the only one that experience has proven thoroughly satisfactory; and then the red must be used very sparingly—just sufficient in an initial letter to brighten the more sombre hue.

Ornamentation of an elaborate kind is out of place. The space on the

show card is so limited that ornament (unless it serves to illustrate the letter-text) is worse than useless. In fact, ornament of any kind has a tendency to distract attention from the actual words, when the aim of the card-writer should be to concentrate the reader's mind upon what he has to say. A skillful illustrator can, of course, sketch pictures which emphasize the text, or clipped illustrations, or good photographs, carefully pasted in, can be used for the same purpose; but they must form an integral part of the "argument" which the show card addresses to the customer.

Fancy borders are just as much out of place. If a border is desirable at all, a plain straight line is ample. Among printers, the superior effectiveness of a plain over an elaborate make-up is now thoroughly conceded. What applies to printing is just as true of show-card writing, and the beginner in show-card writing has learned a valuable and important lesson in his art when he comes to fully recognize the effectiveness of simplicity.

The effective show card is never crowded. Too many words spoil the effect. A liberal proportion of blank space, secured by the sacrifice of ornament and, if need be, of even the plain border, will make the lettering stand out to that much better advantage. Crowding every possible word into the limited space at the card-writer's disposal is very poor economy.

In card-writing, the artist should first of all consider the man or woman who will read the card. He should have some idea of where the card is to be placed when in use; this will enable him to gauge its distance from the man in the street; and this in turn will help him to decide upon the size of lettering necessary. The card, when placed in the window, should be easily legible from the sidewalk. It should be easily legible from the curb, in fact. A goodly proportion of passers-by must inevitably take the further side of the walk; and quite a few people are more or less near-sighted. The card should be lettered so that it will appeal, not merely to those people of clear vision who pass close to the window, but to practically everyone who goes past. And they should be so lettered as to catch the attention, if possible—bearing in mind that most people are in a hurry, and have to be attracted and interested before they will condescend to stop.

For this purpose it is often advisable to feature one particular word or phrase. In the feature word or phrase, use capitals throughout—they are larger, look better and balance better, and are more emphatic in their appeal. A study of good display advertising will give the card-writer many hints as to the proper manner in which to balance the lettering of his show card, and the most effective words to feature.

It is not necessary in every case to place the "feature phrase" equidistant from each side of the card. It may be written in inverted crescent or semi-circle form, starting at the lower, left hand corner of the card

and narrowing toward the upper, right-hand corner. The explanatory matter will fill in the space below and to the right of the feature-phrase. Or, the feature phrase may start at the upper, left hand corner and run half way across the card, the smaller, explanatory lettering appearing below—thus

FOR WASH DAY

We sell everything but soap and water. Let us show you.

In the ordinary, balanced style, the card might be arranged something like this:

MAKE MONDAY EASY

By Using Our Ever-Ready Washing Machine. Demonstration Inside.

In the actual display card, eliminate periods, except after abbreviations. Periods are worse than useless. Use short words as far as possible.

Above all, don't tackle your card-writing hap-hazard. Write out be-

forehand what you are going to say; and then as a further precaution rough out your card, very lightly but carefully, with a lead pencil before you ever use a brush on it. Think out the wording carefully beforehand; mentally weigh its effect upon the average customer. You must appeal to his prejudices rather than jar against them, if you are to make the show-card a business-getter.

William Edward Park.

A Minor Mishap.

"Did you hear about Tom's father?" asked Harry of Will. "He fell from the tenth-story window of a hotel while traveling in Europe."

"No!" replied Will. "Any bones broken?"

"No, not one."

"Why, how remarkable!"

"Well, you see," said Harry, "he was nearly drowned. It happened in Venice."

The Woodhouse Co.

5 and 7 Ionia Ave., S. W.

Exclusively Wholesale

Cigars, Tobaccos and Cigarettes

JOHN T. WOODHOUSE

President

CHAS A. STELLMANN

Vice President

P. C. PAYETTE

Sec'y and Mgr.

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

Some Features About the Sale of Findings.

Written for the Tradesman.

Sometimes we are cautioned not to over-stress findings, but my observation is that most strictures apropos this class of merchandise are unimportant, if not decidedly uncalled for. Those dealers who injure their sales in their regular line by undue insistence upon smaller articles in the way of findings, must be few and far between.

Findings are not simply worked up by way of providing something for somebody to sell. They fit in. They serve specific needs. They are called into being to serve certain specific purposes. Back of every worthy article in that ever-increasing line termed "findings," there is a solid basis of utility. And, in addition to this, there is generally added (where circumstances permit) some attractive features that help to make them sell.

Findings carry good profits. They are repeaters. And of subsidiary lines they are easily the most natural and the most satisfactory for the shoe dealer to carry.

But findings don't go automatically.

Growing Demand for Shoe Polish.

Jobbers and retail shoe dealers are wondering at the increasing demand for shoe polish. There seems to be no end to the consumption of it. And the explanation is not far to seek. Modern leathers require more polish than leathers of other days. A good polish not only makes shoes look better, but it also prolongs the life of leather. Many classes of leathers—tans, dull finishes and white canvas and bucks—require at least two or three polishings (or dressings) a week to keep them looking respectable.

Of course shoe manufacturers and shoe dealers have known for a long time the importance of keeping shoes neatly polished in order to accentuate the comfort, conserve the good looks, and prolong the usefulness of shoes. But it has taken a lot of educational work upon the part of both shoe manufacturers and shoe dealers to impress these simple truths on the minds of the people. During the spring and summer of 1913 shoe dealers all over the country are going to sell loads and loads of polish. The demand for it is constantly increasing.

Arch Prop Business Growing

Another staple findings article is the arch prop. And the demand for this simple but effective little article is little short of amazing.

Is it that there are more people to-day with defective arches than heretofore, or is it because we have only recently learned that there is a simple mechanical appliance where-with weakened arches may be benefited, that there is such a call for arch props?

The pessimist will probably insist that defective human arches are directly traceable in the majority of cases to ill fitting shoes. And they will pro-rate the responsibility with manufacturer and retail salesman

who did the fitting. But the fact is many arches are naturally weak, and go bad in spite of good shoes. And our sedentary habits are undoubtedly partly to blame. And there are other causes too numerous to mention.

But the point is, the demand for arches is here; and it is up to the alert shoe dealer to meet that demand with the right sort of commodity in the arch prop line.

Not so very long ago the head of the juvenile shoe department in a large metropolitan shop called my attention to a little fellow—he couldn't have been more than six years of age—being fitted with a pair of arch props. It was a pathetic sight, for physical infirmities in children seem more touching than physical defects in grown-ups.

"It would surprise you," said the department head, "to know how many bright little fellows like that come here during the week to be fitted out with a pair of arch props. Often the parents do not seem to realize that the little fellow has anything the matter with his feet when it is perfectly evident to us that the arch has given way and is rapidly sagging. A demonstration is generally all that is necessary to sell a pair of props. Again we have calls for arch props where it is clear to us they are not needed. And in that case we frankly tell the parents that such is the case. We had far rather forego the profits on a pair of arch props than to permit one of these little patrons to incur permanent foot troubles by using props when they are not needed."

Buckles and Ornaments.

Under the head of buckles and ornaments one might write at length.

The vogue for buckles isn't over by any manner of means.

While buckles of a cheap and flashy aspect are passe among people of discriminating tastes, the better class of buckle is still popular.

In some sections of the country buckles will be sold extensively during the spring and summer 1913.

And it is really surprising how much can be added to the attractiveness of a pair of pumps or slippers by the application of a pair of buckles.

Heel ornaments are not so happy. In most sections of the country they failed to go at all. People seemed to think them bizarre.

Cid McKay.

An Accommodating Landlord.

It was getting very late and Dubbleigh's gasoline had given out.

"Anybody around here got any gasoline?" he asked, drawing up at a small hotel by the roadside.

"Nobody but me," said the Landlord.

"Good," said Dubbleigh. "How much do you want for it?"

"Couldn't sell it to ye to-day," said the landlord. "It's Sunday."

"But see here, my friend," protested Dubbleigh. "What can I do; I—"

"Ye might put up here for the night," said the landlord, indifferently. "I got a nice room I can let ye have for \$7.

KENT STATE BANK

Main Office Ottawa Ave., Facing Monroe
GRAND RAPIDS, MICH.

Has the Largest Capital and Resources
of any State or Savings Bank
in Western Michigan

Capital - - - \$500,000.00
Surplus and Profits 400,000.00
Assets Eight Million Dollars

HENRY IDEMA, President
JOHN A. COVODE, Vice President H. W. CURTIS, Vice President
CASPER BAARMAN, Cashier
HENRY VERHOEK, Ass't Cashier F. L. VERDIER, Ass't Cashier
JACOB VANDERVEEN, Cashier Savings Dep't

3% paid on Certificates of Deposit if left six months,
or 3½% if left one year

You can transact your banking business with us
easily by mail

Write us about it if interested

We Respectfully Solicit Your Patronage

There is nothing in Safe Banking
that we cannot do for you

The Peoples Savings Bank

of

GRAND RAPIDS, MICH.

Capital - - - \$100,000.00
Surplus and Profits 113,000.00

The only "Roll of Honor" in Grand Rapids

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Amos S. Musselman, Vice President
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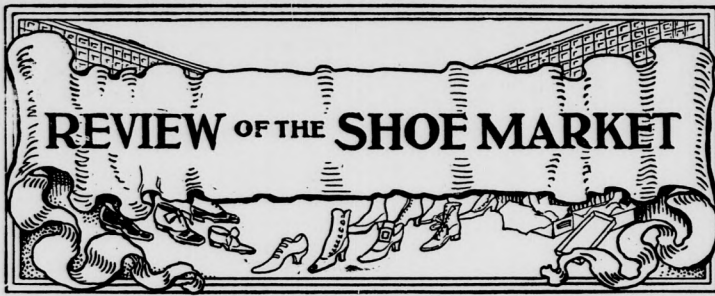
DIRECTORS

Thomas Hefferan	V. M. Tuthill	Wm. H. Gay
J. B. Pantlind	A. S. Musselman	E. D. Conger
C. Bertsch	R. Bloomer	J. W. Blodgett
A. D. Rathbone	Wm. H. Anderson	John Murray

A SERVICEABLE BANK

This bank affords every convenience and facility for handling your account, whether checking or savings; it is fully informed on all matters relating to money, investments and values, and is always pleased to advise with customers regarding their banking or financial problems.

All transactions are treated in strict confidence and customers are guaranteed at all times absolute privacy in the handling of their affairs.



The Retailer's Method of Buying Shoes.

The subject of The Retailer's Method of Buying Shoes, viewed from any angle of our business, is a most interesting one. All that I can do in this article is to place before you the deductions gathered from years spent in the retail shoe business, and in the time allotted trace the salient points of buying as based on my own experience and observation.

The difference in methods between the latter day buyer and his predecessor are marked indeed, and the vast changes that have arisen in the business have had their inception in that hardest and most exacting of all schools—the school of stern necessity. Buying to-day must be regarded as a grave responsibility, and accepted as such.

On the skill of the buyer largely depends the success or failure of his house or department.

The Skill of the Buyer.

The keenest and most farsighted merchandise man cannot atone for his sins either of omission or commission. This is best illustrated in department stores, where an immense trade is created on some commodity, and where returns from other lines with the same relative advantages are pitifully small. In almost every instance it can be traced to good buying on the one hand, and bad buying on the other. And always bear in mind this fact:

In this age of progression the consumer is equally as well posted as the merchant. All the skill of scientific salesmanship cannot avail against a poorly bought stock.

The buyer must ever be on the alert to keep pace with the always insistent demands of Fashions, remembering that he isn't any smarter than the clientele to whom he caters.

As to Quality.

While the demands of the public are largely ruled by Fashion's caprices, it expects quality. In fact, the people buy with the implied understanding that whatever a firm sells it endorses. Here is where the delicate discernment of the buyer must assert itself.

Quality alone won't sell goods. Style alone will not make a business prosper. The two successfully intermingled and judiciously applied, giving a maximum of both, and merchandising on a scale that ensures a just and generous profit, is really the success of buying reduced to a paragraph.

The Feature of Quality.

This is the silent factor in building

up your business. It's what you least hear about when selling your goods, but what's most demanded after the goods are bought. It's probably a rare thing for a clerk in any of our dependable stores to have the question put to them whether or not the article the customer contemplates purchasing is good. They buy with the assumption that everything the firm has is good, and it is the buyer's duty to see that the customer is never deceived.

At times it is seemingly necessary to carry certain lines on which, if you exact a fair profit, the quality must suffer. Our experience has been that it's better either to discontinue those lines, or sell them at cost or less, trusting to our ability, to merchandise something else at a better profit and thereby atone for the loss.

But the buyer commits an error if he ever allows anything to come into his stock with the knowledge that it does not contain sufficient quality to give satisfactory wear irrespective of any price.

To Avoid Over-Buying.

I will now endeavor to show the method we employ of keeping down our purchases and not being overstocked.

Shoe buying is divided into two seasons of six months each. March to September being the spring and summer season, and September to March, the fall and winter season. Before beginning to buy we take our sales for the previous six months, classified by departments. From these sales we deduct our gross profit, leaving the net cost of the merchandise. A further deduction of 10 per cent is made for a Sinking Fund. I will illustrate the necessity of having a sinking fund, as follows:

Assuming our business for six months was \$100,000, our gross profit of 30 per cent. would leave \$70,000 as the cost of the merchandise. From this sum a reserve, or sinking fund, of 10 per cent. would be \$7,000, leaving \$63,000. On this basis we buy 60 per cent. for delivery at the opening of the season, leaving 40 per cent. for sizing-up, sins of omission, or, to cover us if an unexpected demand should arise for which we have not provided, which in these days of rapidly changing styles is by no means an unusual occurrence.

Sinking Fund a Protection.

To this we add the increase of business done, making the same deductions. For instance, should March show an increase of \$3,000, this amount, less 30 per cent., is certified to the buyer and he is always found ready to avail himself of it. In most

cases he spends it with the greatest rapidity. Should the unlooked-for happen, and business be not so good as during the previous year, we take the loss from the reserve, or sinking fund, of 10 per cent.

That this method has been successful can be attested by the fact that during the past five years our stock has grown only in the ratio of our increase of business.

In this connection, just as exceptions prove all rules, this rule should not be made so hard and fast and inflexible that it could not be bended or broken when necessity arises. If you find an active demand for shoes that you haven't got, even though you are bought up to the limit, it becomes your duty to get those shoes.

Obligations Dealer Must Assume.

There are certain obligations that go with the running of a store, and one is that the customers in whom you have inspired sufficient confidence to come into your store must be provided with the proper kind of goods. If by any mistake you have neglected providing yourself with the proper goods, it becomes the duty of the buyer to secure them as speedily as possible, even though he be bought up to his limit and the sinking fund wiped out. At times buyers' judgments are wrong, everybody's is, and necessity arising from exceeding purchases is allowed.

But remember that no rule is so inflexible that it cannot and should not be broken. At times the buyer's judgment will be wrong, and the necessity will arise for exceeding the purchases as allotted in your computations, but let these occasions be as rare as possible.

Exercise all the forethought that such an important matter as buying justifies, and try to profit by avoiding the next season the mistakes made in the previous one.

As to the Amount of Stock.

The stock of a live and healthy business should, in my judgment, be turned four times or thereabout. In other words, on a business of \$100,000, the stock at invoicing should not exceed \$25,000.

Now please note that this does not mean that you must do a business averaging \$100,000 on a stock of only \$25,000. It will of course be somewhat higher during the busy season, but at the time of invoicing we assume that it is as low as it gets at any time, so if you have done a business of \$100,000, and got your stock down to \$25,000, it means that you have been able to get the money and to take it out.

It does not consist of shoes being on your shelf. I don't regard too many shoes as an asset. I think they should be considered more as a liability. They tie up your capital, force you to pay interest, insurance, storage, etc., and must be sold before they can be reckoned as a profit. If it is not doing about this, it is not in healthy condition, and it becomes the buyer's duty to lay plans and so arrange his purchases that approximately these figures are maintained.

Buy From Manufacturer.

Of late years a problem that con-

fronts us all is the length of time required for sizing-up orders. It is important that the fast selling goods be replenished as quickly as possible. When we consider that the average time required by the manufacturers to put an order through the factory is five to six weeks, it can be readily seen to what inconvenience it places the retailers, forcing us to fall back for supplies upon the jobbers, or those manufacturers who carry a stock of goods on hand.

This is a poor dependency. The same demand exists for the same goods in practically all parts of the country, with the result that you can get almost anything you want except the things that you want the most. I will illustrate this by saying that when tan shoes are fashionable, you'll find vast stocks of black ones, but no tans. When the call is for white goods you can get black or tan, but no white, and so forth and so on. For this reason the trend of business is not to depend too much upon jobbers, nor the manufacturer's stock on hand, but to deal directly with the manufacturer and take your chances of the quickest deliveries he can make. This, together with the fact that the merchant likes his name, or label, stamped on his shoes, which in most instances can only be done by having them made to order, makes it appear that the preponderance of evidence is in favor of buying from a manufacturer and not depend upon the jobber.

Confine Your Purchases to Few Lines.

This brings us to another phase of shoe buying. That is, to as far as possible, confine your purchases to the fewest number of manufacturers. As soon as a manufacturer recognizes that an account is worth while, that you are endeavoring to give him all the business in his grades that you can turn over to him, he will work with you, realizing that your account is of sufficient value for him to make concessions, as against the small and scattering customers to whom he feels under no obligation.

And it pays in more ways than one. He will not only give you prompt deliveries, but he'll see that you get better selection of stocks, that your first purchases are shipped ahead of time, and that you are advised with and kept posted as to changes, new lasts, etc. It is only natural that he will do everything to make your business relations more harmonious and work to your mutual profit.

For this reason I strongly advise restricting purchases to the fewest number of manufacturers possible. It has an additional advantage, in that one is not nearly so apt to get a duplication of styles, which is always a disadvantage. So, briefly summed up, my suggestion would be: Don't depend too much upon the jobber, but confine your purchases to the fewest possible manufacturers.

Buying "Jobs" or "Job Lots."

It will probably be apropos to say a word about "jobs," or "job lots." My judgment is, in most cases, let them alone.

They're "job lots" because they are lacking in something; either the qual-

Whether You Buy Goods of Us or Not



You are our guest during Merchants Week and we want to do all we can to make your visit pleasant and profitable. We want to show you through our factory. A little time spent in learning how good shoes are made will be exceedingly helpful to you in business. So come in, and come in often. Let's get better acquainted.

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



ity is not up to standard, or the style is passe, or the sizes and widths are wrong, or there's some other reason for their being under priced. Some times the reason is not apparent, but it always comes out before the shoes are merchandised.

I think this idea is taking hold of more and more numbers of retailers, and a great many concerns who in years past have been known as "job-lot houses" are discontinuing this practice and buying regular lots.

Buying Sizes and Widths.

This is something that is very easy to tell about and very hard to do. It's almost an impossibility to keep from accumulating undesirable sizes and widths. It's necessary for all large concerns doing a large business to have some shoes of all sizes and widths. No customer should come into your store, whether it be a woman wearing a 2-A, or a man wearing a 12-D, but that she or he can be fitted. The number of shoes in these sizes should be extremely limited, and the volume of buying should be done on the medium sizes and medium widths.

Selection of Styles.

On the selection of styles, it is hard to advise. There's a provincialism about every community that requires styles adapted to that locality. While in the abstract the same fashions obtain over a more or less greater area, there will be certain things exacted by your own community, and of these experience must be the teacher.

Success or failure must depend upon the wisdom, judgment and alertness of the buyer. Scientific merchandising can only assist. It cannot create, and without these qualifications all the safeguards that modern science can throw around the buyer, and all the scientific applications that can be evolved, will not avail.

Salient Points in Buying.

To summarize, the salient points which I hold go to the making of a successful buyer, are:

First: Don't buy any more than you sell. Your sales of the past season are the surest barometer to regulate your purchases for the coming one. By a scientific application of this method over-buying can be practically eliminated.

Second: Avoid buying extreme sizes and narrow widths. The remedy for this lies in a record of the sizes sold, re-ordering as they are disposed of, and adding only such sizes as seem to have been popular. By applying this rule, buying can be almost reduced to a science, and the chances for an accumulation of undesirable sizes and widths reduced to a minimum.

Third: Buy from as few concerns as possible, and exact from the houses with whom you do business the fullest measure of protection as to prices, qualities and deliveries.

Fourth: Be keen and alert, and have a real affection for your work; never feel that there isn't something that you can't learn, and as the years roll by try to profit from mistakes, remembering the trite saying of Josh Billings: "Success don't consist of

not making mistakes, it's from not making the same mistakes twice." Looking backward, it would seem to the writer that a business career is one grand chapter of mistakes.

Finally: Even though your career be long and honorable, and success crown your efforts, never cease to be a student.—Jas. P. Orr in Shoe Retailer.

Resolutions of Respect on Death of Mr. Rindge.

The Board of Directors of the Grand Rapids National City Bank has adopted the following resolutions:

Bowing with Christian grace and resignation to the will of our Heavenly Father, we beg to express our deepest sorrow in the passing from our midst of one of our most highly esteemed and respected citizens, Lester J. Rindge. His gentleness of spirit and justness of character endeared him to all. His exalted sense of business methods, coupled with sterling integrity, inspired confidence not only in his intimate associates, but in all with whom he met in the various walks of life.

Mr. Rindge was an ideal and a model business man in the highest sense and he will be remembered as one who occupied in his time a position in the front ranks of those who have made the commercial and industrial history of this city, and it is not fulsome praise to say that because of his many virtues there are few men in this community who have done more than he to create a high standard of probity and honor for the young business men to follow. His quiet and unassuming ways made his influence far reaching.

In his unselfish devotion to all civic interests he made the same bright and untarnished record and the welfare and interests of this community were always promoted when Lester J. Rindge was called to its service.

In his capacity as an officer and director of this institution, he gave lavishly of his time and energy, and we who have been associated with him will ever remember his unflagging devotion, not only to the interests of the institution, but to those who have entrusted to us their funds and savings.

As a mark of respect to his memory your Committee would therefore move that this report be spread upon the minutes and that an engrossed copy thereof be sent to the family of our beloved and faithful director.

Charles Trankla.

G. W. Perkins.

J. Boyd Pantlind.

Demand for Fabric Shoes and Cloth Tops.

Despite the fact that free shoes are almost a certainty under the new tariff and foreign manufacturers have had full knowledge of the fact, there has been no rush on the part of these manufacturers to prepare for heavy additional trade in this country. No intimation has been received by the best informed authorities on this side of the Atlantic that English manufacturers are even interested in the American market.

It was the natural assumption that foreign manufacturers contemplating selling goods here would work first through the well-established jobbing houses as the quickest and simplest method of getting a distribution for their product. That they have not so far made some advances is explained not on the ground of its being too early, but rather that they recognize too well the obstacles. A year or two ago foreign shoes were tried out in the trade here, of course under a 10 per cent. duty, but the result was held to be unsatisfactory.

A jobber of size in this country, it was pointed out by a member of the trade, needs at a given time—which means just when the retailer wants them most—a large quantity of a certain style, even 1,000 pairs. The difficulty of providing for this kind of trade through foreign production necessarily is almost insurmountable.

In the trend in shoe styles for the fall and winter the most important detail is the question of how strong the demand will be for fabric shoes and cloth tops. Indications all point to a substantial increase in the demand for these classes of goods. One reason for this is the economy effected in replacing leather with cloth tops. Another is the increase in the sale of cloth shoes during the past six months, a proof that these goods have the approval of the consumer. However, it is likely up to the retailers themselves to develop such a vogue and, in view of the high leather market, it is also to the interest of the other two factors most concerned, the manufacturer and consumer. This being the case, the retailer ought to make careful selection of a fair number of reasonably staple styles in cloth top boots.

In ordering novelty effects, it might be well to exercise conservatism until the demand is more clearly defined, since present indications show the general trend of the public demand to be for conservative types and, where cloth tops are used, largely for black materials.

Practically all manufacturers' lines include a plentiful sprinkling of cloth top and fabric shoes, many of which can be ordered with confidence.

The walking shoe with low heel and flat shank secured attention to some extent last season. Many retailers and manufacturers, however, doubt the permanency of the demand. They base this doubt on the belief that the low heel and flat shank are not practical for women and that this becomes apparent very quickly in fallen arches and similar foot troubles.

Physicians and foot specialists in various parts of the country have commented very freely on this subject and in this manner it has received considerable publicity in the daily press. This in itself will tend to discourage the continuance of the demand for the style in question.

The low heel has always been practical and salable for growing girls and would be practical for women who have never used the higher arch long enough to make it essential to their comfort.

In the spring selling the demand

continues to be pretty general for the regular height models, in both the men's and women's lines and the retail people have had to size up these goods somewhat. This does not mean, however, that low cuts are not selling. They are and in good qualities, too.

In the women's lines there is a larger sale of shiny leather at present than there has been at this time in past seasons and it is quite likely that there will be a good percentage of these worn.

While it is still pretty early for white shoes to be in heavy demand from the consumer, it is none the less a fact that there is already enquiry for this class of footwear.

Low Cut Indications.

In the low cuts Colonial models are most in demand and in the higher grade of goods cut steel buckles are wanted with them.

Oxford pumps now are in good request. About 50 per cent. of the Oxfords ordered are of patent leather; 40 per cent. of dull calf and 10 per cent. of Russia calf. In pumps about half are patent and about half dull leather.

White buck boots are wanted, but not as many are being called for as a year ago. Russia calf boots continue to sell and it looks as if many retailers will keep on selling boots right through the summer.

Buyers, especially Western buyers, are in the market for shoes made over so-called English lasts. They want shoes for immediate delivery. They refuse, however, to place orders for English style shoes for future delivery.

The Joy of Achievement.

The man who is wanted for positions of trust is the one who does not work for mere selfish gain, but for the love of the task. If he does his work for the love of it and not out of consideration alone for the result, he will serve his own interests best, for he will do his work well and thereby make himself valuable to his employer; and when the time comes to choose a man for a higher position, the choice will likely fall upon him who has done his work well.

There are always plenty of men to fill every job, but few who want the place for its own sake. This will apply to most any business. There are too many who work for the salary alone. As a result, sometimes if they are well paid, they will commit acts for which they would not otherwise be responsible. The new order that is coming to the front in the business world does not seek this kind of man, but is looking for the man who will work for the satisfaction of the work well done—for the joy of achievement. For him there are large opportunities.

D. E. Stewart.



"A little nonsense now and then
Is relished by the best of men."

That is one reason for Merchants Week. The BEST of men (Michigan merchants) are going to be here.

The program is not all nonsense, but there will be enough to provoke many a good hearty laugh, and the rest of the year will be all the brighter for your having been here.

Come for the full three days if you can. Bring your wife if you have one.

And, we especially urge you to make our office your headquarters. We are but a short block and a half from the Union Depot at 16 and 18 S. Ionia Ave., on the east side of the street, and we are handy to many a good hotel.

We shall esteem the opportunity to make your personal acquaintance, and to do our part in seeing that your visit to Grand Rapids is a pleasant one.

HIRTH-KRAUSE COMPANY

16-18 South Ionia Ave.
GRAND RAPIDS, MICHIGAN

A Sure Trade Winner



Built on Last Number 29

- No. 960—Men's Gun Metal ½ Double Sole Blucher..... \$2.35
- No. 979—Men's Gun Metal ½ Double Sole Button..... 2.35
- No. 998—Men's Gun Metal Single Sole Blucher 2.25
- No. 999—Men's Gun Metal Single Sole Button..... 2.25
- No. 914—Men's Prime Quality Gun Metal ½ D. S. Button 2.60
- No. 913—Men's Prime Quality Gun Metal ¼ D. S. Blucher 2.60

Never Before Have We Experienced Such a Steady and Increasing Demand for Our

Bertsch Goodyear Welt Shoe Line

The accompanying cut shows one of the best selling styles ever offered on the market. A great many dealers have handled the "BERTSCH" since it first appeared and they are the ones who are pushing these numbers most vigorously.

The reason is simple—they have learned that in the "BERTSCH" they have a line of shoes that has QUALITY in addition to STYLE. They are making a good profit for themselves and building a reputation for dependable merchandise at the same time.

MR. DEALER: Are you now handling any of the "BERTSCH" trade winners? If not it would be to your interest to put some of them in stock at once. One of our salesmen is in your locality. Let us have him show you the line. It will place you under no obligation to buy.

Better still, size in to your present stock from the numbers listed here. They are in stock ready to ship. You will have the same approval and profit from satisfied wearers that all our customers are now enjoying.

Order to-day.

Herold-Bertsch Shoe Co.

226-234 Pearl St.

Grand Rapids, Mich.

MEN OF MARK.

Thomas Hefferan, President Peoples Savings Bank.

With a well-rounded forehead rising above calm eyes, with a quiet manner which would be almost shy were it not for the evident self-reliance back of it, with a face that shows patient strength, with the very evident combination of a sound mind in a sound body, such is Thomas Hefferan, a man who has carved out—we might say he hewed out—of the forests of Michigan his fortune.

With no prestige of wealth or family influence, with no gifts from favoring fortune, with nothing but the stout heart and indomitable will, ready brain and strong hands, he has made himself a place among the notable men of the city and State, although aided by his innate love of right, which impelled him to deal fairly with all men; and so, not rising on the shoulders of or at the expense of others, he has made his position sure.

It has not been a selfish career, that of the man of whom we treat in this issue of the Michigan Tradesman, except as all effort which has as one of its results the accumulation of wealth is to some extent self centered. He has been and is a man among men. He has had his intimate friends, his business associates, those who have aided him and those whom he has aided; so that the story of Thomas Hefferan is also the story of other business men with whom he has worked hand in hand, apparently in fullest accord. Indeed, we may believe from the character of the man, his patience and fairness, that what seems to be is the fact. The outline history of his life, in which it will be seen that friends or acquaintances of his youth linked their fortunes to his and that the circle of his associates steadily widener, losing hardly a member except by death, goes to show such has been the case.

Mr Hefferan was born July 28, 1831, in Washington county, New York. In 1840 he moved with his parents from New York State to Barry county, Michigan. Traveling in those days was primitive as compared with modern methods. The party with their goods and chattels went by canal boat to Buffalo, thence by steamboat to Detroit, from there took the newly constructed Michigan Central Railroad to the terminal at Ypsilanti, and from there they traveled by teams and wagons to their destination.

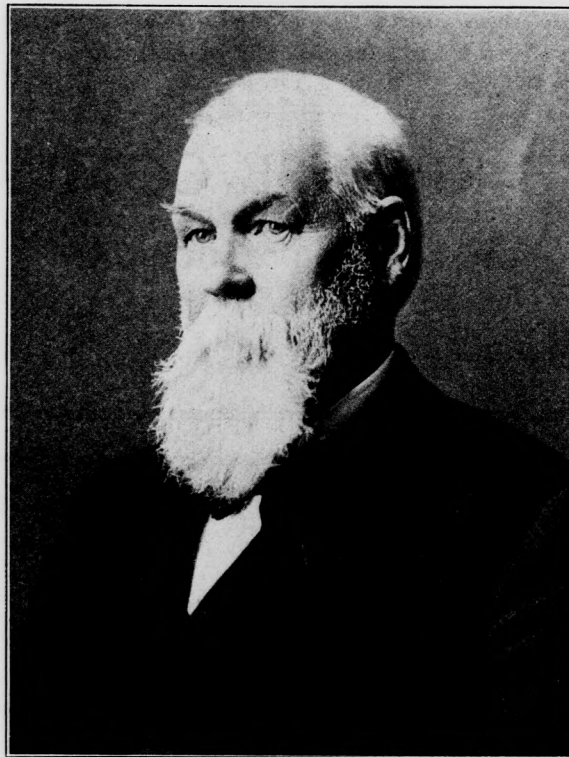
In 1846 the family removed to the Grand River Valley, where they settled on a farm. The boy received a brief education in the common district schools. He left home in 1848 and entered the employ of Dr. Timothy Eastman, who resided at a point in Ottawa county, on Grand River, since known as Eastmanville. The doctor was a farmer and lumberman, as well as a physician, and Mr. Hefferan remained in his employ for three years, assisting in these occupations. In 1851 he attracted the attention of Galen Eastman, a son of the doctor and a lumber merchant in Chicago, who offered him, and he accepted, a position in his lumber

yard in that city. He remained there in the capacity of yard foreman, salesman and general manager until 1858. The panic of 1857 so depressed business that he then decided to return to Michigan, where he still had charge of the general business of Mr. Galen Eastman.

In January, 1865, Mr. Hefferan engaged in the lumber business for himself, purchasing the sawmill at Eastmanville from his former employer in 1869 and continuing an active and successful manufacturer and dealer in lumber for many years. In 1889, when it became manifest that the forests of Southern Michigan would no longer respond to the demand for logs, Mr. Hefferan closed out his lumber business and removed with his family to Grand Rapids, where he has since re-

still believes the principles of sound money to be best for the financial prosperity of the country.

Throughout his long and active business life, Mr. Hefferan has never lost sight of the lumber interests of Michigan, and, practically speaking, may be said to have seen the rise and decay of that industry in the State. The forests through which he trudged as a boy and worked in young manhood and which were supposedly almost illimitable in extent and resource have long ago fallen and given place to the prosperous farms and fruit lands for which Western Michigan is now noted. During the years in which the farmer's boy has, by straightforward energy and upright principles, become the successful lumber manufacturer and honored banker



Thomas Hefferan.

sided. In 1890 Mr. Hefferan was one of the organizers of the Peoples Savings Bank of Grand Rapids. He was elected director and chosen to fill the responsible position of President, an honor which he still holds. He has been for a great many years and is at present a stockholder of the Old National Bank of Grand Rapids and stockholder and director of the Michigan Trust Company of the same city.

In politics Mr. Hefferan is a Democrat, but he has never personally aspired to political honors. In the campaign of 1896, when the National convention at Chicago gave to the country the platform of recommending the free coinage of silver at the rate of 16 to 1, Mr. Hefferan decided not to support that measure and was one of the first to propose and assist in the organization of the Sound Money Democratic party, which acted so effectively in that campaign. He

has seen the log cabin of the earliest settler give way to the neat and comfortable cottage, the village supplanted by the town, the wilderness transformed into populous cities, peopled by wealthy and intelligent citizens. He has seen benches of the old log schoolhouses built by the pioneers for the welfare of their children supplanted by the polished desks in the great brick structures of our present elaborate school system; while churches, academies, business houses, railroads and all the appliances of modern civilization crowd the territory where in his boyhood were only the forest, the deer and the Indian. With what interest will such a life be regarded in the future by generations who will fail fully to comprehend the hardships and toils of those whose history is that of the past half century, the history of the State of Michigan.

Grant Favors Gracefully.

One day last winter the writer went into a certain theatre and asked the man at the box office if he would exchange a couple of tickets.

"Yes," he snarled, "we will exchanged them, but—"

He failed to finish the sentence, choked off, apparently, by his disgust. And he exchanged the tickets with a frown.

A few weeks ago the writer went into another theatre and asked the man at the box office if he would exchange a couple of tickets.

"Why, certainly," was the prompt response.

"You are very kind."

"Don't mention it. We are always glad to do anything we can for our patrons."

And he exchanged the tickets with a smile.

Mr. Business Man, there are two ways of conferring a favor, and if you can grasp the right way and stick to it, it will mean many hundreds of dollars in your pocket during the course of your business life. When you are asked to do a favor, make your decision mentally. If you have to give your answer on the spot, you may have to do some quick thinking, but take a few minutes and make your decision mentally. If your decision is no say no, and let that end it. But if your decision is yes, say it with a smile.

Both the men cited in this case granted the favor, and the sacrifice, if there was a sacrifice, was the same in each case.

But, one man granted the favor and got full credit for a kindly action; the other man granted the favor, yet got no credit, because he did it in an ugly, sneering way.

If you have to make a sacrifice, let it yield you a return. Get full credit for it. Do it gracefully. Do it with a smile. It seems a simple lesson, yet some men never master it. They go through life, granting as many favors as other men, and always doing it in a grudging way. This is a huge mistake.

We know of no better lesson for a young business man to master than this: If you have to do a favor do it gracefully, and with a smile.

A Glean of Hope.

"Now, ladies and gentlemen," said the conjurer, pointing to his magic cabinet, "I beg to call your attention to the great illusion of the evening. I will ask any lady in the audience to enter the cabinet. I will then close the door; when I open it again the lady will have disappeared, leaving no trace."

In the the second row of the audience a puny, undersized man, with a haunted, harassed expression, turned with a strange gleam of hope in his dull, mild eyes, to an enormous female who sat next to him. She had a strong, stern face, with black, beetling brows, and a chin like the ram of a first-class battleship. "Maria, dear," he said eagerly, "won't you oblige the gentleman?"

There's Another One!

**FOLEY
CATHARTIC TABLETS**

In the same high class with

FOLEY KIDNEY PILLS

and

**FOLEY'S HONEY and TAR
COMPOUND**

Advertised and Sampled all over the entire country

*All FOLEY & CO'S medicines are made and advertised
strictly to conform to the Pure Food and Drug Laws.*

FOLEY & CO.

Chicago

Illinois

We Keep
OPEN HOUSE
The year 'round

**Merchants Welcome
Always**



A. E. Brooks & Co.

Grand Rapids, U. S. A.



Efficient Service
Pure Goods
Clean Factory—call and see it

'Tis said

“There is a time to work, and a time to play,
A time to laugh, and a time to mourn.”

The Grand Rapids Wholesalers realizing that there are many days during the year when the merchant works—and not a few when he *may* perhaps mourn—have set aside **Three days**

June 10, 11 and 12, as days of

LAUGHTER AND PLAY

and you are cordially invited to participate. Come on in, the water's fine.

Grand Rapids Shoe & Rubber Co.

THE MICHIGAN PEOPLE

Wholesalers of Hood Rubbers and Specialty Shoes that make you glad



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.

Evolution of Mechanical Stove Polishes.

When the stoves used in the sitting rooms and kitchens of the people throughout the country were furnished wholly by the local tin-smith, roofer and furnaceman, who also sold tinware and a line of house-furnishing goods, there were seasons of the year when one man was kept busy blacking stores. In those good old times the stoves were not blacked as soon as they were received from the foundry, but were stored away and it was not an uncommon thing for a customer to get the stove that was shown on the sample floor, necessitating that a stove be taken from stock, blackened, and brought in on the sample floor to replace it.

This entailed a good deal of labor and according to modern ideas a good deal of unnecessary expense. It was desirable, however, that the stove should be received by the customer with the best polish that it was possible to provide and when black lead was mixed with water it was something of a task to get the right kind of a shine on a stove on a damp day. Again on a warm day the polish was likely to dry before it could be brushed into a dark, yet brilliant luster, and frequently a gray shine, which was not viewed with favor, was the result of too quick drying.

Improvement in Polish.

Later on stove polish in the form of a paste containing a better grade of lead and mixed with some asphaltum varnish diluted with benzine was used and this made it possible to polish the stove much more quickly and without such a great distribution of black lead in the immediate proximity of the stove. A stove-blacker's outfit consisted of four or five brooms in different stages of wear and several sets of brushes, one set to rub in the blacking after it had been applied. This was followed with another set of brushes while the blacking was still damp and the final shine was imparted by the brushes which were carefully looked after and kept dry.

Advent of Polishing Machinery.

This process is too slow in these days when stoves are sold to department stores, furniture dealers and others who have no shops or workmen and who have only sales people to dispose of the stoves. These buyers insist that the stove shall be delivered to them blackened and all ready to be set up. This has brought

back to the stove manufacturer the job of imparting a brilliant dark luster to the product of his foundry and with the paste polish it seems a comparatively simple manner to use machinery to do the brushing.

For a long time the different foundries have used emery wheels attached to the end of a flexible shaft in the mounting shop to grind away superfluous metal on different parts and it was a comparatively short step to disconnect the emery wheel and replace it with a rotary brush. Then all the man who blacked a stove would have to do was to hold the flexible shaft so that the brush would come in contact with the parts to be polished.

In most of the foundry houses, power is available and it is only necessary to extend the shaft to a point where a pulley can be used to operate the flexible shaft, and in some foundries several of these polishing machines are in use at some seasons of the year. The flexible shaft and equipment can be purchased from almost any of the foundry supply houses as can also the necessary polishing brushes.

Where electricity is available it is possible to secure a small motor for running the shaft. This is readily transported from one place to another and wherever electric wiring extends the polisher can be brought into service. These machines are not used by the stove foundries alone, but can be found in the shops of many large retailers, some of whom continue the custom of storing stoves during the summer season and repairing and polishing them before they are set up for their customers in the fall.—Hardware Age.

Here is a suggestion for you when in between the lines. A certain merchant says he has found it greatly to his advantage to be very particular on disagreeable days when the weather is of such a nature that they do not care to come out. They are very glad to have him come to them, and by thus getting in touch with them he is able to get their orders when he might not otherwise do so, and deliveries can be made either by his own wagon or by parcel post if the customer is too far away. Try this out for yourself sometime and see whether the experience thus offered of another merchant may not apply equally well in your case.

The salesman who can increase your sales one dollar a day increases them \$313 in a year. It pays to speed up the selling force.

Merchants Week

June 10, 11, 12

Make Our Store
Your
Headquarters



Michigan Hardware Company

Exclusively Wholesale

Ellsworth Ave. and Oakes St. GRAND RAPIDS, MICH.

VISITING MERCHANTS WELCOME

at our store for all conveniences

We are WHOLESALE JOBBERS of
FISHING TACKLE
and
ACME QUALITY PAINTS

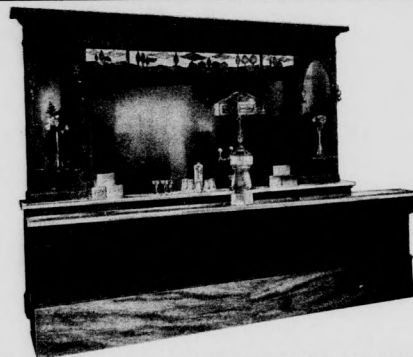
PAGE HARDWARE CO.

142-144 Division Ave., Corner Cherry

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.

Review of the Early Days of Merchants Week.

It may be interesting to recall at this time that the first Merchants Week in Grand Rapids was held June 5, 6 and 7, 1906. Frank E. Leonard was General Chairman, Wm. Judson, Wm. Logie and E. A. Stowe were Vice-Chairmen, A. B. Merritt was at the head of the Committee on Arrangements and H. D. C. VanAsmus was Secretary. The first Merchants Week was undertaken as an experiment and it was thought possibly 100 merchants from the trade territory tributary to Grand Rapids might respond. The first day was for registration and reception, the second for getting acquainted and seeing the town and the third for entertainment, closing with a banquet in the evening. The banquet was served in the Lakeside Club and about 400 outside merchants and 160 local business men presented tickets. This was about 100 more than had been provided for on a basis of the acceptances received, and some lively hustling had to be done to take care of the overflow. The banquet was served by Warren Swetland and was a great success. Frank E. Leonard was toastmaster of the subsequent speech making and addresses were given by George G. Whitworth, then President of the Board of Trade, Mayor George E. Ellis, Samuel M. Lemon, A. B. Merritt, Lester J. Rindge, E. A. Stowe, C. L. Glasgow and Wm. Alden Smith, then Congressman from this district. Following the speechmaking, the crowd went to Ramona theater.

The first Merchants Week was such a pronounced success that it was made an annual institution and each year has found it bigger and better, with larger attendance and new features in the entertainment. The attendance grew so rapidly from year to year that the Lakeside Club was not large enough and then for three or four years the banquets were given under a big circus tent at the lake. Last year the banquet was brought down town to the Coliseum and here, whether the weather was rainy or fair, made no difference, for all could be cared for in comfort. The change has had a further advantage in that at the close of the programme, it is but a block to the station for those who want to catch the trains for home. Of those who were active in the planning for the first Merchants Week Wm. Logie, Lester Rindge and Samuel M. Lemon have passed away and H. D. C. Van Asmus, then Secretary of the Board of Trade, has moved to Chicago. The same spirit of hospitality which animated the first festival is still back of it and visitors who come this year will receive the same cordial welcome which was accorded the first comers.

Poor Married Man.

"The time will come," thundered the suffragette orator, "when a woman will get a man's wages."

"Yes," sadly muttered a man on the rear seat; "next Saturday night."

Of course love is blind. That is why is needs no light in the parlor.

Portland Druggist Invades Field of Poesy.

Elon Allen Richards, the Portland druggist and grocer, has issued from the press of the Tradesman Company for private circulation among his friends, a very beautiful book of



Elon Allen Richards.

poems, entitled The Poet Man, Et Cetera. The volume contains fifty-two poems and eight illustrations, including the author's portrait. The poems are mostly in short measure and are exactly what might be expected from the pen of a busy business man who has delved in good literature and kept his eyes and ears open to the sights and sounds of the

bird, the brook, the spring, the flower and the tree. The collection runs the gamut of human experience along certain well-defined lines and will be carefully cherished as a rare treasure by those who are so fortunate as to be included in the author's schedule of distribution.

The man who can come down to business in the morning with a smile on his face has taken a long step toward making the day a successful and happy one.



IMPERIAL BRAND
TRADE MARK

SPRAYING COMPOUNDS

**Carpenter-Udell
Chemical Co.**

Manufacturers of

**Agricultural
Spraying Material**

✦

GRAND RAPIDS, MICH.

Merchants Week June 10, 11, 12

We are now making a special showing of Outing Hats for Summer wear in Ratine, Duck and Linen, plain, colored and striped, trimmings of colored ribbon and ratine bands. A full assortment of these goods will be kept up during June and July. Greatly reduced prices during June on all Untrimmed Straw Hats, Flowers, Feathers, Ribbons, Velvets, Plain and Fancy Silks.



No. 5007
Price \$8.50 per dozen

No. 5031
Price \$7.50 per dozen

No. 5006
Price \$8.50 per dozen

The above cuts represent three of our best selling numbers.

Prompt shipments guaranteed. Send for catalogue—will appreciate your orders.

When in Grand Rapids during Merchants Week, make our store your headquarters.

Corl, Knott & Co., Ltd. Cor. Commerce Ave. and Island St.
1½ Blocks North of the Coliseum Bldg.

IRRIGATION FAILURES.

Reasons Why Many of the Projects Fail.

Written for the Tradesman.

That many of the Government undertakings in irrigation are proving disappointments is coming to be generally realized, but it is singular that so little is said as to the real causes of the failures and the possible remedies. Indeed, it is still more singular that such projects should be developed and exploited under conditions in which failure would seem to be manifestly inevitable without foreseeing the outcome.

That artificial irrigation has been, and is bound to be, an immense factor in civilization is too well known to need discussion. Some who would disparage it point to the civilizations which have perished with its use, but their failures are not far to seek elsewhere, either in the retrogression of races or the irruptions of barbarous hordes. In the development of modern engineering and the control of barbarism in Arab Moslem, the ancient Nile project bids fair to become the support of a great modern civilization in the hands of English administration.

From the nature and magnitude of irrigation projects, it is recognized that they can only be exploited by co-operation or Government aid. In the early successful experiments by co-operation, the proximity of markets was always looked out for. The promoters did not go away into inaccessible deserts and undertake to raise fruits or grains with no possibility of reaching consumers.

The most notable experiment in early days, that of the Mormons at Salt Lake, would seem to be an exception, but it must be remembered that that experiment was unique in several regards. Of course, the first peculiarity that presents itself is that they took their market with them in that the only thought was to meet the needs of their own community. It was fortunate for what would seem a reckless venture that there was foresight and engineering skill to execute the simple plan of water distribution from the mountain streams which was necessary in securing a growth to prevent starvation. It was evidently a case where necessity was the mother of invention. It is to be remembered that none of the colony, probably, ever had a thought of such a feature of the enterprise before reaching their destination. There is much unwritten history in the beginning of this colony, both as to its own vicissitudes and sufferings and as to its relations to the great procession of California goldseekers during the years immediately succeeding their occupation of the Utah valley. In spite of the generally reputed course of robbery and worse, under the guise of Indian hostilities, it is probable that a considerable market at profitable prices was afforded in the renewal of supplies to the emigrant trains. The Pacific tide of emigration by caravan continued for a good many years before the first transcontinent-

tal railway was completed in 1868. The requirements of this enterprise naturally supplemented the immigration market and was followed by a great increase in the opening up of mining, not only in California, but elsewhere within the market area. Thus it will be seen that while the Mormons are generally considered as having gone away by themselves to establish a great irrigation enterprise, as a matter of fact, there was no time in which they were not sufficiently in touch with the "infidel" world to enjoy an extensive and profitable market.

It has happened that many of the earlier Government reclamation projects on the Pacific coast, in the mining regions of Colorado and elsewhere have been in the vicinity of sufficient population employed otherwise than in agriculture to afford the assurance of consumption. To this extent, of course, they are successes. But it has also happened that in the exploration of portions of the Great American Desert, large areas of apparently garden richness have seemed to await only the magic touch of water. Commendably the Government is prompt in testing the correctness of such seeming. It is the opinion of the writer that not only is every such enterprise warranted, but that none of them is premature.

Where, then, shall we look for the apparent failure in many of the great projects? Simply that returns are looked for before a market is secured. The Government, in dealing with the settlers in the earlier enterprises, when there are markets, seems to have established precedents which it wishes to apply in the Salt River and other similar enterprises where many years of development are necessary before they can be expected to make returns. Indeed, the shortsightedness in a settler undertaking to improve a holding in the Arizona enterprise and depending on the general market, in Kansas City or St. Louis, shipping over long and costly railway lines is something astonishing. Instead of the Government requiring the payment of so large an amount for the land in the first ten years, provision should be made for homestead entry on a basis to warrant homeseekers in braving the risks of the desert isolation; and the arrangements for paying the running expenses, which would eventually fall on the settler, should not be made too early.

Irrigation means intensive farming and this, more than any other, must have market. In finding a market, production also must be considered—there must be raised what can be sold. Then again, in such enterprises, experiment, requiring time, must determine what can be raised. Experiment must determine what corrections must be given the soils on account of alkalinity or other lack through the long neglect.

The millions the Government is expending in these undertakings make a mere bagatelle in considering the interests involved, but it must be remembered that, normally, markets can only be developed by time and

cost. The isolation of the Southwestern projects especially puts the time of self support far in the future. However, it is not too soon to push them when we consider what a support they will eventually afford to the great cities and industries bound to develop in those regions.

W. N. Fuller.

To ensure the success of an irrigation project, five essentials—all in combination—are necessary as follows:

1. Ample supply of water.
2. Adequate drainage to carry off water at proper time, so as to prevent the soil becoming sour.
3. Correct elevation. If too high, district is subject to frosts, which confines products to forage crops, instead of fruit and vegetables.
4. Sufficient population to ensure ample labor supply.
5. Proximity to markets.

Earmarks of a Successful Salesman.

To be a successful salesman requires something more than a knowledge of the goods to be sold. This is so old that Rameses knew it and Pharaoh taught it to Joseph when they were conducting the first corner in grain. All truth is old. The trouble is we sometimes forget the basic truths. A man who can sell books can sell anything, it is said. It must be so, because book salesmen say so. They admit it in private as freely as they talk about it in public. As a shining example of what a shrinking white violet is not, take a good look at the next book salesman you meet.

All this preface is just a way of saying that from a book salesman it is possible to learn many and wondrous things about salesmanship. First, the most successful book salesman it has been my good fortune to meet (he separated me from \$54) would not talk when any one else was talking. He preserved a silence the Sphinx would envy. After I illuminated the dotted line with my autograph I began to question him about his training as a salesman.

"Born, not made," and he repeated my question. "Not a bit of it. No man is born an astronomer, an electrician, a professor of Sanscrit, or an advertising man, any more than a male hipped is born a salesman. Salesmen are made by taking the raw material apart and putting it together again in the way it should be joined to make it sell goods. I know this demonstration of mine backwards. Listen." He did know it backward and proved it.

"Salesmanship is a matter of knowing what to say, when to say it, when to stop and when to reach for the order book. You cannot keep a man's mind on your proposition if he is continually being bothered by telephones and people running in and out of his place of business. Whenever possible I take a man away from his store to talk business to him. When he will not leave the store I improve each shining moment by using the hottest arguments I have in the least possible time.

"My selling talk runs in sections.

When I have finished section one I put out a leading question such as 'Now this is what you would want, is it not?' If that does not bring the answer, I run smoothly on high speed into section two and so on through until I have exhausted my arguments. I should have used another word instead of arguments. I don't argue. Never argue with a man to whom you are trying to sell something. Argument arouses opposition.

"If in the course of my demonstration I find my prospect interested in a certain point, I stop and dwell on that. I try to close on that point if I can. If, by the glitter in my prospect's eyes I learn that he has not been convinced, I go over my demonstration again. And a third time if I have to. It is easier to sell a man who has given you some of his time than to break in a new prospect all over again."

Is there any particularly noticeable difference between the selling tactics of this book salesman and those of any other successful moulder of other men's minds? Salesmanship is the moulding of minds. The diplomat practices it. The professor in the university practices it. The knight of the trunk and sample-case practices it. One calls it statesmanship; the second, pedagogy; and the third, selling goods.

The politician sells himself to the populace; the lawyer to his client first, the court and jury afterward. The lover succeeds because he is so well acquainted with his prospect that he knows every string to be touched in that delicate instrument, his lady's heart. Noah is a conspicuous example of a failure in salesmanship. He could not sell his neighbors on the flood proposition, until after a considerable number of days of rain.

Since salesmen are made, not born, and since conditions under which sales must be made are always changing, what is the answer for 1913?

Milton Bejach.

Trading Stamp Company Abandons Charlotte.

Charlotte, June 2—The S. & H. Trading Stamp Co., which located here several months ago, after securing fifteen or twenty customers, among the business men, has closed its office in the Arcade block, shipping the furniture and fixtures to Grand Rapids Tuesday. The plan of giving stamps by the merchants met with hearty approval of all concerned at the start but the past few weeks the dealers have gradually been dropping the system, leaving a large number of families disappointed who have partially filled coupon books.

For the Debtors.

A rural manufacturing duns his customers in the following novel manner: "All persons knowing themselves indebted to this concern are requested to call and settle. All those indebted to this concern and not knowing it are requested to call and find out. Those knowing themselves to be indebted and not wishing to call, are requested to stay at one place long enough for us to reach them."

ESTABLISHED 1885

Alfred J. Brown Seed Co., Growers, Merchants and Importers



(General Warehouse and Offices, Cor. Ottawa Ave. and Louis St.)

GRASS, AGRICULTURAL AND GARDEN SEEDS
GRAND RAPIDS, MICHIGAN

Something New All the Time

The sign of  Good Candy

VISITORS WELCOME

PUTNAM FACTORY, National Candy Co.

One Block From Union Depot

Grand Rapids, Michigan



All Down-Town Banks But One Well Grounded.

The Grand Rapids Savings Bank has secured a ninety-nine year lease from Chas. B. Judd and the George H. White estate of the building the Bank now occupies at the corner of Monroe and Ionia and of the two stores adjoining, occupied respectively by the Moore saloon and the Reed restaurant, with a total frontage of 86 feet, extending back 120 feet to the alley. The lease is dated May, 1913, and will expire April 30, 2012. The rental is on a basis of \$300,000 valuation and is subject to readjustment at ten year intervals. The Bank will make such temporary alterations as may be possible to gain additional room for the working force and then plans for permanent improvement will be started. The plan now under consideration is to organize a building company to take over the lease and to build on the property a ten or twelve story modern office building, the bank to occupy the first floor, the new Grand Rapids Trust Company the second and offices above. Having offices in the building will tend to strengthen both the Bank and the Trust Company and to bring business to them both. It will be a year and perhaps longer before these plans can be carried into execution.

By the terms of the lease the lessee is required to build a suitable building on the property within a reasonable time, must keep the building insured and in repair and must against the property, and at the expiry all taxes and other charges piration of the lease everything is to be turned over to the heirs of the lessor, in ship shape and good repair. If the building costs \$300,000 at the first glance this may seem a pretty big proposition, but such is the power of money to multiply at compound interest that a sinking fund of something less than \$500 a year at 3 per cent. will at the end of the ninety-nine year period turn the trick. The rental will be interest on the \$300,000 real estate value, plus the interest on the cost of the building, plus the sinking fund allowance, with the taxes and insurance added. The building company, if one is organized, will start with two good tenants occupying two floors and, with eight or ten more floors above to rent, the proposition looks fairly good.

Leases of such long duration have not been common in Grand Rapids, although in the larger cities, where real estate values are higher, they

are frequently executed. In this city thus far it has been cheaper and better to buy, the holder figuring on the increased value to come with the years as a part of the bargain, and it is a sign that Grand Rapids is getting to be a big town that long leases are being resorted to. In the last year or two three long leases have been signed up. The first was by Meyer S. May, who secured a 120 year lease of the 20 foot lot adjoining the property at the corner of Monroe and Lyon which he owns and which is occupied by the Giant Clothing Co. Morris Friedman has taken a fifty year lease of the Gunn property, with a frontage of 80 feet on Monroe avenue, adjoining the present Friedman store, this lease to

Before buying stocks and bonds analyze the figures given in monthly reports; secure reliable information as to the business conducted, and as to its management.

In offering the 6% preferred stock of the American Public Utilities Company we court the fullest investigation.

If purchased now this stock will net the investor 7½%.

Write for further particulars to

Kelsey, Brewer & Company

**Bankers
Engineers - Operators**

*Mich. Trust Bldg.
Grand Rapids, Michigan*

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. COYF, INC.
Campa Ave. u and Louis St. GRAND RAPIDS, MICH

The Old National Bank

GRAND RAPIDS, MICH.

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

Fourth National Bank

Savings Deposits

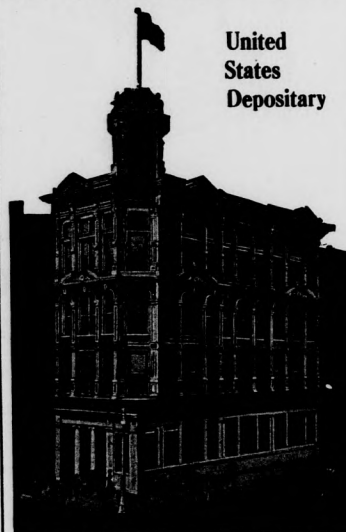
3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock
\$300,000

United States Depository



Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits
\$250,000

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

date from the completion of the modern store building which the Gunn estate will erect. The Grand Rapids Savings Bank lease is third. Other leases of a similar character which have been executed in the past have been the old ninety-nine year lease of the Old National Bank of the corner it occupies from Martin L. Sweet. Sweet afterward suffered financial reverses, mortgaged the property and the Bank purchased on foreclosure and became owner instead of tenant. The old Owashtanong Club, afterward the Lakeside, had a ninety-nine year lease from the Grand Rapids Railway Co. of the property occupied by the club house at the lake and this is still in existence, although so many defaults have been made in its provisions that it can be cancelled at any time.

The Grand Rapids Savings Bank lease puts this Bank in line with the other banks of the city in securing permanent quarters or what amounts to the same, so far as the present generation is concerned. The Old National has its 57 foot frontage in the corner of the Pantlind Hotel block. The Fourth National owns its corner under the Tower clock with 20 feet frontage on Monroe and 100 feet on Pearl, which makes enough area to make a substantial improvement possible if it shall become desirable. The Grand Rapids National City and City Trust and Savings owns the Wonderly property and the adjacent City Trust and Savings building, covering the entire east frontage of Campau square with frontage both on Monroe and Pearl. The Commercial Savings owns its property at Monroe and Lyon, with 62 feet frontage, and its holding, no doubt, will, in time, enter into the plans for the interurban terminal. The Peoples Savings is a home owner at Monroe and Ionia, but has only about 30 feet, not enough for a big improvement. The Kent State is the only one of the down-town banks which does not own its own property, but it is assured of desirable quarters under long lease in the new Pantlind building at the corner of Monroe and Lyon. In the matters of real estate the banks have been very lucky in securing desirable corners and they have all bought at times and under conditions that have made their investments profitable.

The vacation question is now a live issue in all the banks. The banks are liberal in their vacation policy. Employees of a year are given a week off and for old employees the resting spell is extended to two, three and four weeks, according to circumstances, and the pay goes on just the same. To arrange the vacations so that they will not interfere with the regular work is considerable of a problem and usually calls for much shifting around to give the experienced employes the places of responsibility. The banks usually employ one to half a dozen extra clerks during the vacation period and high school and college boys are often taken on with the understand-

ing that the employment is to be temporary. The boys may not realize it, but their summer employment, in many instances is a try out, the bank officials closely observing the work done, methods, habits and attitude of the young man and those who make good may find a place open for them when a permanent position is desired.

The Fourth of July this year comes on Friday and in banking circles the question is being asked whether it will really be worth while to open up as usual on Saturday, which is only a half day anyway. In Chicago and some of the other large cities the impression seems to be that it will be just as well to make the Fourth a glorious three day affair, extending over Friday, Saturday and Sunday. There will be no stock exchange and many of the other business activities will be suspended and this will help make the three day vacation easy. Bankers in this city have not yet considered what will be their policy. They are willing enough, but have not decided yet to what degree this will interfere with the business of other people. If the banks do not close they will at any rate let off as many as possible of the clerks and employes for the three days period, even if work does pile up.

An old toper says that none are so blind as those who refuse an eye opener.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
7 Million Dollars

3½ Per Cent.

Paid on Certificates

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

Send for the report of
Price, Waterhouse & Co.

The world-wide known
Public Accountants on

The National Automatic Music Company

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

It will convince you that this is the best stock you ever had an opportunity to invest your money in.

Power and Transmission Equipment
Wood and Metal Working Machinery
Machine Knives and Specialties

McMULLEN MACHINERY CO.

66 South Ionia Ave. Opposite Union Depot Grand Rapids, Mich.
The Only Machinery Depot in Western Michigan

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.

Investment Requirements

If you will tell us of your
we will be very pleased to advise with you and recommend investments suited to your needs.

Local Securities Department

HOWE, CORRIGAN & COMPANY

Citizens 1122

533-535 Michigan Trust Building

Bell M 229

Grand Rapids, Mich

Mr. Merchant:

You do not expect to die right away. Nobody does. But if you should die to-day, what shape would you leave your business for your wife to handle.

Think of this and take out some Life Insurance to keep the business running in good shape until she can have an opportunity to dispose of it.

The Home Company

The Preferred Life Insurance Company
of America

Grand Rapids, Mich.

A. A. WATTS, Secretary and General Manager

Tanglefoot



Gets

50,000,000,000

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

The Sanitary Fly Destroyer—Non-Poisonous.

ELEVATORS



Hand and Power
For All Purposes

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GRAND RAPIDS, MICH.

MICHIGAN FORESTRY.

How the Cause Can Best Be Served.

After a recent public lecture on forestry a prominent manufacturer who happened to be in the audience made the following statement:

"The science of forestry has been solved, so far as it applies to European conditions. It has not been solved in America. The law-abiding citizen of Europe would not dare cut a twig on property that did not belong to him, neither would he be careless in regard to fire, and the European forests are located in more humid regions than in the United States where fire risk is less. The European forests are surrounded by cultivated fields and a high state of civilization exists everywhere, so that the fire risk is at a minimum.

"I have about thirty acres of land growing up to native trees near my house. This land is fenced and favorably located, being protected on the west by a road and on the south by the cemetery. I keep from one to three men and have used all reasonable efforts to look after this tract, including the building of roads through it and cultivating the roads in dry weather so that they will act as fire breaks; yet this property has been burned over seriously two or three times within ten years and timber and wood has been stolen from it.

"There is nobody in this State, so far as I know, who has conducted forestry as it is conducted abroad although it is attempted by many people. It is a well known fact that State employes are liable to be less diligent than the farmer who is working for himself, and until the farmer knows how to raise timber it is not likely that political employes will be more capable. If the State attempted to raise timber on every 160 acres which it owns, it would call for an army of employes to look after the timber for otherwise it would be all stolen or burned. This is not a theory, but a proven fact. With an army of employes the protecting of artificial forests might be accomplished but the cost would be many times the value of the timber raised."

This letter is a thoughtful and intelligent statement worthy of the fullest consideration. If the objections alleged cannot be met fully, then the proposal that the State begin the practice of forestry on a large scale would seem to be poorly considered and either impossible or impracticable.

"Citizens of Europe do not dare trespass by taking timber or by carelessness with fire."

This in general is quite true. It should be noted, however, that this has not always been the case; that for centuries there was a contest between the owners of the timbered land and the local tenants over the right to take timber, graze stock, etc. These contests were eventually settled by law and in many cases the public became the owner of the forests. Practically every state in Germany owns and manages its own forest lands as do dozens of cities and towns. This is also true of most of the countries

of Europe. Each old world forest which is at present well managed has reached its present condition only after long years of mismanagement, the aggregate cost of which has been enormous.

It is not true, however, that the well managed European forests are maintained, even to-day, without trespass. As a matter of fact an armed patrol is usually maintained, with each patrolman having so small a territory that he can travel all over it in less than a day. More intensive patrols and higher costs for protection are normally in effect in European forests than have ever been proposed for American conditions. It has been found to pay. For instance in the state forests of Wurttemberg there is a gross yearly expense of \$2 an acre, of which over 25c is charged to protection from trespass and fire. This same forest returns a net annual income of over \$5 per acre. Less valuable European forests have less expense for protection; all costs being kept in rational proportion to the income as in any well managed business. The same conditions prevail in the United States. The more valuable the forest the higher rate of insurance the property can stand and vice versa.

"The well managed European forests are less subject to fire damage than our Michigan forests on account of greater humidity and more broken conditions."

The difference in humidity and general weather conditions as they effect the inflammability of the forests, is, if anything, in favor of Michigan. Most of the heavy forests of Europe are exposed to a longer and more serious fire season than is Michigan, where there are only a few weeks in the fall and spring of each year, during average seasons, when there is any likelihood of fires running easily. Compared to the Western states where good forest protection is now being provided, the conditions in Michigan are simple, and the danger is not great.

"The practice of forestry is not possible in Michigan because the citizens countenance trespass and fire."

If this should be permanently true, the situation is indeed nearly hopeless, but would it not be more accurate to say that the "citizens are calloused to trespass and fire in the forests?" Because there is graft and murder in a city it should hardly convict the majority of citizens of preferring such a condition. Certainly, however, the long acceptance which the people of Michigan have given to forest waste, trespass, and fire, gives color to the assumption that they do not care what happens to the forest. Why don't they care? Perhaps because they have hardly yet recovered from the idea that "Michigan has timber enough to last the world forever;" perhaps because they have been born under the conditions which they see and do not know of any other; perhaps because of their general hopelessness with the political conditions and probably because of a combination of these things and a lack of understanding

as to the cost of carelessness and delay. What other point of view could be expected? The vast majority of the citizens of Michigan cannot remember when there were not annual forest fires and frequent loss of life and property. They cannot remember when there were not vast areas of slash lands each year becoming more barren. For years and years the very officers of the State made a routine practice of selling the State's lands at the most nominal prices and for years there have been those in State officers who profited by the lack of understanding concerning these things on the part of the people.

"Michigan farmers do not understand how to raise timber."

With few exceptions this is probably true. If the practice of forestry is at all practicable it should be so on the farm woodlot. It is. The average woodlot in Michigan to-day, with all its lack of care is paying a greater return, acre for acre than the average of the tilled fields. The possible return from the woodlot is increasing rapidly. The farmer does not yet realize this. And why? If the farmer is using poor seed or stock, the State itself at once investigates, determines what should be done and publishes and distributes its findings as widely as possible. The results are prompt and permanent.

Who is investigating the farmer's woodlot and telling the farmer how he should improve it? What State officer has interested himself or his office in the distribution of such information as is available? The Public Domain Commission could easily secure this information. Has it ever tried? This Commission has the right to employ a real State Forester. The present State Forester maintains his headquarters in the sandhills of Roscommon county, and it is not of record that he has interested himself in the farmer's woodlot. What is anyone doing to give the farmer help? If mistakes are made with most crops the remedy can be applied next year—not so with the disappearing woodlots.

"State employes are less diligent than the owners of forests, and until the farmers know how to raise timber it is not likely that political employes will be more capable."

Would it not follow equally well that it would be useless to maintain agricultural experiment stations or health bureaus, on the ground that if the people did not know how to take care of themselves no specialist employe could benefit them?

The real trouble of course is that Michigan has had to contend with petty party politics and its resulting "Game, Fish, Fire, and Forestry Wardens." The results of Michigan's present system have certainly been unfortunate—to say the least. Partisan political employes are uniformly inefficient. We all know this. Without a change in the type of forest officers, this State could perhaps hardly hope to secure an efficient forestry organization. But why should Michigan maintain a partisan political forest organization? Washing-

ton, Oregon, California, New York, New Jersey, Pennsylvania, Minnesota and Wisconsin all working under very similar conditions are maintaining organizations which are doing good work. In preventing forest fires progressive states realize that forest protection and forest maintenance and management are work for real foresters. The usual type of political appointee is no more competent to undertake and handle forest work than to superintend a chemical plant or than a carpenter is competent to draw plans for a skyscraper. Why has not Michigan long since followed the lead of its neighboring states and secured a competent forester backed by a non-partisan board or commission and by intelligent laws? All Europe came to this hundreds of years ago. Our neighboring states have followed suit. What's the matter with Michigan? It is no reflection on the farmer that he is not an expert plant breeder, milk chemist, or soil analyst.

No competent forester advocates the immediate planting of all lands now belonging to the State. Most of these lands are poor sand, very dry, very low in fertility. They are scattered in small tracts here and there over much of the State. One of the first steps must be the consolidation of suitable forest lands into tracts large enough to bring the cost of protection and administration down to a reasonable figure. Wisconsin has been doing just this for years. With such a scheme the number of employes needed is reduced to the minimum. The number of competent men actually required for the practice of forestry is remarkably low.

During the fire season of 1912 only about one man to each 60,000 acres was employed on the National Forests. The Chief Forester estimates that there should be at least one man to each 10,000 acres. This would give each man an area of five miles by four square. A patrolman could cover this each day. In spite of the great area patrolled by each man, the fire losses on the National Forests in 1912 amounted to a total of \$354,746 against a total value of \$2,000,000,000.

During 1912 there were 349 trespasses reported for the entire 165,000,000 acres of National Forests, or one trespass case to each 168,000 acres. Over one-half of these cases were for grazing trespass, where no permanent damage could result.

The work done by the Forest Service has been accomplished in the roughest sort of mountain country and in regions where the local sentiment was originally strongly opposed to the enforcement of the laws. Compared to what the rangers of the forest service have accomplished, the Michigan situation is simple indeed. But the U. S. Forest Service is a non-political organization protected by the Civil Service and in charge of expert foresters.

That is the answer in Michigan.

P. S. Lovejoy.

Virtue may be its own reward but vice isn't always its own punishment.

INVITATION

ON June 10, 11 and 12 the Jobbers of the Grand Rapids Association of Commerce will join in the Annual Merchants Celebration.

We are particularly interested in this event, because it gives us an opportunity of meeting our customers and friends in our office and renewing and extending our acquaintance with the retail merchants of Western Michigan.

We believe it is a real advantage to us to be acquainted with our customers, and that this acquaintance is of value to the retail merchant. We think it is worth our time and money to assist in this event, and we trust you will feel it is worth your time and money to participate also.

We therefore, cordially invite every merchant in Western Michigan to visit Grand Rapids on the above dates, and sincerely trust you will pay a visit to our store while you are here. It will be a pleasure for us to show you our big warehouse, our big stock and our modern equipments.

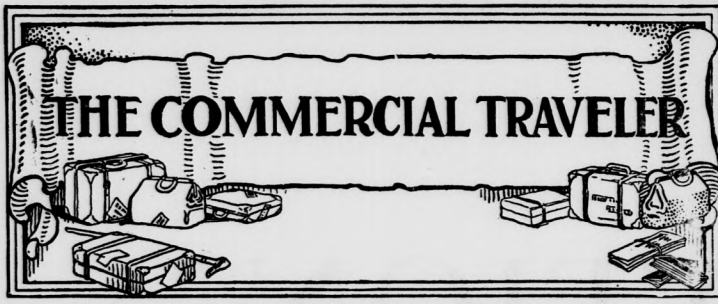
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Grand Council of Michigan U. C. T.
 Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—E. A. Welch, Kalamazoo.
 Grand Past Counselor—Geo. B. Craw, Petoskey.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. 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. Devoreaux, 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, June 3—Well, boys, we are already and waiting for you to arrive and bring as many of your family as you can conveniently. We have plenty of good time in store for you and we trust you will let nothing stop your visit to Grand Rapids. The boys have circulated the story that "inasmuch as Grand Rapids Council is the largest in the State, we should have the best convention we ever had." All we have to say on this matter is, Come to the Grand Council meeting and see for yourself.

The members of No. 131 have worked hard and long and our plans are so complete that we know full well that you will have the biggest time you ever had at a Grand Council meeting. Take the parade, for instance. We are going to put on the best parade and largest that a council ever enjoyed pulling off—and that is saying much. That "Grand Rapids Knows How" will be thoroughly demonstrated within the next two weeks and everyone will go home tired and happy.

For a complete schedule of the parade we refer you to the bottom of this article. Now, do not get it into your head that a parade is all we have to pull off. Not for a minute. That is just one of our big features. Take the ball. We would not dare say much about the ball, but we have seen a few in our time and if the plans are carried out the way they are laid, words could not begin to describe the beauties of it, and the

writer knows seven big words.

We might say that we have received communications from many of the councils throughout the State and we have had the pleasure of reading some very interesting news on the number who intend to come from different cities. Just to show you that this is not all talk, we give you the towns: Owosso, Detroit, No. 9, Cadillac, Jackson, Pt. Huron, Saginaw, Bay City, Adrian, Muskegon, Battle Creek, Kalamazoo, Flint, Traverse City, Lansing, Ann Arbor. We would not attempt to give you the figures they send us, because you would not believe your eyes anyway, so what's the use? Many of these councils will bring their band, drum corp or "something," and arrive on

The Grand Council officers will anything from special trains to hand cars. begin to arrive Thursday morning and continue throughout the day and at 11:30 p. m. Cadillac Council No. 143, of Detroit, will arrive. They can't wait until Friday so they are planning on being here Thursday night, so as not to miss anything. Now if these brothers will spend their money to come here the day before, we must have something over here for them. Well, we have, and if you stay home, you don't belong on the road. We could write news about the convention all day, but it has been so well advertised for the past several months that most of the Michigan members of the U. C. T. will be here and we will save our news until you arrive.

You have a live committee and you will agree with me when I say they have worked faithfully and are entitled to a successful convention. The city will be well decorated and the chief of police has promised to go trout fishing so he will be out of town in order that he can't be found "if wanted." We have some nifty prizes for the ball games, so bring along your best talent and get your clocks cleaned. Grand Rapids Council only wants the cup and we feel quite satisfied that the cup will remain in the Valley City, after the boys go home.

The programme is as follows:

Friday, June 13, 9 to 10 a. m.—Reception of Grand Lodge officers and delegates at headquarters.

10 a. m.—Opening of Grand Lodge session at city hall.

10 a. m.—Ladies will meet at headquarters to visit points of interest.

1:30 p. m.—Ladies sight seeing automobile ride and reception at Elks' Temple.

1:30 p. m.—Ball games.
 8:30 p. m.—Grand ball at Coliseum.
 "Watch for the Blue Goose."
 Saturday, June 14.

8:30 a. m.—Concluding session of Grand Council.

8:30 a. m.—Ladies will meet at headquarters to visit Berkey & Gay Furniture Co.'s show room (chance of a life time).

10 a. m. sharp—Grand parade.

1:30 p. m.—Ball games.

This covers the programme in general, but there are many side shows and you will not want for entertainment

Prizes.

Ball team—
 First prize Cup and \$25
 Second prize \$20
 No. 131 will contest for the cup only.

Council making best appearance in parade, \$25.

Council having the largest percentage of membership in parade, \$25.

No. 131 will not enter contests.

The wives of all U. C. T. members will be entertained free at the hotels while in the city (rooms only.)

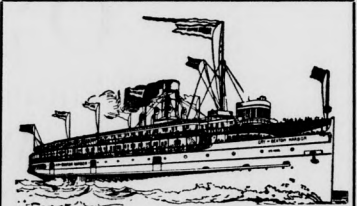
You are requested to make it a point to register as soon as you arrive and at this time you will be presented with the official badge that will entitle you to all the entertainment we have for you. Without this official badge you are lost. You must register at headquarters, which is only one-half block from the depot.

We hope you will come and have

a good time and come again. The Mayor has given us permission to paint the town any color we want to paint it, so hurry up and come.

Each council attending the convention is requested to report to the marshal of the division to which it is assigned at 9:30 a. m., June 14, at Turner avenue and Bridge street, so that the parade can start promptly at 10 o'clock.

Kalamazoo, Cadillac, Muskegon and Traverse City Councils will each have their own bands in the parade. The parade committee—consisting of H. F. DeGraff, chairman, W. N. Burgess, Chas. C. Perkins, F. C. Powers, H. W. Harwood and Rufus Boer—announce that arrangements have been completed for the largest and best parade ever given at a U. C. T.



CHICAGO BOATS
 Graham & Morton Line
 Every Night

Mr. Merchant,
 When in Grand Rapids be sure and stop at
HOTEL CODY
 "THE BEST BEDS MONEY CAN BUY"
 Make it Your Headquarters Checking Free
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HOTEL HERMITAGE
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 GRAND RAPIDS, MICH.
 JOHN MORAN, Mgr.

 200 Rooms 50 Rooms with Private Bath
 Rates 50. 75 and \$1.00 at \$1 and \$1.50 per day

convention in Michigan; and that they hope every council will come with a good big delegation and get in the parade. The judges will be Gen. Wm. T. McGurrin, Commandant of Michigan Soldiers' Home, Col. L. C. Covell, Col. Commanding Second Infantry, M. N. G. and Captain W. C. Hardy, Quartermaster Second Infantry, M. N. G.

Members of Grand Rapids Council, No. 131, will report at the Council chamber at 9 a. m., June 14, and form their division for the parade and will then report to the marshal of its division at Turner avenue and Bridge street at 9:30 a. m. Reporting at the Council chamber will enable you to change from street clothes to your uniform. The uniforms Grand Rapids Council, No. 131, will wear in the parade have arrived and can be procured of Grombacher & Major, 331 Monroe avenue.

The formation of the parade will be as follows, subject to some changes:

GRAND MARSHAL

Brother and Lieut. W. N. Burgess.
Escort:
Platoon of Police.
G. R. Battalion Band.
G. R. Battalion, Second Infantry, M. N. G., consisting of Companies E, F, G, H, under command of Major Earl R. Stewart

FIRST DIVISION.

H. F. DeGraff, Marshal.
Rufus Boer, Aide.
Furniture City Band, 30 pieces.
Detroit No. 9.
Flint No. 29.
Saginaw No. 43.
Bay City No. 51.
Jackson No. 57.
Hillsdale No. 116.
Cadillac No. 143, of Detroit.

SECOND DIVISION.

Frank C. Powers, Marshal.
H. W. Harwood, Aide.
Fischer's Band of Kalamazoo.
Kalamazoo Council No. 156.
Marquette Council No. 186.
Owosso Council No. 218.
Petoskey Council No. 235.
Battle Creek Council No. 253.
Lansing Council No. 305.
Traverse City Council No. 361.
Muskegon Council No. 404.
Adrian Council No. 420.
Coldwater Council No. 452.
Ann Arbor Council No. 456.
Port Huron Council No. 462.
Hancock Council No. 479.

THIRD DIVISION.

Charles C. Perkins, Marshal.
Elks' Band, 30 pieces.
Grand Rapids Council No. 131.
Automobiles.
Carriages, etc.

Every visiting member must, in order to secure the badge which entitles him to recognition, register at the convention headquarters. Don't forget this.

It is hoped and expected that every member of No. 131 will be in the big parade on Saturday morning, June 13

Members, take notice and prove that "Grand Rapids Knows How."

Although the committee has practically completed the arrangements for the big meeting on June 13 and 14, the success of the meeting will depend largely on the loyalty and co-operation of each member of No. 131 on those two days.

A good motto for some retailers to remember, "We have lost our pencil, also have writer's cramp, and a poor memory, so please do not ask for credit."

The Wolverine Hotel at Boyne City has changed hands and we understand that the new manager will endeavor to give the boys the same service as they have received in the past.

We regret very very much that Brother John C. Saunders will not be with us at the Grand Council

meeting this year. Brother Saunders, who was a member of the Grand Executive Committee, was taken sick on the streets of Lansing last Thursday and was taken to his home in the ambulance and Saturday morning he passed away. Brother Saunders has been on the road over fifteen years and was elected a member of the Grand Executive Committee last June at Bay City. Hardening of the arteries caused his death. He had been sick several months. He was 50 years old and leaves a widow. The Grand Council of Michigan sent a beautiful floral wreath with the words "Grand Council of Michigan, U. C. T." The funeral was held Tuesday from his late home, 503 St. Joseph street, Lansing. Brother Saunders was Secretary of the Knights of the Grip for two years.

A new Council was organized in Elkhart, Indiana, last month, with forty-seven charter members. We wish our neighboring brothers all the success in world with their new Council and will gladly welcome visits from its members at all times.

The Cushman House, at Petoskey, was recently called down because it had roller towels in the wash room. We wish to state at this time that it has gone back to the individual towels for the boys. Thank you. It surely will be appreciated.

All the members of Grand Rapids Council are requested to meet at headquarters (Lemon & Wheeler Co.'s store on Ionia avenue) Saturday morning at 7:30, June 7. Be there.

The U. C. T. Bulletin is going to have a 16 page issue in June. Are you a subscriber?

R. M. Richards states that the hotel accommodations are being well taken care of as they come in and that no brother need worry where to lay his little head. J. A. Keane.

Chirpings From the Crickets.

Battle Creek, June 2—The issue of the Tradesman containing this letter will, no doubt, be read with the same undivided attention that most of the issues receive at the hands of our commercial friends.

The issue of June 11 will be delivered to you about the time you will be busy preparing for the Grand Rapids convention. I, therefore, think it wise to talk convention at some length in this letter.

Our convention committee got together Saturday and fully and finally decided upon our costume to be worn in the parade Saturday, June 14. This Battle Creek bunch of travelers sure will be dolled up and no council will have a nicer looking bunch of boys in line. Of course, we have some conceit, but who "should worry?" Not this Battle Creek outfit, with money in the bank and Geo. C. Steele, T. W., to protect it. You take our natural charms and have skilled tailors and haberdashers do their part and presto! we sure will be some "beautiful dolls." We cannot at this writing give you the details of our regalia, for we fear some of you fellows might think it would be folly to compete for

the admiration of the gasping spectators against our gilded soldiers.

Cheer up, fellows. There are not many councils like No. 253. So go strong and with confidence. We expect to go into Grand Rapids with our brothers from Kalamazoo, who have engaged a special train to be filled with U. C. T.'s and their families.

We have heard that Kalamazoo has engaged Fischer's band of sixteen pieces to be with them two days at the convention. Lots of our people know what Fischer can do and we will be there with the cotton out of our ears and our heads inclined toward the Kalamazoo bunch and their band. We have heard that Claude De France is to be drum major. Blow your old whistle, Claude, and see if we care.

We hope that Merchants Week doesn't take all the life out of the old town, but we can put a finish on things in two days if the previous visitors don't beat us to it.

I saw a picture the other day. In fact, this picture came out in the U. C. T. Bulletin, published by No. 131. It was a picture of George Clark, who travels for the Putnam factory National Candy Co., and I really wonder if George ever looked as innocent as this picture shows him to be. Let us hope, but oh! what a change. I am watching the Putnam pails to see if the factory is using Brother Clark's face to further the sale of "Pony hearts" or "kisses." George is a good old scout and we are always glad to meet him on the road. We are glad to hear that he is holding his own with such good men as Miller, Buchanan, Brown and Stark.

All amateur rum players are cautioned not to play with Brother Elmer E. Mills. He is now out of the amateur class and is fit for such players as Norm. Riste, Bill Masters and W. S. Grolle.

Our U. C. T. quartette has hardly got started. Too much business.

O. J. Wright is going to the convention. His wife is going to let him go alone. She has lots of confidence in Orrin. Of course. Well, don't get away from us married people, Grolle, of Kalamazoo. We have some friends we want you to meet.

Bro. Herbert Ireland read or rather recited over the phone to me Sunday night a poem he had put together per-

taining to the big home coming Battle Creek will have this summer. Herbert recited the words very clear and precise and I supposed I had them down so I could copy it with accuracy, but my shorthand was not readable when it got cold. It was short-hand all right. In fact, it looked as though it had been written by a crippled hand. Never mind. I will get this corking good poem and let you read it next week. Herb. is one of the original boosters and has put much time and thought into the home coming plans. Guy Pfander.

Jottings From Jackson.

Jackson, June 2—Past Senior Counselor T. J. Hanlon entertained his uncle, M. H. Mead, of San Francisco, California, last week. Mr. Mead had not been in Jackson for fifty-one years and was proud of the growth and progress the city has made, for it was his former home.

E. A. Elliott, manager C. Elliott & Co., Detroit, in a general letter to his salesmen last week, said: "I hope as many of you as possible will arrange to attend the Grand Council meeting at Grand Rapids June 13 and 14." A broad policy like this needs no comment.

Many of the members of Jackson Council are made sad in hearing of the death of John C. Saunders, of Lansing. He was well known here and highly respected. His loss will be felt by the traveling fraternities of Michigan.

To what extent can we or should we separate the fraternal and insurance features of our order? This is a question now up for our consideration.


B. D. Legg, one of Jackson's leading grocers, owns several fine lots on the edge of the city and, from the way he talks, it sounds like retirement from business in a few years and then living next to nature.

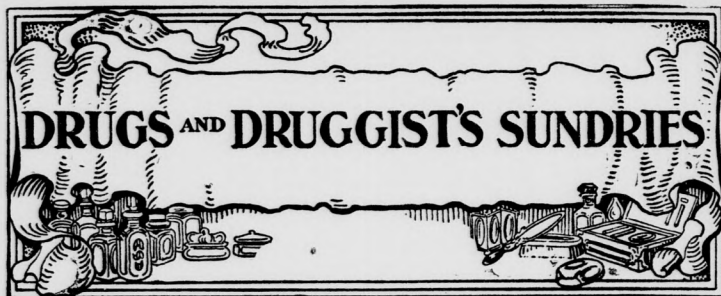
From the notice that our Secretary, Maurice Heuman, has sent out, Jackson Council, No. 47, will have a very important meeting next Saturday evening. Ganiard.

H. C. Harper is at Butterworth Hospital, was operated on Thursday—expects to be out in two or three weeks.

The business men of America who are moving forward are all connected in some way with advertising.

The successful grocer makes it a point to please his customers. Have you ever noticed that all of them sell FLEISCHMANN'S YEAST? They wouldn't do it unless it pleased their customers. They also consider the profit, which makes it worth their while.





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 Sate Pharmaceutical Association.

President—Henry Riechel, Grand Rapids.

First Vice-President—F. E. Thatcher, Ravenna.
 Second Vice-President—E. E. Miller, Traverse City.
 Secretary—Von W. Furniss, Nashville.
 Treasurer—Ed. Varnum, Jonesville.
 Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; E. 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.

Cleanliness About the Soda Fountain.
 Written for the Tradesman.

An enterprising confectioner in a small city confessed the other day that he had spent fully \$500 for frescoes and other interior decorations, aimed to make his refreshment parlor attractive. Attractiveness is, indeed, vital to the success of the soda fountain and similar departments of the confectionery business. Yet, when leaders in the trade are spending money thus lavishly to draw custom, there are many who overlook attractions that can be secured with no expenditure beyond that of a little time and effort.

Last year I happened to visit an ice cream parlor, well situated. The interior of the place was full of buzzing flies. Myriads of them hung over or settled upon everything. They feasted on the inside of the cups and dishes, tracked their way over the beautiful mirrors, and died by dozens in the ice cream receptacles whenever the latter were opened. A listless looking boy lounged behind the soda-counter.

"Why don't you try to get rid of the flies?" I enquired, genially.

"Tain't worth while," he returned, in a tired way. "Ice cream business isn't any good this year. It's only a waste of time trying to keep things clean and up to the mark."

That particular merchant had spent several hundred dollars fitting up his ice cream department for the season's business. The year had been, to start with, cold, wet and unfavorable. This mitigated against business. Yet, after a look at those flies, was it a certainty that weather conditions were entirely to blame for the fact that business wasn't any good? Perhaps the flies had something to do with it—particularly in a year when

the "Swat the Fly" mania was sweeping through the length and breadth of the land.

Every druggist knows and every confectioner can learn efficient methods for fly-swatting. Once they get in, it is hard to clean them out. A trick worth knowing is to pull down the blinds within an inch or two of the bottom of the windows on closing at night, and place dishes of fly poison just behind this narrow aperture of light. By the time the store opens for business next morning, the flies, attracted by the early light, will have perished by hundreds—and it is easy to gather and sweep them away. With stores that remain closed over Sunday, a deal of havoc can be wrought while the merchant is attending church and Sunday school.

But, the best time to strike a blow at the fly is before the fly appears. Nothing is so attractive to flies as dirt—particularly what may be called dirty dirt. A few spoonfuls of spilled syrup, a piece of ice cream turned sour, anything that gives off an unattractive odor, lures the fly far more readily than the same things when they are fresh and untainted.

Everything about the soda fountain should be kept closed or covered that can be so kept. Nothing is so unattractive to a customer as to see flies buzzing about the varied materials used in the concoction of his favorite sundaes. The more clearly the fly becomes understood by the public, the less does he attract—and there has been a great deal of fly education, so to speak, done in the last year or so.

Of course, accidents will always occur. Ice cream is bound to be upset. A glass of soda will now and then fizz over. The counter and the floor will inevitably become dirty. The remedy is to clean up—clean up regularly, systematically, as often as experience shows the need.

Not merely should the upper part of the counter and the exterior of the fountain be cleaned, but the space behind and underneath as well. The soda counter where debris of various kinds is allowed to accumulate is bound in course of time to give forth unpleasant odors. Next to an unattractive appearance, an unpleasant odor is bad business for the ice cream parlor—indeed, it has a worse effect with some customers. Anything which spoils the attractiveness of the place is bound to drive away trade. Hence, it pays the proprietor and his assistants to be exceedingly careful.

Where buckets or other receptacles for debris are used, they should be emptied as often as possible—and,

furthermore, as inconspicuously as possible. The buying public likes to see things clean, but it doesn't like to witness the cleaning up process, for the simple reason that cleaning up suggests dirt. For this reason, it is good business where possible to have the dish-washing department in another room from the counter and tables. The ice cream buyer who, coming in, sees a dozen or a score of dirty dishes being washed behind the counter will not be very favorably impressed.

Finally, the soda dispenser himself must look and keep clean. Not merely should he wash his hands and face (neck included) but he should have a supply of clean aprons and not be afraid to change them frequently. White aprons for the girls who wait

on table are also good business. In fact, a white uniform of some kind makes an appeal to the buying public, and particularly to the quality trade. The laundry bills will run up, of course, but dirty aprons don't appeal to the average ice-cream eater. Neither do dark dresses. Everything, in fact, that suggests whiteness and cleanliness and spotlessness is good for the ice-cream and soda fountain business. To do things right takes time and effort and some money; but no business ever succeeds in the long run unless it is done right.

William Edward Park.

The man who lies to his customers about the goods he sells them can't blame them if they lie to him about paying for those goods.

Bell M 2826
 Citizens Phone 1661
 34 Ionia Avenue, N. W.

J. H. BROCKMEIER, Pres. and Treas.
 E. D. COMPTON, Vice Pres.
 E. C. BACON, Sec'y and Manager

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VALLEY CITY SUPPLY COMPANY, Inc.

Wholesalers and Jobbers Exclusively in
GROCERS'-SPECIALTIES AND CANDIES

A year ago we could not welcome you

WE DO NOW

Call on us once--You will know you are welcome.

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Hydraulic Engineering Co.

Civil Engineers and Contractors

We Specialize in Complete Water Works Installations,
 Gas Main Extensions, Underground Work
 for Fire Sprinkler Equipment, Farm
 Tiling and Ditching

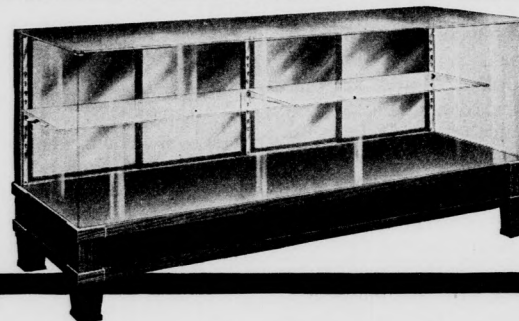
106 Michigan Trust Bldg.

Grand Rapids, Mich.

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

Citizens Telephones

Grand Rapids Exchange
Almost 14,000 Phones

System More Than 40,000 Phones

The Automatic is the Best

Use it for Local and Long Distance Service

Thousands of Farmers' Phones in the Citizen Company's System.
Don't Forget that Independents Provided Rural Service.

Rates Both Local and Long Distance Always Reasonable

You can reach many localities and Thousands of Phones
over the Citizens Lines EXCLUSIVELY

You Should Have a Block of Citizens Stock

It has paid regular quarterly dividends some 16 years

Call on or write the Secretary,

E. B. FISHER,
Grand Rapids, Michigan

Death of John C. Saunders.

Lansing, June 3—Death, which came to John C. Saunders, 503 West St. Joseph street, at 9 o'clock Saturday morning, closed the career of one who had been a popularly well known and respected citizen of Lansing for the past twenty-three years. Mr. Saunders, who had ceased work several weeks ago, was stricken with the last attack of his fatal malady while at the interurban waiting room last Wednesday.

Biographical.

J. C. Saunders was born at Buffalo, N. Y., July 28, 1862. His father was English and his mother Irish. He lived in Buffalo until 1888. He attended the public schools of that city until 16 years of age, when he commenced work as clerk in a meat market at a small salary, remaining there two years. He then entered the employ of W. H. Glenny, Sons & Co., wholesale crockery and china dealers, starting in the packing room and working along up to house salesman, taking the road in 1886. His first trip was through Indiana. He then traveled in Western New York, coming to Michigan in 1888 in the interest of the same firm. He remained with them until they gave up the wholesale part of their business, in February, 1891, when he engaged to travel for Jones, McDuffee & Stratton, of Boston, still covering the same territory. He remained with them five years, when he engaged with Pitkin & Brooks, of Chicago, January, 1896, covering a large part of the same territory. He

had remained with Pitkin & Brooks up to the time of his death.

Oct. 21, 1886, Mr. Saunders was married to Miss Julia Allen, also of Buffalo. The couple had two children, both girls, Frances and Gertrude.

Mr. Saunders was a member of the Knights of the Grip ever since it was organized and an active member of



The Late John C. Saunders.

Post A, holding various offices in the latter organization. He was chairman of the Committee on Invitations and a member of the Hotel and Executive Committees when the convention was held in Lansing in 1895. He came out victorious in the contest undertaken by the members of Post A by securing the greatest number of members for the State organization during 1895. Mr. Saunders was appointed by the Board of Directors to fill the vacancy caused by the death of Secretary Slaght and was re-elected for the full term at the next annual convention. Mr. Saunders had long been prominent in the U. C. T. He be-

longed also to the Knights of Columbus, Catholic Men's Benevolent Association, Lansing Lodge, B. P. O. E. and Loyal Guards. He had always been an active member of St. Mary's Catholic parish.

The Atlantic City Convention.

The center of grocery trade interest during the present week is Atlantic City. Here is assembled from every part of the country wholesale grocers, manufacturers, brokers, retailers, canners and others—in fact, every branch of the food industry—and the expected result will probably be the most influential gathering of grocery trade factors ever brought together. The National Wholesale Grocers' Association is understood to represent to-day not far from 85 per cent. of the grocery distribution of the country, and its proceedings are looked upon as most significant in framing trade ethics and moulding distributive methods.

The National Association of Wholesalers may not do anything especially radical nor furnish the Department of Justice sleuths any material on which to start any sensational and melodramatic prosecutions based on alleged conspiracies or price agreements. This Association has always been carefully conducted along lines of educational force rather than in accordance with the outgrown ideals of the bludgeon and the boycott. It has sought to promote the status of the wholesaler as an economy and an efficiency and to point out the unfairness which has resulted from practices based on sell-

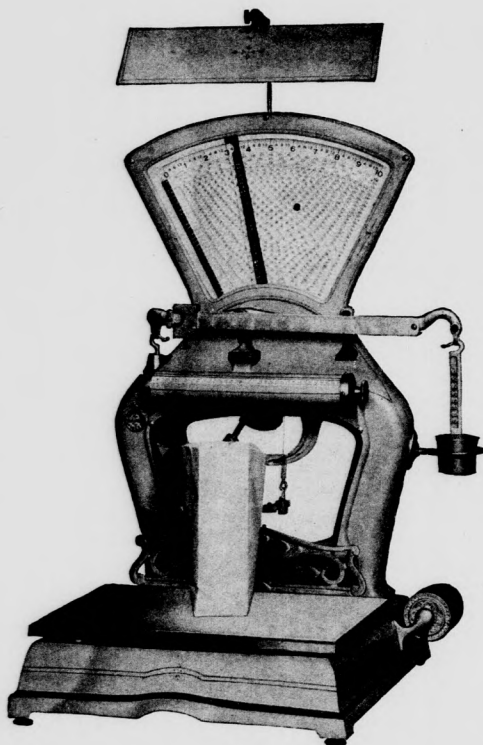
ing a few favored retailers on a wholesale basis. But it has never sought to exclude legitimate wholesalers from any rights of buying they might enjoy.

In brief, the Association has been one which sought to promote the wholesaler's interest by the force of education. It has co-operated with food authorities in securing purity of foods and honesty of labels. It has co-operated with manufacturers in stamping out unfair trading, but it has never challenged fair competition. It has aimed to secure discounts in trade, not for any few but for all wholesalers alike, and has sounded the advice to all wholesalers of the dangers of doing business without an adequate profit. It stands opposed to many forms of trade evils, but its leaders have always been firm in their purpose to conform absolutely to the laws, even in latter days when laws have been invading new realms.

The week's proceedings will be full of interest for every grocer in the country. The organization was never so strong as at present nor so representative. Atlantic City is sure to bring out the members in force, and the preparations, both outward and inward, promise a convention full of potential benefit to the trade.

The fellow who keeps his own business growing won't need to worry about whether his competitor is growing or not.

Patience isn't a virtue; it's a necessity.



No. 75.

Weights and Computes to 100 Pounds

STIMPSON AUTOMATIC COMPUTING SCALES

(Over 18 years on the market)

Electric Flashlight Scales
Parcel Post Scales
Scales for Grocers, Butchers,
General Stores and
Confectioners

\$20.00 Up. Guaranteed

Write for Information

Detroit Automatic Scale Company

DISTRIBUTORS

Detroit, Michigan

QUICKER—CLEANER—CHEAPER HOT WATER

Always on Tap Unlimited Supply

Average Cost, \$3 a Month

Will you pay that much to have hot water as plentiful as you now have cold water? And to have it as quick and clean, and as inexhaustible and always as hot as you want it?

This is what you can now have with a Humphrey Automatic Gas Water-Heater in your basement. You simply turn the faucet, and the hot water comes—clean and fresh—heated as it flows to any temperature you desire.

No more bother, no more waiting, no more waste gas heating the kitchen or going up the flue. The gas only burns when the water flows. Turning off the water shuts off the gas, and all expense immediately ceases. That is the secret of the economy of the Humphrey Automatic Gas Water-Heater. It heats only the water that you actually use.

The Humphrey Automatic Gas Water-Heater will give you the Luxury of Hot Water at Lowest Cost

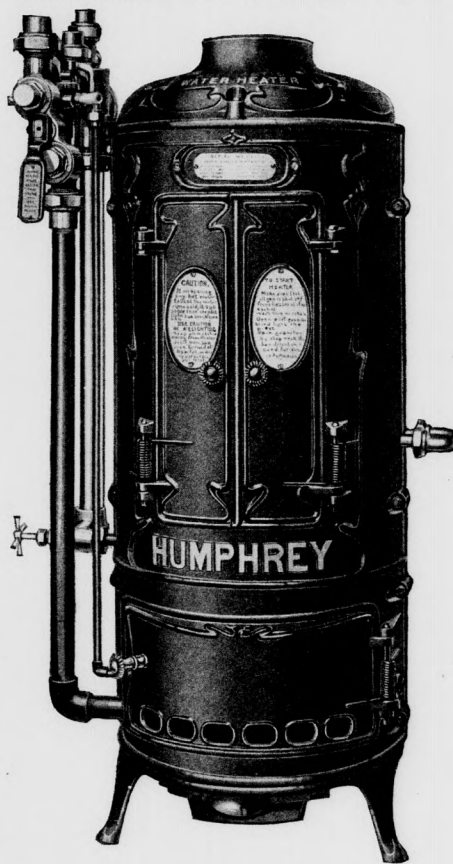
In the Kitchen

Plenty of hot water in the kitchen helps more than anything else to make for health, cleanliness, and satisfied servants. The water heated by an Automatic Gas Heater is always FRESH and CLEAN. You can DRINK IT or USE IT FOR COOKING.

Think what such a hot water supply would mean to you if you had to get and wash dishes after 1,095 meals a year. Hot water in the kitchen means a happy and contented cook.

In the Laundry

Wash-day demands larger quantities of fresh, hot water. At such a time the unlimited supply that comes from a Humphrey Automatic Gas Water-Heater is keenly appreciated. Especially as it does not interfere with the supply for the rest of the house. No matter how much the laundress uses, there is still plenty for baths. A Humphrey Automatic means cleaner clothes and a smiling laundress.



In the Bathroom

Plenty of hot water at any time of day or night is what distinguishes a real bathroom from a make-believe.

Hot water for shaving—for the tub bath—for the baby—or for sudden illness.

Hot water for your guests without delay or explanation.

Hot water in large or small quantities—a cup to drink, or enough for your boy to swim in.

Hot water no matter whether the family is away or at home.

Just like being connected with a hot water main.

In short, a Humphrey Automatic Gas Water-Heater gives you the luxury of a perfect hot water service—as good as any hotel, apartment or bath house in the country for only \$2 or \$3 a month.

Great! Isn't it?

See the demonstration of these heaters on our sales floor

GRAND RAPIDS GAS LIGHT COMPANY

Any Plumber in the City Will Recommend the Humphrey

SPECIAL PRICE CURRENT

12

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

13

Table with 2 columns: Item description and Price. Includes items like Pilot, Prince Albert, Queen Quality, Rob Roy, Rob Roy, Rob Roy, S. & M., Soldier Boy, Sweet Caporal, Sweet Lotus, Sweet Lotus, Sweet Rose, Sweet Tip Top, Sweet Tips, Sun Cured, Summer Time, Summer Time, Standard, Standard, Seal N. C., Seal N. C., Three Feathers, Three Feathers, Pipe combination, Tom & Jerry, Tom & Jerry, Trout Line, Trout Line, Turkish, Tuxedo, Tuxedo, Twin Oaks, Union Leader, Union Leader, Union Leader, Uncle Sam, U. S. Marine, Van Bibber, Velvet, Velvet, Velvet, Velvet, Velvet, War Path, Wave Line, Wave Line, Way up, Way up, Wild Fruit, Wild Fruit, Yum Yum, Yum Yum, Cotton, Cotton, Jute, Hemp, Flax, Wood, White Wine, White Wine, White Wine, Oakland Vinegar & Pickle, Highland apple cider, Oakland apple cider, State sugar, Oakland white pickling, Packages free, WICKING, No. 0, No. 1, No. 2, No. 3, WOODENWARE Baskets, Bushels, Market, Splint, Splint, Splint, Willow, Willow, Willow, Butter Plates, 1/4 lb., 1/2 lb., 1 lb., 2 lb., 3 lb., 5 lb., Wire End, 1 lb., 2 lb., 3 lb., 5 lb., Churns, Barrel, Barrel, Clothes Pins, Round Head.

14

Table with 2 columns: Item description and Price. Includes items like 1/2 inch, Egg Crates and Fillers, Humpty Dumpty, No. 1 complete, Case No. 2, Faucets, Cork lined, Cork lined, Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, Ideal No. 7, 12lb. cotton mop heads, 2-hoop Standard, 2-hoop Standard, 3-wire Cable, Cedar all red brass, 3-wire Cable, Paper Eureka, Fibre, 10 qt. Galvanized, 12 qt. Galvanized, 14 qt. Galvanized, Toothpicks, Birch, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, 20-in. Standard, 18-in. Standard, 16-in. Standard, 20-in. Cable, No. 1, No. 2, 16-in. Cable, No. 3, No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Large Galvanized, Medium Galvanized, Small Galvanized, Washboards, Bronze Globe, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter, Assorted, Assorted, WRAPPING PAPER, Common Straw, Fibre Manila, Fibre Manila, No. 1 Manila, Cream Manila, Butchers' Manila, Wax Butter, Wax Butter, Wax Butter, YEAST CAKE, Magic, Sunlight, Sunlight, Yeast Foam, Yeast Foam, AXLE GREASE, MICA, 1 lb boxes, 3 lb boxes, BAKING POWDER, Royal, 10c size, 1/4lb cans, 6 oz. cans, 1/2lb cans, 3/4lb cans, 1lb cans, 3lb cans, 5lb cans.

15

CIGARS Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots, El Portana, Evening Press, Exemplar

Worden Grocer Co. Brand Ben Hur

Perfection, Perfection Extras, Londres, Londres Grand, Standard, Puritanos, Panatellas, Finas, Panatellas, Bock, Jockey Club

Old Master Coffee



Old Master 6, San Marto, Pilot

TEA Royal Garden, 1 lb., 1/2 lb.

THE BOUR CO., TOLEDO, O.

COFFEE Roasted Dwinell-Wright Co.'s B'ds



White House, 1 lb., White House, 2lb, Excelsior, Blend, 1lb, Excelsior, Blend, 2lb, Tip Top, Blend, 1lb, Royal Blend, Royal High Grade, Superior Blend

16

Boston Combination, Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

COCOANUT Baker's Brazil Shredded



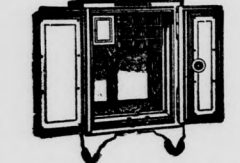
10 5c pkgs., per case 2 60, 26 10c pkg., per case 2 60, 16 10c and 33 5c pkgs., per case 2 60



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

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

SAFES



Full line of fire and burglar proof safes kept in

17

stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.



The only 5c Cleanser Guaranteed to equal the best 10c kinds 80 CANS - \$2.80

SOAP Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00, Acme, 25 bars, 75 lbs. 4 00, Acme, 25 bars, 70 lbs. 3 80, Acme, 100 cakes 3 00, Big Master, 100 blocks 4 00, German Mottled, 5 bx. 3 15, German Mottled, 10 bx. 3 10, German Mottled 25 bx 3 05, Marseilles, 100 cakes .60, Marseilles, 100 cks. 5c 4 00, Marseilles, 100 ck toil 4 00, Marseilles 1/2 box toll 2 10

Proctor & Gamble Co. Lenox, Ivory, 6 oz. 4 00, Ivory, 10 oz. 6 75, Star 3 35

Tradesman Co.'s Brand Black Hawk, one box 2 50, Black Hawk, five bxs 2 40, Black Hawk, ten bxs 2 25

A. B. Wrisley Good Cheer, Old Country

Soap Powders Snow Boy, 24s family size, Snow Boy, 60 5s, Snow Boy, 100 5c, Gold Dust, 24 large, Gold Dust, 100 5c, Kirkoline, 24 4lb., Pearlina, Soapine, Saubitt's 1776, Rosine, Armour's, Wisdom

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

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

We Manufacture Public Seating Exclusively Churches 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—Basement stock of crockery, china, shelf hardware, etc. A few hundred dollars will buy a good paying mercantile business with a well established trade. Best location in the city. Free rent to the right party. For particulars write Hawley Dry Goods Co., Alpena, Mich. 173

At Auction—No reserve. Stock dry goods, furnishings and fixtures. Inventorying about \$5,000. Located Detroit's best industrial suburb, Fairview. New brick store, favorable lease, Thursday, June 12, 2 p. m. Inventory and stock ready for inspection after June 10. 2487 E. Jefferson Ave. Responsible parties can make terms. Particulars address T. J. Murphy, Auctioneer, 2487 E. Jefferson. 172

For Sale—Wholesale and retail bakery in lively manufacturing town 11,000 population. Horse, wagon, machinery and store fixtures. Rent \$30, including store, shop, barn and eight living rooms, with modern conveniences. Good reason for selling. Must be seen to be appreciated. Address No. 171, care Tradesman. 171

For Sale Or Trade—For small farm or city improved, a nice clean stock of general merchandise, bazaar goods and fixtures, \$2,500 to \$3,000. Adamson & McBain, Saranac, Mich. 170

For Sale Or Exchange—For stock of merchandise, half section land, near good town in Southeastern Saskatchewan; no waste land, level and free from stones; fair buildings; about 240 acres in crop, mostly all winter fallowed last year, one-third of crop delivered in town without expense, goes with land at \$35 per acre. Incumbrance \$3,200. S. E. Oscarson, White Rock, S. D. 169

For Sale—Good 10 syrup fountain, white onyx front, one new 10 gallon steel tank, one 10 gallon, copper. Very cheap and good. Address Roxo, care Tradesman. 168

Hotel For Sale—Centrally located, up-to-date commercial hotel; 40 rooms, with cafe, completely furnished, with modern equipment; caters to first-class patronage and is making handsome profit; going West, cause of selling; price \$5,500; \$3,000 cash, balance easy terms. Address Hotel Mason, Birmingham, Ala. 166

For Sale—Best restaurant proposition in Northern Michigan; everything new and up-to-date. Lease to suit buyer. Good reason for selling. Address G. A. Ward, Traverse City, Mich. 165

For Sale—Clean stock shoes and gent's furnishings. Write for particulars. J. L. Hopkins, Hebron, Ill. 164

Opportunity to lease in Kankakee, Ill. Entire second and third floors of Court street building, size 42x90 feet, together with lobby on main floor, 9 feet wide and 32½ feet deep, including electric passenger elevator and stairway. Also basement, size 25x65 feet. Heat furnished. Main floor is to be occupied by F. W. Woolworth 5 and 10 cents store in July. A No. 1 location. Rent very reasonable. Kankakee is one of the best distributing points. Address Gellno Bros., Kankakee, Ill. 163

For Sale—Only hotel and hack line in town of 1,200. Three depots. A money-maker. Have had this 13 years. Illness the reason for selling. Mrs. Martha Purkiss, Homer, Mich. 162

Wanted—Information regarding good store for sale. Send description. Northwestern Business Agency, Minneapolis, Minn. 174

For Sale—At a bargain, office railing and desks complete, with cashier's and book-keeper's window. Size of enclosure, 20 feet long by 7 feet wide. Enquire Grand Rapids Dry Goods Co. 175

For Rent—After June 1, store at 821 Division avenue, south, now occupied by the Boston Shoe Store. No. 1 location for shoes, clothing or gent's furnishings. B. S. Harris, 819 Division Ave., S., Grand Rapids, Mich. 153

For Sale—At a bargain, neat six room house, barn and wood house. Two lots 66 x 156, price \$400 cash. Lots of work year around. Call on or address H. Wanderer, Jennings, Mich. 152

200 each note heads, envelopes and cards, all \$1.75 or 1,000 of each for \$7. Simply drop us a postal for free samples and we will do the rest. Typewriters, all makes, \$10 and up. Rubber stamps, salesbooks, etc. Thos. T. Clark & Co., Michigan City, Indiana. 149

Hardware stock, \$1,200, for sale to settle estate; brick store building. At a bargain. Address Box 14, Malta Bend, Mo. 148

Grocery and ice cream parlor, doing cash business. Will sell reasonable for cash. Reason for selling, too old to attend to business. Good location. 321 Kansas Ave., Kansas City, Kan. 146

For Sale—Complete restaurant in best town in Wyoming; good trade; \$1,500 takes the outfit; part cash and part trade. Reasons for selling, retirement. First come first served. Don't wait. You miss the best opportunity ever offered. Write Box 708, Sheridan, Wyoming. 147

For Sale—Excellent general stock in one of Western Michigan's best small towns. Doing fine business. Expenses low. Address 145, care Tradesman. 145

Department Store—For sale on account of sickness; a fine department store in Eastern Kansas; invoice about \$18,000; sales average \$100 per day; a good clean stock and no buildings. Address "J," 420 West 10th St., Topeka, Kansas. 144

Collect your bad accounts by our system of form letters. Highly successful. Only \$2. Service System, 117 N. Dearborn St., Chicago. 143

For Sale—At a bargain, four drawer National cash register. J. Adler, Twinning, Mich. 142

For Sale—One huckster wagon. Address Wm. O'Neil, Steward, Ill. 141

I am settling up my husband's estate and have staunchly built, medium sized launch for sale at sacrifice; new; fully equipped; Gray motor. Write me. Mrs. Sarah Hardy, Big Rapids, Mich. 140

For Sale—Grocery and general store. New and growing town on P. M. railroad, Manistee county, Michigan. \$6,500 for stock and buildings. Stock for cash and building on time if desired, or will rent building. Good established business. Groceries, dry goods, notions, shoes, clothing, drugs, tobacco, flour, feed. Splendid opportunity for right man. Address R. O. Johnson, 1250 First National Bank Bldg., Chicago. 139

For Sale or Exchange—A second-hand drug outfit, 24 feet of patent medicine and 24 feet of tincture shelving and prescription case. Up-to-date soda fountain. F. E. Holt, 121 Sweet St., Grand Rapids, Mich. 136

For Sale—Cheap, or exchange, jewelry outfit. \$500 will buy \$1,200 jeweler's outfit, a large jeweler's safe, four, eight foot wall cases, two, eight foot floor cases, partitions with mirrors, railings with iron grill, the above in solid birch. F. E. Holt, 121 Sweet St., Grand Rapids, Mich. 134

For Sale or Exchange—One new pilot C acetylene generator, also gas lamps and fixtures, for store or residence. This outfit cost \$240. Have no use for it. Will sell it for \$125. F. E. Holt, 121 Sweet St., Grand Rapids, Mich. 135

New, up-to-date 1913 Haywood vulcanizing plant, complete; fully installed in good location; good stock of accessories; reasonable price if sold at once. Reason for selling, other business to look after. Good opportunity for right person. This will bear inspection. J. A. Stephens, 16 E. Lawrence St., Pontiac, Mich. 133

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. Kaufer, Milwaukee, Wis. 92

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

For Sale—Clean 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—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

\$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., Beatrice, Neb. 58

Dry goods, boot and shoe and furniture store; up-to-date stock; good paying business in a manufacturing town of 3,000; good surrounding country trade; only stock of its kind in town; established 30 years; best of reasons for selling. Address P. O. Box 332, New Hartford, Conn. 123

For Sale—Drug stock in good live Central Michigan town, population 850. Excellent business. Reason for selling, poor health. Address No. 117, care Tradesman. 117

For Exchange—240 acres raw land, \$30 acre, clear, near Roscommon, Michigan. A county seat and railroad town about 1,000 population. Want running stock merchandise. A. M. Kauffman, Lockridge, Iowa. 114

For Sale—Bakery in town of 2,000 population. Doing good business. No competition. Must sell. Call or write J. H. Portz, Buchanan, Mich. 113

For Sale—Stock of millinery and fancy goods. Stock will inventory about \$3,000 and will sell for \$2,000 cash. It is located in a Central Michigan town of 5,000 and is one of the best locations in town. Address No. 110, care Tradesman. 110

For Sale—\$1,500 stock of shoes, repair shop in connection. Only repair shop in good live town of 300 inhabitants in Western Michigan. Address No. 96, care Michigan Tradesman. 96

For Sale—A good live millinery store in town of 1,500 inhabitants. Located Western Michigan. Good reasons for selling. Address No. 97, care Michigan Tradesman. 97

For Sale—An ideal factory, suitable for furniture, automobile or piano manufacturing, within one and a half hour of Detroit, Michigan, on the Grand Trunk and Pere Marquette railroads. Brick and heavy mill construction. Perfect sprinkler system and fully equipped with mill machinery. Nothing better in the country. For full particulars write to E. J. H., 25 Jewett Ave., Buffalo, N. Y. 111

Books and stationery for sale; good book store, well located in best town Western Colorado. Address Owner, R. Culver, Montrose, Colo. 88

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—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

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

For Sale—Stock of furniture, fixtures, rugs, carpets, wallpaper and jewelry, equipped for undertaking business. Stock will inventory about \$5,000. Enquire A. H. Blanchard, Shelby, Michigan. 102

General Store For Sale—Mainly dry goods. Write for particulars. Address Kuehl's, Wanatah, Indiana. 105

To Trade Arkansas, Oklahoma, Texas farms for merchandise or city property. Box 67, Hatfield, Ark. 106

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. 113

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 3,000. Growing every day. Good reasons for selling. Sales last year, \$30,000. Address Box 217, Turlock, Calif. 20

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

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

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

A \$15,000 stock of clothing, boots and shoes (all Hart, Schafner Marx clothing and Walk-Over shoes). An A1 stock. Will take \$10,000 in Detroit improved. O. F. Hyde Co., 303 Chamber of Commerce, Detroit, Mich. 158

For Sale—Fully equipped and established corset shop in Louisville, Ky. A rare chance for one who can devote personal attention to the business. Address Parisian Corset Store, Cincinnati, Ohio. 157

For Sale—Large creamery, churns, ripeners, pasteurizer, vats, 400 cans, gathering cans, 25 H. P. boiler, 30x60 building with engine room addition, good dairy country, must be sold. Cost \$7,000, will take \$1,500. Crego Realty Co., Mt. Pleasant, Mich. 156

For Sale—Principally groceries, some dry goods, etc. Modern resort and farming town. Place to gain your good health and enjoy yourself. Stock \$1,500 to \$2,000. Good trade. Fresh stock. Other business. Address 155, care Tradesman. 155

For Sale—Double brick block. The clothing and furnishing store is stocked with about \$8,000. The dry goods store is ready for stock. Shelvings, fixtures, everything needed. Business established 27 years. Always prosperous. Reason for selling, wish to retire. Address A. J. Wilhelm, Traverse City, Mich. 130

For Sale—Middleby portable oven, 10x12 outside, with fixtures, all new. Will include restaurant and cafe. Doing excellent business in one of the best towns in Northern Missouri. About 900 population. Selling on account of other business. Address Box 181, Chula, Mo. 132

HELP WANTED.

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Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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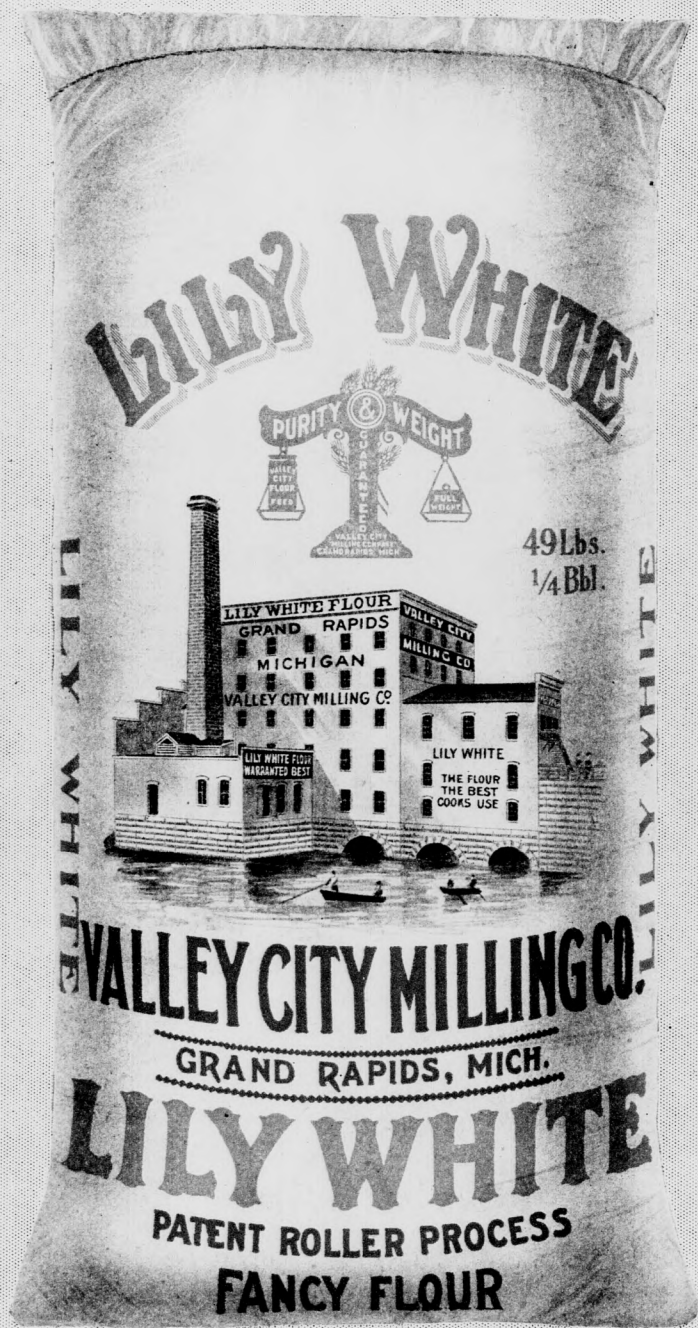
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