MICHIGAN TRADESMAN

Thirty Years Old

"PROUDFIT" Loose Leaf Devices

Proudfit Spring Back Current Binder closed.

Note blank book appearance.

FOR ALL PURPOSES

Proudfit Spring Back Current Binder open, ready for use.

Note flat opening and narrow binding margin.

THE Proudfit LOOSE LEAF Co.

PROUDFIT LOOSE LEAF DEVICES

Factory and Main Office, Grand Rapids, Mich., U. S. A.

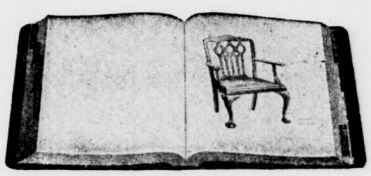
12-18 Prescott Street, Grand Rapids, Mich.

NO POSTS

Proudfit Blue Print or Catalog Binder Style P. B.

Binds without hinging your photos or prints.

NO RINGS



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.

SUN-KIST BRAND

REG. U.S. PAT. OFF.

SEEDLESS RAISINS

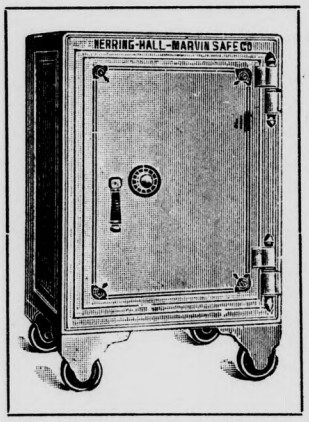
THE KIND PEOPLE WANT

National Grocer Company
Michigan, Distributers
Musselman Grocer Co.
Grand Rapids, Distributers

Use Your Head Instead of Your Shoulders

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

A man in business if he would be successful must use his head. In some men's heads the bump of caution is more fully developed than in others. Every business man whose bump of caution is normal realizes that he is running a great risk when he leaves his books of account on a shelf or under the counter when he locks up his store at night.



Did You Ever Investigate and Find Out For How Little Money You Could Buy One of Our Dependable Safes?

Just drop us a line to-day and say, "Tell us about your safes and name us some prices."

GRAND RAPIDS SAFE CO. Tradesman Bldg., Grand Rapids, Mich.

MICHIGAN TRADESMAN

Thirty-First Year | GRAND RAPIDS, WEDNESDAY, OCTOBER 29, 1913 | Number 1571

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 27—Rather a large job finding Detonations in sucn a large edition—yes?

Many of the delinquent merchants believe that the term credit man is a misnomer—they are always demanding cash.

But not so with Edson, Moore & Co.'s sweet faced credit man, F. D. Keller. He demands more cash.

But how Harry Eberline, Crowley Bros.' credit man, with his gentle disposition and kindly ways ever fell into such a nefarious "business" as credit man is more than the average man can comprehend. Harry says that one of the customers of his house told him, apropos of insurance, that cyclone insurance might be a good thing, but who can start a cyclone?

Adloph Fixel, (A. Krolik & Co.) the Burns of credit men, says it is all right enough for a man to try and make a name for himself, but in order not to incur the wrath of the credit men and the authorities, he should be careful that he selects the right name.

John B. Pollock, after a lapse of five years, has again become a member of the sales force of Burnham, Stoepel & Co., having control of the Woodward avenue trade with the special drapery line.

"Robby" Ruth, the robust rover from the up-state village of Grand Rapids, is finding much fault with the pleasant weather, saying it injures his business. Robert sells tombstones, mausoleums, etc., for F. D. Black, of Grand Rapids.

We hope that John Thorne, who was recently appointed State hotel inspector, will prove to the delinquent hotels that there is something in a name after all.

It will be with extreme regret that the news will be received of the retirement from the duties of credit man, after twenty-four years of faithful service to his employers, Edson Moore & Co., of J. S. Duffie, one of the grand old men of the profession. In the business in which he was engaged, many unpleasant episodes are bound to appear that cause more or less ill feeling, but it can be truthfully said that, owing to his honest. frank ways and extreme fairness, Mr. Duffie never incurred any feelings of resentment towards either himself or his house. He, witn his wife, will take a trip to California immediately after his resignation takes effect, which will be December 1. Mr. Duffie, who is 74 years of age, is as robust as most men many years his junior and his many friends wish him and his good wife Godspeed.

Some doctors never collect from a patient—they get it from the estate.

A Paris tailor says $2,500 a year is enough to spend for a man's clothes. Yes, if he is going in the clothing business.

Frankenstein Bros., proprietors of the Rochester Clothing Co., have purchased the clothing stock of the Roe Clothing Co., of Adrian. They will operate both stores.

Saturday night Detroit Council No. 9 will give the second of the series of dances to be given by them this fall and winter. All U. C. T. members with their friends are invited to attend the party, which will be held at St. Andrews' hall, Congress street.

What has become of the old-fashioned traveling men who played set-back?

Frank "Windy" Girard. one of Crowley Bros.' veteran travelers and the only traveler extant who sells gold eye needles and package hair pins in carload lots, inadvertently misspoke himself to one of the younger members of the order fillers brigade. Windy almost instantly saw his mistake—even though he was obliged to see it through one eye. "Anyway," says "Windy," "I fooled him. When he aimed his fist at my eye I closed it and blocked the blow."

An article in last week's Tradesman is headed, "Have Specialty Salesmen Been Overdeveloped?" Very easy to Answer. Look at G. K. Coffey. He weighs over 300.

Leo Sullivan, familiarly known as "Sully," former sales agent for the Gray-Davis Co., of Boston, manufacturer of self-starters for automobiles, has resigned his position with that concern and has done the most logical thing possible—he has moved his shirt, sox and collars to Detroit where he intends locating permanently. Mr. Sullivan is a graduate from an Eastern college of electrical engineering and is well known in every city between Boston and Chicago. "Sully's" addition to the Detroit contingent of traveling men will prove a pleasant one.

M. Wohlgemuth, member of Detroit Council, No. 9, is again able to be out, after an illness lasting five months. Mr. Wohlgemuth sells ostrich feathers, being in the business for himself. His many friends will be pleased to hear of his recovery after his long siege at home.

Sid Pungs (Burnham, Stoepel & Co.) —he of the happy smile and golden tooth—started on his northern trip this week, carrying his gun and several rounds of ammunition with him, with which he intends slaying at least two deer. Speaking of deer hunters, a hunter is very careful it turns out to be dear hunting.

That the U. C. T. dances are proving more popular every season was evidenced by the fine crowd which turned out to the party given by Cadillac Council last Saturday night. Everyone who attended speaks in glowing terms of the splendid time enjoyed and one way to increase business is to give a person his money's worth. The next party will be given November 22.

Chestnut season now on—not referring, of course, to the traveling men's stories.

J. M. Netzorg one of Crowley Bros.' veteran traveling men, has been confined to his bed for the past three weeks, but is slowly improving, although unable to be up and around. The trade throughout the State has come to know and admire "Uncle Jake" as few traveling men have been admired and they anxiously await the good news that he is again on the road. It would take a more serious sickness than has yet been invented to prevent "Uncle Jake" from cracking a joke or have a pleasant word for all with whom he comes in contact. His residence is at 141 Warren avenue East.

E. J. Clark, who conducts a shoe store in Flint, near the Buick plant, has added a line of men's furnishing goods to his shoe stock. Mr. Clark's business has been growing rapidly, which is entirely due to his progressiveness.

We received a card from somewhere up-state this week without comment. We will give the contents verbatim: Walter Thorne, of Thorne & Masters, of Alpena, owing to these splendid hunting days, is not handing over much of Uncle Sam's circulating medium to the butcher. There's a reason.

Our idea of a diplomatic salesman is one who knows just when to laugh at a customer's joke.

R. A. Beak is a new acquisition to Michigan's traveling men's colony. Mr. Beak covered the Michigan territory for the American Steel & Wire Co., about twelve years ago, later being transferred to Iowa where he has made his home. Mr. Beak will make his headquarters in Grand Rapids, which village will be enriched by an added population of six persons, a fine wife and two husky pair of children, one pair each of boys and girls., to say nothing of himself. Mr. Beak is a member if B. P. O. E. and, although not a member of the U. C. T., we are under the impression that it would take but little persuasion to induce him to place his signature at the end of an application blank. He is looking about Grand Rapids for a home, after which he will immediately bring his happy family to that city. His headquarters at present are at the Pantlind Hotel.

H. J. D'Almaine, the Englishman with the cockney accent, French name and county Kildare face, says that too durn many people are being coaxed in this world when it is a club they need. And D'Almaine, who is the westbound traveling agent for the New York Central—Pere Marquette lines, ought to know.

Bill Freligh, former Plantista cigar salesman, has resigned his position to accept a position with the Best & Russell Company, cigar importers and jobbers of Chicago, succeeding J. A. Gonzalez, who had covered the territory for a number of years. Mr. Gonzalez, during his long career, has made many friends throughout Michigan who will always remember him as a polished gentleman and an all around good fellow. In selecting Mr. Freligh to succeed him, the Best & Russell Co. made a happy choice.

Nick Schloff, department manager for Crowley Bros., says that he saw the "geeses flow south," so he believes it is now time to buy the winter supply of German shredded food known in select circles as sauerkraut. Nick made a hurried trip to Ionia last week and, finding it was in a local option county, said that it was no place for a healthy German family to live.

At the last meeting of Cadillac Council, "Tom" Burton was elected captain of the degree team. Tom, with his usual aggressiveness, has set about to organize a team that "will be talked about." New uniforms will be purchased and the team instructed in many new drills. And they still continue to do things in Cadillac Council!

Speaking with Mr. Brown of Brown & Williston, proprietors of the Bailey House, at Ionia, about the roller towel nuisance, Mr. Brown stated that they had furnished individual towels for their guests for over four years. They find them more economical than the disease breeding roller towel. The hotel keepers who are still violating the law will soon find that the use of the roller towel will prove very unhealthy to them.

One apparently insignificant item overlooked by the railroad companies is the use of the regular passenger seats in the day coaches by the train newsboys, more familiarly known as "butchers." Irregardless of how crowded the coach may be with passengers, "ye butcher" occupied two seats with his wares. This is especially noticeable on the Pere Marquette train on the Saginaw-Grand Rapids branch, where but one-half the full sized car is utilized for passenger service. Possibly some day the P. M. will furnish a full sized coach for the smokers.

Martinson & Stafford, who conduct a clothing and furnishing goods store in Alpena (when not fishing or hunting), have remodeled their store, sparing no expense in the work and they can now show one of the prettiest stores in that section of Michigan. Changing the old motto slightly, "Goods well bought are half sold," their motto is "Goods well displayed are half sold." Hence the new front.

Eddie Nelson, assistant manager of the clothing department of the Busy Big Store at Ludington, when not calling on the Chicago jobbers with a special line of clothing, spends his time inventing items of interest for the "Detonations" column. Quoth Eddie, "They say money can not buy happiness, but I have never yet seen the guy who wouldn't like to take a chance at it."

Next meeting of Cadillac Council will be held on Saturday, Nov. 8. As many applications are already accepted, a good sized crowd will be expected to take the initiation work. Reports from the various booster committees will be read and more plans laid before the Council for gaining new members. Visiting members are cordially invited. The meeting will be held at the usual place, St. Andrews hall, 111 Congress street, East.

After reading the news reports, we are led to believe that the Michigan Buggy Co. was the one that put the lie in liability.

Guy Caverly, the "Dutch Master" booster, was in Grand Rapids last Saturday, paying his employer the G. J. Johnson Cigar Co., a visit, returning Saturday night.

Erskine McLeish, department manager for Edson, Moore & Co., underwent a serious operation at Harper hospital about two weeks ago, the doctors having found his stomach to be in a very bad condition. The operation, however, has remedied this and Mr. McLeigh's hosts of friends will be pleased to hear that he will, in all probability, be able to leave the hospital this week, although it will be some time before he will be strong enough to resume his position.

That Grand Rapids is a good school for druggtsts is proved by the great success of those who have left that city and gone elsewhere to follow their chosen vocation. The names of H. W. Wedge and Robert Hanna appear among Detroit's prominent druggists, both being former Grand Rapids boys. Mr. Wedge is head salesman in the Roy Bodimer drug store at 381 Clay avenue, while Mr. Hanna is the manager of the Dr. Johnson drug store at 717 Rivard street.

James Ouelette, who reprseents the J. L. Marcero Co. throughout the Central part of Michigan, besides being a salesman of much merit carries another title that makes him the object of envy by his brother travelers—that of Handsome Jim. Jim carries a handsome head of grey hair and a perpetual smile at all times (he also carries insurance in the U. C. T.) He attributes his handsome head of hair to the fact that he has always been good to it, hence it never had a falling out.

John Van Tatenhove general superintendent of the P. S. Boter clothing store, at Holland, says that charity begins in the clothing store and he'll be dinged if he will allow it to get any further in the future. Wherein lies a tale. John purchased a new hat and reserved the old one for his father to wear about the farm. His parent appeared in due time and one of the boys who happened in, seeing the old hat in the bag, carefully extracted it and replaced it with John's new hat. When John saw his father he handed him the bag, telling him it contained a present from him, something he could use when working about the farm. Of course, John discovered his loss later and, to cap the climax, his kindly pater returned the next week and carefully and painstakingly gave him a lecture on the follies of extravagance. He also explained that when he needed a new hat in the future he probably was better able to afford it than John was. Being a farmer, we claim he was right.

What a splendid addition to the salvation army Fred C. Richter would make!

However, it is much easier to direct a battle from Traverse City than it would be in Mexico.

Which shows that the five dollar fountain pen is mightier than the sword.

Bert Mead who manages the dry goods store for D. E. Burgess, at Allegan, says that you can't always judge a man's salary by the clothes his wife wears.

For dollars may come and dollars may go, but the installment houses are always with us.

Perhaps John Jordan, head of the Detroit office of the Otis Elevator Co., might do the world at large a great amount of good by explaining how he compelled union painters to work overtime.

The Mazer Cigar Co. has added another story to its factory, which all goes to show that "Miss Detroit," their 5 cent creation in the cigar line, is being well received.

Holland contains the original tough guys. The other day Issy Altman, Pete Boter, John Van Tatenhove and others matched pennies to see who should buy a cup of coffee.

John Van Tatenhove must derive a great deal of satisfaction getting even with the telegraph company when he signs his name to a telegram.

Also we would never have used so much space if we hadn't used his name two or three times.

George Mack, at Scottville, says that the gink who is always waiting for something to turn up is the gink who generally is the first to get turned down. George, besides being an expert autoist and motorcycle maniac, assist his father, J. N. Mack in his department store.

Pity the mail carrier who has many Tradesman subscribers on his route this week.

Thankful is the writer that the blue pencil does not leave its mark on this page.

However, the original was not written on this page.

Only seventeen more days before the next dance—in Grand Rapids U. C. T. hall.

Who put the first four letters in the Jackson correspondent's name?

Read the Tradesman's Guy Pfander.

Boost and the world is with you. Knock and there will be some with you anyway.

Claud Hiser, of Leslie, who represents the Smith-McCurrach Co., manufacturers of men's neckwear, writes us to please explain, through these columns, that he is no relation, although occasionally seen in company with Ann Hiser, of St. Louis.

Saving Burnham, Stoepel & Co.'s credit man, Frank Martin for our finale, we beg leave to hand out Mr. Martin's sage advice, which he acquired through his long regime, during which time he was ungentlemanly enough to request delinquent merchants to attach their signatures etc. "When a person is anxious to keep your secret—be wise—keep him anxious."

James M. Goldstein.

Press Room Not Union.

Edmund W. Booth recently called on the Tradesman and requested that it correct the statement made two weeks ago to the effect that the Evening Press had signed closed shop agreements with the printer's and pressmen's unions. Mr. Booth says that he has a closed shop agreement with the typographical union, but that his pressroom is non-union, there being no union men employed therein. The Tradesman is pleased to make this correction.

THE WINE OF WORK.

Retrospective Glance Over the Past Thirty Years.

Thirty years!

Looks like a long time to a man who has not much to do, but to the man who starts out with the determination to make every day count and keeps constantly before him the idea of doing more and better work every day than he did the day before, thirty years seem but a span.

The Michigan Tradesman was conceived one cold wintry day in Petoskey—about the year 1880. I was then advertising manager of the old Daily Leader. When advertising was dull, I entered the subscription field for a few weeks. I was in Petoskey in June, 1879, and solicited the subscription of a merchant who agreed to take the paper providing the market reports were kept correct. I promised to do my best and when I returned to the office at the end of the week, I implored the editor to see that the market reports were kept corrected, which he agreed to do. I noticed that the price current was revised the next day and then the matter passed out of my mind. On calling on the same Petoskey merchant, seven months later, he remarked, "I thought you were going to print prices in the Leader?" "We do," I replied. "That's so," said the merchant, "but look at this: here's strawberries quoted in January." I was dumbfounded. The editor had revised the market report once—and then forgotten all about it, the same as I had done. The circumstance suggested a thought and I asked the merchant, "If there was a paper published in Grand Rapids that printed quotations which could be absolutely depended on would you take it and pay for it?" "Sure," was the reply—and that moment the germ of the full-fledged Tradesman was born.

For nearly four years I talked with every merchant who would discuss the subject with me, so that by the fall of 1883 I had a well-defined idea —or thought I had—of what the merchant most needed in a trade journal.

In the meantime I discussed the subject with every wholesale dealer at this market and also at other markets as well. Most of them undertook to discourage me. They said Grand Rapids was too small and Michigan was too provincial to support such a venture. They cited the case of the defunct Grand Rapids Price Current, established by Dillenback & Beagle about 1880. They also called my attention to the fact that three or four attempts had been made to establish trade journals in Detroit, all of which had ended in failure. I listened to their advice, but I still maintained that my project should not be weighed in the balance with the failures quoted, because I believed I was equipped to produce a paper the merchant would take and pay for. I had clerked in dry goods, drug and general stores at Reed City. I had served an apprenticeship and learned the printing business in Big Rapids. I had worked on the editorial staffs of Grand Rapids dailies six years. While employed on the old Daily Eagle as news editor, I witnessed the death of the Daily Sun and purchased the equipment, renting a single room in the Eagle building at 49 Lyon street. It soon became known that I intended to start a paper of some kind. Old printers shook their heads and voiced a superstition—then common among the craft—that the paper would soon suspend because it was to be "printed from type the Sun had died on." The first issue appeared Sept. 23, 1883. It was in newspaper form, four pages and six columns to the page. It was printed on common news paper and bore little resemblance to the Michigan Tradesman of to-day. The seventeen hundred dollars I had saved to establish the paper soon vanished and I borrowed several hundred dollars from my friends before I got the paper on a self-sustaining basis. Among the friends who came to my assistance in those trying times was Mr. Wm. Widdicomb, who was the Cashier of the Grand Rapids National Bank, and who loaned me $200 of the bank funds for sixty days, endorsing the note himself. The note was paid at maturity, and there is not money enough in Grand Rapids to buy that old cancelled note.

The Tradesman was not an instantaneous success by any means. I spent three days each week in the office and three days on the road. I averaged 100 new subscribers a week for the first six months, but I could not get over a quarter of them to pay in advance. They had been swindled so many times by fly-by-night papers that they were suspicious. I took their signed orders—no one has ever gotten on the Tradesman subscription list without a signed order—authorizing me to send them the paper for a year and agreeing at the end of the year to pay the year in arrears and a year in advance. At the end of three months I could see over the hill. At the end of six months I could get my feet over. At the end of the first year the Tradesman had $500 in the treasury, which was invested in five shares of stock in the Kent County Savings Bank, which was then being organized. That investment is now represented by 29 shares in the Kent State Bank, having a market value of about $7,500.

I don't think any one ever worked harder to establish a business than I did. I was always at work by 7 o'clock and seldom left my desk until midnight. For many years I deprived myself of theaters, lectures and other forms of entertainment and amusement in order to devote my entire energies to the Tradesman. I literally builded the Tradesman out of my own flesh and blood, until advancing years and a serious illness, which kept me from my desk seven months, reminded me that I was not made of steel and iron, as I had supposed.

In the early days of the Tradesman I conceived the idea of unifying the retail trade of the State by means of local associations and a State organization. At my own expense and at the sacrifice of much valuable time I organized 100 local associations of merchants and business men and subsequently assisted in the work of forming the Michigan Business Men's Association, which enjoyed a successful career for several years and left an indelible impress on the State. It curtailed credits, secured the enactment of the uniform fire insurance policy—the standard form which has never been changed—brought about a degree of harmony and good will which has increased with the years and did valuable service in paving the way for the boards of trade and associations of commerce which are now in evidence in nearly every growing town and progressive city.

The first man to subscribe for the Tradesman was J. C. Benbow, who was then engaged in general trade at Cannonsburg. That dollar looked as big as a cart wheel to me. I had meat that night for dinner—we called it supper in those days—for the first time in several days.

Among the wholesale merchants who saw the latent possibilities in the Tradesman were Lester J. Rindge, Christian Bertsch, Henry Spring, Chas. S. Hazeltine, Paul Steketee and John Caulfield. These men treated the Tradesman liberally—even generously—and their words of encouragement and still more tangible evidences of support will ever be remembered with gratitude.

When I started the Tradesman there appeared to be a deep-seated prejudice between the wholesale and retail trade. I could not account for it on any other theory than ignorance of each other's methods. I exerted the influence of the Tradesman to bring the two branches of trade nearer together and I am happy to be able to say that I have lived to see both classes regard each other as friends and mutual coworkers in the great system of distribution.

When the Tradesman was started the traveling man was not regarded in the same light as he is to-day. He was too often a swaggering, liquor drinking, story telling perambulator. He was seldom mentioned in the public prints except in connection with a runaway, gambling episode or woman scrape. I believed that the profession of traveling salesman could be made an honored one and I am vain enough to concede that I have contributed in some small measure to the wonderful reformation which thirty years have brought about. The Tradesman was the first paper in the United States to give the traveling man recognition by devoting a department to his interest. We have given the profession from one to five pages every week for thirty years—a total of probably 5,000 pages—and have on file in the office over 3,000 biographical sketches of traveling salesmen which have been published in the Tradesman.

One of the most annoying features of my career has been the almost numberless attempts to establish trade journals by shysters and adventurers and the reprehensible methods they have used to secure patronage. I have always welcomed—and always will welcome—honest competition in any line, but I have no patience with the unscrupulous schemer who starts out with the avowed intention of invading fields already well occupied and dividing business none too large through the medium of specious promises which can never be made good. Seven trade papers have started and died in Detroit and six have started and died in Saginaw since the Tradesman was established. In most cases the deceased publications were utterly devoid of merit. They had neither capital nor brains back of them. Their sole idea was to copy the Tradesman, so far as a bogus can be made to masquerade as the original, both in name and appearance. Of course, all such efforts are short lived, because the people soon come to distinguish the good from the bad, the true from the false. It has long been a matter of surprise to me that no one else has ever succeeded in establishing a successful trade paper in either Michigan, Ohio or Indiana.

The Tradesman has had four homes. It was started in one room in the Eagle building. It subsequently expanded to an entire floor. In 1888 it removed to 100 Louis street. In 1895 it removed to the fifth and seventh floors of the Blodgett building. In 1902 it removed to its present quarters in the Barnhart building, where it expects to remain at least six years longer. Its present lease covers a period of seventeen years and three months.

The Tradesman has had its full share of legal trouble. Its frankness in dealing with frauds and cheats has compelled it to defend about a dozen suits for libel. It has been victorious in all but two cases brought against it. Many of the suits have involved important principles which the Tradesman felt should be passed upon by the courts of last resort. In every such case the Tradesman has sustained its contention and in several cases it has added new decisions to the organic law of the State. I have always made it a rule to meet any man who thinks he has a grievance—whether I think so or not—more than half way, but when he resorts to legal proceedings, he must be prepared to go all the way round the track. Shyster lawyers who bring suits in the expectation of securing a settlement outside of court have come to understand this and give us a wide berth. Ex-Judge Hatch has been the legal advisor of the Tradesman for more than twenty-five years and to his watchful care and constant scrutiny is largely due the success which has attended our legal controversies.

Ernest A. Stowe.

One of the Tradesman's Oldest Friends.

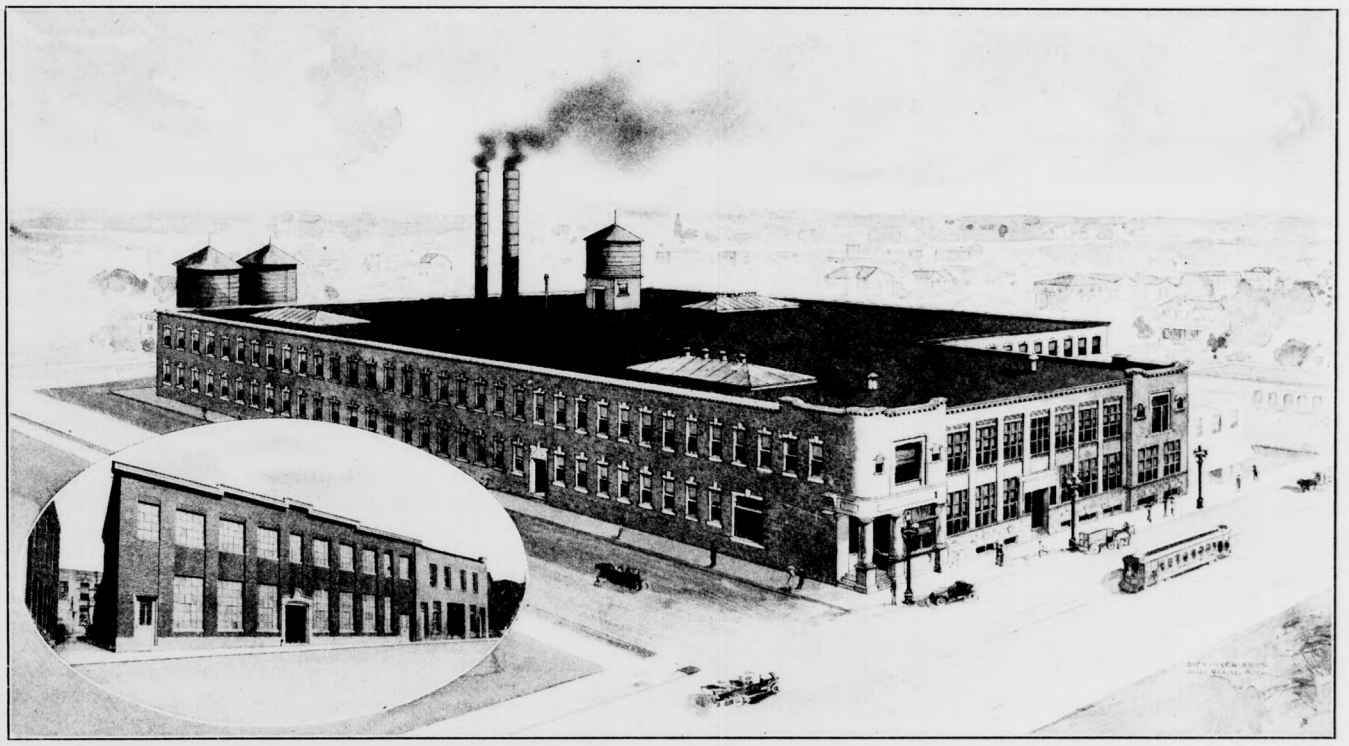
George F. Cook, general dealer at Grove, Newaygo county, engaged in business Sept. 22, 1883. The first issue of the Tradesman appeared Sept. 23, 1883. Mr. Cook has taken the Tradesman ever since the thirty-fifth issue, so he is now on his thirtieth year. He has always been a strong friend and partisan of the publication.

It is no uncommon thing to see a man run until he gets out of breath trying to get away from a trouble that is not pursuing him.

Otte Brothers American Laundry

ESTABLISHED 1881

ONE OF AMERICA'S MOST FAMOUS LAUNDRIES



Dry Cleaning Plant

Main Office and Laundry

OUR NEWS LETTER

THINGS that are doing in Grand Rapids, which affect your interests:

First –All dealers who contemplate purchasing Holiday Goods should familiarize themselves with the prices we are making.

Second—We can still show you all the new novelties and guarantee prompt service.

Third—In our book department you will find all the latest in popular copyrights, and standard works at prices that cannot be duplicated elsewhere.

Fourth—If you come this way, drop in and make us prove it.

Fifth—Heed the suggestion now, and come.

GRAND RAPIDS STATIONERY COMPANY

GRAND RAPIDS :: :: :: MICHIGAN

Review of the Grand Rapids Produce Market.

Apples — Wealthys, Wolf Rivers. Greenings, Baldwins, Snows and Wagners command $3.25; Spys, $3.50.

Butter—The market is steady at 1c advance. The cool weather has stimulated the demand somewhat and the situation is healthy and steady to firm. The percentage of strictly fancy butter is very light. But few goods are being withdrawn from storage as yet and the market seems likely to remain steady. Fancy creamery commands 32c in tubs and 33c in cartons. Local dealers pay 25c for No. 1 dairy and 19½c for packing stock.

Cabbage—75c per bu.

Carrots—65c per bu.

Cauliflower—$1.25 per doz.

Celery—18c per bunch.

Cocoanuts—$4.75 per sack containing 100.

Cranberries—$7.50 per bbl. for late Blacks.

Crab Apples—$1 per bu. for Hyslops.

Cucumbers—$1.25 per doz.

Eggs—Receipts of fancy are very light and the market is firm at an advance of 1c. Storage eggs are in fair demand also at an advance of 1c. Eggs are in good consumptive demand, and the outlook is firm, as no increase in the receipts is likely soon. Local dealers pay 27c for strictly fresh.

Egg Plant—$1.50 per doz.

Grape Fruit—$5 for all sizes.

Grapes—Malaga, $5.50 per keg, California Tokay, $1.65 per 20 lb. crate.

Green Onions—20c per dozen.

Honey—18c per lb. for white clover, and 16c for dark.

Lemons—Verdellis, $5.50 per box.

Lettuce—Eastern head, $2.50 per bu.; home grown leaf, 90c per bu.; hot house leaf, 12c per lb.

Onions—The market is strong on the basis of $1.10 for red and yellow and $1.25 for white; Spanish, $1.40 per crate.

Oranges—$3.75 for all sizes of Floridas; $5.50 for Valencias.

Pears—Sugar, $1 per bu.; Duchess, $1.40 per bu.; pickle, $1.25 per bu.; Keiffer, $1 for large and 75c for medium.

Peppers—Green, $1.25 per bu.; Red 20c per doz.

Pickling Stock—Onions, $1.35 per box.

Potatoes—65c per bu. for home grown. Country buyers are payng around 50@55c.

Pop Corn—$1.75 per bu. for ear; 5c per lb. for shelled.

Poultry—Receipts are liberal and the market is not very firm. It is apparent that the season is on when farmers are making a move to reduce stocks for the winter. Young roosters and non-layers are being weeded out and shipped into the markets. There are very few turkeys offered at present. There will not be a demand of any proportion until colder weather comes. Local dealers pay 11c for springs and fowls; 6c for old roosters; 8c for geese; 10c for ducks; 12c for turkeys. These prices are liveweight.

Radishes—15c per dozen.

Spinach—90c per bu.

Sweet Potatoes—Virginias command 75c per bu. and $2 per bbl. Jerseys command $3 per bbl.

Tomatoes—$2.50 per 6 basket crate of California.

Veal—Buyers pay 6@12½c, according to quality.

The Grocery Market.

Canned Fruits—Apples are firm, prices for New York State brands in gallons from $2.75@3 in a large way. California canned goods are unchanged and quiet, but with a firm feeling because of reported light stocks on the coast. Small Eastern staple canned goods unchanged and quiet.

Canned Vegetables—The tone of the tomato market is weak for two reasons: First, the pack will, without doubt, be found to be large when the figures are published and, second, most packers sold no futures, therefore have no deliveries to make which will bring them in money, and to get money for their current obligations are compelled to sell some of their holdings. The trade are not interested, and holders have to push in order to sell. This is the story of the present very unsatisfactory—to packers—tomato market. It is said that the goods now selling at 70c or lower cost from 5½@7½c more than that to pack, so that the situation spells disaster to somebody. Corn and peas are both unchanged from last week, with nothing to report.

Dried Fruits—Currants are in seasonable demand at unchanged prices. Citron has advanced ½c during the week on account of short supply. Other dried fruits quiet and unchanged. Prunes are unchanged and quiet. The trade seem to have enough on hand to do them for the present. Peaches and apricots unchanged and dull. Raisins are very dull; nobody is buying, especially referring to the association's goods. The trade deeply resent the recent advance to 6¾c, after naming opening prices which were high. Independent raisin interests are cutting about ¼c below the combine.

Cheese—The market is firm and unchanged. Although some of the producing markets have declined a fraction during the week, the jobbing markets remain unchanged. The quality of the receipts is still running fancy. Stocks in storage are light, but prices are probably plenty high already,

Canned Fish—Salmon of all grades are unchanged from a week ago and are in quiet demand. Domestic sardines are growing firmer on account of continued scarcity, and some holders are now asking $3 for quarter-oils in a large way f. o. b., though others will still sell at $2.75. Imported sardines unchanged, very scarce and high.

Salt Fish—Cod, hake and haddock are all unchanged. The supply is light and prices are firm. The mackerel situation is about unchanged. Norways are very firm and high, with but little movement. Irish mackerel seem not to be much wanted, and prices are unchanged.

Provisions—The demand for smoked meats has fallen off, as usual at this season. Pure lard is steady to firm at ¼c decline. Compound lard is moderately active at ⅛c decline. Barrelled pork and canned meats are quiet and unchanged. Dried beef is still very scarce and high.

Coffee—Rio and Santos grades are ¼@¼c lower. Crop reports from Brazil are largely responsible for the uneasiness of the market. The demand is fair, although buyers seem more or less afraid of the market, and are not willing to plunge much on it. Mild coffees are very firm and prices in the South American primary markets are relatively higher than in this country. Java and Mocha are unchanged, but steady to firm. Mocha is very scarce and what stock there is in this country is concentrated in strong hands.

Sugar—Refined is the same as a week ago—4¼c for granulated. New York basis. Raws, however have stiffened up somewhat and it is a little difficult to forecast the market. No radical advance, however, if any is indicated. The consumptive demand for sugar is fair.

Syrups and Molasses—Corn syrup is unchanged. The demand for compound syrup is opening up somewhat and sugar syrup and molasses also show some little demand.

The controversy between E. A. Stowe and the U. S. Express Co., which was reviewed by Judge Perkins in the Kent Circuit Court recently, will be taken to the Supreme Court by the plaintiff. None of the daily papers covered the crux of the controversy in their accounts of the case.

W. S. Smith, the Upper Peninsula representative of the Loose-Wiles Biscuit Co., of Chicago, died at a Marquette hospital on Tuesday. Mr. Smith had only been ill since Sunday, suffering from nephritis.

Only Three Houses Not Represented.

This anniversary edition of the Tradesman presents probably the most comprehensive review of jobbing conditions—present, past and prospective—that has ever been put out by any publication in this country. While the articles are mostly general in character, many of them deal with local conditions almost exclusively, because of the local character which this particular event is intended to celebrate. Every Grand Rapids jobber has been given an opportunity to be represented in the advertising columns of this edition and it is a matter of pride with the Tradesman that every house in the wholesale line responded but three, as follows:

H. Leonard & Co.
Jennings Manufacturing Co.
Heystek & Canfield Co.

Geo. C. Whitworth has been selected to act as toastmaster at the annual banquet of the Michigan Retail Implement and Vehicle Dealers' Association, which will be held on the second floor of the Furniture Exchange building. Wednesday evening, Nov 19. Mr. Whitworth acted in a similar capacity when the Association met here about ten years ago and pleased the members so much that they made an almost universal clamor for his appearance again this year.

This city now has two banks on the honor roll, with surplus and profits above the capital. The Old National, with $800,000 capital, has surplus and profits of $826,201.24. The Peoples Savings, with $100,000 capital, is $119,909.32 to the good. Two of the other banks are likely to get into the king row the coming year, the Fourth National, with $300,000 capital being within $15,000 of it and the Kent State, with $500,000 capital having but $32,000 to go. All the banks have made very substantial additions to their undivided profits during the year, averaging about 6 per cent.

John B. Stuit, dealer in men's furnishing goods at 444 West Leonard street, has formed a copartnership with Wm. Oltman under the style of Stuit & Oltman. They will add shoes to their line and occupy the new store adjoining their present location.

W. S. Bowen, who has been a traveling man in Michigan for many years, is now managing director of the Crow Lake Iron & Land Co. and is making his headquarters at Toronto, Ontario. His company owns 40,840 acres of virgin timber on Madawak River, Ont.

Detroit — The American Motor Truck Co. has engaged in business to manufacture and sell motor trucks, automobiles and do all things necessary thereto, with an authorized capital stock of $5,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Piano Co. has increased its capital stock from $10,000 to $15,000.

The Fisher Show Case Co. has increased its capitalization from $10,000 to $16,000.

HOTEL HERKIMER
GRAND RAPIDS, MICH.
European Plan $1.00 up, Detached Bath.
$1.50 up, Private Bath.
Excellent Restaurant—Moderate Prices.
MAXIMUM COMFORT AT MINIMUM COST

Thomas Canning Co.
Grand Rapids, Mich.
Packers of
"Thomas Pork and Beans"

HERE IS YOUR OPPORTUNITY

We Are Now Closing Out Our Jobbing Business

Sale Now On—To Last Until January 1, 1914

Mr. Shrewd Buyer, we are not trying to hocus-pocus you by saying this is the only opportunity you will ever have. This is not a "Fire Sale" or "Sacrifice Sale" as you often see. WE DO SAY this is your chance to buy fresh, up-to-the-minute merchandise at bargain prices. Nothing reserved. NOTICE THIS LIST and check your wants on same.

Atomizers
Air Guns
Albums-Photo
Autograph Albums
A B C Blocks
Abdominal Supporters
Backgammon Boards
Bank Pins
Bill Books
Bill Folds
Bills Payable
Bibles
Blackboard Erasers
Blank Books
Blotting Pads
Blotting Paper
Box Files
Box Writing Paper
Bristol Board
Business Blanks
Bottles
Bandages
Brushes—all kinds
Bicycle Oil
Bicycle Cement
Bed Pans
Breast Pumps
Bath Brushes
Bric-a-brac
Banjo Strings
Baskets—fancy
Baskets—infant
Books—miscellaneous
Building Blocks
Blacking—shoe
Bird Seed
Bath Thermometers
Blackboard Slating
Bronchial Lozenges
Birthday Cards
Birthday Gifts
Bedbug Poison
Balls—variety
Banks—money
Blackboards
Booklets
Baseball Goods
Bronze Powders
Carbon Papers
Cardboard
Card Cases
Card Racks
Carpenter Pencils
Chalk Crayons
Checkers
Christmas Bells
Christmas Post Cards
Christmas Tags
Christmas Gummed Seals
Cigar Cases
Clips—board
Clips—paper
Clothes Brushes
Combs
Compasses
Counter and Order Books
Crayons—lumber
Crepe Paper Napkins
Crepe Tissue Papers
Cribbage Boards
Crochet Hooks
Crutches
Chamois Skins
Clocks—fancy
Collar and Cuff Boxes
Cigar Sets
Collar Buttons
Complexion Brushes
Cold Cream
Cologne
Chewing Gum
Corks—all kinds
Chinaware
Candles
Celluloid Goods
Comb and Brush Holders
Cement—rubber
Cement—leather
Cement—crockery
Chest Protectors
Cardboard
Checker Boards
Curling Irons
Condition Powders
Concentrated Lye
Court Plaster
Can Wax
Drugs—complete stock
Dyes—all kinds
Drinking Cups
Drums
Drawing Instruments
Dolls—all kinds
Doll Buggies
Doll Furniture
Doll Clothing
Dating Stamps
Douches—Nasal
Dusters—feather
Druggists' Sundries
Dairy Thermometers
Desk Pads
Dice
Dice Cups
Dictionaries
Dominoes
Drawing Paper Tablets
Eye Shades
Envelopes—all sizes
Express Wagons
Erasers—Rubber
Examination Paper Tablets
Flags
Fireworks
Finger Cots
Face Powders
Face Preparations
Florida Water
Flavoring Extracts
Fishing Tackle
Fancy Goods
Fly Paper
Furniture Polish
Fluid Extracts
Floor Wax
Fountain Pen Ink
Files—simple account
Fountain Pens
Games—all kinds
Gloves—rubber
Gloves—all kinds
Glue—prepared
Gold Paint
Grease Paints
Gift Books
Guitar Strings
Glove and Handkerchief Boxes
Glassware—fancy
Garlands—paper
Gem Paper Clips
Glue
Goggles
Gummed Labels
Herbs—medicinal
Hair Curlers
Hammocks
Hobby Horses
Headache Cures
Hot Water Bottles
Hair Brushes
Hand Bags
Hand Brushes
Harmonicas
Hat Brushes
Inhalers
Infant Powder
Infant Brushes
Infant Sets
Ice Bags
Invalid Cushions
Insect Destroyers
Inks—all kinds
Indian Clubs
Ink Stands
Invoice Books
Jews-harps
Jewel Boxes
Julep Straws
Juvenile Books
Key Rings
Key Chains
Knives—pocket
Kalsomining Brushes
Letter Seals
Lanterns—paper
Lantern Candles
Lunch Boxes
Lawn Tennis
Liquors—medicinal
Leather Goods
Library Paste
Lace Paper Napkins
Lather Brushes
Lead Pencils
Lead Pencil Sharpeners
LePage's Liquid Glue
Letter Copying Books
Letter Files
Mirrors
Marbles
Mixed Spices
Music Rolls
Masks
Magnifying Glasses
Mandolin Strings
Mourning Paper
Manicure Goods
Match Boxes
Mustard Plasters
Memorandum Books
Mouth Organs
Mucilage
Music Books—Mozart's
Novelties
Nipples
Nail Brushes
Nut Pix and Crax
Nursing Bottles
Nail Cleaners
Napkins—paper
Note Books
Note Books—Stenographers'
Note Books—Students'
Oils—medicinal
Office Stationery
Order Books
Pacifiers
Paint Boxes
Paint Brushes
Paper Bells
Paper Clips
Paper—Crepe Tissue
Paper Napkins
Paper—shelf
Paper—tissue
Paper—toilet
Paper—typewriter
Paper—writing
Papeteries
Paste
Pencil Boxes
Pencil Holders
Pencil Point Protectors
Pencil Sharpeners
Pencils
Penholders
Pen Racks
Pens
Pins
Pipe Assortments
Pipe Bits
Pipe Stems
Pipes
Pipes—corncob
Pipes—Meerschaum, in cases
Playing Cards
Poker Chips
Receipt Books
Rubber Bands
Rulers—school
School Bags
School Straps
Sealing Wax
Shipping Tags
Shelf Paper
Slate Pencils
Slate Sponges
Slates
Sponges
Sponge Cups
Stamp Pads
Steel Pens
Steel Pen Assortments
Stick Files
String Tags
Tablets
Tally Cards
Tape Measures
Tissue Papers
Tobacco Pouches
Toilet Papers
Tooth Brushes
Toothpicks
Tweezers
Typewriter Papers
Visiting Cards
Visiting Card Assortments
Waste Paper Baskets
Wire Hook Files
Wire Letter Trays
Wire Waste Paper Baskets
Writing Papers

And Hundreds of Other Articles Too Numerous to Mention

If you don't see what you want ask us. Look over your shelves and then come and see us. We will make you glad. Don't forget we have the latest, newest holiday and seasonable goods ready for your inspection. You can sell right if you buy right. Are you going to get your share or not? If you can't come right now ask our salesmen or write us immediately. Tell us your needs. We will sell you right goods at bargain prices and give you best service. We must liquidate our jobbing business by the end of the year.

GRASP THE OPPORTUNITY NOW

ESTATE OF FRED BRUNDAGE

32-34 W. Western Avenue, Muskegon, Michigan

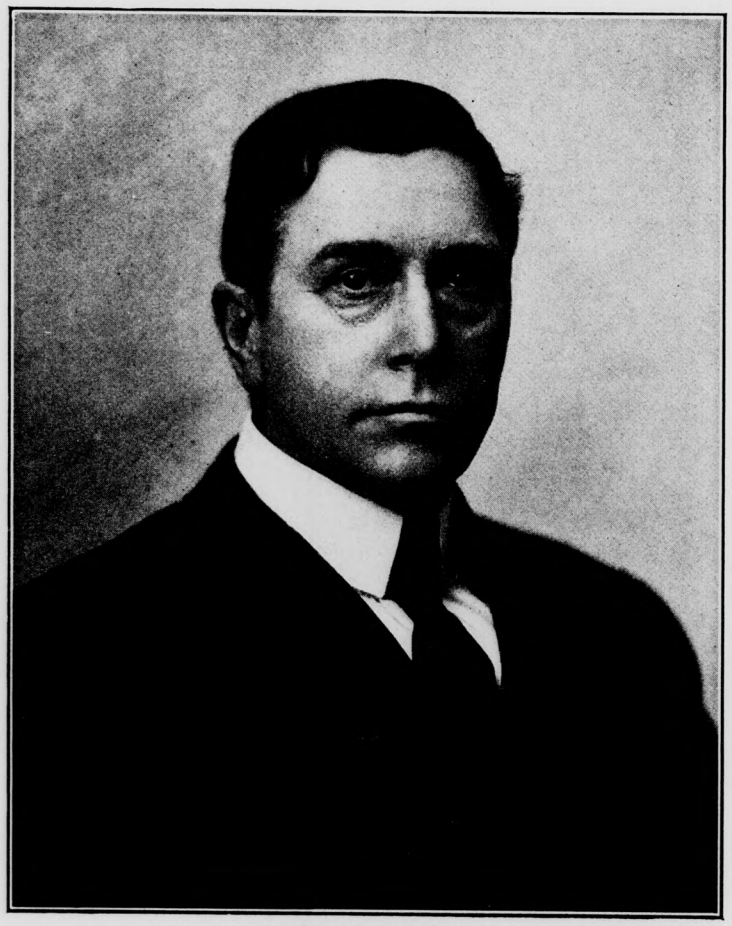
THE SEED TRADE.

Its Growth and Development in This State.

You will see by my picture that I am not a very old looking man, even if I have been identified with the seed business for nearly thirty years. However, I have a son old enough to command an important position in the business and who is well known to the trade throughout Western Michigan. In the spring of 1885, when I established the feed business of the Alfred J. Brown Seed Co., there was not such a thing known in Grand Rapids as a seed store. Those who dealt in seeds handled fruits, produce, grain, etc., and seeds were only a side line which were dealt in for a few months in the spring of the year.

As the country grew, developing its agricultural resources, so the seed business grew and kept pace with the demand for seeds of all kinds. We soon found that Michigan was particularly adapted for producing certain kinds of seeds and we went right at it. You will remember the little seven by nine building in which I made my feeble start in the spring of 1885. There have been great changes in many lines since then, but none more pronounced than the seed business I have built up in the community. In the busy season which is now coming on, we employ over a hundred hands. Our business reaches out from one end of the continent to the other. Our operations also extend over a goodly portion of Europe and even into Western Asia. We produce seeds in Michigan that go out to nearly every part of the civilized world. What a contrast to the early days of 1885! The development of this business has not been by jumps and bounds. It has been a steady growth, keeping pace with the natural demands for good seeds which we have been striving to produce for so many years. Knowledge and integrity figure more in the seed business than any other asset. Our customer must have confidence in us or we could not stay in business very long. When one buys a table or a chair, a cook stove or any other article of household goods, he can be a pretty good judge of its value. When one buys any article of food he can test it and find out very closely as to its real value, but when it comes to seeds, the real value is not determined until after the harvest.

The more we please our customers with seeds that produce satisfactory results, the more right kind of advertising we get and the more the business grows. My business career started early in life. I have never known anything but hard work for nearly forty years. I have always made the best out of life and have kep my health. I have found it easier to work than to play, but I have tried not to overdo, realizing that my health might suffer and then all would be off for me. I love my business and my greatest ambition is to see it grow. The seed business is a very interesting business. It gives plenty of food for thought. As the country grows and as our agricultural resources extend out, so we are obliged to fit the conditions. Many new fields of supply are continually opening up and if we are not alive to the situation that confronts us and keep posted as to what is going on, we would soon die of dry rot. New kinds of seeds are being introduced by expert agriculturalists almost yearly. Alfalfa, for instance, is being grown in localities where we thought it impossible to grow satisfactory only a few years ago. Many legume plants have come into prominence only in the past few years, such as Soy Beans, otherwise known as Soja Beans, Cow Peas, Hairy Vetch, known also as Sand or Winter Vetch. Sweet Clover, which was classed as a bad weed is now becoming a favorite for poor sandy soil and so we must keep alive to all these new and valuable forage plants. Alfred J. Brown.



ALFRED J. BROWN.

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

Buffalo, Oct. 29—Creamery butter, fresh, 26@32c; dairy, 25@27c; poor to good, all kinds, 20@24c.

Cheese — New fancy 16@16½c; choice 15½@16c; poor to common, 6@10c.

Eggs—Choice, fresh candled, 32@36c; cold storage, 26@27c.

Poultry (live)—Turkeys, 18@23c; cox, 11@12c; fowls, 14@16c; springs, 14@17c; ducks, 15@17c.

Beans—Marrow, $3.75; medium $2.40; pea, $2.30@2.35; white kidney, $3.50@3.75. Red kidney new, $2.25@250.

Potatoes—75@80c per bu.

Rea & Witzig.

POST CARDS.

Business Not in Existence Thirty Years Ago.

We hear every day that post cards are a fad. It is wrong. Post cards are one of to-day's necessities. While the development of the post card has been of recent date, the idea itself dates back almost as far as history goes. In the stone age William chipped his greetings on a flat dornick and, as no R. F. D. had been established, carried it to the abiding place of his sweetheart. Whatever the sentiment he choose to put upon it—"Be Mine," "I Love but You" or "O, You Kid"—he was but doing in his own crude way what the youth of to-day is still carrying out. The stone age kid had to think up his own cards and then beat his ideas into a flat stone, while the modern boy can go to the corner store—drug, grocery or furniture—and find a rack filled with hundreds of pretty sayings waiting to be mailed out—5 for 5 cents.

While we think that nearly every laughter-provoking expression to be thought of has been published on post cards, think of the fun the postmaster of the olden day must have had, reading the stone effusions that passed through his office. The post card has had a wonderful growth. Few people imagine the quantities that pass through the mail to-day. Grand Rapids has bought more than two million local views during the past twelve months. Little towns of five hundred inhabitants will use ten thousand views of their town in a year. Villages of one hundred people will order one thousand views of one subject and mail them all out in the twelve-month.

This relates only to the view card. Birthday cards, comic, stork, and cards for every holiday are produced by the million and as fast as they come from the presses are picked up, decorated with a one cent stamp and hustled to every part of the earth to make someone happy or sore—for there is many a chip put on a man's shoulder because he received a post card through mail that touched a sore spot.

The post card has changed many ideas and plans. Ten years ago the owner of a big lithographing plant was approached and asked to bring out a run of post cards. His answer was that his presses would rust before he would print picture post cards. To-day his plant runs practically nothing else and he is paying bigger dividends than ever before. Eight years ago a traveling salesman for a New York post card house resigned and, going to a printer friend, unfolded a plan for selling post cards by mail all over the United States. The printer went into it and to-day this firm is known from coast to coast. Only $1,000 was used for the start. Their weekly profits exceed that amount to-day. Ten years ago 95 per cent. of the cards used in this country came from Germany. To-day 90 per cent. are made in this country. New York City produces the greatest quantities, but Chicago, Boston, Cincinnati, Buffalo, and Rochester each throw tons of post cards on the market. When cards were imported they sold from 25 cents per dozen up. To-day every where you see the signs 5 for 5 cents.

We used to wait for a building to be finished to get a photograph to reproduce. To-day we take a flash of the architect's drawings, doctor it up and sell a hundred thousand cards before the building is erected.

The writer has been asked what in his opinion is the future of the post card. It has come to stay. There never was any license for the comic card, yet millions have been sold. But the birthday wish, congratulation, birth announcement and holiday card will always be demanded. They fit into their place too well to ever be dropped. Wm. P. Canaan.

A One-Cylinder Joke.

"Do you think the motor car has come to stay?" asked one man of his neighbor.

"Well," replied the other, "there was one out in front of my house to-day which I thought had; but they got a horse, after a while, and towed it home."

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.

The New Stationery House

We manufacture everything in View Post Cards in quantities from one hundred of a subject to one hundred thousand of a subject.

If you are a dealer and want View Cards to sell—

If you are a manufacturer and want View Post Card of your plant, interior or exterior—

If you are a jobber and want Post Card Views of your sample rooms or shipping department—whoever you are, whatever you want

Ask Us for Samples and Prices

WILL P. CANAAN COMPANY

Grand Rapids, Mich.

Explain the Many Uses of BORAX & win your Customer's Everlasting Gratitude

Tell the housewife of its many uses in the Kitchen, in the Laundry, in the Nursery, in the Sick Room, and for the Bath.

Or better still, place a package of

20 Mule Team Borax

right in her hands and let her *read* the directions.

It will require but a minute or two of your time, and it will be well worth it. For Borax is a "repeater" that shows a worth-while margin of profit.

Try the plan we suggest on the next five customers that enter your store. See if three out of the five don't buy, and *keep right on buying.*

See if you don't win their everlasting gratitude by calling their attention to this almost indispensable antiseptic cleanser. Try it now, *to-day.*

PACIFIC COAST BORAX CO., Chicago

MICHIGAN TRADESMAN
(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.
One dollar per year, if paid strictly in advance; two dollars if not paid in advance.
Five dollars for six years, payable in advance.
Canadian subscriptions, $2.04 per year, payable invariably in advance.
Sample copies 5 cents each.
Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 29, 1913.

THIRTY YEARS OLD.

The Michigan Tradesman is probably the only trade journal in the world which has been published thirty years without change of ownership, editorship or business management and it commemorates the event this week by the publication of a 120 page paper—the largest edition in size and circulation ever issued by the Tradesman Press.

Thirty years is a long time to look back over, embodying, as it does, the record of so many victories and defeats—so many achievements and disappointments.

There is very little resemblance in the Tradesman of to-day to the Tradesman of thirty years ago, owing to changed conditions and the even more wonderful revolution in the trend of thought and action, yet an inspection of the files of the publication discloses that the same well-defined policy has been dominant all these years—an earnest desire to serve the merchant well and faithfully, to constantly keep before him an ideal which he should strive to emulate, to the end that he may assume and retain his proper place in the community in which he lives.

If there is any one characteristic, more than another, which the Tradesman has aimed to cultivate in the merchant it is that of dignity and independence. It has undertaken to elevate the standard of all merchandising by influencing the merchant to conduct his business with the same dignity as the jobber and banker, to the end that he may take justifiable pride in his calling and regard it as something more than a means of making a livelihood.

The Tradesman has always aimed to inculcate high principles of honor and integrity in the minds and lives of its readers, believing them to be the bedrock of business success and that no success, in its truest sense, can be achieved without these elements.

The Tradesman would ordinarily apologize to its readers for the unusually large amount of personal matter—personal to itself and its editor—which appears in this edition; but it is assumed that the reader will generously overlook this deviation from the established policy of the publication in view of the fact that laudatory references of the kind were not indulged in until the Tradesman passed the thirtieth milestone.

In contemplating its own growth and business success the Tradesman is not unmindful of the fact that its publication in the midst of a particularly wide-awake, progressive and liberal business community has made possible its prosperous development from small beginnings. In other words, the Tradesman simply reflects the rapid growth of its home city and the enterprise and appreciative intelligence of Michigan merchants and business men generally. From the inception of the undertaking the Tradesman was never a purely local institution, nor did it entirely depend upon its home patronage, preferring to draw its support from the merchants of Michigan and the Middle West. There is not a county in Michigan which it does not enter regularly, nor a town of any size from which it does not receive business.

The Tradesman has always enjoyed a larger paid circulation and a more lucrative advertising patronage than all of its immediate competitors, and this advantage it confidently expects to maintain at all times and under all circumstances, through the most thorough occupation of its field and opportunities.

In the gradual development of the business from humble beginnings, every facility for publishing a thoroughly first class, up-to-date trade journal that would be a credit to Michigan and the Middle West has been added to the plant from time to time until there is now no more complete establishment of the kind in the country. While the mechanical appliances have carefully been looked after, there has been equal effort made to improve the scope and character of its contents and place the editorial policy in sympathy with the best elements of the retail trade. Personal journalism has never found countenance in the columns of this paper, nor have special classes or cliques or interests. The management is independent of "entangling alliances" of any description and has always undertaken to defend and subserve only the general interests of the trade. It is never possible to please everybody, and criticism may be expected, but the Tradesman stops not, in doing what it conceives to be right and proper, to listen to either the selfish, the envious or the carping.

What has been accomplished under this policy and these conditions the Tradesman believes to be simply an earnest of greater things to come. The lines of trade and manufactures which are presented in such an enviable light in the columns of each week's issue must continue to expand. They are yet only in the infancy of their development, and as their grand destiny is gradually unfolded all business enterprises depending upon them for success may confidently be expected to expand with them. The stories of progress, of natural and acquired advantages, of opportunities for business and attractions for investor and capitalist which are presented from week to week in the columns of the Tradesman go into thousands of stores and offices and, while presenting an attractive panoramic view of the situation as it actually exists, at the same time bring substantial results.

The Tradesman gladly avails itself of this opportunity to thank its patrons—both subscription and advertising—for the generous manner in which they have supported the publication; its contributors for the effective way in which they have presented their best thoughts; its employes for the loyal service they have rendered the publication at all times and under all circumstances.

Recent Mercantile Changes in Michigan.

Bannister—K. Waters succeeds Edward Letts in the meat business.

Greenville—George L. LaClear has engaged in the grocery business here.

Sparta—J. D. Cobb & Co. will engage in the bazaar business about Nov. 1.

Mancelona—S. W. Westbrook succeeds Hartford Taylor in the grocery business.

Boyne City—William Sutton will engage in the meat business here about Nov. 1.

Stanton—Mrs. William M. Thompson succeeds Mrs. E. N. Brown in the bazaar business.

Charlotte—R. G. Cole is closing out his stock of implements and will retire from business.

Cheboygan—Fire destroyed the F. S. Steiner & Son store building and meat stock Oct. 26.

Niles—The S. Kalla furniture factory was destroyed by fire Oct. 25. Loss about $20,000.

Dowagiac—Mac C. Gumm has added a line of meats to his stock of general merchandise.

Hillsdale—J. C. McLeod, formerly of Cadillac, will open a bazaar store in the Sutton block, Nov. 1.

Boyne Falls—W. C. Walsh has closed his private bank, owing to a run on the bank by the depositors.

Evart—John Nemrava, recently of Traverse City will open a harness store and repair shop here Nov. 1.

Hastings—Miller & Harris have opened undertaking parlors in connection with their furniture business.

Luce—The William Craig Merchandise Co. has sold its stock to Ray Detwiler, who will continue the business.

Bowers Harbor—M. A. Kroupa has sold his general store and dock to G. Polck, who will continue the business.

Pigeon—A. Hirshberg & Son, conducting a general store, have increased their capital stock from $15,000 to $20,000.

Dowagiac—H. Lackey will open a meat market at the corner of Commercial street and Pennsylvania avenue Nov. 1.

Luther—E. Minzey & Co. have added a line of pianos and musical instruments to their stock of groceries and hardware.

St. Johns—Bresien Bros. sold their implement stock at auction and will devote their entire attention to the hardware business.

Kinde—The Huron Hardware Co. has sold its stock to John L. Bishop, recently of Deckerville, who will continue the business.

Alma—M. E. Stuckey has sold his grocery stock to Murdo McIntosh, recently of Breckenridge, who will continue the business.

Benton Harbor—Vincent A. Lowe, pioneer druggist, dropped dead Oct. 24, as the result of an attack of heart trouble, aged 65 years.

Middleton—M. E. Wiseman has sold his meat stock to W. K. Townsend, who has taken possession and will continue the business.

Hastings—J. T. Pierson & Son are closing out their shoe stock and will confine their entire attention to their stock of general merchandise.

Bangor—E. J. Cote has sold his store building, harness stock and repairs equipment to N. F. Steinman, who will continue the business.

East Jordan—LaLond Bros., formerly engaged in the grocery business at Boyne City and Charlevoix, have opened a grocery store here.

Vicksburg—A. M. Cattell has sold a half interest in his furniture stock to L. P. Free and the business will be continued under the style of Cattell & Free.

Pelkie—M. Kivi & Co., dealers in meats and general merchandise at South Range, have opened a branch store here under the management of Albin Lahikianen.

Irons—Haslett & Hilderbrand have sold their store building and stock of general merchandise to H. Soldon, who has taken possession and will continue the business.

Negaunee—Jalmar Johnson and Herman Autio have formed a copartnership under the style of Johnson & Autio and will engage in the meat and grocery business at the corner of Jackson and Tobin streets, Nov. 1.

Detroit—Jos. M. Hackett, druggist, has merged his business into a stock company under the style of the J. M. Hackett Co., with an authorized capital stock of $20,000, of which $10,000 has been subscribed, $2,500 paid in in cash and $5,000 in property.

Perry—H. Starks & Co., operating an elevator, has merged its business into a stock company under the style of The H. Starks Co., with an authorized capital stock of $20,000, which has been subscribed, $6,500 being paid in in cash and $13,500 in property.

Calumet—The stock of the bankrupt Calumet Store Co. was disposed of at public auction to George Goshe, of Manistique, the price paid being $10,650. The sale was conducted by Referee in Bankruptcy R. T. Looney. The bidding was spirited there being prospective buyers present from Manistique, Detroit, Duluth, St. Paul and other points, as well as many copper country bidders. Bidding started at $6,000.

Harbor Springs—John Culp has sold his bakery to Alex Hornkohl, who will continue the business under the style of the Harbor Springs Bakery.

STORE MANAGEMENT.

Experience of One of Michigan's Best Store Managers.

I hope you will agree with me that we are in business, not so much for the dollars there are in it, as for the reward that comes to us from satisfactory service we render in our various communities.

In this day of extreme competition, no retailer in a small town, buying goods in the ordinary way, makes a profit only on the goods but on his services as well.

I want to bring out strongly, without treading on any one's toes, a few facts to demonstrate that all the profit in our business is not in the goods, but in the service we give to our community.

We get some good ideas from the trade papers yet we often fail to put into action those ideas even though we know they are good, and out of which others are making a success. We know the difference between a lemon and a grape fruit; it is that a certain lemon had a chance to take advantage of becoming a grape fruit. So it is with us and if the chance comes along let us not stay a lemon but embrace the opportunity of being a grape fruit.

It is the consummate knowledge that keeps them in good humor and makes them feel and know that the organization which is employing them is looking out for their best interest and for their general welfare. The position of the store manager requires not only a general knowledge of the goods in stock, but he must have that expert knowledge of each of the many items contained therein that will enable him to get the best goods for the least money and know that he is getting them. To keep our stocks to the very lowest possible point, keep up a good assortment, and avoid getting out of goods, especially staples, is no small task.

Our purchases are large and a few mistakes wipe out all hope of profit. Our company's interest should be our interest, and if not we should get out. We are in charge of the store, not merely to haul out goods from behind the counter, but we are trusted employes just as much as the president and the general manager, with responsibilities proportionately great. It should be our aim to reflect credit upon our companies by keeping a bright, neat, clean and cheerful establishment; by treating our fellow employes—our customers—with just as much courtesy and deference as we would were we in business in a place where good service is absolutely essential to success.

It may be of interest to some of you to learn just what kind of a store I am in charge of and how I manage it. The main building is 30 to 100 feet with a stock room and a meat market the same length as the main store, opening into main room on the north side through the grocery, a flour, feed and grain warehouse near the depot side of the railway track, and a store room, which is a separate building at the rear of the main store. The store has large show windows in the front and both a front and a rear entrance. A post office is located in the northwest corner of the main store room. The store has two rows of counters with a wide aisle in the center. Now, as to arrangement of the stock. The grocery department has straight shelving, thus enabling us to make an excellent display. Beneath the base shelves are tight bins zinc-lined, with hinger covers, where we keep our bulk goods.

Arrangment of Stock.

I do not believe in a haphazard arrangement of stock, it is an inconvenience to salesmanship. A clerk whose spell is broken by the necessity of having to leave a customer and conduct a protracted search for some article will not sell as easily or as much as the clerk who, aided by a scientific and intelligent arrangement of the stock, is

able to concentrate his every effort on the problem of selling. This is so obvious there is no need of comment upon it.

The remedy for such a state of things rests primarily with the merchant. He must evolve a definite and logical system of arrangement of stock. Just what system he should adopt is a matter of individual choice.

I prefer and do arrange the goods in stock according to the ultimate use to which they are to be put. That is, those goods that are in the greatest demand and sell the fastest, I have arranged so I can get them to the customer in the quickest possible time with the least amount of labor.

My system is facilitated by a sort of informal departmentizing. I find this plan works well, even in a small store. I group the staples in a section, that is, canned vegetables in one, canned fruits in another, all bottled goods in another, confectionary in another, coffee, teas and package goods in another, tobacco in another, and all the various kinds of stocks, each class of a kind in a section or department.

By having arranged my stock according to this system, I then see that my help understands the system, as well as I do myself.

The simpler and more logical the system, the better. A definite system of arrangement should prevail, and be firmly adhered to.

The shelves in our store always look full, when we sell an article as we remove one can or package, we bring forward another to fill the open space. Then in spare moments we keep refilling the shelves from the reserve stock in the stock room adjoining the main store. Systematizing of this sort takes time and some mental effort at the outset. It pays and saves the merchant's time, the clerk's time and the customer's time.

Further, it enables the merchant to keep in close touch with his stock, to order to better advantage, to prevent goods from accumulating, and helps to move out lines that show a tendency to linger on the shelves. The clerk who understands the store arrangement and can place his hand on any article at a moment's notice can devote more attention to the actual problem of salesmanship, and thereby secure better results.

Now as to the arrangement of the dry goods stock. The piece goods we place on the shelves in a sloping position facing the light from the front of the store. The customer can see the goods to a better advantage this way and we so arrange the goods on the shelves to make the best possible display. We keep the laces, embroideries, silks, veiling, domestic and white goods in drawers under the base shelves and in drawers under the counter. Our shoe stock is arranged with the men's shoes in one section, women's, children's, boys' and girls' shoes each in a section by themselves. The men's work shoes are separate from the dress shoes. All shoes of the same stock number are placed together and arranged on the shelves with the sizes in rotation from the lowest up. This arrangement we find enables us to almost stand in our tracks and pick out any size or kind of shoe a customer wants.

Our box goods—underwear, shirts, hosiery and sweaters—are all arranged on the shelves according to stock number and sizes, the same as the shoe stock. We find this arrangement enables us to get the desired size in the quickest possible time and with less labor than if otherwise arranged. Our pants, overalls, jackets and shirt stock we arrange on the shelves with all sizes of a kind together. A neat printed slip in large figures is attached to the front of the shelf under each pile, giving the sizes. It takes but a moment of our time to get any size desired. We keep a full run of sizes on the shelves with a reserve in the stock room on the second floor.

Our loose dried fruits we keep in a dust and mouse proof case at the rear of the groceries. All bulk cookies in the glass front, dust and vermin proof display cases, arranged in a neat display rack. In the meat market we are unable to make a display except with the pail and package goods.

We operate a first class meat market, carry all kinds of fresh and cured meats, have one of the best coolers in our section, keeping a temperature that enables us to hold up fresh meats in the warmest summer weather. We keep our camp supply goods, such as gallon canned goods and dried fruits, in boxes, tea, coffee, barrel sugar and barrel meat in the warehouse at the rear of the store. We put up the smaller items of the camp orders in the stock room north of the main store and assemble there the different items from the store proper to be packed.

Many of the camp supply goods are furnished in full package lots and we aim to handle this part of the business in a way to save us as much double handling and extra work as possible and to get the orders out in the shortest time.

Classification of Stock Keeping.

Stock keeping should be thoroughly classified. When you look up a word in the dictionary you do not have to hunt in several places. You find the letter it begins with, the next and the next, and you can soon tell to a certainty whether it is in the dictionary or not. A stock of merchandise naturally falls into classes, and each class falls into subdivisions.

If a salesman had an outline of the stock arrangement fixed in his mind, he then would come systematically in touch with every variety. Soon he could know perfectly the stock in the most complete general mercantile establishment.

Too much stress cannot be laid upon the fact that protection in business is an absolute necessity, for one must guard against the fallibility of the human mind, against dishonesty, against unwarranted claims and against carelessness.

We have a Dayton computing scale in our meat market, an Ideal computing scale in our grocery and candy department, and a six-drawer National cash register.

Evils of Open Credit.

I do not believe in the open credit for any store. We do a cash business, using the coupon system, which is the same as cash. It simplifies book-keeping, it enables us to head off the man who persists in over-running his credit. "Kickers" always know just what they owe, and that they are paying for just what they get. It prevents you from forgetting to charge goods, and enables you to keep track of your business, and also to avoid trouble with grouchy people who always annoy you by disputing their accounts.

To assist us in our buying we keep a want book in each department. When we find an item running low or some new items being called for, we enter the items in the want books. We use a duplicating requisition in book form in buying, and insist that requisiton numbers appear on each invoice which we request the wholesale houses to issue in duplicate, one for our own use and one for the company's main office files. We insist that prices and terms be plainly entered on original order. We have a double check on out-going as well as in-coming orders. We hold the seller to the price written in the original order. We weigh and count everything coming in as well as going out. We find this system means a saving of many dollars to our company in a year. We are persistently looking for the leaks and stop them as soon as found. It is the little things that count.

It is safer to know than to guess in every department of retailing. The more we know the surer we are. If we really know our business, if we are well-posted merchants, success is only a matter of industry and application. Storekeeping should not be humdrum. Every day we find something new to interest us. We are greedy for information about merchandise, selling plans,

store management, window displays, and advertising. We gather knowledge from salesmen, customers, clerks, magazines, trade journals, and our local newspaper. We study our customers' wants and know how to supply them to their advantage and our profit.

Keeping Posted.

A college president has stated that fifteen minutes a day spent with good books will make a man well read in a few years' time. Apply the same method to our business, and we will soon become well-posted merchants, and we need to study but two books—human nature and merchandising.

We should be well posted on the sources of supply, to know where to buy and the price to pay. As far as possible buy from first hands, saving customers the jobber's profit whenever it is practical to do so. Shun shoddy goods and consider quality as carefully as price. Avoid getting overstocked by sending in small and frequent orders. Take advantage of low price levels on staple commodities but never speculate in merchandise.

Our counter should be a clearing house, not a store house. If we are basing our business on hard-headed, tried-and-true principles of successful merchandising, we will take no chances in our buying. We should so understand the requirements of our trade, that we can buy to a certainty. We do not have to take any chances.

Whenever I find I am in doubt I give doubt the benefit. With rapid jobbing methods it is hard to make a mistake by buying too little at a time. There is no excuse for buying to excess. Let the jobber take the risk. If he makes a mistake, if he misjudges demand, quality or any other of the thousand other things, he pays the penalty. That is one of the requirements of the successful jobber. He is equipped for it. He knows how to meet it. When I want to try out a new line, I buy a small quantity first. We never buy much at a time of "new fads," but at the same time our store always has an assortment of latest styles and up-to-date goods. I would rather re-order more often than run any chances.

In trying out new goods, I find it pays personally to call the attention of the individual customer to the new line and suggest a trial order. I follow up the purchase by enquiring how the customer is pleased with the goods. By the time the first order is sold I know whether the line is likely to prove a seller or just a flash in the pan, so to speak.

Clearing and Bargain Sales.

I believe a clearance sale to be legitimate, desirable and effective only when it comes normally and in due season; that is, when the majority of the people have already bought their summer goods and the dull mid-summer season is on. However, the clearance sale, like the revival, is not a success when it is merely worked up. In that event it comes before it is time; consequently it cuts down profits which would accrue to the merchant under normal conditions.

I believe it depends a great deal on local conditons, but if we must have clearance sales to clean up stock and are unable to do so in any other way, the later we hold the clearance sale the larger the aggregate profits on the year's business.

I believe in holding clearance sales off as long as possible. I do not believe in these cut-price bargain sales, a sort of competition we have to contend with from some neighboring merchants, who are really overdoing the fake bargain business. Bargains? What are they? Something for nothing? Somewhere in the selling chain there is a missing link, else the buyers could not get value for nothing; that is, assuming that they get a real "bargain."

Not that bargain sales may not be entirely legitimate at times, and the careful buyer is wise in taking advantage of them, but they are the exceptions to the rule of business—exceptions that prove the rule that all legitimate business presupposes not only a fair equivalent for the money paid, but also a profit to the seller.

Business is always disturbed by bargain sales. Some people never recover from the bargain craze. They become chronic bargain hunters and forever haunt the cheap bargain counters in search of "a little more for their money." Time and again they find themselves deceived, but like the mining stock investor, they come again and again to the sale. Others, learning from experience, recover from the bargain epidemic and settle down to a search for quality goods at quality prices, and having adopted that plan they become satisfied buyers of satisfactory merchandise.

This process of education is going on all the time. Merchants, too, sometimes get the bargain giving fever. They ache to give the public large value at small prices. They imagine that the really smart thing in business is to sell cheap, never thinking that anybody can do that only as long as their money lasts. Did you ever hear of a merchant failing in business because of asking too high prices for his goods? Possibly, yes; but in a thousand other failures the cause is low prices.

Modern merchandising is ideal, not when goods are given away, not when they are sold at an exorbitant price, but when the seller meets the buyer on the plane of fair values for a fair price and both are satisfied. On such a basis they can meet again. Another thing I never believe in is to cut the price on regular merchandise to make a sale.

Intelligent Competition.

Someone has said: "If you do not cut the price how can you develop and grow? There would be no competition and business would be dull and uninteresting."

There is a sort of competition that is uplifting as well as one that is degrading. I think we have seen that competition by cutting prices is degrading; but a competition of reliability, of neatness of dispatch, of intelligence as to what we have to sell, all uplift and broaden the scope for individual activities.

It is not necessary that everyone should sell goods at the same price, but it is necessary that all should sell goods at a fair price. We should become scientific salesmen. An authority has said that scientific salesmanship is

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For Christmas trade—Guaranteed Mercerized Lisle Clarehose, put up 4 pair in neat Christmas Holly box to retail at $1.00 box—assorted or solid colors in a box—light or medium weight—at $2.15 doz. pair.

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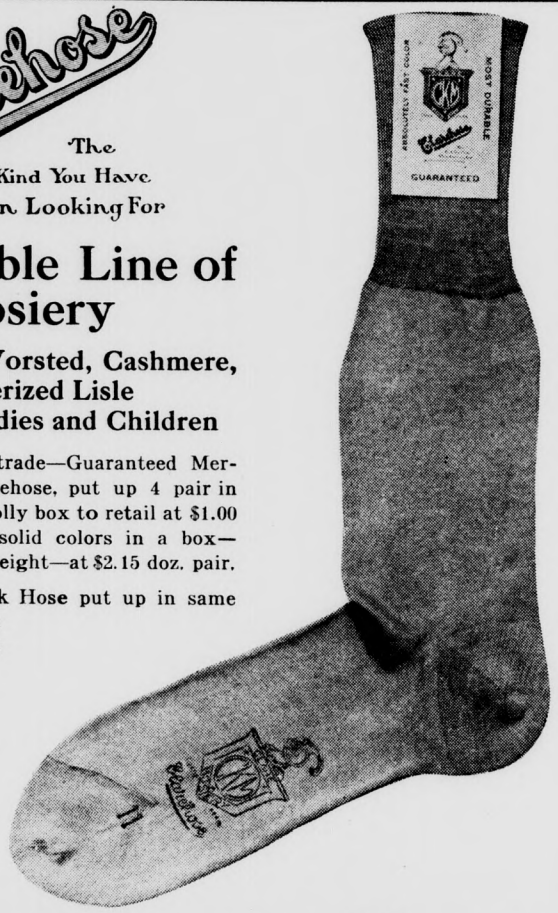

CLARE KNITTING MILLS

SAGINAW, MICH.

selling goods at a profit. Selling goods without a profit is not good salesmanship.

I think this is good gospel. I believe that any man who works should have a fair return for his services. I believe that any man who works and furnishes capital should have a fair return for his work and for the use of his capital. I do not believe it a good thing for the worker to lose his wages, or the capitalist to lose his capital.

To make a regular habit of noticing and reflecting upon the effects of our methods on buyers is the very best possible education in the art of selling. When dealing with men, I have found it is well to beware of too suddenly lowering one's price for the sake of saving the order. Suiting the price is half the battle in salesmanship. It is really surprising how often it pays the salesman better to hold out for the regular price than to try to tempt the customer by offering goods at a reduced figure.

When the customer is likely to decline an offered article, to offer to take less than the proper price for it may only raise suspicion of the honest value of the article. A better plan I have found is to bring forward a still higher-priced line, and to dilate upon its superior merits, but not to overdo by talking too much. If it is beyond the customer's means, the first shown article probably will be taken with satisfaction rather than with the dangerous resignation which sometimes forebodes the loss of future orders.

Thus, you get full return and the customer carries away a better impression of the store than if you had deprived yourself of your legitimate profit. It is almost impossible to voluntarily lower the stated price without at the same time lowering the customer's estimation of the article's real value.

Two Subjects to Consider

The complete satisfaction of the customer and the maintenance of a fair profit are the two main objects in sound salesmanship. It is profit that counts and the men back of the counter who are worth while to-day are those who show a profit on their sales.

When we give a customer "what they call for" we have not sold them a thing. It does not make any difference if the order is a yard long. Getting a dozen good, profitable items on the orders that are not called for is selling goods. Getting a profit is simply up to us. Let us start to sell stuff. It's fun. It's really inspiring. Business inspiration beats any drug on the market. Take in big doses; there is no bottle to shake; it does the shaking.

I wish to touch briefly on the proper way to mark goods to get the desired profit Napoleon said, "Get your principle right, then it is a mere matter of detail" The retail selling price is made up of three units, or factors, the wholesale or delivered cost; the cost of doing business, and the net profit desired. The whole thing lies in figuring from the selling amount and not from the cost. It is on the business we do that our profit is to be made, and not on the price we pay for goods which are yet to be sold.

How are we to know the proper price to sell so as to get the desired profit? We use the following rule, together with the chart gotten out by the Dayton Computing Scale Co., and find it works very satisfactorily:

Always let 100 per cent. represent the unknown quantity; that is, the selling price. The invoice cost, plus freight, is first cost. Our profit is what we add. This should be the actual cost of doing business and the desired percentage of profit we wish to make.

For example, say the invoice plus freight is 90 cents. Our cost of doing business as a fair average is 17 per cent. and we wish to make a net 10 per cent. profit. We add these two, which is 27 per cent. Then 100 per cent. for the selling price, less 27 per cent. margin leaves 73 per cent. which equals cost or invoice price. Divide the price at which we actually bought, or 90 cents, by 73 and we get 1.23 21-73. We would mark the item to sell for $1.25.

Fix the selling price at a reasonable profit considering the article, as no one expects to buy goods at cost or below cost, unless they get stung, but base the selling price on the first cost, freight added, on a percentage, and have each article bear its share of the overhead expense or selling cost. I believe we cannot say too much on a system from the front to the back. Have everything systematized.

It is system that greases the wheels of progress and turns out the showing our companies want. Now, let us have better stores and let us be better managers, than we have ever been.

It takes work on our part, but nine-tenths of the prescription for success consists of plain, everyday, honest hard work, and that is what our companies pay us for. Surely not for just what we know, but for what we know and do. We should make a constant study of our trade, its likes and dislikes, preferences and demands, watch tendencies and not be bound down by prejudices, be ever ready to discard old methods and adopt new, better to meet changing conditions.

Some Commendable Selling Expedients.

I believe in marking selling price in plain figures and putting price tickets on everything. We all use too few price tickets. We should not fail to make constant employment of that most willing of workers, the price tickets. Have all goods marked cost and selling price and have one price and that the lowest the goods can be sold for to obtain the profit desired. The people then will know that the price they purchase at is the best anyone could have bought the same article for, and it helps to create confidence in our store.

I believe it good policy not to buy from too many houses. You run the chance of overbuying and duplicating. By concentrating our buying as much as possible we have less book-keeping; we get the best prices, and if we must ask for favors we are more likely to get them than if we bought a little from everyone who comes along. Our account in that way would not be large enough for any house to use extra effort to hold our trade and supply our wants.

When a traveling man comes into our store we give him the glad hand, and if busy excuse ourselvevs, and as soon as we can become disengaged spend a few minutes with him, and if

A Place in the Roll of Honor is like a man's character—it is something money cannot buy, but is won by merit and worth alone.

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There is Nothing in Safe Banking That We Cannot Perform

necessary look at his line, even if we do not buy, as he may have some new specialty or some better price, that would be of value to us later. I have many friends among the traveling men who call on me when passing through town, of whom I never buy any goods; and why? Because I am willing to meet them in a decent manner and treat them courteously. They often have and can give us valuable information. We must not only know our own line but also competitive lines, as this will help us, not so we can knock, but to be able to talk our goods better, and there is no better way of getting posted than through the traveling men.

They can give us information on selling plans and stock arrangements, because they come in contact with so many other merchants, and in general they can do us a lot of good.

Be honest with the salesmen and give them a square deal; and we will get the best they have in special discount, special value or any other advantage they may have.

Then I believe it good business policy to give attention to the children. Don't treat them as if they were of no account. I believe in using more care in putting up an order for a child the parents have sent to the store than if the parents were present doing the shopping for themselves. These children become men and women sometime and if we continue in business, they are sure to remember us as a crank, or a nice man who treated them nicely.

Then keep the store and stock scrupulously clean at all times, not only to obviate, so far as possible, losses sustained on stock by reason of dust and dirt, but to help business generally. Merchants cannot ignore the advertising that accrues from a thoroughly clean and neatly-arranged store.

Using Store Windows.

Use windows; they are the index of our store. The old story that they don't pay in a small store is obsolete. Our outside appearance is very important. A stranger, at least, forms his opinion of our store by our windows, just as he does of us when he looks us in the face. I believe the most economical means for attracting extra business that would reduce the selling cost and increase the profits is to render a service to the public that is not customary with the average store. There is no doing away with competition without establishing monopoly, which is more distasteful, so the channels through which business passes to-day are undoubtedly the channels through which it will pass for some time to come.

Service, as a general thing, does not necessitate money expense. It is largely the attitude of the store toward its customers. A thorough knowledge of the goods carried and their use is something that has a cash value in any business. At the same time this knowledge does not represent an expense, simply an investment of the time and a disposition to know. Service is any merchant's one best asset, because the public will pay for service and buy their goods from the stores that serves them best.

Invoicing of Importance.

There is one more important subject I want to bring out briefly. We all know the druggery of the annual or semi-annual inventory, and how often its results are unsatisfactory. Did you ever try the plan of invoicing the retail price with each item? It takes really no more time and you will be surprised at the results obtained. It gives you an idea of profits which you do not get in any other way It shows errors in marking goods.

It shows discrepancies in prices. It is the best reference book and price book combined, and if we want to find a lost retail price, it is always at hand.

We keep our invoice book for ready reference and have found the double pricing an immense help. Try it and see how easily it is done and how much you will use the book.

In conclusion I wish to add that the life of the store in the long run depends upon the adoption of the principles of good merchandising that applies to every other legitimate business. Not only is the sale of good merchandise at reasonable prices imperative, but it is highly important that the management of any retail establishment shall appear in the attitude of soliciting the business of all comers. The man who has money to spend likes to feel that his trade is solicited and appreciated; he resents any other policy.

One man's money is as good as another's, and the individual customer demands the same treatment that he sees accorded his neighbor. The farmer who finds that he can buy from the store of a large corporation is apt to gauge his opinion of that corporation by the satisfaction he gets out of his dealings with the store.

We have developed a good trade with the farmers.

The fact that the store can recruit a considerable number of farmer customers also is strong evidence of the fact that it is pursuing a liberal policy with its employes for whose convenience it is maintained. It not infrequently happens that employes who have no basis for comparison get the idea that the store is over-charging them, but when the management can show that the farmers of the vicinity are buying from the company store, the fact will go far towards allaying suspicion and satisfying discontented employe customers.

I believe the dawn of a new merchandising era is here; more science, less sentiment, but just enough of each to make business a pleasure and profitable.

John I. Bellaire.

Right and wrong, like weeds in a garden, grow side by side. These never mix, yet only the good needs protection, the bad being able to take care of itself. The best system possible to formulate the safe-guarding of the good is the one for which we are all looking. In brief this represents the difference between efficient service and the indolent sidestepper in business who, when not handing out promises, is putting forth excuses for his failures.

If you treat your employes cordially they will pass it on to the customers.

Trade Winners Fall 1913

H. B. Hard Pan

810.	Men's H B Hard Pan ½ D. S.	Tip Blu, unlined	$2.30
811.	Men's H B Hard Pan ½ D. S.	Plain Cong	2.35
812.	Men's H B Hard Pan ½ D. S.	Plain Bals	2.25
813.	Men's H B Hard Pan ½ D. S.	Tip Blu	2.30
849.	Men's H B Hard Pan 3 sole.	Plain Blu	2.50
896.	Men's H B Hard Pan 3 sole.	Tip Blu	2.50
909.	Men's H B Hard Pan ½ D. S.	Plain Blu	2.30

Above all six inch heights. Other heights 8-10-12 and 16 inch. Orders solicited.

DO YOU realize the value of a well and favorably known name on your footwear? To every Farmer, Mechanic and Railroad Man in the country the name

H. B. HARD PAN

on shoes stand for quality. They know that shoes bearing this name have in them the high grade material that make for service. Year after year we have refused to substitute cheaper material because we could not afford to shake the confidence that is so universally placed in this great line.

More and more retailers are "catching on" and are pushing this line, because it means a reputation for dependable goods, which is going to bring the TOILER'S family to them for THEIR footwear.

Can you, Mr. Retailer, afford to handle any other line? Your live neighbors have caught on and are gaining a hold on the substantial trade in your locality.

Our salesman will call on request (without obligation to you.) Or send us an order for samples from the list attached. Let us hear from you TO-DAY.

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

GRAND RAPIDS, MICH.

GERMAN MADE DOLLS.

How the Output Is Handled in This Country.

Written for the Tradesman.

Late in December, when the holiday season is drawing to a close, the foreign doll buyer boards a big German liner and, after a snowy voyage, disembarks at Hamburg. From there he makes his way leisurely to the German headquarters of his firm, stopping on the way to visit the Capital and taking in two or three doll fairs at the larger towns.

The warehouse at which he finally arrives is probably in the Black Forest, in the heart of the toy and doll country. Here his firm will have a permanent force of men working under a local manager, and here the buyer establishes himself.

Manufacturers visit him, bringing samples of their latest work, while he in turn makes flying trips to the various doll fairs and to some of the places where dolls are made.

These German doll "factories" are interesting places, many of them quite small family affairs, but as established and dependable as any big American business. Generations of practice enable the German doll makers to turn out remarkable lifelike faces and figures while yearly consultation with the world's cleverest buyers enables them to dress their dolls in the fashions best suited to their various customers.

The buyer we are discussing is, let us assume, one of the few who do not deal with German brokers. These brokers do the selecting and packing for small importers, adding their commission to the cost of the dolls.

This buyer deals with the manufacturers direct, and the sorting and packing are done by their warehouse manager and his men. This means a lot of extra work for the warehouse force and the buyer, but it cuts the net cost of the big importers a lot.

Lucky is the maker who produces a sample doll that is accepted by the buyer without a change of some kind! The buyer has a highly cultivated sense of what the little American girl and her mamma expect in a doll, and this doll must have a larger hat, that one needs a different shaped wig, the other one must be dressed more becomingly, and so on through the long lines of samples.

Not until the buyer has finished his work on the samples and placed his orders do the manufacturers begin to make up the dolls according to the final specifications. Thereafter consignments are delivered to the local warehouse at short intervals and paid for in German money as they arrive.

The local manager and a considerable force of employes attend to all the details, assorting, finishing and packing the dolls as they arrive. Their work includes nearly everything but the actual making of the dolls. Some dolls are bought undressed and must be clothed completely at the warehouse, with garments obtained from other makers. Others need only shoes or hats. Sometimes a single maker has just the variety for a popular assortment, sometimes a dozen dolls packed at the warehouse will contain selections from the lines of five or six different makers.

The local manager and his men are busy at the warehouse the year round, packing dolls, sorting samples and attending to the many details of the work. But the buyer, his work in Germany completed, flits back to America in June to watch the home markets and familiarize himself with local demands in preparation for the next season's buying.

During the busy fall season he is at his post every day among the samples of dolls and toys, watching the sales and discussing the market. A great many of his customers will want to put in a little time with this man who has seen the German workman making the very dolls that will be sold in their stores during the holiday season. From these merchants the buyer in turn obtains valuable suggestions as to changes and improvements in his next year's line.

About the time the last doll is being shipped to the last merchant, our friend, the buyer, boards the big German liner again and is off on another lap of his interesting circle of merchandising.

This, in the main, is the yearly programme of the foreign doll buyer, patched together from the oft-heard experiences of men some of whom were buying dolls when the writer was still young enough to be personally interested in them.

C. W. Kaiser.

Installed the Quick Turn in His Store.

The merchant I have in mind, in writing this for the Tradesman, lives in an Eastern town of about 12,000 people and has the fiercest competition in his territory. In addition, many people in this district are mail order patrons and he has to "scratch gravel" in order to make sales. But here's his system:

He makes a daily round of his stock and manages to keep a finger on the pulse of every single line in his establishment. He knows, at the end of each day, how much merchandise he has on hand, the merchandise he needs to take care of the following day's business, and he bases his predictions, not on guesswork, but upon the records of a day's business last week, last month and last year. He has figured up his sales for a long period and knows almost to a dot what each day's business will be.

He never buys in large quantities. Four or five gross lots are absolutely unknown in his store. He includes as many varieties of merchandise in one bill as he can possibly collect.

In this way he manages always to take full advantages of the hundred pound freight rate minimum and so distributes his shipping cost over a great many lines.

He sends in an order to his wholesaler every single evening and in consequence buys his stock fast enough to make some retailers' heads swim.

With such a system he secured, last year, a net profit of $6,000 on a $7,000 stock.

Anderson Pace.

A LITTLE more cold, rainy weather with some snow and the rubber season will be at its height. How is your stock of BEAR BRAND Rubber footwear? If you are not well sized up it would be to your interest to do so NOW. We are the Michigan Distributors of the famous

WALES GOODYEAR
(BEAR BRAND)
RUBBER FOOTWEAR

For years this great line has been looked upon as the STANDARD OF QUALITY in the rubber world. Every boot or shoe that bears the BEAR BRAND trade mark has seventy years of development back of it, and thousands of satisfied wearers will tell you they are the ***BEST RUBBERS EVER MADE.***

Send us that order now. You'll need the goods all right, for we will have the weather, and you should be prepared for the rush when it comes.

Goods shipped the day order is received. Catalogue on request.

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.

Bankers and Banking Conditions Thirty Years Ago.

The years that have passed since the Tradesman was founded, thirty eventful years in the city's commercial life, have brought almost a complete revolution in Grand Rapids banking. Thirty years ago Grand Rapids had four National and one State bank, and these with their capitalizations and officers were:

The Old National—Capital, $490,000; President, S. L. Withey; Vice-President, James M. Barnett; Cashier, Harvey J. Hollister.

City National — Capital, $300,000; President, Thomas D. Gilbert; Vice-President, Julius Houseman; Cashier, J. Frederick Baars; Assistant Cashier, E. H. Hunt.

Grand Rapids National — Capital, $300,000; President, Edwin F. Uhl; Vice-President, Freeman Godfrey; Cashier, William Widdicomb.

Fourth National—Capital, $300,000; President, A. B. Watson; Vice-President, A. J. Bowne; Cashier, I. M. Weston; Assistant Cashier, H. P. Baker.

Grand Rapids Savings—Capital, $50,000; President, Isaac Phelps; Cashier, D. B. Shedd.

Total capital, $1,300,000; total resources as shown by the statements, $7,702,287; total deposits, $2,083,584.

Of the officers named only three survive to-day. These are E. H. Hunt, now Vice-President of the City Trust and Savings; D. B. Shedd, to-day as then attached to the Grand Rapids Savings, and William Widdicomb, who long ago returned to his first love, the manufacture of furniture.

Just a year before the Tradesman was founded the old First National, with a capital of $400,000 and a surplus nearly as large, had been reorganized into the Old National with the same capital and a year later the surplus was capitalized and the Old National was given its present capital of $800,000. The Grand Rapids National increased its capitalization to $500,000 in 1883 and in 188 the National City did the same. In 1885 the Kent County Savings was organized with $50,000 capital and J. A. S. Verdier as Cashier. In 1886 the Fifth National, with $100,000 capital, was founded with Wm. H. Fowler as Cashier. Later still the Peoples Savings was founded with Chas. B. Kelsey as Cashier and then the State Bank of Michigan with $200,000 capital was brought out by Daniel McCoy. The last bank to be started was the Commercial Savings in 1903 with Chas. B. Kelsey as the moving spirit, capitalized at $200,000 to start and later reduced to $100,000. Three years later the City Trust and Savings was established as a child of the National City In 1903 the city had five National and five State banks with a total capitalization of $2,950,000 and then the merger movement set in. The Kent Savings and the Michigan State were merged with a capitalization of $500,000. The Commercial and the Fifth National got together as the Commercial with $200,000 capital. The last merger was the largest of all, that of the National City and the Grand Rapids National as the Grand Rapids National City with $1,000,000 capital. The city now has three National and five State banks in the downtown district with a total capitalization of $2,350,000. compared with $1,350,000 thirty years ago.

Except Mr. Hunt and Mr. Shedd there are very few in the banks to-day who occupied positions in the banks thirty years ago, even as clerks. Those now active in the management of the banks were, with a very few exceptions, then almost unknown in the world of finance. Clay H. Hollister and Dudley E. Waters were then still school boys. Wm. H. Anderson was still a young farmer up in Sparta, but beginning to think of coming to town. Chas. W. Garfield was on the farm out in Paris township. Robert D. Graham was dividing his time between farming and politics and making a success of both. Jas. R. Wyle was practicing law, with banking as a side line at Petoskey. Chas. H. Bender was a young stenographer. Willard Barnhart was a lumberman and wholesale grocer. Thomas Hefferan was at Eastmanville looking after lumbering and country store interests. E. D. Conger was still a farmer lad down in Lenawee county, but thinking of trying for a place for himself in the big town. Henry Idema was local manager of the Bradstreet agency, laying the foundation for his skill in finance and credits.

The stockholders in the banks thirty

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.

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

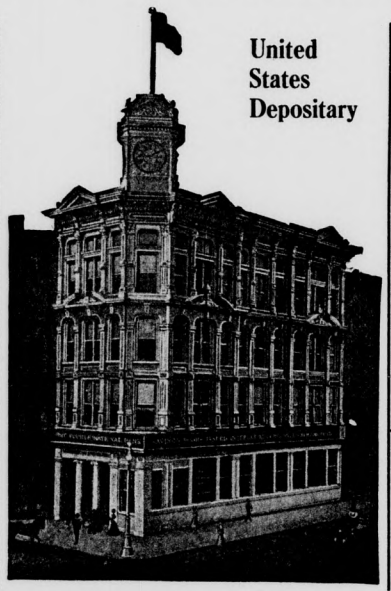
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Wm. H. Anderson, President
John W. Blodgett, Vice President
L. Z. Caukin, Cashier
J. C. Bishop, Assistant Cashier



United States Depositary

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus

$580,000

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

years ago are not the stockholders of to-day. In an old scrap book inherited from his predecessors by L. Z. Caukin, of the Fourth National, and carefully preserved as one of the valuable archives of the Bank, is pasted a printed list of the stockholders in the five banks of thirty years ago, as cut from one of the newspapers of the day. The lists are interesting as recalling those active in the commercial life of the city at that time, but if these old roll calls were read to-day how few would be the responses! The Old National, for instance, had 106 stockholders, as shown by the list, and of these only eighteen now survive. The proportion of survivors among the old stockholders in the other banks is still smaller. Thirty years may be a brief period in the history of cities, states and newspapers, but what ravages it creates in the ranks of we mortals! It may be of interest to recall who the stockholders in the banks were thirty years ago, and here are the lists, as given in the scrap book:

The Old National.

Martin L. Sweet, 718; S. W. Osterhout, 200; H. J. Hollister, 235; S. L. Withey, 200; J. H. Martin, 125; L. H. Withey, 105; W. R. Shelby, 112; W. S. Howard, 37½; C. H. Johnson, 6; C. F. Pike, 5; Helen G. Smith, guardian, 20; Wm. Haldane, 5; A. B. Turner. 35; T. J. O'Brien, 12½; C. W. Watkins, 5; H. M. Hinsdill, 6; Mary F. Hinsdill, 5; F. Loettgert, 30; J. L. Shaw, 49; J. Heald, 15; Emmor Ware, 10; Wm. Kramer, 10; R. W. Butterfield, 5; N. Burchard, 25; M. P. Brown, 25; Fanny D. Brown, 5; J. C. Pulcher, 5; R. P. Sinclair, 25; A. W. Pike, 25; Isaac Phelps, 20; R. H. Smith, 15; S. B. Jenks, 25; W. A. McMullen, 15; J. W. Champlin, 27; G. G. Briggs, 50; Sarah L. Peirce, 10; Samuel Judd, 5; Mrs. Helen Roberts, 10; A. H. Hentig, 10; M. J. Smiley, 5; Joseph Horner, 2; Enos Putman, 66; Geo. G. Clay, 15; Mrs. F. DeLano Stevens, 10; M. Larabee, 10; M. S. Crosby, 30; Oliver S. Waters, 5; P. Kusterer, 10; Eliza Lyon, 10; Geo. C. Fitch, 5; Geo. F. Buss, 10; R. E. Butterworth, 40; Chas. Pettersch, 10; J. M. Barnett, 270; D. D. Cody, 67; W. N. McBane, 10; W. G. Robinson, 2; H. C. Smith, 5; W. H. Ramsey, 10; W. H. Ramsey, Jr., 1; John Clancy, 150; John McIntyre, 25; Thos. Martin, 15; M. R. Bissell, 20; L. H. Withey, trustee, 2; A. G. Hodenpyl, 15; Geo. C. Peirce, 75; I. W. Wood, 10; Mrs. Fanny L. Avery, 37; D. H. Waters, 50; Geo. Holbrook, 10; Chas. D. Lyon, 5; Chas. W. Eaton, 5; T. J. Moseley, 10; S. H. Sherman, 10; L. E. Hawkins, 15; Mana D. Kusterer, 10; Mary S. Wykes, 5; Clara C. Perkins, 5; C. H. Gleason, 5; C. G. A. Voigt, 20; Wm. G. Herpolsheimer, 20; Henry Spring, 10; W. Barnhart, 67; Julius Berkey, 25; Susan E. Berkey, 10; Don J. Leathers, 10; E. S. Pierce, 10; W. O. Hughart, 50; Mary A. Kendall, 15; A. B. Porter, 5; Hoyt G. Post, 9; C. L. Grinnell, 4; A. B. Leet, 10; Mrs. John Porter, Wyoming, 10; Jacob Cummer, Cadillac, 100; H. S. Pickands, Fruitport 50; Chauncy Pelton, Cedar Springs, 25; Thos. Hefferan, Eastmanville, 50; O. F. Conklin, Ravenna, 10; J. W. Converse, Boston, Mass., 50; Henry Kritzer, Newaygo, 5; H. C. Akeley, Grand Haven, 100; M. W. Bates, Paris, 5; H. C. Brooks, Denver, Colo., 10. Total, 4,000.

City National Bank.

George Kendall, 120; Euphrasia J. Aldrich, 125; Thos. D. Gilbert, 100; R. C. Luce, 100; F. B. Gilbert, 100; Wm. Bemis estate, 31; Charles Shepard, 80; C. C. Rood, 15; L. D. Putnam, 53; H. S. Smith estate, 30; Henry Fralick, 75; J. C. FitzGerald, 60; J. R. Stewart, 10; John Mangold estate, 30; James M. Nelson, 90; Leonard Covell, 15; Leonora Kelly, 18; Elizabeth L. Kendall, 11½; G. W. Allen, 45; J. Frederick Baars, 30; Norman Cummings, 15; H. C. Smith, 15; Julia H. Sinclair, 15; Thaddeus Foote, 10; Elvira O. Eaton, 30; Alfred M. Collins, 30; Emma L. Chamberlin, 30; A. P. Watson, 37; Martha G. Earle, 10; N. W. Northrup, 75; J. I. Letellier, 45; J. D. Robinson, 15; Almeria Robinson, 10½; S. B. Jenks, 38; Isabella W. Putnam, 5; H. G. Grout, 27½; Freeman Godfrey, 25; Sias F. Godfrey, 25; Caroline W. Putnam, 4; Jacob Barth, 20; Julius Houseman. 20; N. L. Avery, 106; S. Emily Berkey, 15; Wm. B. Ledyard, 515; Wm. Widdicomb, 58; Sarah L. Peirce, 75; Sarah L. Morris, 37½; Frank W. Morris, 37½; Mary A. Morris, 37½; Jennie J. Bryne, 37½; E. L. Briggs, Grand Rapids Township, 15; John W. L. Pierson, Stanton, 15; E. E. Farman, Warsaw, N. Y., 100; B. L. Smith, Chicago, 15; Jennie W. McKibben, Detroit, 9; Charlotte G. Slocum, Detroit, 9; Isabella C. Wood, Detroit, 34; Lorraine F. Wood, Detroit, 83½; Wm. Hinsdill, Wyoming, 80; Abbie L. Blake, Grandville, 20; Franklin and Lydia H. Peck, Leighton, 30; Louis W. Morse estate, Elmira, N. Y., 15; Mary H. Chamberlin, 15.

Grand Rapids National.

Chas. T. Bennett (estate), Plymouth, 170; Wm. B. Ledyard, 40; Freeman Godfrey, 80; Silas F. Godfrey, 70; Edwin F. Uhl, 175; John L. Shaw, 15; Chas. Shepard, 135; A. H. Hentig, 50; S. B. Jenks, 5; P. Steketee, 30; L. D. Putnam, 60; Wm. Bemis (estate), 10; Joseph Houseman, 28½; Moses May, 18½; E. F. Sweet, 30; J. A. Rumsey, 45; C. E. Perkins, 6; A. B. Mason, 3; J. H. Brown, 10; J. H. Doornick, 30; H. Idema, 10; A. Rathbone, 10; W. Barnhart, 30; Enos Putman, 25; I. M. Clark, 60; C. G. A. Voigt, guardian 50; Wm. C. Herpolsheimer, 50; Lucretia J. Mayhew, 15; Truman Hawley, 22½; C. C. Rood, 15; George H. Long, 100; George C. Kimball, 75; J. A. Sawyer, 20; M. E. Brown (estate), 20; J. C. Clark, 15; W. J. Stuart, 15; Lovell Moore (estate), 5; McIvah Larrabee, 17½; Helen Louise Hoyt, 1; Edwin Hoyt, Jr., 1; James K. Nelson, 1; Caroline A. Rathbone, 15; Helen Roberts, 2; Florence Carpenter, 3; Louise B. Shaw, 5; A. Clark, 15; C. G. Swensberg, 15; Joshua Morse, 15; T. J. O'Brien, 15; Pauline Sibley, 4½; C. W. Coit, 30; C. C. Philbrick, 15; D. A. Waters, 15; L. H. Withey, Guardian, 15; Mary A. Kendall, 15; A. S. Richards, 30; Amanda Rathbone, 20; C. S. Hazeltine, 25½; Julia A. Moore, 5; Wm. Widdicomb, 100; Abbie A. Buckley, 20; J. W. Champlin, 20; Mary Brown. 10; J. C. More, 25; Abbie A. Bemis, 5; G. E. Pantlind, 10; Helen K. Hoyt, 1; J. Boyd Pantlind, 10; H. T. Ledyard, 10; Jesse A. Pantlind, 60; E. Crofton Fox, 20; L. D. Putnam, Guardian, 80; Katherine Aldrich, 40; Mrs. E. J. Aldrich, 90; Mrs. Isabella Ledyard, 10; Mary Adele Morris, 10; O. K. Pearsall, 20; Nellie L. Peck, Plymouth, 20; Adeline Baker, Plymouth, 20; T. C. Sherwood, 51½; Wm. Hinsdill, Grandville, 55; Margaret L. Rogers, 10; M. J. Clark, Grand Rapids township, 60; E. L. Briggs, Grand Rapids township, 15; T. D. Bradfield, Delaware, Minn., 15; O. F. Conklin, Ravenna, 10; W. P. Conklin, Ravenna, 5; Jane B. Jenks, Geneva, Ill., 10; A. B. Long, Lewiston 100; J. B. Amsden, Grand Rapids township, 15; Florence G. Tousley, North Bennington, Vt., 9; Sophronia E. Rice, Milford, Mass., 10; D. L. Newborg, New York City, 15; H. P. Wyman, Wyman, 45; M. Englemann, Manistee, 45; T. D. Stimson, Muskegon, 50.

Fourth National Bank.

A. B. Watson, 225; A. J. Bowne, Hastings, 225; I. M. Weston, 170; D. A. Blodgett, 110; Thos. M. Peck, 75; Sarah A. Morris, 75; D. Striker, Hastings, 75; Geo. W. Gay, 70; J. H. Wonderly, 65; G. K. Johnson, 60; Estate of James M. Nelson, 59; J. S. Lawrence, 50; Martha A. Watson, 50; Helen M. Matthews, 50; Joseph Heald, 48; D. P. C'ay, 45; H. C. Smith, 45; E. N. Follett, Ypsilanti, 45; G. Kalmbach, 40; Mary A. Kendall, 20; R. G. Matthews 20; John L. Shaw, 20; J. A. McKee, 20; Annie M. Wood, Kalamazoo, 20; Sarah E. Wood, Kalamazoo, 22; Wm. H. Ramsey, 10; Helen G. Smith, Guardian, 15; L. A. Clay, 15; M. M. Clark, 15; W. Clyde, 15; Mrs. G. K. Nelson, 15; Julia H. Sinclair, 15; Samuel Judd, 15; Charlotte Cumming, 15; Louis B. Shaw, 13; E. M. Ball, 12; F. M. Lester, 10; W. J. Stuart, 10; R. P. Sinclair, 10; Henry Spring, 10; Almyra Wonderly, 10; Henry Idema, 10; E. E. Walker, 10; C. D. Lyon, 10; A. B. Turner, Guardian, 10; L. W. Heath, 10; T. I. Dale, 10; S. E. Berkey, 10; S. A. Sears. 10; Emma Lyon, 10; Lucy Myers, 10; M. B. Warrell, 10; Mrs. F. DeLano Stevens, 10; Fanny L.

(Continued on page 107.)

Michigan Trust Co.

Resources $2,000,000.00.

OFFICERS.

Lewis H. Withey, President.
Willard Barnhart, Vice President.
Henry Idema, Second Vice President.
F. A. Gorham, Third Vice President.
George Hefferan, Secretary.
Claude Hamilton, Assistant Secretary.

DIRECTORS.

Willard Barnhart. Henry Idema. J. Boyd Pantlind.
Darwin D. Cody. Wm. Judson. William Savidge, Spring Lake, Mich.
E. Golden Filer, Filer City, Mich. James D. Lacey, Chicago. Wm. Alden Smith.
Wm. H. Gay. Edward Lowe. Dudley E. Waters.
F. A. Gorham. W. W. Mitchell, Cadillac, Mich. T. Stewart White.
Thomas Hefferan. R. E. Olds, Lansing, Mich. Lewis H. Withey.
Thomas Hume, Muskegon, Mich. James R. Wylie.

3% Every Six Months

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

$100.00 BONDS--6% A YEAR

YOUR FAMILY NEEDS YOU

When you are gone there is nothing can fill your place, but a nice Life Insurance Policy will help. INSURE TO-DAY.

The Preferred Life Insurance Co. of America **Grand Rapids**

We Offer High-Grade

Municipal and Timber Bonds

NETTING 4½ to 6%

GRAND RAPIDS TRUST COMPANY

Both Phones 4391 **123 Ottawa Ave., N. W.**

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

GRAND RAPIDS SAVINGS BANK

STOCK OF THE

National Automatic Music Company

Approved by the

Michigan Securities Commission
Under the New So Called
"BLUE SKY" LAW

This stock pays 1% per month

LOOK IT UP — IT'S WORTH WHILE

40-50 MARKET AVE., N. W.
Grand Rapids **Michigan**

ONE HUNDRED DOLLARS

WILL EARN

6%

If invested in a collateral trust bond of the

American Public Utilities Company

successfully operating public utility properties in fourteen prosperous cities in the United States.

Bonds amply secured by underlying liens. Any bank will pay the interest—March 1st and September 1st.

We recommend the investment.

Kelsey, Brewer & Co.
Bankers, Engineers, Operators
Mich. Trust Bldg. Grand Rapids, Mich.

United Light & Railways Company

First Preferred, 6% Cumulative Stock

One Share Investment	Par Value	Interest Return
$75 to $80	$100	8% to 7½%

Cheaper money will mean a higher price for this stock, and every dollar of gain in price means a dollar of profit to the holder of the stock.

BUY IT NOW

Howe, Corrigan & Company
Investments
Mich. Trust Bldg. Grand Rapids, Mich

YOU OR YOUR CUSTOMERS?

Who Is Manager of Your Credit Department?

Written for the Tradesman.

Judging from the way some merchants hand out their goods to anyone who happens to have a good tale of woe to put up to them, the customer is the boss, and the merchant is the cringing individual who hands out the goods and waits for his money until Mr. Customer gets good and ready to come across, if ever. I have seen merchants "accommodate" customers who spend all of their cash elsewhere, and cost the merchant more than the whole amount of the account to say nothing of the profit, to collect the account, where if he had refused, he would have been doing some business perhaps with the man who stayed away because he did owe

Don't Be Afraid to Say "No."

Now, I know it is sometimes pretty hard to offend an old friend by turning him down and I know that there are some dead beats who pay some certain merchants. But they will beat you in the end so why take the chance. My experience in the credit game is not limited; I live in a grape country. The credit customer here pays "when he gets a crop;" some years he gets one and some years he does not. In the meantime Mr. Merchant waits. However he is a good trader, is responsible and always, or nearly so, pays in the end, and in most cases after they have had credit for one year they give a note for the remaining time. This looks foolish to the city man who is in the habit of having notes given every month, but there are many foolish methods in vogue in the rural districts that time alone will efface.

It is not this class of customers that merchants generally get fooled on; for they pay in the end. Neither is it the real dead-beat; because we know better than to trust him. But right here is where we all lose out in the credit game: trusting the "part good" kind; the fellows who pay awhile and then move away. The men who pay once and then get mad and go elsewhere. The ones who put up a good spiel and win your confidence only to let you drop with a thud—and they with the goods These are the ones to let alone. Cut 'em out. Say NO. These are the kind you worry over. These are the ones you have now on your books. Go and look now, you'll find them there. $7.00, $14.00, $11.00, dozens of 'em. They amount to no small sum. This is the class of trade I leave alone. I turn down some every day, I presume, who would have paid me. But among those who would have paid are surely a few who would not pay, and these few would more than use up the profit on the good ones.

There is money in the credit trade if managed properly. If you will just try out my plan and put the "partly-good" customers in the class, in your mind, with the no-good ones you will soon find that your accounts will look good to you instead of giving you the shivers every time you look them over. Don't be in too big a hurry to start Mr. Newcomer in the account class. Tell him you will let him know in a little while. In the meantime look him up and KNOW that he is good. Then you reduce the risk to a per cent. that will not injure your credit business. Don't get frightened when he roars and gets mad because you do not want to trust him on the spot. My experience has been that the man who gets sullen when you question his ability to pay, or question him relative to his chances, is the very one to let alone. It is better to have them mad before you trust them, than to have them "jump the track" after you have extended them a fairly good line of credit.

Must Be Accommodating to Prosper.

I do not wish to infer that you can get business by being grouchy in any way, but quietly and pleasantly inform the customer you wish to turn down that you cannot extend him any credit. Then do not argue about it. Get away from him. He will be less likely to get permanently provoked. In addition to this, the store, the merchant or the clerk who is always ready to do any little act of kindness or favor of any kind for customers or for prospective ones, is the one that gains in popularity, and the popular store is the one that gets the business to-day.

Too many merchants are long on dignity and short on popularity. Each one tries to make his store popular, but how to do it—that's the question. If the merchants about us are any criterion, here's the best recipe: Keep a good complete stock of goods in the lines you represent. Sell at reasonable prices. Make every customer a friend. The last is the whole secret, but it is mighty hard to accomplish. Generally speaking, it is best to adjust all possible grievances customers may have (or think they have), no matter who is at fault. Fricton, no matter how little, drives away trade and profit too. Learn to adroitly fail to extend the credit to the customer who is no good and at the same moment gain his good will and in many cases sell the very same person the goods he has asked you to charge, for cash. This can be done.

One merchant recently said to me: "I am afraid that if I do not do a certain amount of business either by cash or credit, I will not be able to continue." I asked him: "Did you ever hear of a merchant failing in business with a good stock of goods on his shelves and no bad accounts out?" He said "No." And I believe he was right. There may be instances but I never heard of them. Don't be afraid of losing out that way. If you've got the goods and got them paid for, do not be afraid to turn Mr. Part-good down. You won't fail. You may not get awfully rich, neither will you get very poor. Be attentive to business. Watch the credit end and you will have little to worry you and you'll be reasonably sure to make a fair living, and anyway that's what most of us want and get. Just get ideas that the other fellow, your competitor cannot copy, and then you will be like the individual Rudyard Kipling mentioned when he said:

And they asked me how I did it
And I gave 'em the scripture text,
'You keep your light so shinin',
A little ahead o' the next.
And they copied all they could follow
But they could not COPY MY MIND
And I left 'em a swearing and stealing
A year and a half behind.

L. A. Packer.

What the Co-operation of Your Clerks Means.

People see through advertising. Advertising, in whatever form, is one of the windows of a business. Looking in through a store's advertising, people see things as surely as they do through the glass windows. And they see things not always visible through the plate glass; things unsuspected by the proprietor, too. For instance:

Years ago, I purchased a "skinned" pair of shoes. A few weeks' wear showed that the soles were made of pressed cuttings and not solid leather. Returning with the shoe, I soon discovered that the store "couldn't do anything" for me. It didn't then; and it never had the chance again!

Through that store's advertising, for more than twenty years, I have seen that faked sole (and sold) pair of shoes. Through its advertising I am always reminded of that store's self-proclaimed inability to serve me.

Then if a store says what it doesn't mean, people "see through" its advertising in a most unpleasant and unprofitable sense Worse still, insincerity in advertising breaks down confidence that the store's clerks should have in their own proposition

The retail merchant who knows most about advertising and sales of all the men I have ever met, tells me that he will not permit the slightest inaccuracy in any of his advertising. Not because the public might find out—not alone because some customer might suffer, but, primarily and principally, because his own clerks would recognize quickly such misrepresentation, with the resulting loss of belief in their employer and confidence in their business.

In my outline of sales control, recently, I dealt with the subject in its relation to the store proprietor and the buying public.

There is an element between the two—the store clerks. I had almost said a difficult element. But that would have been unfair to the clerk and not altogether honest with the employer; for I am persuaded that when the clerk is "difficult," the fault is largely with the proprietor of the business.

"Sales Control," we have seen, is accomplished after the manner in which the architect does his work: By planning a sales structure definitely related in all of its details—and then carrying out the plan in toto.

No retailer can hope to exercise anything like a comprehensive sales control over his business without the enthusiastic help of his clerks. There must be not only sales plans and advertising that will bring custom, but service that will keep custom.

Service that will keep custom is possible only when the merchant, customer and the clerk are together in a hand-to-hand endeavor in the working out of a broad policy of good will.

Judicious Advertising claims that failures in advertising are largely traceable to the lack of co-operation between employer and clerk. In order to fully benefit by advertising, clerks must be led (not driven) to understand and appreciate the store's policy, so that the customer, upon arriving at the store, will be met in the right spirit.

The printed word in advertising is the store's invitation to come.

When your customer comes make him feel that he is welcome. There are certain things in old-fashioned store-keeping that ought to be revived. One of these is the old-time merchant's conception of his place as the servant of his customer. Too often the customer gets the impression that his is the position of servitude. We treat him as though he were compelled to come to us to buy.

If you have a store policy it should be clearly reflected in your advertising. If you have a store policy it should be thoroughly understood and made real by the clerks. It is co-operation like this in advertising and in selling that makes advertising profitable.

The authority already quoted, states—"Newspaper advertising only costs as much as you make it. It can be a profitable investment or more or less of a loss. It can build your business or it can lose it; just in so far as it is used rightly."

If you are about to undertake to put into operation a plan of sales control for the ensuing four months, let your clerks be fully informed as to this plan; what you expect of it, and what you must have from them in order to realize these expectations.

Permit no detail to escape the attention of your clerks. Let them know what you are advertising; how, when and where. Enlist their interest in an appeal to their natural desire for accomplishment. Every man of decent enough disposition to be worthy of a clerkship in your store has in him the dtermination to do better work; to be a better clerk than ever before.

You can stir the ambition of these men by taking them into your confidence; by showing them that your policy is sound, your methods are right and you yourself are genuine. In turn get their suggestions and listen to them with respectful attention; let these men feel that they amount to something about the place. Give them a show!

Let the boss do his part and every other man will do his.

I commend to every clerk a careful examination of the whole question of sales control; and, in particular, of his own individual bearing thereto in the business that produces his pay envelope. That is, first, a study of the store in its relationship to its public; and, second, what he can do, as one of the points of personal contact with that public, to bring it under more complete and responsive sales control.

The thinker is the man of power. Power is a splendid source of pleasure. Is there any better fun than getting people to come your way; or, to be more exact—than getting people to be glad to come your way?

J. C. Armstrong.

Never boast too much of what you can do. You may get into a corner sometime where you will have to make good.

Rooms 102-103-104
Michigan Trust Building

Both Telephones
Citizens 1260—Bell Main 519

ESTABLISHED 1875

Grinnell-Row-Althouse Co.

INSURANCE

Grand Rapids, Mich.

Fire Accident Compensation
Health Liability Disability Automobile
Plate Glass Property Damage Parcels Post
Collision Registered Mail
Burglary Fly Wheel Boiler
Tourists Use and Occupancy Transit
Sprinkler Leakage Tornado
Water Damage Fidelity Bonds Surety Bonds

A Hundred Thousand Visitors

Every year a hundred thousand visitors pass through the Home of

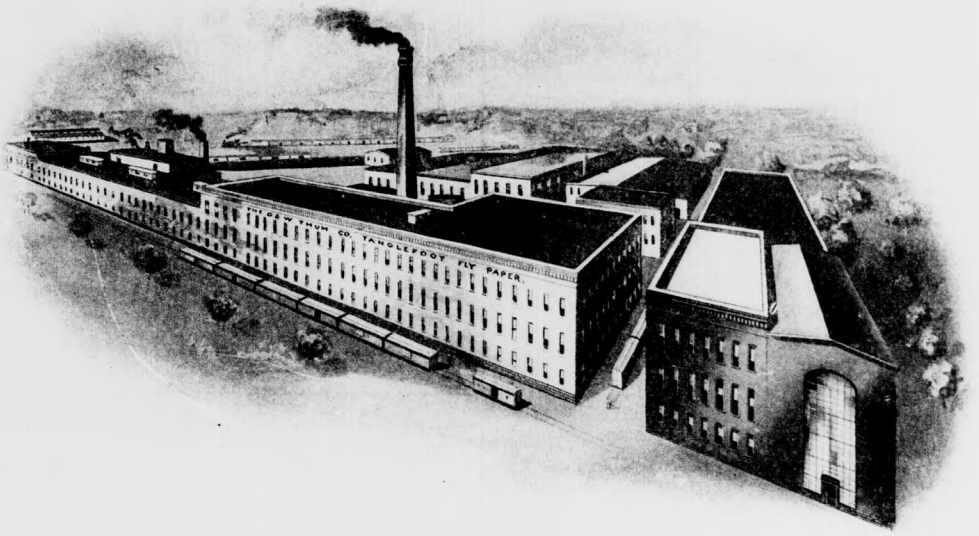
SHREDDED WHEAT

at Niagara Falls, N. Y., and inspect every detail in the manufacture of Shredded Wheat Biscuit and Triscuit. This means a million intelligent, enthusiastic advertisers of Shredded Wheat in ten years—all working for you, Mr. Grocer—helping us to make business for you. Are you getting your share?

Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, plums and other fruits. You sell both the Biscuit and the fruit.

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

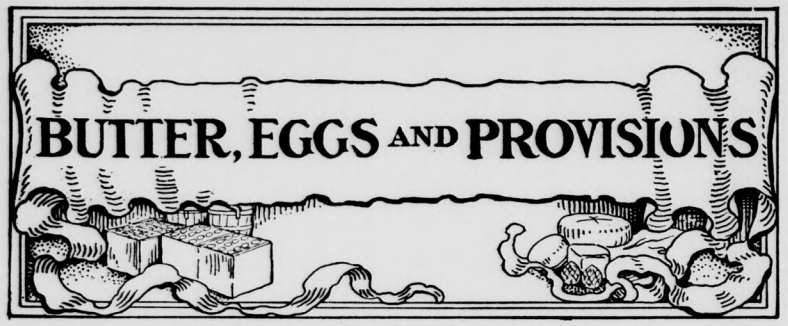
MADE ONLY BY
The Shredded Wheat Company
NIAGARA FALLS, N. Y.



Factory of O. & W. Thum Company

Where the Sanitary, Non-Poisonous Fly Destroyer,

TANGLEFOOT, Is Made



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.

Some Facts Regarding the American Cantaloupe Crop.

Beginning about the last week of May and continuing until the end of July, a crop movement of more than local importance takes place, although it is unlikely that the financial columns of the great dailies have ever mentioned it. This is the movement of the cantaloupe crop of the Imperial Valley of California.

Last year's crop of cantaloupes produced in the Imperial Valley amounted to 2,950 cars, nearly all of which were shipped prior to July 25. The crop was valued at about $2,250,000. Not less than 57,000,000 pounds of ice was required for the refrigeration of the melons in transit. This year's acreage was considerably larger than last year's, and shipments East began before the last of May.

It is only five or six years since the Imperial Valley began to attract attention as a producer of cantaloupes, but it is now the most important producing district in the country. Its special advantage lies in its excessively hot, dry climate, enabling growers to put cantaloupes on the market before the seeds are sprouted in most sections of the country. The first melons of the season come from this torrid valley, and that fact enables growers located in it to disregard the handicap of distance from the large markets. Most of the crop is marketed east of the Mississippi River, Chicago, Philadelphia, and New York taking consignments of trainloads, and Buffalo, Pittsburg, Cleveland, Toledo, Cincinnati, and scores of other cities calling for many carloads each season.

The biggest day's cantaloupe picking that ever took place in the Imperial Valley (or anywhere else, for that matter) was on June 11, 1911, when 133 carloads were gathered and packed for shipment. These were hauled from Brawley, the shipping center, to Imperial Junction, on the main line of the Southern Pacific Railroad, in one train, which measured 6,175 feet in length. It was the longest train load of cantaloupes ever hauled over any railroad. There were 324 crates in each car, and 45 melons in each crate, or a total of 1,939,140 melons. Each melon had to be handled at least three times—for picking, wrapping, and crating—so that the amount of labor involved in getting off that one train load of melons was far from inconsiderable.

Last year, for the first time, Arizona and Nevada made some showing as cantaloupe growing states. The Osage melon, developed in Southwestern Michigan; the Rocky Ford, originated in Colorado; and the Montreal Market, produced in Canada, all belong to the netted or nutmeg type. Hence, according to the best authorities, the famous "Rocky Ford" cantaloupe is not a cantaloupe at all but a netted or nutmeg melon.

Possibly the most famous cantaloupe growing section of the United States is the Rocky Ford district, comprising the countries of Pueblo, Otero, Bent, Prowers, and Crowley, in the Arkansas Valley of Colorado. Last year these five counties shipped 1,275 carloads of Rocky Ford cantaloupes, mostly to Eastern markets. Several other localities in Colorado, on the Western slope of the Rocky Mountains, recently made the discovery that they can produce cantaloupes equal in flavor and quality to those of the Arkansas Valley, and last year 300 carloads were shipped from Delta and Mesa counties. Consequently, the commercial cantaloupe crop of Colorado in 1911 amounted to 1,575 carloads, valued at $510,300.

Popularly, the words cantaloupe and muskmelon are interchangeable. Properly, the term muskmelon is the more comprehensive of the two, including the cantaloupes and other varieties. The two common types of muskmelon are the furrowed and hard-rinded kinds and the netted softer-rinded varieties. Horticultural writers requested seeds of the best varieties of muskmelons that could be obtained. The Commissioner of Agriculture wrote to United States consuls in various cities on the Mediterranean Sea, repeating the request. When the specimens arrived, a small package was sent to Senator, G. W. Swink, one of the pioneers of the Arkansas Valley, who is conceded to be the orginator of the Rocky Ford cantaloupe. In 1887, Mr. Swink invited the employes of the railroad shops at La Junta to join with the people of Rocky Ford (then little more than a thriving village) in a melon feast. The next year a general invitation was given to the public to visit Rocky Ford and partake of a free feast of melons. About fifteen hundred persons attended, and ever afterward they sang the praises of the Rocky Ford cantaloupe. Then a fair association was formed, and ever since that time ambitious exhibits of agricultural products have been made, but "Melon Day" is always the big

If You Can Load
POTATOES
Let's hear from you. We will buy or can make you an interesting proposition to load for us.
If you are in the market, glad to quote you delivered prices in car lots.
H. E. MOSELEY CO.
F. T. MILLER, Gen. Manager
30 IONIA AVENUE GRAND RAPIDS

Loveland & Hinyan Co.
GRAND RAPIDS, MICH.
We are in the market for car lots
APPLES AND POTATOES
BEANS
CAR LOTS AND LESS
Get in touch with us when you have anything to offer.

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

The Vinkemulder Company
JOBBERS AND SHIPPERS OF EVERYTHING IN
FRUITS AND PRODUCE
Grand Rapids, Mich.

day of the fair. That the crowds are large and hungry may be inferred from the fact that 20,000 watermelons and 20,000 cantaloupes are required each year on Melon Day.

Rocky Ford people become quite indignant when the name, "Rocky Ford" cantaloupe is applied to melons grown anywhere else than in Arkansas Valley. However, the Rocky Ford cantaloupe is simply a variety of the netted melon, and it is none the less a Rocky Ford, though it be grown in New Jersey, Georgia, or California. One large corporation which grows cantaloupes for the New York and Boston markets has plantations scattered from the Atlantic seaboard to the Rocky Mountains. It has plantations in the Carolinas designed to supply early melons; and others in Tenessee and Arkansas that produce a crop that matures a little later. Still later come the melons from the corporation's farms in the Rocky Ford district. It is, however, in the Arkansas Valley that seed is grown for all the company's farms in the United States. One concern that makes a specialty of seed production grows not less than 150,000 pounds of cantaloupe seed annually, shipping it to all parts of the country.

From the foregoing it must not be inferred that West enjoys a monopoly of cantaloupe growing. The states along the Atlantic Seaboard produce enormous quantities for the great cities of the East. Every state in the South produces cantaloupes for local consumption and for shipment within a limited distance, the Middle West supplies most of the demand in the cities of the Mississippi Valley, and Michigan and neighboring states ship an aggregate of thousands of carloads to Chicago and other cities of the Great Lakes. However, neither the time of ripening nor the quality of the melons themselves justifies shipping them across the continent, as is done with the melons of the Imperial Valley, or even half way across the continent, as is the case with the product of the Arkansas Valley of Colorado. Their melons ripen when melons can be had almost everywhere, and their quality is good, but not extraordinary. Hence, the melon growers of those regions must be content with low prices and must depend upon close-at-hand markets.

The highest priced (and presumably the finest-flavored) muskmelon that reaches the American consumer is the Montreal melon. As high as one dollars is paid for the melons on the vines, and when the same melons reach the fancy restaurants and great hotels of New York City, they figure on the menus at one dollar and a half a "portion." The melons are much larger than the Rocky Ford variety, so that each is usually divided into eight portions. It is said that the Monteral melon was "discovered" by a tourist from Boston about twenty years ago. He sampled the melons sold in the stores of the Canadian city and was so delighted that he had a number shipped to friends in the New England States. That was the beginning of Montreal's export trade in melons, which is now limited only by the quantity obtainable. It is claimed that the best melons grow only on the Island of Montreal. The largest shipment of these ever made consisted of six cars. A full carload is considered a notable shipment, and shipments are more often made in lots of a few crates than in any other way.

The muskmelon is said to be native to Africa and the East Indies, and the netted melon is supposed to have originated in Persia and the neighboring regions of the Caucasus. About four hundred years ago seeds of a variety unknown in Western Europe were taken to Rome and planted at Cantaluppi, a country seat of the Pope. As the years passed melons of this variety became widely distributed throughout Europe and everywhere were known by the name of the Pope's country residence, which survives with little change in our word, "Cantaloupe."

Auto Accessories in the General Store.

Written for the Tradesman.

With the country-wide use of automobiles has come a demand for tires, lamps, spark plugs and many other supplies that extends to every little neck-o'-the-woods where autos are owned.

So rapid has been the growth of demand for these supplies that in most communities of less than urban size no one merchant or dealer has appropriated the opportunity thus presented to start a very profitable new department. Various dealers and garage men have put in more or less incomplete lines of auto supplies and the auto owner has been compelled to send to the nearest city for many of his supplies or to our plethoric friend, the retail mail order house.

While this is a line that the general merchant can handle with propriety and profit, one very reasonable objection made by many of the smaller stores is that a complete line of auto supplies would tie up quite a little capital. One enterprising wholesale concern got around this objection last season by sending out a catalogue with retail prices for the merchants to show to his customers. Of course, the merchant kept a small stock of the better known supplies on hand, but depended on the catalogue to sell more expensive and little used goods. The plan was a huge success and will no doubt be used widely during the coming season.

Whether sold through a catalogue of the sort described above or carried in stock, there can be no doubt that the merchant who pushes this line in the near future is sure of satisfactory results. The goods are nearly all long profit-payers and the market for them is big, and growing bigger beyond all calculation.

Almost any merchant who takes a census of the auto owners trading at his store will find he has sufficient outlet for auto supplies to justify him in handling them. In communities where the field is still open, it is merely a question of time when the general merchant, the hardware dealer or someone else will go after the business and get it. Carl Kaiser.

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.

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

Satisfy and Multiply
Flour Trade with
"Purity Patent" Flour
Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.

FOR FINE WEDDING PARTY AND FUNERAL WORK TRY
Crabb & Hunter Floral Co.
114 E. FULTON ST.
Citizens 5570 Opposite Park Bell M 570

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 well at quotation.

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.

Cream! Cream! Cream!

Do you have cream to sell?

Then write for our prices.

As a good salesman you can't afford not to look up our proposition.

Blue Valley Butter is becoming more popular every day and we just must have more good cream to supply the demand. So write at once.

Blue Valley Creamery Company
GRAND RAPIDS, MICHIGAN

(The Largest Manufacturers of Pure Carton Butter in the World)

When in market to buy or sell
Clover Seed, Potatoes, Apples
call or write
Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Want to Buy Winter Apples
Write us what you expect to have
M. O. BAKER & CO. :-: TOLEDO, OHIO

HAMMOND
DAIRY FEED
A LIVE PROPOSITION FOR LIVE DEALERS
Wykes & Co., Mich. Sales Agt., Godfrey Bldg., Grand Rapids

THE GARBAGE PROBLEM.

How It Is Handled at Pasadena, California.

Written for the Tradesman.

Some weeks ago the garbage question was brought up editorially in the Tradesman. As this problem is something that every town that has outgrown its village clothes and become a city, must tackle sooner or later, the solution that is being worked out in a city near the Pacific Coast may be of interest to Tradesman readers.

Pasadena, California, has now about thirty-five thousand inhabitants. In earlier days when the place was small, each family took care of its own garbage in its own way. Most people in moderate circumstances kept a few chickens to eat up their table scraps and parings, while from hotels, restaurants, and large private houses, the garbage was taken away by farmers who used it as feed for stock.

The city grew rapidly, population thickened on the ground, and it became necessary to adopt other methods than the old individualistic ones. The upshot was that some years ago Pasadena went into raising "hawgs."

It should be explained that the city owns a tract of over 500 acres lying some miles to the southeast, known as the sewage farm. This land is irrigated by the city sewage, purified and rendered fit for the purpose by a tank system. One Inhoff tank is now in operation.

Keeping hogs on a sewage-irrigated farm and feeding them on garbage, might seem to be, economically considered, an ideally clever scheme.

The hogs did their part. They throve and grew and multiplied so that in the palmy days of this enterprise the citizens of Pasadena could point proudly to twenty-five hundred swine grazing on the fields of the sewage farm. The hogs not only flourished, but, from time to time, such as had been made ready for market, sold. That the garbage-fed municipal hogs were not seriously discriminated against in the market, may be known from the fact that sometimes they brought as high as ten cets per pound live weight.

Along with the many other respects in which this famous little city is held to excel and surpass all other places on earth, loyal boosters of Pasadena maintain that its garbage is of a very superior quality. This contention is not illogical. Pasadena is the winter resort of thousands of wealthy people. The hotel industry is of mammoth proportions. The broken victuals and table refuse of these fashionable hosteleries as well as that which comes from the large private establishments maintained by millionaire owners, are better food than that found on the tables of the poor in congested districts of large cities. Here was an ideal spot for feeding garbage to hogs, because, in the first place, the garbage was ideal.

But the best laid plans of mice and men and even of economists "gang aft a-gley," and Pasadena's hog-raising was not destined to abide.

There are unsavory associations connected with the word garbage-fed taken at its best, and the character of any animal so sustained rests under some cloud. It has no standing in high-browed society. Fastidious folk were wont to declare that they would not knowingly eat of a sewage-farm ham, even though the animal had been fed and fattened on the peerless Pasadena garbage.

I understand too, that the city did not do so well financially out of its hog proposition as it ought to have done—that for some reason or other the profits went into private pockets while the city paid the bills. However, I have not investigated this phase of the matter because it is outside the main issue, for it was not the money question nor yet the hygienic prejudice above alluded to that broke up the hog industry. It was Alhambra's kicking that did it.

Somewhat to the southeast of Pasadena and directly on the route to the sewage farm lies the small but not spiritless city of Alhambra. The garbage wagons must go through this neighboring town.

Drivers of garbage wagons being mostly foreigners of low degree are not gentlemen and scholars, nor can they be relied upon to use tact and diplomacy. Sometimes they went to sleep on their wagons and their teams wandered aimlessly about Alhambra's streets. When awake the drivers traversed the same streets day after day, not varying their route to go by different streets as they might easily have done to take off a little of the curse.

The garbage wagons, however, which were of iron and covered, were not the worst nuisance Alhambra suffered at Pasadena's hands. Owing to an ordinance to the contrary, no dead animals could be buried within the limits of Pasadena. These had to be taken to the sewage farm for burial. A dead horse in an open wagon, its head hanging out behind and a swarm of flies following the carcass, is an offensive sight and one calculated to arouse the ire of any self-respecting municipality.

Even dead horses and dogs and cows were not all. There is a smell about hogs when they are kept in close quarters and the manure not properly taken care of. The managers of the sewage farm were not all model husbandmen, nor were the hogs always given the wide range the size of the farm would have allowed. Alhambra was growing and stretching out in that direction. The proximity of "Pasadena's swill farm" became obnoxious. Alhambra protested to the supervisors of the county, not unreasonably, say fair-minded Pasadenans.

As a result, about August 1, 1911 Pasadena was given until the first of the following May to dispose of her garbage-fed hogs. When the time was up she still had some on hand and was allowed a short extension. On the first of January, 1913, she was prepared to put into operation an up-to-date incinerating system.

She had erected within her own city limits at a cost of about $50,000 a concrete incinerator having a chimney 154 feet high lined with brick.

By the ordinances of Pasadena garbage is defined as kitchen and table waste, and also includes the waste from stores and shops where food products are handled. All other ordinary waste accumulations are called refuse matter, which is divided into three classes:

1. Matter that is combustible or that which is or may become putrefactive, such as trimmings from lawns and trees, old boxes, paper, straw, hay, leather, rubber, manure, etc.

2. Matter that is non-combustible and non-putrefactive, such as ashes, crockery, glass, stone, brick and metals.

3. This class is made up largely of fruit, culls and otherwise, and of waste by-products of industrial plants.

Refuse matter of the first class may be mixed with garbage, but not that of the second class. An exception to this last is made in favor of small tin cans. The accumulation of refuse matter of the first and third classes is under strict regulation as to time and amount, unless it is kept in vaults or receptacles not accessible to flies or rats.

Garbage pails must be water-tight and have close fitting covers. Garbage must be drained. "Families have to take care of their own dishwater." After draining, the garbage must be wrapped in paper.

A garbage wagon with its load of wrapped parcels looks like an old-fashioned rag peddler's rig, or, to use a little imagination, like an express wagon at Christmas. While the wrapping of garbage may seem old-maidish and extreme, no one who has seen the draining and wrapping system well carried out will ever want to go back to the old way of the dripping wagon with its foul, fly-attracting stench.

From private houses garbage is collected twice a week, from hotels and restaurants as often as may be necessary. The city pays the expense, using its own teams and wagons and hiring men to do the gathering. Garbage collectors receive good pay, $75 per month for eight hours work—better pay than most other teamsters; but the work is considered unpleasant, and is not sought after by the better class of laborers.

As a last touch of perfection, Pasadena has a garbage automobile for emergency calls, as when it may be necessary to have garbage taken away at once, or when a place has been omitted by the gatherer, or when a pail has gotten full before the regular time.

The gathering of other refuse is a private enterprise, the "rubbish men" furnishing their own horses and wagons and dealing directly with those they serve. Each is required to hold a permit from the city. Every family, firm, and manufacturing plant pays for the removal of its own refuse other than that which may be mixed with garbage.

Refuse matter of the second class is hauled to a waste tract called the dry dump, or used for filling material. Other refuse matter is received at the incinerator and burned with the garbage, almost all of it free of charge. The amount that will be taken is regulated—it will not answer to receive forty tons of rubbish one day and none the next. The canneries have to pay $1.00 a ton extra for having their refuse burned.

Dead animals, which formerly were such a source of annoyance, are easily handled at the incinerator and occasion no unpleasant odor. Carcasses are now brought in from the neighboring cities of South Pasadena, Alhambra, and San Gabriel to be disposed of. Outsiders are charged for this service, $2 being the price for cremating a horse.

Some of the rubbish, tree trimmings for instance, is a help in the incinerating process, being less moist and compact than garbage. Lawn clippings are a nuisance and choke the fire. Strange to say, the burning of grass causes more trouble in the way of offensive odor than anything or everything else. Tin cans up to one gallon in size are put through the incinerator and taken out as clinkers. Tin cans being made now mainly of steel do not become molten, but after going through the fire, when exposed to the air they soon disintegrate. Much of the garbage is hard stuff to burn. The watermelon season is now at its height and it is necessary to keep putting on the fuel oil that is used to keep the fire going, continually.

The ashes and clinkers make up about .14 per cent. of the original weight of the matter consumed. The ashes at present go onto a dry dump, but it is expected that soon something can be realized from their disposal.

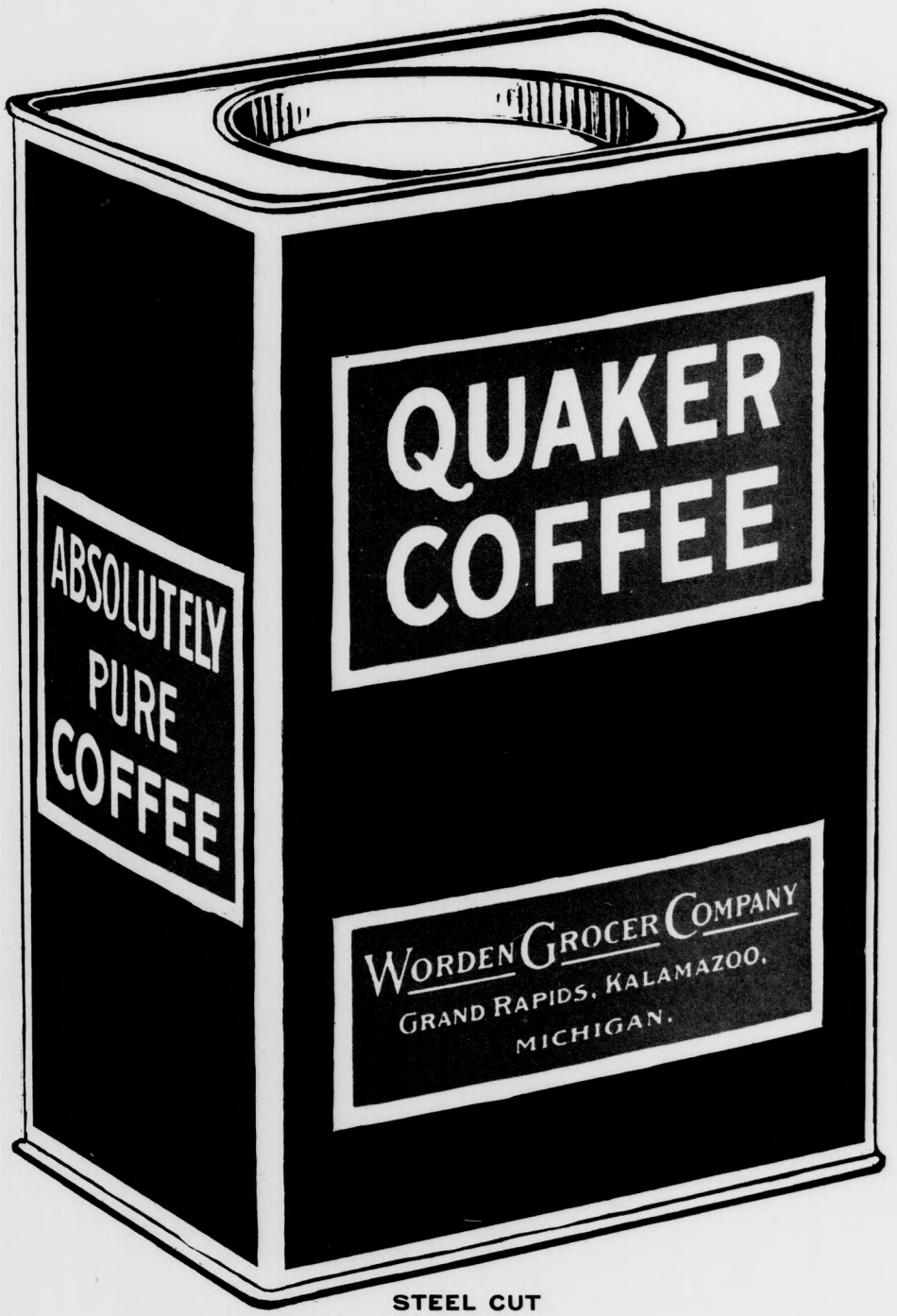
From a sanitary point of view the incinerating system is, humanly speaking, perfect. The only objections to it are the cost and the fact that by it a large amount of matter that by careful selection and prompt gathering up would be most excellent feed for animals and would be better sustenance for human beings than many have, is absolutely wasted. Pasadena fully realizes the seriousness of both these drawbacks, but still is so fully convinced that the crematory method is the best thing that has yet been tried out, that it has no intention of abandoning it.

It costs the city $4.70 per ton to collect the garbage. In the five months from January 3, 1913 to June 3, 1913, the incinerator handled 997 tons of garbage and 898 tons of other refuse at a cost of $1.06 per ton. Figuing in depreciation of the plant on a twenty-year life basis, the cost is $1.62 per ton.

The incinerator has the capacity to handle nearly or quite three times the amount it is now taking care of. A larger amount would decrease the cost per ton. The cost of gathering is also relatively larger than it would be if more families availed themselves of the privilege of free garbage removal. Only about one third of

Our Second Message

The Quaker Coffee has met with wonderful success. It is a good coffee, an attractive package and pleasing to the consumer



STEEL CUT

Coffees of Quality

NEDROW--QUAKER--MORTON HOUSE

Roasted and Packed Daily by

WORDEN GROCER COMPANY

WHOLESALE GROCERS

The Prompt Shippers **Grand Rapids---Kalamazoo**

the householders of Pasadena at present have their garbage taken away. The remainder feed it out, mainly to chickens.

Probably in the near future a small charge of say 25 cents per month for each family will be made, and proportionately more for hotels and restaurants. This will help out with the expense, and the service will then, to some extent, be paid for by those who enjoy its benefits, while those who feed out their garbage will not be so heavily taxed to have the other fellow's taken away. Whether under the pay plan a still greater number will feed out or bury their garbage, remains to be seen.

For operating the crematory system, Pasadena has some special advantages as well as some drawbacks that all places do not have. The dry weather during eight or nine months of the year and the entire absence of ice and snow lessen the work of collecting both the garbage and the rubbish, and because of these climatic conditions they are in better shape to burn. On the other hand, the price of labor, the expense of maintenance, and possibly the original cost of an incinerator plan are greater here than they would be in most Michigan or Indiana cities. Ella M. Rogers.

"Hoss" Sense.

A traveler in Indiana noticed that a farmer was having trouble with his horse. It would start, go slowly for a short distance, and then stop again. Thereupon, the farmer would have great difficulty in getting it started. Finally, the traveler approached and asked solicitiously:

"Is your horse sick?"

"Not that I know of."

"Is he balky?"

"No, but he is so danged 'fraid I'll say whoa and he won't hear me that he stops every once in a while to listen."

A Butcher's Joke.

An English butcher put up a notice in his establishment as follows: "Joints to suit all purses." One day a seedy-looking individual called in and thinking to take a rise out of the enterprising tradesman, said: "I see you have joints to suit all purses." "Yes," replied the butcher. "Well, what joint do I get for an empty purse?" "The cold shoulder," replied the butcher, as the seedy individual slunk off.

Blew Her Own Horn.

James, walking across the fields with his father saw a cow for the first time.

"What is that, father?" he asked.

"That is only a cow."

"And what are those things on his head?"

"Horns," answered the father.

The two walked on. Presently the cow mooed. James was surprised.

"Which horn did she blow, father?" he asked.

General Use.

"The vacuum system seems now to be applied to everything."

"Quite so. I know a number of people who even think with it."

PREACH PRESERVATION.

Pledge Yourself to Protect Wild Flowers and Shrubs.*

When I heard the title, "Wild Flowers that We May Grow in Our Garden," which Mr. Garfield gave to this little talk, my first thought was that he wished me to tell you about the hepatica, bloodroot, Jack-in-the-pulpit, jewelweed, cardinal-flower, gentian, etc. All of these may be successfully grown in our home gardens, if we are careful to take them when through flowering, with a large ball of earth around their roots and transfer them in such a way that we may have the same conditions under which we found them growing in their native haunts.

But planting wild flowers in our own back yard gives pleasure only to ourselves and the few friends who come to see us and, as I thought it over, it seemed to me if Mr. Garfield had meant "our garden" in the limited sense of our own individual little plots he would have said "Wild Flowers that I May Grow in **My** Garden" and not "Wild Flowers that We May Grow in **Our** Gardens." Knowing him as I do, it suddenly came over me that to Mr. Garfield "our garden" is not limited to the little patch we weed and water, but takes in all the high-ways and by-ways, the borders of the brooks, the edges of the swamps, the shady country lanes, the hill sides and the meadows.

These are "our gardens" and Dame Nature has filled them with plants, flowers, seeds and fruits which "we may grow" if we but will. It is for us to say. Shall we continue to grow them or shall we destroy our gardens by ruthlessly gathering, on every pleasure jaunt we take, great masses of bloom? Flowers, in most instances re-produce themselves by means of seed. If we gather the flowers we not only remove a thing of beauty for the time being but we help to make barren and desolate for all time the spot where beauty stood, for flowers gathered means no seed matured and no seed means no flowers for the next season.

The woods call us in the early spring and some sunny morning before the trees have put forth their leaves, we find a hill side covered with trilliums, "which come to wake the robin into song." Do we admire them and leave them? No, we load ourselves with them and we return the next spring expecting to be greeted again with that enchanting sight, a hillside covered with nodding green and white; but there are no trilliums. Disappointed we turn away and wonder why, never dreaming that the non-appearance of this spring flower is due to our thoughtless gathering of the blossoms the year before.

We are driving through "our gardens" on the country roadside and suddenly there bursts upon us, like a rose coloured vision, a sweet-scented thorn in full bloom. O, the pink and white of the petals, and the fragrance of the flowers! No artist ever paint-

*Paper read at meeting of Grand River Valley Horticultural Society by Miss Alice I. Hefferan.

Advertised Goods Are Winning all the Time

TWENTY years ago the grocer's clerk had a much harder job selling goods than the grocer's clerk of today.

In those days everything was sold in bulk —package goods were unknown. Uniform standards of quality in foodstuffs were rare.

The best selling arguments the clerk then had were that the goods were reasonably fresh and the price low. Selling arguments today for the same classes of goods are innumerable.

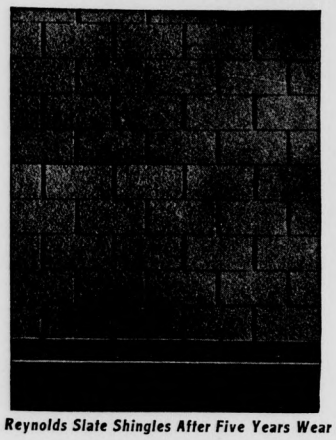
This modern selling marvel has been largely wrought by national advertising.

National Biscuit Company products in the famous In-er-seal Trade Mark packages and the familiar glass front cans were among the real pioneers in this forward movement. Grocers found them easy to sell. N. B. C. advertising told the consuming public about the freshness, the goodness, the uniformity and quality of N. B. C. products. The desire for the goods was created and the selling was made easy.

NATIONAL BISCUIT COMPANY

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

Wood Shingles After Five Years Wear

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

Detroit	Kalamazoo	Columbus	Youngstown	Utica	Milwaukee
Saginaw	Battle Creek	Cleveland	Buffalo	Scranton	St. Paul
Lansing	Flint	Cincinnati	Rochester	Boston	Lincoln, Neb.
Jackson	Toledo	Dayton	Syracuse	Worcester	Chicago

And NEW YORK CITY

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

Use Tradesman Coupons

ed such a picture. But do we leave the picture and the fragrance for the enjoyment of the next rambler on the road?

And some day when we are following a pretty brook through "our garden," we catch a glimpse of the cardinal-flower gazing at herself in the stream. Do we drink in her beauty and pass on? No, we pluck her stalk and so the work of her extermination goes on as Neltje Blanchan says, "as rapidly as that of her bird namesake."

We cut baskets full of golden-rod, big bunches of white, blue and purple asters, masses of Joe Pye Weed. We leave in their stead great barren patches where before all was beauty and color.

This is an age on conservation. Not only are we looking after our citizens, but we are trying to preserve and protect our natural resources and the great natural beauty of our country. We protect our birds, fish and game, but we have not yet come to realize that the wild flowers and shrubs in Nature's Garden, which is "our garden" must be protected if we wish to save them, not only for our present enjoyment but for the enjoyment of our children and our children's children.

The members of the Grand Rapids Park and Boulevard Association have banded together in an effort to preserve for all time to the people a part at least of the gardens by which our city is surrounded and to preserve therein all bird and animal life. We can under the present laws save the wild life within the drives and parks, but what are we going to do about the flowers and shrubs? To arrest a man for shooting a robin or squirrel on our premises will meet with the approval of the public; but suppose some woman or child gathers all the wild flowers we have spent months in growing and we should arrest them, will we have the support of the public? And while they do not realize it, they are destroying natural beauty and wild life just as surely as is the man with the gun.

You all know Mr. Hodenpyl gave the Woods for the "benefit, pleasure and instruction of the people of Grand Rapids, the intent being that the people of said city shall always have an opportunity of seeing in this park specimens of practically all worthy varieties of trees, shrubs, and wild flowers indigenous to this locality that can be successfully grown on said premises." In carrying out this intention there were planted in the Woods a great many trilliums, but when they blossomed last spring, in spite of printed signs, care-taker's warnings, coaxings and threats, they were soon completely wiped out of existence. Learning of the havoc wrought Mr. L. G. Stuart spent his vacation gathering trillium corms and, thanks to his thoughtfulness, we hope to have the Woods filled again with the waxy white and purple red blossoms.

Mr. Blacklock, the care-taker, can tell you many tales of the destruction of shrubs and flowers, but perhaps the one which stands out strongest in his memory is that of the pretty little dogweed tree which grew on the road just beyond. He and the teamsters grading the road had admired its bloom all the week. One of them likened it to a "cloud dropped from the sky or a drift of snow blown across the green." But Sunday came and with it the nature lovers, who delight in gathering wild flowers, and when darkness fell you could not even find where the little tree had stood.

Now this destruction of flowers and shrubs on our country waysides and in the city parks and drives is not wrought by the ignorant and malicious man. I am sorry to say it is our well educated nature lover who does most of the work. Why does he do it? Simply because he is thoughtless. He is a lover of beauty, but this love has not yet grown to its fullest extent. His present love contains that desire of possession for himself alone. He has not yet learned that things living and growing in "our garden" are "ours" and not just "his." He has not yet reached that height from which he can admire the flower and shrub and pass on, leaving it a live thing of grace and beauty to charm the next passer-by.

So here is a vow each and every one should register: Say to yourself, "Never again shall I thoughtlessly or carelessly gather a wild flower or break a flowering shrub or vine. Today I enroll myself as an apostle of the doctrine of conservation and I go forth to teach and preach preservation to my relatives, friends, benefactors and enemies, so that all wild life may grow in our gardens," which, as I understand the word, means in all of God's great out-of-doors.

Not Any More.

They were gazing out of the window of the Pullman car. The thin man was rapturously admiring the sunset.

"Ah, Nature is a real artist," exclaimed the thin man, addressing the fat man who sat in the opposite seat. "Have you never gazed at her wonders? Have you never watched the lambent flame of dawn life leaping across the dome of the world? Have you never watched the red-stained islets floating in lakes of fire? Have you never been drawn by the ragged, raven's-wing sky-fantoms as they blotted out the pale moon? Have you never felt the amazement of these things?"

"Not since I swore off," replied the fat man, as he prepared to hunt another seat.

Any man likes to be called a hero, because he really believes he is.

IT'S PURE!
Tell the Trade
Mapleine
Is listed in Westfield's Book of Pure Foods
Order of your jobber or
Louis Hilfer Co.
4 Dock St., Chicago, Ill.
Crescent Mfg. Co., Seattle, Wash.

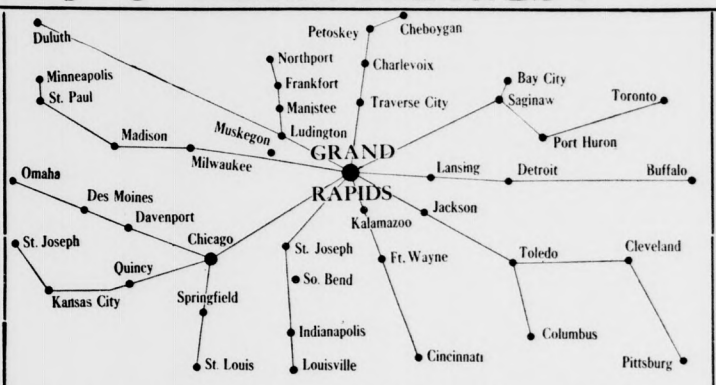
Don't Write! USE THE LONG DISTANCE SERVICE OF THE MICHIGAN STATE TELEPHONE CO.

Make Out Your Bills
THE EASIEST WAY
Save Time and Errors.
Send for Samples and Circular—Free.
Barlow Bros. Grand Rapids, Mich.

For Buckwheat Cakes
UNCLE SAM BUCKWHEAT COMPOUND
For Sale by All Jobbers
SAGINAW MILLING CO.
MANUFACTURERS

CARPENTER'S IMPERIAL BRAND
EXCLUSIVE .... PURVEYORS
SPRAYING COMPOUNDS

OF
Lime Sulphur Solution
Arsenate of Lead
Pure Paris Green
Bordeaux Mixture



Accessible to the largest fruit producing territory on earth. Consignments forwarded by 5 Lines of Railroad. 2 through Lines of Electric Roads and by Lake Steamship Lines to Duluth or Buffalo and Intermediate Points.

OF
Nicotine Solution
Kerosene Emulsion
Kill Weed
Whale-Oil Soap
Cut-Worm and Grub Destroyer

MANUFACTURED By
Carpenter-Udell Chemical Co.
GRAND RAPIDS, MICHIGAN

WHY THEY FAILED.

Reasons For the Non-Success of Some Merchants.

When a young doctor starts out for himself, he has a vague general idea of his profession; he knows something about the curative properties of drugs and medicines, but ability to help the sick doesn't come until he has tried out his raw materials and seen for himself what they will do. In other words, he must practice awhile. The oftener patients come to him, the wider the variety of his cases, the more skillful he becomes in the handling and prescribing of his remedies. The more cases he has to diagnose, the more expert he becomes in finding the root of each trouble.

The only merit we claim for our suggestions is based upon the fact that we are called upon to diagnose so many ills and to administer our remedies in so many different cases. Now, after thirty-six years, we have almost reached the place where we can pretty conclusively pick out the trouble and administer a beneficial remedy.

When a doctor comes to a sick man he doesn't ask his patient is he's suffering from arteriosclorosis or from atrophy of the pituitary gland. The patient would probably ask the medical man to speak "American." Instead of this the doctor asks the sick man if he feels this way or if his body does this thing or that, and he might even describe the symptoms of another patient in order to secure the facts he needs.

That method is the surest to get results, and it shall be the one used here. I shall describe the maladies of a number of typical sick stores and then describe the remedies and the effects they produce.

Two years ago a mournful looking man came to us saying, "We've fifty thousand dollars invested in stocks, our sales are good and our store has what we consider the best location in town, but we're not making a profit on our business. There's a clog somewhere." Investigation showed that the basement of the store was filled with a stock of crockery dating back four or five years and in which almost as much money was tied up as in all the other merchandise carried. Year after year the proprietor had been bying crockery from a drummer friend until the overstocks soaked up enough cash to have furnished a very satisfactory income at 3 per cent. The basement was unattractive, the counters and shelves were makeshifts and in the center of the floor were the furnaces and coal-bins, which supplied heat for the whole establishment.

Here, therefore, was one-third of the entire floor space earning never a cent and more than one-third of the stock paying back nothing on the investment. We advised the retailer to throw or give all his crockery away, to install modern variety store fixtures, to buy a diversified assortment of variety goods and to advertise the new department as strongly as any other department in the store.

Two months ago the merchant came back to us and reported that the basement was not only self-supporting now, but that the net profit from the department for three months previous had been more satisfactory than the profits from all the other lines carried.

Six months ago a merchant from a town of fifteen thousand people came to us with the statement that the 10 per cent. net profit which he had expected failed to show up at the end of the year. When questioned, he admitted that he didn't know whether this line turned faster than that one or whether this one was more profitable to push than another. He was doing business in the dark. When he went home at night he had only cash register totals to show what the various expenses were, what part of the overhead expense each line was carrying. In fact, he was doing what thousands of retailers are doing—running a store by guess-work.

We advised him to tag every line he carried; to assign to each sub-department a letter or a number; to classify each week the sales, profits and expenses of each sub-department and to find out the hole where profits were leaking away. In less than three weeks he reported that the lines which he had considered the speediest were in reality a clog upon his store and that the ones which he had been spending the most of his advertising appropriation upon were really the least profitable lines. Upon analyzing his market, he also discovered that he was not carrying the merchandise most of the people in the district could buy. He had been catering to a high-priced trade which really did not exist. A clearance was held and he did a thing that hurt his feelings, namely, threw out five departments that had been a part of his store for ten years and replaced them with goods more suited to the trade of the city.

Several years ago we sold an opening bill of goods to a man whose prospects were about as rosy as any we've ever seen. His opening day was a whirlwind. People swarmed into his store and continued to come in large numbers the next day, the next and the next. For more than a year he made an almost perfect record and then he began to totter. Sales continued and customers continued to multiply, but the business was far from well. The second year he barely made both ends meet, in spite of the fact that he sold goods to a larger number of customers than had bought from him during the first year. The third year he failed, dropped out sight, and was not heard of again until a few months ago when he bobbed up at one of our sample houses and told our manager (who, by the way had sold that opening bill of goods) the story of the failure.

He had overbought, not ignorantly, but with the perfectly definite purpose of saving the difference between the cost of dozens and the cost of grosses. His reasoning led him to believe that the price difference would more than offset the dangers that he knew to accompany quantity buying. As he himself said, "I swear every time I think of the capital I had tied up for months in goods waiting to be sold, when I might very well have used the money to spread out the variety of my stocks, or to earn me 3 per cent. in a bank."

"At the end of my second year," said this failure, "I was compelled to lose nearly $1,000 net profit sacrificing stickers that had accumulated."

Two hours' ride from Council Bluffs is a store that will be dead within twelve months. If a monument is erected in its memory, the owner will probably inscribe the words, "killed by a mail order house." In reality, it will be a case of suicide and the retailer could save the day yet if he were wise enough to see the remedy and use it.

The trouble with his store is common; you find the disease everywhere. It is a case of "too much quantity and too little variety." This store carries five lines when it might carry twenty. Compare these five lines with the infinite variety of the mail order houses and you'll see why this particular merchant is blaming his downfall on his big city competitor.

This merchant is carrying five lines and is over-stocked on every one of them. Only one-quarter of each is placed where a customer can see it; the remainder is hidden away in bins and warehouse. Yet this merchant is close enough to his source of supply to be able to replenish his stocks in a few days' time. He could cut down the investment he has sunk into each of these five departments fully two-thirds and thereby save enough to add fifteen other kinds of goods that his trade would buy. He complains of mail order competition. For him there isn't any mail order competition. He offers so weak a resistance to the efforts of his big rival that it can't be called competition at all. In reality, he forces trade to the city by simply refusing to carry many lines of merchandise that he could sell as well as anyone.

While we are on mail-order competition, let me say its severity is greatly overestimated by the rank and file of retailers. They are afraid of shadows; somewhere they have gained the impression that mail order values are beyond competition, that mail order advertising is all-powerful and that the time is not far distant when all buying and selling will be done through these agencies. Here's some evidence on the other side:

It costs the mail order house more to do business. In fact, the difference between its cost and that of the efficient small merchant more than offsets the difference between the buying-expense of each. So far as that goes, the mail order house's buying superiority is largely the creation of the brain of some timid retailer. I recently prepared a list of merchandise on which retailers can meet mail order competition and beat it. The list contains hundreds of items which will meet mail order prices and give a profit in the bargain. If any reader is really anxious to deal in facts, I will give him a copy of this list and prove beyond the shadow of a doubt that the bugbear of mail order competition is not formidable at all.

The trouble with a great many tottering merchants is that they have never learned how to buy. Instead of shopping around and purchasing solely upon the evidence given by side-by-side comparisons, they are led to buy much as the lamb is led to slaughter. They take the word of every traveling man, the word of every advertisement for gospel truth, refusing to follow the method that is safe.

I know a merchant who is sweating blood and using all his energy in pushing goods that never will be anything but slow-movers. He wonders why he doesn't get more results for the work he does. He said to me, "I'm the most active advertiser in my territory and yet I'm slipping back every day. I tell you that the small merchant is doomed." Yet, despite his pessimism, he has evidence to the contrary in the very next town, where a progressive merchant, using a single advertising medium has boosted his sales in five years from $15,000 to $50,000.

The latter man used to be an old-line general merchant handling groceries, piece goods, clothing, shoes, farm implements and a few notions. After one of the longest and hardest campaigns we ever had we induced him to add candies, home goods, quick-selling dry goods specialties, tin and enameled ware, a sample line of furniture, household hardware, glassware, toys, jewelry, woodenware and to keep on hand a smaller quantity of his original lines. By branching out, by increasing the appeal he had for his trade, he literally made two customers grow where only one had been before, and in a few years has increased his sales 233 per cent.

There are lines of merchandise in every store which could be profitably replaced with goods which turn faster, without doing the slightest damage to the volume of business. Druggists found this out years ago, and if the druggist hadn't seen a great light and branched out, he wouldn't be in the game to-day. The grocer and hardware man are slowly falling into line, but until they really do something towards catering to the tendency to buy everything in one place, they will continue to eke out a very scanty existence.

The ills that come most frequently to our attention are advertising ills. It would be a very liberal statement, were I to say that less than 5 per cent. of the retailers of America know how to advertise.

They do not know how to apportion their advertising expenditures in such a way that each line advertised will get its proportional amount of benefit.

They do not know how to put punch into their advertisements.

Right now there is a campaign of advertising, promoted by one of the mail order houses, that is attracting attention all over the country. To oppose the strength of such advertisements with the kind that the average merchant prepares is a waste of money.

Anderson Pace.

Moseley Brothers

Grand Rapids, Michigan

Commenced business in 1876. Own their Grounds, Warehouses, Stables, Railroad Tracks and Offices

On the block bounded by Pleasant street, Hilton avenue, Grant street and Railroads S.W. They own a thousand feet Railroad trackage on their own grounds.

Have the best Railroad Warehouse facilities in the city.

Own and operate a Line of Refrigerator Cars, the only Line of Private Refrigerator Cars owned and operated by Grand Rapids firm, loaded only by them, which are carrying Produce and Fruits to all parts of the United States and **advertising Grand Rapids and Michigan Products.**

Moseley Brothers are in **Business** to **Buy** and **Sell Farm Products.**

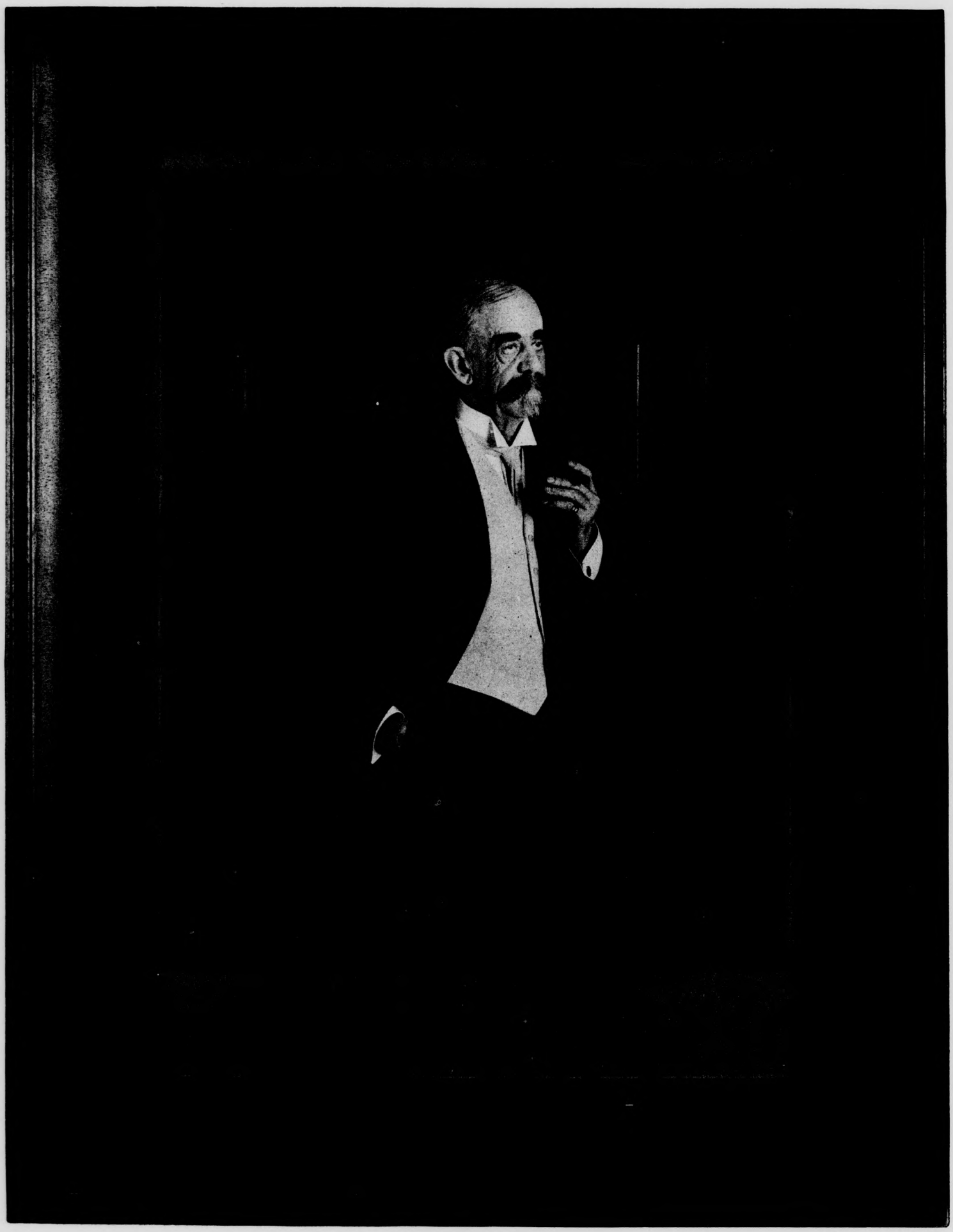
Will **Buy** or will **Sell** you

BEANS, SEEDS, POTATOES, FRUITS AND FARM PRODUCE

Moseley Brothers

Offices on Pleasant Street, S. W.
Both Telephones No. 1217

Grand Rapids, Mich.



WILDER D. STEVENS

FIFTY YEARS IN HARDWARE.

Some Changes Which Five Decades Have Wrought.

You ask me to furnish an article for the thirtieth anniversary number of your valuable paper, which will, in a measure, furnish your readers with some information as to the difference in methods of conducting the hardware business, as we are accustomed now to know them, and conditions thirty years ago.

The first thought is that this is an easy thing to do, that there have been great changes in thirty years, and that one can easily fill a column or two in enumerating them, but I find it a very difficult task to write a satisfactory article confined to the experiences of so short a time.

It is true that in thirty years there have been many changes, both in goods and in methods. Thirty years ago we had more trade with lumbermen and less with furniture manufacturers. It is within this period of time, I think, that the old iron cut nail has been displaced by the steel cut nail, and it in turn by the steel wire nail, now almost exclusively used. I would not like you to ask me to go back and give you a history of changes which have taken place since Wilder D. Foster started the first tinshop in this city in 1837, for this is only a matter of hearsay and I would not be good authority. Neither ask me to commence with 1845, when the firm of Foster & Parry was formed, for that, while a matter of record, was before my time.

I have before me, as I write, the articles of copartnership above referred to, dated July 22, 1845, in which I find the following sentence:

"They each of them have this day paid in the full sum of one hundred and fifty dollars to be used, laid out and employed in common between them, in the management of said trade and business, to their mutual benefit and advantage."

Ask me to tell you some of the changes which have taken place in the hardware business during the past fifty-one years and a more extended article can be written. Strange as it may seem, I think it is a fact that as we grow older we live over again in our minds the days of our youth. We live in the past. We remember much more vividly the happenings of our daily life when young than we do the occurrences of later life. So it seems I remember more distinctly the early methods, the class of goods handled and the people we did business with.

In 1862 the shelves of a hardware establishment did not look much as they do now. Then most of the shelf and many of the heavy goods were imported. We did not have the tasteful paper and wooden boxes nicely sampled on our shelves, but instead a clumsily done up paper package, with a sample of the contents tied on the outside. Every time an article was sold this package had to be taken down, the contents shown, and, after a sale was made what was left was done up again, resampled and returned to its place on the shelf. You can readily imagine the appearance of the shelves after the day's work was done; and the days were long—from early morning until 9 o'clock or after, six days in the week.

There was no wholesale hardware trade in the city, as there were no country stores tributary to us who handled hardware. There were no railroads to bring us customers. Our trade, outside of the city, was exclusively with lumbermen and farmers, and how we did dread the rainy periods of spring and fall when the roads were impassable by reason of the mud and our customers could not come to town!

There were no factories making pressed tinware, the result being that every establishment had to run a well-equipped tinshop for making pieced ware, stovepipe, elbows, etc., besides doing general job work, from putting up conductors and eave troughs to making steam pipes of copper for our river boats, at $1 per pound for the copper and $8 per day for coppersmith and helper. I remember, also, that we paid 75 cents per dozen for making common stove pipe elbows, we furnishing tools, shop room, stock, heat and light.

There was much barter in the early days of the hardware trade in Grand Rapids. Anything the farmer raised could be changed for goods. Wood, dressed hogs, corn, potatoes, cheese and butter were taken and disposed of to employes. Our factories and mills paid their hands largely in orders on the stores and settled their accounts once each year. The farmer was offended if asked to pay before harvest, and did not always pay then. It was necessary to keep a man on the road all the time, with a buckboard in summer and sleigh in winter, making settlements, and many a note was saved from outlawing by endorsing the value of a meal taken with him, usually 25 cents.

The store was not supplied with porters to wash windows, get up heavy goods from the basement and wood for heating. The clerks did all of that work and the brunt of it usually fell upon the youngest of them.

One feature is still remembered with vividness and that is the rag bin. All hardware stores took rags—both city and country rags—for goods. In some convenient place in the floor of the salesroom was a trap door leading to the bin the basement. After weighing the bag—they were usually brought in a bag—the contents were shaken out into the bin, stones and all, for even the honest farmer would sometimes not be careful in filling the bag. When the bin was full and trade quiet, the "cub" was sent into the bin to assort and sack ready for shipment to Eastern paper mills. I should think I spent nearly half of my first year in the rag bin, working by the light of a coal oil lantern or candle, and this reminds me that I can remember when the only lantern made or sold in our establishment used a candle as a means of light. It was constructed of tin, with a light of seven by nine glass in front; in fact, our first production had no glass, the rays of light coming through slits cut in the tin with what was called a "lantern chisel." I doubt if there is a "lantern chisel" in any hardware store in the United States at the present time.

There have been many, many changes in the character of goods handled. I can not begin to enumerate them. The scythe and cradle have been to a great extent displaced by the mower and reaper, now handled exclusively by agricultural and implement dealers in the city. Belting, packing and mill supplies generally have left the hardware stock and are sold by establishments paying particular attention to this class of goods. The wagon, carriage and harness hardware is also handled by exclusive houses. The spinning wheel, which used to take up so much room, has given place to the bicycle in many hardware stores. The tinshop has been almost abolished, outside work being done by houses established for this purpose, and pieced tinware has been largely displaced by pressed ware. The rough ironware for kitchen use has almost disappeared and we have the lighter granite and polished steelware. The steel knife and fork, with wood or bone handle, has given place to fine plated or sterling goods.

The old clumsy counters have to some extent disappeared, their place being taken by handsome plate glass show cases, filled with attractive goods. Barbed wire for fencing now employs the capital formerly invested in mill and logging supplies, while sporting goods occupy the space formerly taken up by heavier and rougher goods necessary in a newly settled country.

The old wooden carpenter planes have given place to the lighter iron tool, in endless variety. The old boring machines are nearly a thing of the past, and shop work by machinery has made unnecessary many carpenter tools which were constantly called for.

I think the most important and gratifying change that has been made in the hardware business is the change from imported goods to those of American manufacture. American iron, American steel, American tinplate, and the manufactured products thereof, constitute 95 per cent. of a stock of hardware at the present time, while in 1862 about as large a proportion was imported.

Wilder D. Stevens.

Knowledge of Goods.

The man who comes to your store to buy has the right and the expectation to be reliably informed regarding the goods you offer for sale. The fuller you can fill him with information the better are your chances for securing his order. In order to do this you must know your own goods thoroughly. Also you ought to know your competitor's goods almost as well. You ought to know who makes both lines of goods and where, and what facilities and experience the manufacturers possess. All of these things have selling force, and that is what the dealer must have if he is to make a success of his business.

Anger Presents Help in Time of Need.

Written for the Tradesman.

There is a species of latter-day cultism that puts an embargo on anger of whatsoever sort.

According to these apostles of peace, anger is too violent, too inhibitive, too fundamentally evil to serve any legitimate function.

Therefore it ought to be avoided as a poison, as pestilence, or anything else of a destructive or harmful nature.

Consequently, so runs the smug theory, to give way to anger is to limit one's powers, obscure one's vision, demoralize one's resources, and play hob generally with one's vitalities.

The theory is beautiful and soothing, but not quite practical.

And the reason it isn't practical is just because it overlooks some stubborn facts that make good old Simonpure anger quite a wholesome thing now and then.

There is, I believe, a Scriptural phrase about "righteous indignation." And Solomon somewhere remarks that there is "a time for everything under the sun." There are times when anger is in good form, even in the politest circles.

Of course the disposition to go off half-cocked and empurple the surrounding atmosphere with picturesque language apropos of nothing in particular, isn't commendable. It ought to be discouraged. It inflicts wounds without cause and it explodes good brain-cells to no purpose and consumes valuable time that had better be given to other matters.

But he must be either a very rash or a very stupid person who would take a solemn and binding obligation, never, never to lose his temper and wax indignant under any circumstances. There are times when it is highly proper to stand up on one's hind legs and get purple in the face and violent in one's protest. And the man who cannot get angry through and through isn't normal. He has either lost his sense of values, or he has lost his punch.

The people who have inaugurated crusades, built big businesses, or helped appreciably in the world's uplift, have been folks who could get dangerously angry on occasions.

Resentment is both a weapon of defense and implement of service. It is an edged tool—highly dangerous in unskilled hands; but a very present help in time of need.

There are both things and people in the world so downright mean and nasty and low-down, we'd hardly be human if we didn't get angry when they got across our pathway.

Frank Fenwick.

The Orderly Store.

Keeping stock in apple-pie order, having everything neat and orderly and scrupulously clean, is an absolute esential. Advertising can bring people into the store, but it cannot make them buy or induce them to visit the store a second time if the first visit is unsatisfactory.

A wise man enjoys what he has, while the fool is seeking for more.

LOOKING BACKWARD.

Wonderful Development of the Telephone Industry.

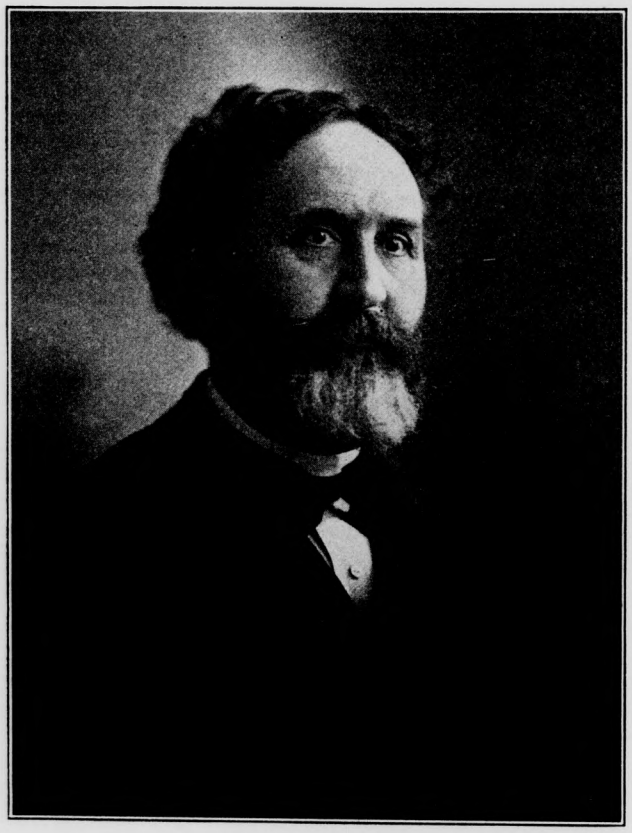
It is apparently natural and in a sense very proper to rejoice when a birthday comes around. This is quite as true with publications as it is with humans; and it is very natural at such a time to indulge in retrospect. Those backward glances may be made very useful if discriminating eyes are used, and if the incidents of the past shall become guide posts to wiser, more discriminating action in the future. Hence the scheme of the Tradesman in the celebration of its anniversary, in requesting various retrospects from its friends and admirers, is a good one and worthy of encouragement.

So along this line the invitation to say something about telephones and the telephone business of the community and the region, the country generally, although it was fully realized that such a discussion must necessarily be discursive and not particularly wise or witty, was accepted.

As a resident of Grand Rapids for considerably more than forty years and engaged at the time in newspaper work, I was quite familiar with the first appearance of telephones in this city and can remember, as though it were but yesterday (but I cannot give you the precise yesterday in date), the wonderment of myself and others when the first pair of telephones brought into this region—and I believe, into the State—was tested out between the Grand Rapids Plaster Co.'s city office, on the second floor of a building fronting Campau Square, and the office of the plaster cave on the west side of the river. The late Deacon J. W. Converse, of Boston (Malden), and his intimate associate in various business affairs, and especially the plaster interests here, Deacon Hovey, had provided a telegraphic circuit for communication between the plaster cave on the west side of the river and the city office, and found it very easy to adapt that line to an experiment with a pair of telephones. Deacon Converse was particularly well acquainted with Mr. Hubbard—I think his Christian name was Gurdon—who was the financial genius of the early days of the Bell telephone interests, and, as I remember, the father-in-law of Elisha Graham Bell, whose name is immortalized in the title of that great corporation; so it was quite natural that the experiment in this city occurred so early in the development of telephones. As a newspaper man I was one of the first invited to participate in the tests or demonstration of the new invention. I was quite incredulous and not at all disposed to believe that what appeared to be true, was not a hoax for the diversion of those who had been invited to talk over the wires. I well recollect the astonishment and bewilderment in the faces of my neighbors who heard Mr. Apted's voice at the plaster cave office as distinctly as though he were in the same room, while using the telephone in the city office on Monroe street. Some of us—and I was one of them—still not wholly convinced, attempted to get around back of the machine to discover if we were not, after all, victims of a good-natured, practical joke.

But the telephone had arrived in Grand Rapids. That same pair of instruments is still in this city and they have been here now about thirty-six years, in fact; they came in some six years earlier than the Tradesman did.

Grand Rapids in those days, as since, was progressive, energetic, and ready to try new things, to make ventures, and to be among the leaders in practical development of apparently useful, new ideas; so a little later the project was started of establishing a telephone exchange. Some of my personal acquaintances were identified with these efforts, and as a newspaper man I was kept advised of their progress. I was invited to inspect the various practical steps in the establishment of the new system and the office with which I was identified had telephone No. 25 in the roster of the first exchange in the city.



ERNEST B. FISHER.

By the way, the Tradesman afterward fell heir to that number years ago, and in a modified sense still holds it, because the 5025 of its present main telephone in the Citizens system is the successor of the original 25, being changed when the automatic service in this city succeeded the manual service a few years ago. The editor of the Tradesman could write this feature up very much better himself, but he has been so firm and wise a friend of the Citizens Company that his mere request for some reminiscences became practically a command not to be disregarded.

Of course while identified with the newspaper work of the city during the succeeding years—well toward a score—following this earliest development of telephony, I was fairly familiar with its growth and with the general progress of the business in the country. I could not, however, give details or statistics of those earlier days. I know that the Grand Rapids exchange grew steadily and the rapidity of its growth was an astonishment to its patrons and the public generally. My recollection is that for some time the Grand Rapids exchange was the largest, per capita, in the country, as it was always one of the best in management and general conduct, so far as those locally connected with it and controlling it could accomplish it.

In place of any attempt to discuss statistics through that period, perhaps this anecdote may be tolerated. It comes to me from a gentleman yet living, who was quite intimately acquainted with Deacon Converse, already mentioned, and he told me the following tale shortly after he heard it:

While Deacon Converse was a friend of Mr. Hubbard, the Boston man (Boston was for many years the head center of the telephone interests in the United States and Canada); while he had brought the first pair of telephones to this city, he had not become persuaded that telephone stock was a good investment. Like many other infant industries, it was a very serious effort on the part of Mr. Hubbard to get funds with which to take care of new business to keep up with the demand. In a way Mr. Hubbard's work was almost as important as the inventor's, in introducing and promoting the invention; in making it a practical success and a useful instrument. Quite a number of years afterward, while visiting in this city where the Deacon had very considerable interests, he fell into conversation with my friend during a long car ride, and was asked why as a Boston man he did not become a considerable stockholder in the Bell Telephone Company.

The Deacon smiled pleasantly and said: "I will have to tell you a story. You know of course about my bringing the telephones here first and about the general situation, because you were identified with telegraphy in those days and we used to meet each other with some frequency. They tried to sell me some stock, teased me to take some and offered me quite a large block at 35. I really thought that the telephone was a rich man's toy or plaything rather than a business utility, and so I didn't take hold. Time went along and I was busy with other things, the Phoenix Company out here, real estate in Grand Rapids among other things, and I did not take any stock. I was here for quite a long visit at one time and got a telegram from one of my family who wanted to know if I didn't want some Bell stock, naming the price. I was just a little provoked at such a question and my answer was a short, 'No'. The next day I got another telegram, suggesting that I better have some, and it could be gotten at a little higher price than at the price named the day before and was going up, and the one who sent the message announced a purchase of some. I was disturbed and got on the cars and went home to Boston at once. That was the old original stock, which was afterwards incorporated on very favorable terms in the later National company. Just think of it, Mr. ———, just think of it, at that time the stock was worth several hundred and I could have bought a lot of it at 35, but I didn't!"

My memory is, that the basic patents in telephony expired late in 1893 and that about that time the paper with which I was connected contained a discussion of that fact which I wrote and a suggestion that with such expiry and the opening of the main features of the invention to general public use there should be, as there had been as to the sewing machine and other like inventions, a material reduction in the expense of the purchase or use of such instruments; that the main feature of the system as it was then, an absolute monopoly, would necessarily disappear.

That thought found lodgement and several gentlemen who had been among the most aggressive promoters of good things for Grand Rapids began to canvass the proposition of a new telephone system for this city. The idea continued to receive attention and in the latter part of 1894 the formal proposition was brought before the Common Council of Grand Rapids to grant a franchise for a new telephone system here, such franchise to be given to S. B. Jenks (recently deceased) and others thereafter to be associated with him. As I remember it, that franchise was completed in December, 1894, and the following spring and summer more active effort ensued which resulted later in the formal organization of the Citizens Telephone Company. The formal meeting for such organization, as I now recall, was June 10, 1895, a canvass was started and sufficient funds to warrant a continuance of the project were pledged, in September the incorporation was formally perfected and the editor of the Tradesman and eleven of his neighbors and friends were on the first Board of Directors.

The first pole for the property was set on the 7th of October of that year,

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Leaders of Quality

Established 1857 **New York**

the big one seventy feet tall, which stood near the intersection of Louis and Campau streets. In 1896 the plant was so far advanced that experimental service began in April and actual service for pay in the new Independent plant was given the first of July, and that day the Citizens Company had 832 phones in its Grand Rapids exchange and was the first Independent telephone plant in the United States with 600 or more phones in service. At that time, as I remember it, the Bell exchange in this city, for some time the largest per capita in the country, had 1,471 phones in service and there were in the State of Michigan a little more than 13,100 phones in the Michigan Telephone and Telegraph Construction Company's system, which included all the service in the entire State; and that was a part of, but not very largely or generally, connected with the rest of the National system of the Bell Company, which then had, as I remember, 327,000 telephones in the entire country. If these figures be accurate, it will be seen that Michigan then had her share, and this city more than her share of the telephone service in the land.

It undoubtedly would be tedious to your readers to trace the changes since. The retrospect does not require lingering glimpses of the entire pathway. It would scarcely be like myself, however, to ignore one salient thought in such a backward glance. As many years had then elapsed since the first inauguration of telephone service in the country as have now elapsed from the birth of the Citizens Company's exchange in this city, and by the figures Michigan had a little over 13,000 telephones, Grand Rapids 1,471, the entire country less than 330,000; now there are almost precisely 12,500 in the Citizens Grand Rapids exchange; it has about 40,000 in the system in which it is financially interested in Western Michigan; there are approximately 260,000 instruments in the telephone service of the State or twenty times as many as there were seventeen years ago, and almost as many in Michigan alone as had been put in service during the preceding seventeen years in the entire country! The limits of long distance service have been extended almost indefinitely. The quality of service given locally has been almost immeasureably improved. There are some of us who think the stimulus of competition, the stimulus of a second enlarged market for inventive genius, the benefits of local interest in development, have contributed not a little to this wonderful increase of service, of the usefulness of the telephone.

It is not necessary in such a retrospect to any more than hint at the financial phases of the changes in the industry. They are a matter of common knowledge and so general as to require no repetition. The mere suggestion of the topic carries its own emphasis as to the importance of that feature, both special and general.

In all of this development Grand Rapids, as in other lines, has borne a fair share of the labor and won a fair share of the honors. In all of this development there has been no warmer advocate and considerate friend than the Tradesman and its editor, and to him among the other agencies active as producing such beneficial results unstinted praise, great credit, is due.

Ernest B. Fisher.

The Boon of Good Health.

Written for the Tradesman.

I wonder if it is ever possible for us to appreciate the boon of good health as we should, until our health is gone, or at least gone for a time. Good health is, indeed, a blessing; and more to be desired than gold, flashing gems and sumptuously equipped automobiles. All that a man hath will he give to get back his good health.

When the doctor puts us on a diet of thin toast and pale tea, how sweet are the recollections of the days when we consumed thick steaks smothered in festive mushrooms, with never a protest from digestive headquarters! As we lie awake at night, with throbbing brows and thrumming nerves, listening to the busy activities of some little old time-piece, how precious is the memory of those other nights when we could lie down any old place, indoors or out under the star-lit canopy, and quickly wrap ourselves in the sweet mantle of unconsciousness!

That man should never reckon himself poor who has a constitution tough as whit leather. When the works on the inside of a man are in good order and running harmoniously, he should be at peace with himself and the universe, for he's a fortunate man. Anybody who can eat like an animal and sleep like a baby is thrice blessed.

Good health is an asset. Prize it. Guard it. The man who leaves his office in the evening, having failed to lock the safe, thus making it a bit more convenient for the burglar to rifle the stamp drawer and pocket the currency wallet, is a careless man. But the man who deliberately pours poison into his system or over-drives the subtle mechanism of nature just to get high speeds and new records, that man is a fool. Frank Fenwick.

She Knew the Symptoms.

During an Episcopal convention in Boston, one of the bishops had an experience he will long remember. He was a portly man, weighing over three hundred pounds. One afternoon while walking through Boston Common he sat down on one of the benches to rest. When he attempted to get up, he failed in the effort. He tried again and failed. About this time a little girl, poorly clad, came along and was attracted by the struggles of the bishop. Stepping up to him, she exclaimed:

"Don't you want me to give you a lift?"

The bishop gazed at her in amazement and exclaimed:

"Why, you can't help me. You are too little."

"No, I am not," she replied. "I have helped my pa get up many times when he was drunker than you are."

There are lines of advertised goods that do not deserve the co-operation of the retailer in selling them, but don't pull all such goods in that class.

Karo
(REG. U.S. PAT. OFF.)

The Increased Karo Business in Your Vicinity is Yours by Right

Center the big jump in Karo business right in your own store. Stock Karo liberally, display it prominently. It pays you big profits and is easy to handle.

Karo sales are increasing rapidly—every day more and more of this famous syrup is used by the American housewife for cooking and table use.

Our extensive and forceful advertising is telling the facts about Karo, the great national syrup—its purity and food value and the great saving it effects in the cost of the family living.

Your customers know the Karo label—they will take no substitute. Give them Karo, the syrup that is always pure and wholesome, and full net weight in every can.

CORN PRODUCTS REFINING CO.
NEW YORK, N. Y.

Real Life as Seen by the Collector.

Written for the Tradesman.

It is in a part of the city where the houses are nearly all alike. The exception may be a large building on the corner which is both store and dwelling. And the store, more likely than not, is a grocery and saloon combined. Children as well as adults are seen coming and going with pitchers, carrying home beer for all the family.

There are no shade trees in the yards or along the sides of the street, or if there be trees they are but recently planted, for the section is new and was platted on purpose for residences for laboring people—foreigners. In summer no lawns are visible. Every available foot of ground is planted to vegetables, even up to the door of the cottage and on each side of the walk or path which leads to the street. Many of these cottages have been purchased by their present occupants, while others are rented.

The children's playground is the bare and often dusty street. Along about sundown of a summer's day within the length of one block may be seen from 100 to 150 children playing in the street. And there is small disparity in their sizes, for the older and younger members of each family are usually elsewhere. Mothers and older sisters watch the play from the vantage ground of the fence, yard or porch, each one caring for little ones too young to be allowed to mingle with the children in the street.

The collector sees many phases of life, but has little time to study or meditate thereon.

"Good morning! Does Mr. Karl Pilkofski live here?"

"Hier, Bertol; komme sie hierine."

A little tow headed boy comes from another room in answer to his mothers call.

"Gehen sie bie der hinterhans; Carlotta hier bringen."

The boy disappears and in a minute or two returns with a very intelligent little girl somewhat his senior. The mother jabbers at her a moment and then the little girl addresses the collector in a self-possessed manner:

"Please sir, my mother wants to know what you want. She cannot talk English."

"Well, little girl, does Karl Pilkofski live here?"

"That is my father. Did you want to see him? He is at work. He is not home."

"I am Dr. Klinke's collector. I have a bill for $4. When can your father pay it?"

The little girl translates the message and the mother tells her what to tell the collector.

"My mother says he cannot pay that this winter. My father he work only three-quarter time now and not every day. We can but pay our rent and buy our coal and to eat. When it comes spring and the works start up full time she will pay the doctor. Then you come."

The collector has had time to inspect the room. The dinner is ready. There is a coffee boiler on the stove, a loaf of rye bread, a bowl of sugar and a saucer with a bit of lard are on the table. This is their dinner. There is no linen or oil cloth on the table. There are no pictures on the walls; no toys or games or papers in sight. No easy chairs. But this the collector notes as he has noted elsewhere among children of foreigners in this country—the parents poor and hardworking, some of them we look upon as very ignorant, yet the children seldom or never forget to say "thank you," good morning," good bye," "yes, sir," and "no sir."

The collector concludes that this family are not dead beats nor transients and that there is no use of trying to compel them to pay the bill at present. So he writes on the back of the statement: "Poor, can't pay till spring." Then they all say: "Good bye," and he leaves them feeling grateful for a kindly extension of time to pay the bill, and he believes with renewed intention to do so.

E. E. Whitney.

Silence Best Policy.

Mrs. Newed—I am in an awful fix, mama.

Mrs. Eaglebeak—What is the matter?

Mrs. Newed—I went through George's pockets last night to hunt for change as you advised me to, and I found some letters which I gave him to post last week, and now I dare not scold about the letters for fear he'll scold about my going through his pockets.

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ESTABLISHED 1885

THE VILLAGE KNOCKER.

The More He Knocks the Sorer He Gets.

Written for the Tradesman.

Next time I start in life I will look over the ground very carefully before I locate. The way I picked out Buffalo Hump was I heard Pete Ruddy telling Old Man Knowles that the new town on the A. & T. was going to be a hummer. So I played that hunch and it happened I picked out the best town west of the divide. I couldn't have done better if I had spent a year looking around. All the same it's too important a matter to be left a chance. Like choosing a wife. Now, it happened I got the best woman in the world, but it was just luck. The reason I chose her was the way that little curl clung to the back of her neck, and even then I don't know as it would have been final unless it had been moonlight that night coming home from the dance.

However, there's lots of good towns in the world and lots of good women. In either case, if you treat them right they'll treat you right, so long as you don't pick out a dead one.

Now, Buffalo Hump is the best town in the whole United States, and I can prove it by Lester in the bank and Reeves, the land man, and Parker, of the Mercantile company—we don't have to prove it, by ginger; we admit it. And yet we have an anvil chorus as well tuned as any place I know. The most proficient of them are no longer with us. Those two young fellows from Chicago who bought out the Leader stayed just one year. The first two months they spent telling us how they were going to liven up this dead old burg; the next eight they spent blaming the town for being all wrong; the last two months they weren't saying much—too busy to keep ahead of the sheriff in the foot race; they lost. They tried to play the game according to Chicago rules, or if they did catch on to a local variation they worked it to death—like the fellow who played the looloo. The town was all right; we were doing business at a profit before they came, and we kept on doing business at a profit after they left; they spent fifteen thousand dollars in one year, of which three thousand was their own money, demonstrating that they couldn't do busines at a profit in Buffalo Hump. If they had spent the first two months learning their territory instead of bragging about what they were going to do to it, and the next eight months trying to catch up with Buffalo Hump, instead of trying to make Buffalo Hump toe the Chicago mark, they might have come out better.

Henry Frost is a different sort. He isn't the boastful kind but the wishful kind. He was saying to me that he was afraid he made a mistake in coming to Buffalo Hump. He used to make more as a clerk in Fairport than he made here running his own store; that was the place for business, he said, and he kind of wished he had stayed there. It was on the tip of my tongue to say he was worth more as a clerk than he was running his own store, but I didn't want to hurt his feelings. Besides, when he gets a little more tired I'm going to make him a proposition that will be profitable for both of us. I can make money for him and he can make money for me right here in Buffalo Hump. He's a nice fellow and everybody likes him; industrious too, and all that; I'd trust him with anything—except running a business. Now he thinks Fairport was a better location than Buffalo Hump; it isn't a bit better; it isn't as good. Only he was better located there than he is here. About a year after he comes in with me I'm going to have him singing a hymn about Buffalo Hump being the best place in the world—you see if I don't. It's no fair blaming the town for his mistake.

Another one we're going to lose, that's Ben Rigger. He has been talking about Quick Streak the last six weeks. "This town is no good," he says. "You ought to see the way they spend money in Quick Streak; they think no more of tossing round ten thousand dollars than we do of ten cents." He's going to get some of that. He is going to Quick Streak, but he isn't going to get any of their money. He has been rather too good a spender here where there wasn't much competition in that line. When he gets to Quick Streak he will be in competition with a fast bunch and he will try to get rich by spending more than the rest of them. I wish I knew how to do that; it looks like a nice, comfortable way of getting rich. I sounded Lester about it for curiosity; told him I had a chance to pick up a little bank stock there. He advised me against it; "there isn't more than one house in the town," he says, "that I'd take their paper on rediscount; there isn't what I call a sound business concern there," he says. "I guess they're all making money fast," he says, "and the bank is earning about 25 per cent., according to its last statement; but if you want big returns on your money," he says, "why don't you play poker or something else conservative?"

Take the other side of it. I don't know a merchant who is doing the fair thing for the town but that the town is doing the fair thing by him. Except Henry Frost, perhaps, and you may say that he has no more right to expect good returns when he's in the wrong end of the store than I would if I tried to move my business out to Fairview avenue.

A fellow ought to look over the whole field and make sure he has picked out the best opening he can find in the best town he can reach. Then he has got to study his market and keep on studying it. The day I don't learn something new about Buffalo Hump and Crack county I hope someone will buy me out before the business dies on me. It isn't enough to coax trade. You've got to court your town. Shine up to it like you did to your girl and give it a treat now and then, but don't be extravagant, or if she's a sensible girl she'll let you spend your money and then turn you down, and the same with a town. Last of all, it may sound silly but I believe it—if you want your town to do the right thing by you, you've got to feel, Oh well, sort of daffy—you know the way you felt about the girl. When a fellow says, "That's the girl for me," nine times out of ten there's nothing more to it but hiring the minister and the two hacks for the wedding party.

Everyone of the knockers is pounding a sore thumb. The more he knocks the sorer he gets. I don't bar knocking entirely, not the right sort. I saw somewhere that constructive criticism was when a fellow saw a hole in the fence and came running with a board to fix it. A town can stand all the constructive criticism it can get. It can stand all the knocking it gets, for that matter. It hurts the knockers worse than it does the town. I have seen lots of men drive themselves out of town, but I never saw one put the town to the bad yet. But it does seem terrible foolish to sit and pound a sore thumb all day. When a man finds himself getting into that condition he'd better change his location as quick as possible. If I knew a better town than Buffalo Hump I wouldn't stay here. As long as this is the best town I know, I am going to say so and I don't care who knows it.

Sim Hooper says this town is nothing but a hole. He's going—one week it's one place and the next somewhere else. When he gets there he'll find that town is a hole too. Funny, if a man fills a place it's an opening; if he doesn't it's a hole. Wherever Sim goes it will be a hole.

John S. Pardee.

Why Man Gets the Better Pay.

There is a most appreciable difference between the salaries paid men stenographers and those paid to women stenographers. Why this marked discrepancy should exist has for a long time been the subject of much discussion.

A prominent business man who hires and fires many stenographers every year, expresses his views on the subject and, incidentally, seems to solve the problem. He says:

"In the first place men stenographers are far more reliable than the women. They are at their desks on time in the morning and if they have to work half an hour or so overtime, they do so uncomplainingly.

"Women, as a general rule, do not show this spirit of business interest. Promptly at the hour of quitting for the day they quit. To them an important business letter is a thing that can hold over until tomorrow.

"Women do not enter into the spirit of the business as eagerly as the men do. To nine-tenths of them a stenographic position means pin money and theatre tickets. To the average man it means food and advancement.

"A man takes keen interest in learning the business in which he is employed. The mastery of important details to him is absorbing, for it means his ultimate advancement. He studies the wants of his employer and constantly keeps his eye on the man just above him. Some day he hopes to step into the shoes of the man higher up.

"A woman, however, generally keeps her eyes on the clock. She covets the job of the woman who holds a superior position and is envious of her standing with the firm. But if the woman who has the better job were to die some day, the stenographer would not assume her responsibilities, for she has not studied the business in its various details. She simply has been content with remaining a mere machine.

"The cares of the boss are dismissed the moment she transcribes her last shorthand note. She doesn't stop to figure out how she may advance the interests of her employer; she doesn't concern herself with the business farther than drawing her pay envelope. That's the most vital thing attached to her position.

"Such differences in attention to business are productive of but one result—good salaries to the men and much lower ones to the women. Some of the men I employ are not doing a bit more work than some of the women I have working for me, but they're far more valuable assets and I pay them accordingly. Twenty-five dollars is a moderate salary for a man stenographer; it's a great big one for a woman. Some day the man will command a better position and an advance in salary. To this end he's studying his work and familiarizing himself with routine and methods. He gets acquainted with the men who hold better jobs than his and seeks an insight into the business.

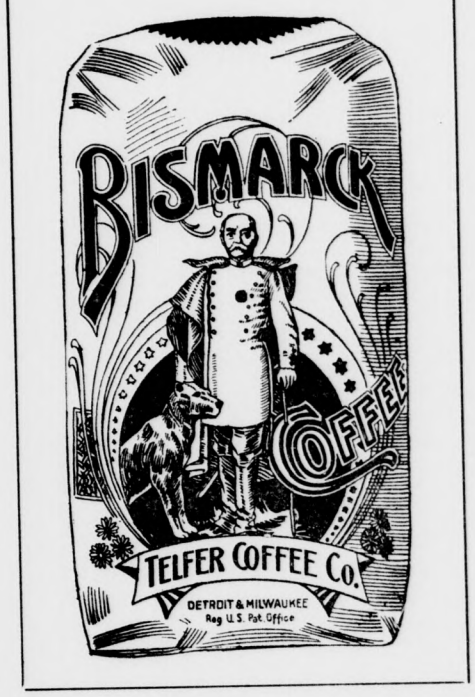
"Many of my department heads and lieutenants started with me as stenographers. They did not type our business correspondence in a perfunctory way. They studied the correspondence and received a business education by so doing. They have advanced with the growth of the firm. I wish I could say this much for many of the women in my employ.

"I have a few women working for me who really are business women. Many more, however, who started in as stenographers are still punching the typewriter keys, and the prospects are they will continue to do so until age demands a change or until they are married.

"The young woman who becomes a stenographer should give as much attention to learning the business as the men do. She needs the money, or she would not be a stenographer. She should apply herself and put herself in position for advancement. The day may come when she will have to depend solely upon the fruits of her labors for a livelihood. Should that day come she ought to be prepared to meet the ordeal.

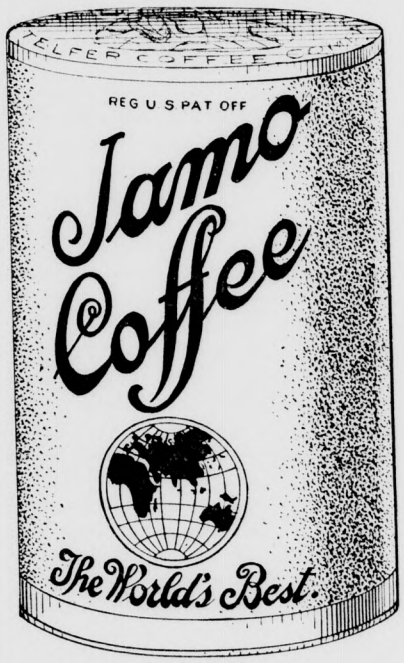
"If women made themselves as valuable to their employers as the men do the difference in salaries would not be so extremely marked. We pay our men stenographers more than we do our women because they are worth the difference. They are dependable employes, who, should occasion demand, could step into the breach and fill an important position. The women, on the contrary, are far less valuable to us. They write shorthand and they operate a typewriter satisfactorily, but outside of that they are not valuable acquisitions."

The Big Four



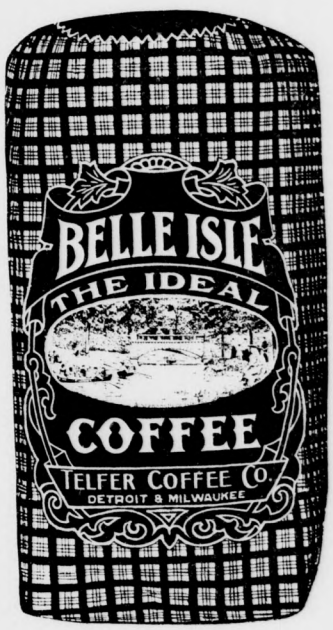
SOME names have come to be regarded as synonymous with the articles they have invented or exploited. Howe stands for the sewing machine. Edison stands for the incandescent lamp. Ford stands for the motor car. Bissell stands for the carpet sweeper. Telfer stands for coffee, because he has devoted his life to the development and exploitation of the four brands of coffee illustrated on this page and has brought them to a degree of perfection which has given them a world wide reputation for excellence and uniformity. Telfer has enabled many merchants to place their coffee departments on a satisfactory and profitable basis. He will do the same by you if your coffee department is languishing and needs the exhilarating effect of brands which are repeaters and advertise themselves by bringing new customers constantly to the coffee counter.

See our salesmen or write us for samples and quotations.



Telfer Coffee Co.

Detroit



ASHPHALT SHINGLES.

They Meet the Demand for Ornamental Roofing.

It is worthy of note that prominent architects, builders and property owners generally are turning their attention to ornamental roof coverings, and the modern residence which does not have a roof with color effect is considered unfinished from an artistic standpoint. Comparatively a few years ago but little attention was given to ornamental roofing.

Wood shingles for many years have had the lead, but the supply of available timber suitable for shingles has been exhausted to a considerable extent and the result is that a very inferior quality of wooden shingle is produced. It is not our purpose in this article to belittle the wood shingles or any other class of roof covering only in so far as the relative values of the different coverings may be shown. Most of the so-called high grade wood shingles are manufactured on the Pacific Coast and the excessive transcontinental freight makes it necessary for manufacturers to kiln dry the shingles before shipping East. This process must be damaging, being led to believe that kiln dried lumber in any form is intended only for interior work. The action of the elements, in this climate especially, is severe and with wood shingles of this character there is a strong tendency toward rapid decay.

The heavy fire losses in this country has awakened considerable interest among building inspectors and is influencing, to a great extent, the drafting of fire ordinances prohibiting the use of highly combustible roof coverings. There is an immediate and increasing demand for durable fire resisting material to supersede the wood shingles and a few progressive manufacturers are now making shingles in dimensions and appearance much like quarried slate. A selected strong fiber wool felt is used as a base and when saturated and heavily coated with almost strictly pure asphalt, which is then surfaced with crushed slate or granite, we have a shingle that is durable and handsome. Not alone are these asphalt shingles of unsurpassed quality, efficiency and reliability, but they admit of the production of very handsome and attractive color effects. A dwelling may be extremely modest in its general design and construction, yet if the asphalt shingles in colors are used for the roof they give this house a certain distinguished air of taste or refinement which is pleasing and which is not obtainable with any other kind of covering.

The writer has given considerable time to investigating the relative value of residence coverings and the result has shown as follows:

Quarried slate is very heavy and requires special roof construction. It is also expensive as to first cost.

The ordinary metal roofing causes a great deal of trouble from rust which is apt to take place on the lower sides of the sheets where it is impossible to reach, and the inevitable contraction and expansion is certain to loosen and weaken the joints.

Copper comes the nearest to being a perfect metallic roof covering, but for general use its cost is prohibitive.

Tile is attractive, but the cost is excessive for medium priced dwellings, and also requires special roof construction.

Sheet roofing laid in rolls is adapted to certain kinds of construction, but can never be popular for dwellings.

The subject of fire hazard is one of especial importance. A great many cities are extending their fire districts to include all the corporate limits, requiring roofs to be of a fire resisting material. Fire insurance companies consider the asphalt shingles one of the best fire resisting materials, and where a roof is covered with these shingles the cost of insurance is reduced accordingly. In fact, rates on all classes of buildings are regulated in part by the character of the roofing material, wood shingles in particular being considered extra hazardous. Asphalt shingles give a protection against fire which is of inestimable value. The attention of building owners in the rural districts is especially called to the importance of adopting some kind of a roof covering for their buildngs which will ensure safety from burning embers in case of neighborhood fire. In most cases there is but little, if any, fire protection in the way of apparatus for extinguishing fires, hence the importance of guarding against the use of highly inflammable material for roof coverings.

The modern asphalt shingle is especially desirable to lay as it can be bent to any form and yet is not weak in any part. Their flexibility is due to their construction, as the asphalt makes them pliable and yet possesses a toughness that will withstand the wear and tear of service for many years. It is this unsurpassed combination of quality and merits which has gained for the asphalt shingle its widely extended reputation and patronage, and the demand is constantly increasing.

John E. Bowen.

JOHN E. BOWEN.

Common Sense the Secret of Success.

"There goes a man who will always get a slice of our business so long as I am here in my present capacity,' said the purchasing agent for a large jobbing house, nodding his head in the direction of a departing salesman.

The man referred to possessed none of the outward characteristics commonly counted essential in a successful salesman. He was undersized, almost insignificant in appearance. The party addressed sized him up carefully, then turned to the purchasing agent.

"Why?" he enquired.

"Because he's a good scout. He doesn't come in here as though he owned the whole place, and bluster and blow around about what he has been doing. He knows every man worth while in the trade in his territory and he knows just how to approach you. He usually has a good story on tap—not a smutty one, but a clean one with a point that you're glad to listen to. He takes an interest in your personal affairs, but above all he gets down to business and doesn't waste any of your time.

"If some of the other fellows in his line get around first you may be sure there's a good order held out for him. It's the same way all along the line, too."

Later on the writer, who had listened to the conversation, sought out the traveling man and made bold to enquire the secret of his success.

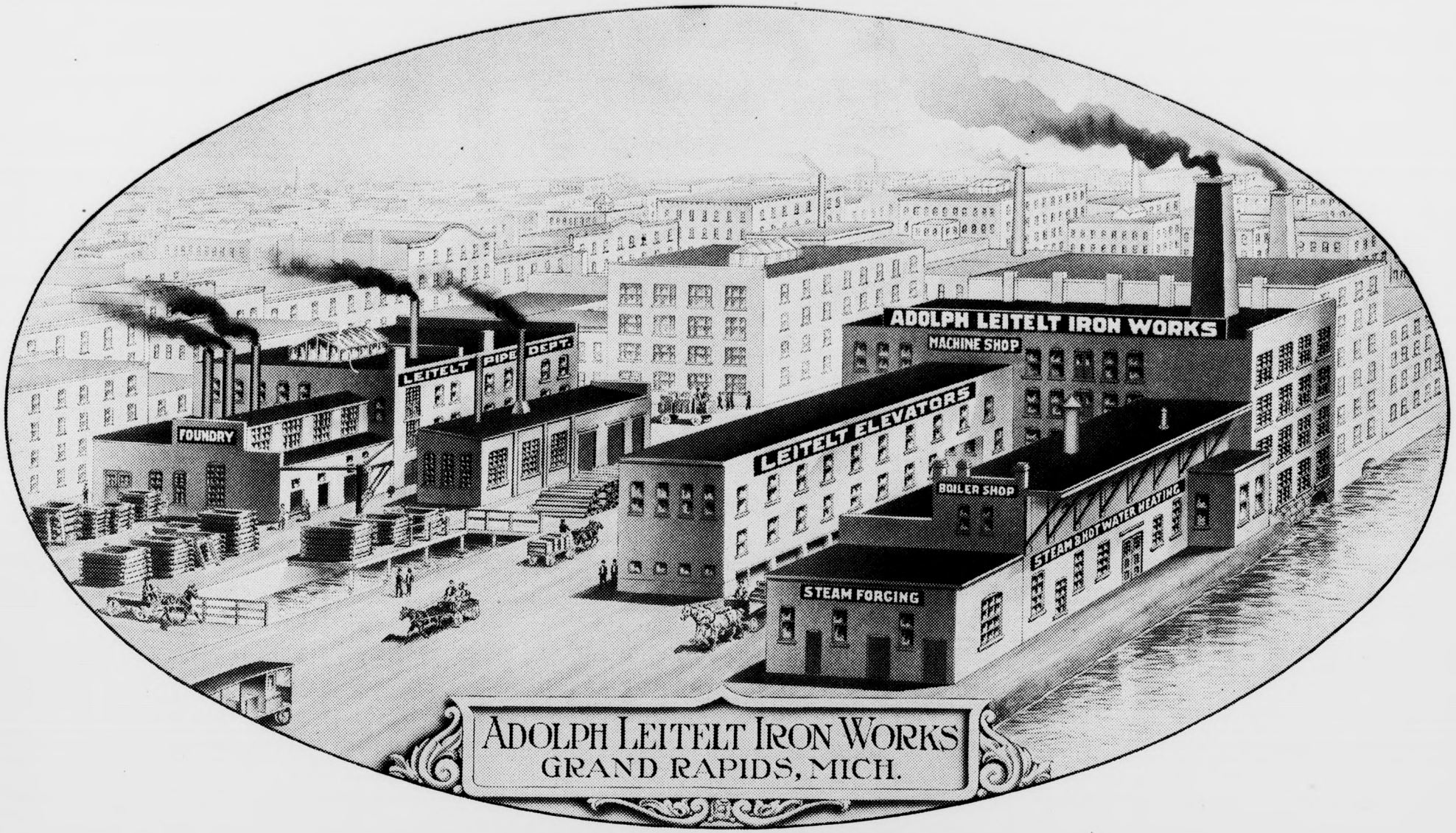
"There isn't any secret," said he, with a contagious laugh, "it's just the application of a little common sense—some fellows call it psychology, but I never was very strong on the ologies. Here's the way I size the situation up—and you'll see at a glance how simple it is. There are certain things in which I take a greater interest than in others. That is true of every man. Whitman finds his greatest enjoyment in getting out of a week's end and shooting rabbits. There's no use discussing trout fishing with him, while if you mentioned toting a gun all day for the sake of knocking over a few cottontails to Walker, who is in the seventh heaven of bliss when up to his hips in a trout stream, he'd be just about as interested as though you read to him from the Koran. Wilkinson likes to putter around in his back yard and Nixon is a rabid baseball fan. There isn't a man in my territory whose preferences in the matter of diversion I don't know. It took time and a lot of hard study, but it was worth it.

"Now I can drop into a place and hit every fellow I meet right where he lives. The first step in selling goods is to get close to your prospect, to interest him, to make yourself welcome the next time you call. We are all pretty much alike. I like to meet a fellow whose tastes run in the same direction as mine or who at least has sufficient sense to give the impression that they do. I always put myself in the other fellow's place, to conduct myself just as I'd like to have a man do if he called to see me. When I've got him coming my way I talk business. That's all there is to it—just applied common sense."

Being Sociable With the Pig.

He was running for Congress and found that there was a certain Irishman in his district who steadfastly refused to accord him any support. So it was with much surprise that the colonel was advised by the Celt just before election day that he had concluded to give him his vote. "Glad to hear that, Pat," said the colonel. "I rather thought you were against me," "Well, sir," said Pat, "to tell the truth, I was; and when ye stud by me pigpen and talked that day for two hours or more, ye didn't budge me a hair's breadth. But, sir, after ye was gone away I got to thinkin' how ye reached yer hand over the fince and scratched the pig on the back until he laid down wid the pleasure av it; it was thin I made up my mind that whin a rale colonel was as sociable as that I wasn't the man to vote ag'in him."

Strange to say, too many eye-openers will close a man's eyes.



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THEY are superior in quality, but this is greatly enhanced by the excellent fitting lasts on which they are made. Regardless of the quality of a rubber, if it does not fit the shoe, it will not give satisfactory service. The frequently changing styles of footwear, however, are quickly followed by Glove Brand Rubbers, so that an exact fit may be had on the latest styles of toes and heels if you carry this brand in stock.

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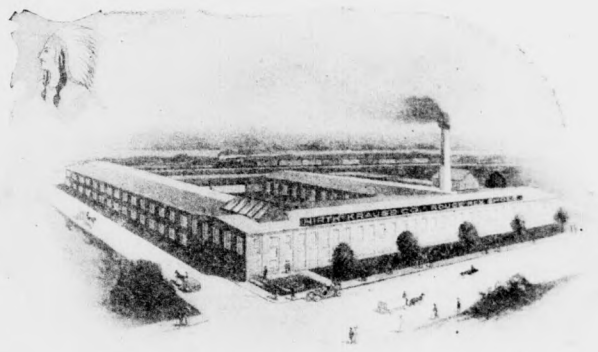
1883

Leather, Findings, Hides and Furs

First Year's Sales $38,621.00



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1883-1899

Leather, Findings
Children's Shoes and Rubbers

Annual Sales $231,824.00

1899-1903

Jobbers of

Shoes, Rubbers and Findings

Annual Sales $318,680.00

1903-1910

Manufacturers of Shoes

Jobbers of Shoes, Rubbers and Store Findings

Annual Sales $738,798.34

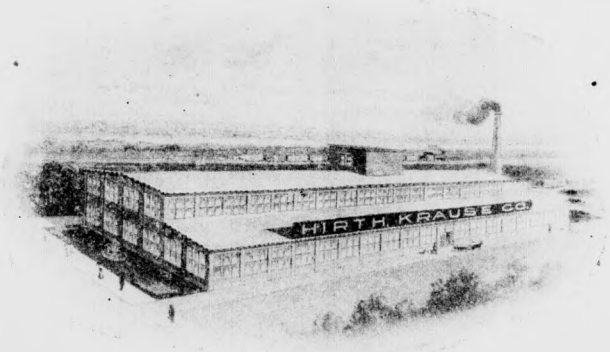
1910-1913

Tanners of Leather
Manufacturers of Shoes

Jobbers of Shoes, Rubbers, Store Supplies

Annual Sales $1,100,000.00

1883 1913



TANNERY, ROCKFORD, MICH.

We are old in experience, but young in ambition and enthusiasm. Our ability to satisfactorily serve our customers is greater than in any past year, and, fully appreciating the loyalty of our many patrons without which this growth would have been impossible, our desire and aim is by more efficient service to merit their continued good will and patronage.

Hirth-Krause Company

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Michigan

GOLDEN WORDS.

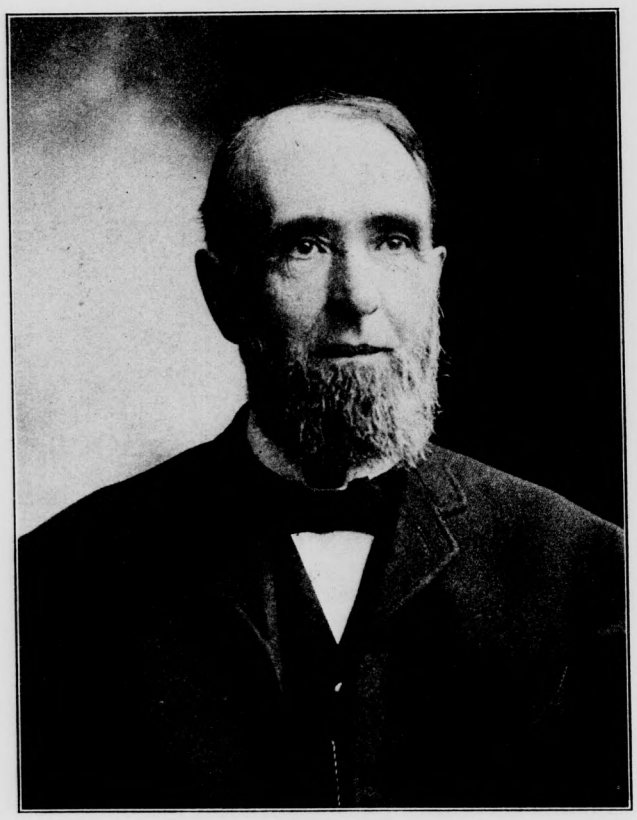
Talk by a Former Grand Rapids Educator.*

I am very happy in being here this evening. The delightful ride through the gorgeous scenery of this lovely autumn day; this precious half hour of talk with old friends; this delicious banquet; these earnest speeches on a theme always dear to me—all deserve a better return than I feel myself able to make. I hope you share my regret that I have so little to say worthy of the occasion. Especially, when a few minutes ago you saw how I forgot the names of so many of you, you must have been fearful that I would forget my speech. There I am beyond the reach of fate for I have no speech to forget—only a report of some recent reading. However, I am ashamed that I forget names so easily. It is a very old failing of mine. You know that the good Book says that those who gain the heavenly paradise have a new name given them. That is beginning to trouble me, as I remember that when many of my dear delightful friends reach their earthly paradise and have a new name given them I am so liable to forget that name.

An after dinner speech ought to be easy and simple and so I propose this simple theme: What is the purpose of the Universe? What is it all about anyway? Or, more directly, what is the policy of the Universe? Is it to cultivate and exalt sentient life or to suppress it? The reading to which I refer above would have it that it is to suppress conscious existence. It is rather popular in astronomy just now to contend that the millions of suns that we see above us are uninhabited by beings like ourselves; and, moreover, that they never have been and never will be inhabited. Also that the myriad million dark bodies which circle around these suns are not now, never have been, and never will be, the abode of conscious life. Likewise that our sun and all the planets that move about it, except our little earth, are not now, never have been, and never will be, inhabited. As for our earth, conscious life began upon it only yesterday and will cease to-morrow. Already the sun of life upon our earth has passed its meridian and is declining to its setting. Life is of doubtful utility. Consciousness is the mistake of the Universe. This wholesale destruction of life in our Universe (and why "our" Universe? I want neither part nor lot in such a dreary scene)—this wholesale destruction of conscious life seems the last effort of race suicide. Gone are those fine sturdy canal diggers on the planet Mars with which Lowell presented us. Gone the more elegant celestial beings whom some have imagined upon the planet Venus. Everywhere a dead and desolate waste.

Now why do these people say these things? Simply because they want to. They might as reasonably maintain the direct contrary position—that every celestial body was meant to be inhabited and was certain to be inhabited at some time in the course of its existence. Neither statement has any scientific value. We simply know nothing about it, using the word "know" in its strict scientific sense. There is not an atom of evidence to show that the policy of the Universe is one of suppression of conscious intelligence; to show that while the Keeper of the Universe, engaged in more weighty matters, had turned His back for a celestial moment upon this particular solar system, lying a little to one side of the center of the visible Universe, this little third mass of mud and rock that we call the earth left the stirrings of life on its surface—a life that went on progressing toward higher forms until, at last, it became conscious, intelligent and purposeful and began to investigate and shape to its purposes the scheme of things in which it found itself. All this is pure gratuity, springing from a sickly fear of the appalling consequences of conscious existence. A wise and witty Frenchman has written a book with a title which might be translated, The Fear of Living, to trace to its origin and castigate this nerveless hesitation, this dread of the future, which seems to be the special disease of the time. If life is not a good there is no good. Even in pain, hardship, misery and sacrifice we may feel the rapture of the strife, if we cannot discern hope in the future. I know that I ought to be ashamed to say this—I who have had a level and easy life with few serious jolts, with small ambitions, and wanting few things that I did not find within my reach—in view of the helpless misery of multitudes of my fellow beings. It seems a mockery for those who, like myself, are dabbling in the pool of life on a summer day to shout to the multitude on the banks "Come in. Come in, the water's fine." And yet that is just my feeling. Individually and as a race we are slowly solving the riddle of existence. We are making substantial progress. Putting aside the contention of the optimist, "This is the best possible world and needs no improvement"; and also the contention of the pessimist, "This is the worst of all worlds and cannot be improved," we can at least be meliorists and say, "Whatever the world is, at least here we are; let us make the best of it." We have not merely a conceit of progress. Progress is possible and real.

How is progress achieved? By taking thought; in a word, by education; the education of the home, of business, of life; but especially by the education of the schools. Here we are upon familiar ground and I need not enlarge, merely calling attention to the fact that it is by education that we gather up the saving of the past and put it out at usury in the present. Whatever is now being done anywhere in the world—whatever has ever been done, thought or said—is held in solution by the school to nourish and stimulate the National and community life. And now comes my main question—the only one that I care about in what I have been saying—what is the test of a good school? of good teaching? Simply this: how it makes for progress in the individual and in the race. When the kindness of some Grand Rapids friends sent me to Europe for my health in 1884 I had a sort of left-handed appointment to the American Committee to attend the great International Conference on Education of that year in London. Among the delegates to that Conference was a Professor Stoy who had long had charge of the preparatory school for teachers in connection with the University of Jena. He made much of the test of an educational system and of teaching done under it, as consisting solely in the kind of men and women which it made or tended to make, and gave some rules for applying this test. I thoroughly believe in this as the final and authoritative test of a good school, as also in its applicability. Are the schools of Grand Rapids better than they were forty years ago under Mr. Chesebro? Yes, if they make or tend to make better men and women. And in one respect they certainly do help, with other forces, to make better people. For they do assist in giving to those who come under their influence a broader, larger, fuller life—a life with more and more varied experiences than was possible forty years ago. The more experiences the more life, and there is no way of having more life but by having more experiences. The quality of these experiences—so far as they are affected by the schools—we might examine and find at once encouragement, warning and reproof in the effort; with, I verily think, a considerable balance in favor of the education of the present day. But forty years ago the schools were very near the people. The teacher was a power—every teacher was a power—in the community. He knew every man, woman and child and entered into their lives in a very real way. Every home welcomed him and gave him confidence and consideration. He might be called the consulting engineer in the girl and boy industry for the home and the community. For many years this relation was in a measure lost. The teacher taught subjects and not children, and did not see in the boys and girls of the schoolroom the men and women who were to be. Now we are coming back to this old relation and the school is getting nearer the home and community life. And so far as I know, this is nowhere more true than in Grand Rapids.



E. A. STRONG.

*Address by Prof. E. A. Strong, of Ypsilanti, before Alumni Grand Rapids High School.

The Value of a Name.

The value that is placed on the names of long-established mercantile concerns is proven by the large number of re-organized and reconstructed firms that continue to bear the names of the original owners. Even though there remains no other connection, the name is considered a valuable asset.

This is true, not only because of the advertised prestige of a long-established brand, but also of the reputation for integrity, quality and square dealing that has accrued to the producer of the brand. A modern merchant can find on his shelves dozens of articles bearing names of men long passed to their reward. The name still lives and is a monument to the memory of the man who bore it and whose efforts perpetuated it.

Every modern merchant has the opportunity to build his name into a monument. Every retail merchant must make his name stand for the best that can be given. Competition with large concerns, whose name is their trademark, compels every independent retailer to make of his name a valuable asset.

His name should mean quality, service, honesty, courtesy, reciprocity and square dealing. Ultimate success is bound to attend the man who places such construction on the value of a name.

A salesman with a perpetual grouch is a salesman who is a perpetual failure. If you can't cheer up, get out of business.

The Home of the

Hazeltine & Perkins Drug Co.

Corner of Oakes St. and Commerce Ave.
Three Hundred Feet from Main Entrance to Union Depot

We invite you to call and make yourself at home.

We are also celebrating our anniversary, but ours is the Fortieth.
We began business in 1873.

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

GRADUAL GROWTH.

Origin and Development of Wholesale Dry Goods Business.

The story of the growth of the wholesale dry goods business, though phenomenal, is only consistent with the wonderful growth of the city of Grand Rapids. At the time of the beginning of the jobbing business, Grand Rapids was but a village of a few hundred inhabitants whose business amounted to almost nothing.

As far back as 1870, Voigt, Herpolsheimer & Co. did a jobbing business and later on used a separate building for the wholesale department under the management of John Snitzler, who continued in this capacity until 1909, when Mr. Holden took charge. This firm then incorporated under the name of the Grand Rapids Dry Goods Co. and for the past two years have occupied a portion of the new Corl-Knott building on Commerce avenue.

Then other jobbing sprang up. Tyler, Graham & Co. were jobbers of notions, gloves and mittens until they discontinued in 1890. The Spring Dry Goods Co. conducted a jobbing business from 1875 to 1902. In 1907 came the Grand Rapids Notion Co., which made a specialty of small wares but has since added piece goods to its line of merchandise. Then, more recently, the Lowell Manufacturing Co., maker and wholesaler of wrappers and house dresses, and the Ideal Clothing Co., manufacturers of shirts, overalls and pants.

The firm of Doornink & Steketee opened for business in 1862. In 1872 Mr. Doornink sold his interest and in 1878, Paul Steketee, in partnership with his sons, John P. and Peter P., established the firm of Paul Steketee & Sons. In addition to the retail business, they jobbed dry goods in a small way.

During the lumbering industry good sizes invoices for lumbermen's supplies, such as mackinaws, pants and socks were jobbed to the Northern Michigan towns. From this and jobbing with a few country merchants—some of whom would drive to Grand Rapids for supplies—the business soon expanded until more room was made by the jobbers then doing business. In the very early days money in Michigan was scarce and sometimes transactions were carried on by "barter"—that is, hides, butter, eggs and produce of all kinds were exchanged for manufactured articles and merchandise.

Paul Steketee & Sons a few years later erected a new building on Fountain street, between Ionia and Ottawa, and in this the firm used one-half of the first and all of the upper floors for wholesale and the Monroe avenue fronts were devoted to retail. The business grew rapidly until five years ago it was found necessary to seek larger quarters and a more commodious building was erected on the corner of Ionia and Fountain streets.

Two years ago Peter P. Steketee died and the five members who now comprise the firm are C. Dosker, Paul J. and Dan C. Steketee and the two sons of Peter P., Paul F. and Harold, grandsons of Paul Steketee.

This year two more floors were added, making a total of six floors and basement for wholesale exclusively, under the management of Dan C. and Harold Steketee.

There are few people to-day, who reading over the eventful history of the wholesale dry goods business of Grand Rapids will be able to realize that from so small a beginning has grown so large a trade.

It might be interesting to know of the success of Paul Steketee, the founder of the present firm of Paul Steketee & Sons. Those who are wont to talk of "luck" deluding themselves with the consolation that "there is no chance for a poor man," may well stand silent in the face of the facts in the history of his life.

He started as a poor man. When a boy of 14 he came to this country with his father from the Netherlands and located in Zeeland, Michigan. His service were needed at home and were made available until, in 1848, he came to Grand Rapids and engaged in all kinds of labor and later in the employ of W. S. H. Welton and John Kendall. In this newly chosen occupation he was successful, and held his position there eight years. In 1862, he commenced business for himself in company with John H. Doornink, doing a prosperous retail dry goods business under the type of Doornink & Steketee. It is interesting to learn the condition under which this partnership began.

DANIEL C. STEKETEE.

Paul Steketee had practically no money, but Mr. Doornink had a stock of goods invoicing $1,100, and a small amount of cash, for one-half of which Steketee became his debtor, and on this sum he was to pay interest at the rate of 7 per cent.

From this it will be seen that Paul Steketee did not wait for his father to give him a "start." From his Dutch father and mother, he learned the Dutch virtues of honesty, frugality and industry—and this was his equipment for business success.

What happened thirty years ago is of little moment to the average man, and yet coupled to the present, the past takes on a meaning full of importance to those who look to the future.

And so it is that what took place in the early eighties accounts not only for the achievements of 1913, but also forecast the years to come, the newly enlarged building at the corner of Ionia and Fountain having become a necessity to take care of the ever increasing business. The wholesale department of today, however, is but a tribute to the founder of the concern. Its development reflects only the prior development of the man who had the nerve and ability to do things. Such a man was Paul Steketee.

. It is here that the story of his life and business career closes. But his name and his policies builded on the noblest truths of life, have been taken up by his sons and grandsons and now stand symbolized by one of Western Michigan's greatest wholesale dry goods concerns. Dan C. Steketee.

Good Will as an Advertising Medium.

Written for the Tradesman.

Not so long ago I had the good fortune to hear an extremely fresh and stimulating address on a certain phase of commercial advertising.

Although the speaker was given an A-1 rating by the President of our Club in his introductory remarks, my heart sank within me as I first beheld our lecturer. In repose he was just a little, old wizened man with thin blond hair and deep blue eyes; but when he fairly began to unwind and the superb mechanism of his mind began to work at high tension, that little old advertising person was positively metamorphosed. The way he grew on us, loomed up, waxed vast, and fairly transfixed us with those lancet-like eyes, what time he refreshed us with vital and compelling ideas wrought out in the course of his own extensive advertising experience—well, you know how it is with the man who has something to say and is fortunate enough to be able to say it—that's eloquence. And, take it from me, that little old wizened advertising man was genuinely eloquent.

He had been talking of mediums—the kinds, uses, limitations and possibiltities of them—when he suddenly wheeled around, lowered his voice, and said with tremendous emphasis:

"But after all, men, your best medium is good will. What satisfied customers voluntarily say about your store to their friends and neighbors and acquaintances is worth vastly more to you than anything you can say about it through any printed medium. A printed announcement is a cold, inanimate thing—a bit of white paper spread over with so much printers' ink—but a satisfied customer is a living personality."

Laying aside all high-sounding words, stripping off the frills, and getting right down to fundamentals, you've simply got to please your customers if you hope to hold their trade. Are you doing it? Your competitors doubtless are vitally interested in developing merchandising methods that will create more and more satisfied customers

The acid test that should be applied to every store policy is this, Does it produce satisfied customers? And the same is true of service, salesmanship, merchandise, and everything else that plays any part in your merchandising scheme. The only sort of retailing that pays nowadays is the kind of selling that brings about a satisfied state of mind in the parties to whom you sell.

Your sales rooms may be sumptuous in their appointments and furnishing, your window and interior trims beautiful to a degree, and your merchandise all that you claim for it; but if the people who patronize your establishment aren't satisfied after they have bought, what's the use? Talk about your clever salesmanship. Well I've seen a good bit of salesmanship that was too everlastingly clever—and you have too, if you'll stop and think. No matter how smart and resourceful the salesman is in a given instance, if the party who paid out real money for the thing he finally selected isn't thoroughly satisfied, that bit of salesmanship hasn't helped the house. In the long run it will prove to be a losing piece of business.

Successful merchandising depends absolutely on good will, and in order to acquire good will you've simply got to pay the price. Fair-dealing is the price. Be just as square with the people who visit your store as you are with yourself and you'll get their good will. Frank Fenwick.

Rademaker-Dooge Grocer Co.

Wholesale Grocers

WE wish to thank our friends for the many favors shown us in the past, and that it will ever be our aim in the future, as in the past, to give our friends and customers quality and service. We respectfully solicit a trial order.

28-30-32 Ellsworth Ave. :-: Grand Rapids, Mich.

C. J. Litscher Electric Co.

41-43 Market Ave. S. W.

Grand Rapids, Michigan

Wholesale Electric Supplies

"Service is What Counts"

NATIONAL GROCER COMPANY

EXTENDS HEARTY CONGRATULATIONS

TO MICHIGAN TRADESMAN ON

THIS, ITS THIRTIETH ANNIVERSARY OF

SERVICE AND BENEFIT TO JOBBER AND

RETAILER, AND HOPES FOR ITS CON-

TINUED SERVICE AND PROSPERITY.

WE WANT THE RETAILER'S DOLLAR
AND WILL GIVE HIM HIS DOLLAR'S WORTH

NATIONAL GROCER COMPANY

Michigan's Largest Grocery Jobbers
With Jobbing Houses at

Detroit
Grand Rapids **Traverse City**
Jackson **Lansing**
Bay City **Saginaw** **Port Huron** **Cadillac**
Escanaba **Sault Ste. Marie**
South Bend, Ind., and Decatur, Ill.

General Offices and Mills

29 to 35 West Larned St.

DETROIT, MICHIGAN

REASONS FOR ITS SUCCESS.

Why the Tradesman is Both Unique and Potent.

Thirty years! What memories imagination doth garner from experiences, happy and sad, strung like flashing gems along the thread of time! Thirty years of fruitful service in a green field! Thirty years of the biggest and best years in the history of civilization devoted by one man to one idea! It is no light and inconsequential thing to witness the sight of a masterful spirit pursuing through so long a period of time and amid so many vicissitudes a single well-defined course. It is good for us to turn aside and observe this thing that has come to pass—the growth and development of the Michigan Tradesman from modest beginnings to its present stage of envied superiority and admitted prestige.

Building on an Idea.

In the fall of 1883, upon an initial investment, in so far as money is concerned, of $1,700, Ernest A. Stowe began the publication of an unpretentious little trade journal called then, as now, the Michigan Tradesman. The event was signalized by no visitble perturbation on the part of the great busy world. Everything jog-trotted along precisely as if nothing out of the ordinary had happened. Cynics and croakers (for the visible supply of such ilk was quite as prolific in those days as now), on seeing copies of that little publication before the ink had fairly dried thereon, blithely wagged their cynical heads and presaged a time when Stowe's trade paper venture would be one delicious little joke to the favored few who knew about it; for, of course, these sophisticated folk had a hunch that it would pan out ingloriously. Hadn't they themselves seen scores and heard tell of hundreds of small class publications that had modestly and inoffensively blossomed out and, like delicate and inoffensive flowers, more or less shortly thereafter curled up and died? Of course Ernest A. Stowe was a newspaper man with a lot of practical information about the publishing business gained from personal experience on a number of papers run by other men; and, it must be conceded by those who knew him, that Stowe's jaws were of that firm-set type that bespeak staying qualities—"but what's the use?" remarked those sympathetic apostles of doubt. "Stowe is bent on having his little fling at the publishing game and you couldn't induce him to listen to good advice. Just let him amuse himself. He'll spend some hard-earned coin in the school of experience. He'll dull the edge of his too ardent idealism by vigorously hacking away on a cold and unresponsive public—and by and by he'll automatically quit the game—a wiser and a more sedate Stowe." And these interested, if not interesting, on-lookers who thought they knew so well, doubtless felt as if their gratuitous pity for Stowe were a sort of a merit that should be credited against some of their personal peccadilloes.

Ah, me! How thickly interpolated with unexpected things is the book of life! Just about the time we think we've wrought out a copper-riveted, error-proof theory, some pesky little fact comes along and plays hob with our splendid calculations. Ninety-nine of our fellow beings we look at, look through, size up and correctly appraise; but the hundredth man makes us feel as if we know almost nothing of human nature and its endless possibilities.

By almost every rule of the game, Ernest A. Stowe's trade paper venture was due to fail. But fail it didn't. It succeeded—not speedily and uproariously, mind you; but slowly, gradually, and not without prodigious effort on the part of the man back of it—the little publication began to grow in size, in circulation and in influence. Why? How does it happen that Stowe's Tradesman continued to live and wax mighty when hundreds of brilliantly edited, ably financed publications have run their little day and then ceased to run? Class publications of almost every conceivable type have appeared and from time to time, are still forthcoming; but of all trade journals, great and small, published in this country, the Tradesman is the only one that has been published continuously during all of these years—thirty of them—without change of ownership, editorship or business policy Gone are most of those festive newspaper men of Grand Rapids who, three decades ago, prognosticated the untimely exit of the Tradesman; but the Tradesman still goes to press on time and more and more eagerly does the Tradesman's large and loyal reading constituency look forward to its weekly visit. And again I ask, Wherefore?

The answer to this enquiry—the secret of this phenomenon—lies in the fact that the Tradesman is built on an idea—a clean-cut, distinctive, worth-while idea. Back of the publication—in the ganglionic tissue of the man dominating the publication—there is, and has been for thirty years and more—the idea of a frank, practical, sinewy trade paper, edited in the interest of merchants in sundry lines. The complete files of the Tradesman tell the story—and it is a long one—of the struggles of this idea to get itself adequately bodied forth or materialized.

The Resulting Policy.

There are ideas and ideas, and everybody that is anybody has oodlins of them. Some ideas are as rosy as the tints of dawn, and passing fair what time we scan them through the gossamer tissue of fragrant pipe-smoke; but they are entirely too insubstantial, too evanescent and precarious, to fare forth in the sunlight. Other ideas that look attractive and sound solid enough are delusive and shifting and disappointing, like the sands upon which unwise builders have builded. Of all delicate and fragile things, a mere idea is, at the incipiency of it, the most delicate and fragile. It is a mere thought, a wish, an embryonic project—and any one of ten thousand fitful gusts may frustrate it, obliterate it and carry the very debris of it beyond the pale of remembered things. There is no maternity establishment for the mothering of these elfish brain-children which men call ideas. If the mind that conceives the intangible and the unrealized doesn't take the initiatve in nurturing and visualizing his brain-child, then the idea is as if it had never been. Vital ideas are the offspring of vigorous minds. Effete brains do not enrich the world with wholesome ideas, neither do weak, molluscous persons incubate ideas that get anywhere.

After all, an idea isn't nearly so important as the personality back of it. But when you find a big, strong, masterful personality, deliberately, patiently and conscientiously hammering an idea into a policy, you can safely conclude that there's going to be something doing.

Any publication of whatsoever nature should stand for something—something positive, something different, something worth while. The thing for which a publication stands, or is supposed to stand, constitutes its policy. And the character of the policy should be reflected in its editorials and illustrated and exemplified in its various departments. Seeking to please everybody, many publications—and among the number, not a few trade periodicals—fail to please anybody. When a paper gets too broad in its scope to specialize on nothing, it is entirely too broad for practical purposes; and when the spirit of it becomes so gentle and sweet that it can't even rebuke the devil, it is too mealy-mouthed for anything under the canopy. A paper without a policy is a publication sans character, sans interest, sans everything.

It must be said to the credit of this man Stowe that he gets out a publication that stands for something. Pick up any copy of the Tradesman, look through its pages carefully, and see if you don't find the unmistakable earmarks of policy—a succinct, definite, clean-cut, consistent, year-in-and-year-out policy.

I am not sure that I can define the policy of the Tradesman in set phrases, but those of us who know the Tradesman can feel the force of that policy. And it is the continual presence of this policy of the Tradesman that makes us love the paper. This definite policy into which Stowe's idea of a trade publication was hammered many years ago is, you can readily see, a big and complex thing. It includes many things too diverse and elusive to be catalogued here; but the following features of the Tradesman policy stand out so clear and distinct that even the casual and cursory reader must necessarily be impressed thereby.

1. The Tradesman is prodigiously interested in helping its readers—men now engaged in business enterprises—solve their business problems and increase the yearly net earnings of the business. It wants to help develop small shop keepers into larger dealers, and larger dealers into bigger merchants, and bigger merchants into larger and finer men. Therefore it discusses success from a thousand and one angles, and sets forth and illustrates in a thousand ways the underlying laws and principles of business success. It has consistently taught through all the thirty years of its publication the fundamentals of business efficiency. By means of illustrations, biographical sketches, feature articles, special contributions, editorial paragraphs and reported interviews—and all other and sundry of the several modes of writing—the Tradesman seizes upon and emphasizes the big and vital things in scientific merchandising. For the sporadic, the ephemeral, and the questionable, the Tradesman doesn't care a rap, but it has a veritable passion for the new, the stimulating, and the substantial. Thus it sketches the lives of big men who have made good, describes clever business-getting schemes that have won out and bears down good and strong on the everlasting virtues and amenities that make for good will. Its pages are filled with cleverly written articles; but mere cleverness is subordinate to truth and serviceableness. The Tradesman seeks always to bring a practical message, both to the man behind the counter and to the man at the executive end of the business.

2. The Tradesman seeks to promote the spirit of fraternity and co-operation between allied interests in our commercial and industrial realms. Time would fail me to tell about the various reforms that have come about largely through the aggressive agency of the Tradesman. At times when belligerent forces and factors of the commercial world were flying at each others' throats and filling the earth with incriminations, the Tradesman counseled peace, unity and co-operation. It showed how the good of the one was involved in the weal of the many; so it leant itself to the cause of organization.

3. Incidentally, the Tradesman has taken positive delight in combating greed, lawlessness and down-right cussedness, whether municipal, corporate, or private and petty. There be editors who can dance a saraband on vital and timely issues, and besport themselves with such cleverness withal that no man can, for the life of him, make out which side of the fence ye editor is on. But such is not the way of Ernest A. Stowe. Stowe doesn't claim infallibility, but even Stowe's bitterest enemies give him credit for being positive, consistent and everlastingly on the job. And the Tradesman believes in playing the game fair. It despises neither the small dealer for being a little merchandiser, nor does it curry favor with the big corporation just because it is big and powerful. It loathes and despises a mean, underhanded trick in any man or set of men that tries to put it over, and it doesn't hesitate to lift up its voice in clarion-like protest. Whenever it sees a sordid pestiferous head, this free-lance Tradesman takes a whack at it. If you don't believe in the gospel of fair-dealing, you'll be as uncomfortable with the Tradesman as the devil at a Christian Endeavor prayer-meeting.

4. For another thing—and this is the last feature of the Tradesman's policy that I am going to mention in this article—the Tradesman is committed, heart and soul, to the gospel of cheerfulness, good will and spunk—without which no man can hope to get on caressing terms with the fickle goddess, success. There is nothing morbid about the Tradesman. Pessimism is alien to its purpose. Mud-slinging it indulges in not at all. The man who, for thirty years, has edited its columns is clear-eyed and red-blooded; and he has surrounded himself with a staff of co-laborers, correspondents and contributors who are endowed with mental health and awareness. These co-laborers are imbued with the Tradesman idea, and, loving Stowe for what he is, most gladly and enthusiastically do they

The business of the Michigan Trust Company is the safe handling of money. We have at all times for sale sound investments yielding from 5 per cent to 6 per cent. Send your name for a circular :: : :: :: ::

THE MICHIGAN TRUST CO.
Grand Rapids, Michigan

co-operate with him in the production of the most unique and potent trade publication in the world. And now for thirty consecutive years, without hitch or break or serious mishap, this publication has been going uninterruptedly forward. Surely this anniversary occasion is a fitting time to wish godspeed to the man who makes the Tradesman.

Charles L. Garrison.

How "G. B. C." Stopped Mail Order Buying.

Brookings, South Dakota, is just a country town—no more fortunately located than thousands of others. The people who live in Brookings and the surrounding territory are the same every-day that you will find in most rural communities.

And yet, Brookings is different from the average country town. The retailers average bigger sales to each family in the territory than retailers in other similarly located towns. You don't hear of any of them complaining about mail order competition. You don't see any big boxes at the freight depot addressed to farmers.

But it wasn't always so. The mail order houses at one time did a big business with the farmers. The freight depot always held a lot of stuff shipped in from these concerns.

How did the change come about?

Simply by a concerted effort on the part of a few of the local retailers—at any rate, the beginning was made by just seven men. Some of these seven men were competitors, but they forgot that for the time being, because they realized that only by working together would they be able to solve the problem which confronted them.

The first thing they did was to shake hands and promise each other that from then on they would not only take no part in any "knocking of the town," but that whenever occasion was found they would say a good word for it.

Too many retailers are prone to criticise—or rather find fault with—their town and the people from whom their trade must come.

The next step was to make a note of every mail order shipment that came to the freight depot and express office. They explained the matter to the railroad and express agents who, of course, couldn't prevent the names on the shipping tags being copied.

Whenever the mail order buyers would come into a store the retailer would make it a point to show them that he was able to give them as good value as the mail order house, without in any way referring to the fact that he knew they bought from these concerns, and in this way a considerable number were "weaned away."

With the more confirmed mail order buyers, they adopted a more direct method. Such people received a letter calling attention to the fact that the retailers knew that they were sending money out of town for goods which could be bought just as advantageously in the local stores, and that while they, of course, were free to do as they pleased, they might at some time find it necessary to apply for credit or for other favors, which under the circumstances most likely would not be granted.

Other letters called attention to the fact that the value of their farm depended to a considerable extent upon the prosperity and growth of their home town, and that by purchasing from the mail order houses they were indirectly cutting down the value of their own property.

With some, even more stringent measures were taken. Some of the retailers were directors in the banks, and if a specially obstreperous farmer made application for a loan he was politely told that all the money available for loans was out and that they were sorry they couldn't do anything for him. He couldn't borrow. He couldn't sell anything in town, or if he did sell he had to take less than his neighbors.

For by this time the seven had added to their number, so that practically every business man of every line, even the bankers, real estate men, grain and stock buyers, was a member of the "Get Busy Club," and its influence in the community counted for a great deal.

The activities of this organization, however, were not restricted to the matter of making it difficult for the mail order houses to do business in the Brookings territory. If it had, this story would not have been written, for purely negative work never succeeded in producing progress.

The association "got busy" and kept busy improving the appearance of the town. Conveniences of many kinds were provided for visitors to the town. It became known as a town worth coming to and worth trading in. The retailers carry larger and better stocks than are shown in many towns considerable larger.

The farmers were interested in the plan to upbuild the community. Their help and advice was sought—and—as is always the case—was freely given, for the farmer when approached in the proper spirit is just as amenable to reason as any other man, and he can see just as far as "the other fellow."

As said before, Brookings is not a profitable town for the mail order houses, and they have ceased to bother the retailers, for they know that when the retailers work together along progressive merchandising lines, mail order buying becomes an exception, and they also know that there are lots of places where their advertising will bring them big returns—so naturally, as good merchants, they put their efforts where it counts.

A. George Pederson.

Learning Golf.

A young woman entered a sporting goods store one morning, and the polite clerk went forward to meet her.

"I want," she said, "to see some golf clubs."

"Certainly," replied the clerk. "About how many do you want?"

"Well, really," she responded slowly, "I scarcely know. You see, I am just learning to play golf, and I do not know much about it as yet. Why, I don't even know which end of the caddie to use."

How to Meet Mail Order Competition.

Written for the Tradesman.

Customers blame the home merchant for not selling as cheaply as the outside houses, not taking into consideration the fact that if treated in the same manner as the customer treats the mail order man the local dealer could not only duplicate prices with the distant city fellow, but actually undersell him.

In the first place the mail order fellow gets his money for everything he sells in advance, per contra, the local man not only delivers the goods before receiving pay, but oft times gives credit of from one to three months. How long is it supposable that Sears, Roebuck & Co. would stand did they deal with customers as does the local man?

Nine times out of ten a man living in the country does not give his local dealer a chance to show him what he can do. "Oh, you fellows make two prices on everything you sell," jeers a customer. "Now I can send to Chicago to one of the mail order fellows and get 33 pounds of granulated sugar for $1.00." This is probably true, and the price is way below wholesale rates. How does he do this?

There are conditions attached to every such offer as this. The customer is required, in order to reap the advantage of this cheap sugar, to buy $10.00 worth of other goods at the same time, and to pay in advance. Did the customer ever make such a proposition to his local dealer? There's not one country merchant in a dozen but what would be glad to do the same thing, and beat the mail order man by producing the goods at time of payment.

It seems to me that a little educational stunt is necessary to open the eyes of the deluded followers of the mail order fellows. For instance, why not make your customers the offer to duplicate everything in the mail order book as to prices and save the customer his freight? This can be done, and if every live merchant would work it up a few years would see the mail order houses put out of business.

The trade adjacent to every town by right belongs to the local dealers and is lost through neglect of proper advertising and a placing of bargains before the people. We must admit that a great many customers appear unreasonable in their fetish worship of the man far away. Distance lends enchantment to the view and will doubtless continue to do so through all time, yet more might be done by the local man to save unto himself the trade legitimately his if he would go after it in a proper manner.

This berating a man or woman because he or she patronizes outside dealers never won a customer, but more times than otherwise drove two or three away. Keep sweet, Mr. Merchant, no matter what happens. A dozen times a day you may have to listen to remarks about prices that do not please, yet these must be met with a smiling good humor, for we have all sorts of people to deal with, from the man who knows all about the immense profits you are making to the woman with the rotten butter who can get the top price for the stuff in the next town, and knows she never makes poor butter.

A country customer one day told his dealer that a neighbor tried to induce him to quit trading at home and go in with him in sending for everything abroad. "I can do much better trading with the mail order houses. You, John, are a fool to let them rob you here at home."

This was what the neighbor told Brown's customer, and the latter refused to accept it. Brown had always treated him right, had often carried him for a week or a month and he would not now desert the home man.

"Tell your neighbor that he hasn't even been in my store to buy anything," retorted Brown. "How does he know that he can do better in Chicago?" The customer laughed, saying, "He often sends his eggs here by a neighbor; he usually wants the cash which he sends to Chicago mail order men for even his groceries."

Brown simply passed it off with a laugh. However, he felt the injustice of the thing as any man of spirit would. It is absolutely useless to appeal to a sense of duty, to a sense of justice. Nine men out of ten will look longer, more eagerly after saving a penny than they will to dealing justly with others.

This is a selfish world. Men very seldom do anything of a benevolent nature without an ulterior object. Haven't you noticed when a man comes to town with a load of produce how anxious he is to get the top price, and a l-e-e-t-l-e more, for what he has to sell? Turning about he goes to the store and grumbles about the high cost of living, groans in spirit over the wicked merchant who asks too much for what he has to sell.

This is human nature. To meet this sort the merchant must, by proving that he can save the man money by trading at home, win him over. It is hard work of course; any sort of successful striving is hard, yet must be endured if one would come out at the top of the heap.

It is a sure thing that the mail order people are not doing business for philanthropic purposes. Meet them on their own ground, Mr. Home Merchant; meet them and fight this battle to the finish. There is nothing harder in the world than holding business men together for a purpose. Don't wait until there is a great organization formed to fight the other fellow. Do the fighting yourself. Go it alone. There are enough determined home merchants, if they take a proper view of this subject, to set the mail order men humming. Once get them on the toboggan and victory is assured.

It may seem advice of a selfish nature to suggest the downing of the big fellows who deal from a distance, yet what compunction has Sears, Roebuck & Co., Montgomery Ward, and the like eve rshown for you?

Old Timer.

TRADE Elliott MARK

Elliott Button Attaching Machines are leased and licensed for use only under our Maintenance Agreement.

Applications for their use must be sent to and approved by the Elliott Machine Co., Grand Rapids, Michigan, before machine can be furnished.

Any jobber can furnish these machines to his customer upon application and the sending in to the company of a signed lease.

Ask your jobber or write direct to the company for explanation of the conditions of the maintenance agreement and the advantages of our maintenance service which insures you the use of a perfect working automatic button attaching machine every day in the week.

Detach, fill in and send to your jobber or direct to the company the attached application blank.

ELLIOTT MACHINE CO.
GRAND RAPIDS, MICHIGAN

NOTICE : Time will be saved by filling in ALL of the blank spaces on this application so that the Company can pass on it promptly without asking for additional information.

APPLICATION BLANK

for use of Button Fastener Machines under Maintenance Agreement.

ELLIOTT MACHINE CO., Grand Rapids, Mich. _____ (CITY) _____ (DATE)

Gentlemen :—

THE UNDERSIGNED, doing business at No._____ (STREET)

_____ (CITY) _____ (STATE) makes application to be furnished with _____ (HOW MANY) Button Attaching Machines for _____ use under your Maintenance Agreement and agrees, if Application is approved by the Company, to sign the proper Lease and License Agreement, assenting hereby to its conditions.

The undersigned is now using _____ (HOW MANY) Regular Maintenance Machines.

The undersigned will surrender in exchange _____ (HOW MANY) _____ (STYLE) Elliott Machines.

The undersigned has now on hand _____ (HOW MANY) Coils of Wire with genuine Elliott Keys attached as listed on back hereof.

You are directed to make delivery through _____ (JOBBER'S NAME)

_____ (CITY) _____ (STATE)

Yours truly,

(Signature) _____

THEN AND NOW.

Much Progress Made in the Confectionery Business.

Looking back over thirty years and noting all the changes that have taken place in the city during that time; taking into consideration its growth, which has nearly doubled twice; recalling to memory the changes in the different business houses and the passing away of so many prominent men during that time, together with the great changes in our own line of business, I cannot help but feel that thirty years is a long time. Yet to a person who is actively engaged in business the time passes quickly and thirty years seem almost like a dream. Thirty years ago I was associated with B. W. Putnam and my brother, H. C. Brooks, in the Mills block, 63 and 65 Canal street, under the style of Putnam & Brooks, with no competition to speak of in the candy line except outside our own city. This combination continued without change except moving into the Blodgett block on Ionia street, until 1889, when a dissolution took place, Mr. Putnam buying the Brooks interest and forming a stock company known as the Putnam Candy Co., while the writer formed an alliance with three of the traveling salesmen of the old company under the style of A. E. Brooks & Co., starting operations in a small way in the rear of the Cody block on Fulton street. Within a year these quarters were found to be too small and we rented the store next to the Hazeltine & Perkins Co., on Ottawa street, of George Kendall, taking a three year lease and renewing the lease for one year, when we again found it necessary to have more room and leased the Gunn block on Ionia street, being separated from our old competitors only by a saloon. This was found to be sufficient to keep us good natured and on friendly terms, although neither of us was ever inclined to settle any differences in saloons or to frequent them for any other purpose. The Gunn block was leased for five years and released yearly for four consecutive years, when we again found it advisable to change, and in the meantime, having purchased the lot at 116 and 118 South Ionia street, decided to build on that spot, erecting a building 50x100, five stories and basement, concluding that would be sufficient for all time. After a few years we again found we needed more room, and, having an opportunity to purchase the lot in the rear on Commerce street secured that, thinking we might be able to use it to advantage, but the lot south of us was more desirable and also in the market, so we decided to take it in and use it in connection with the old one, utilizing the one in the rear for a power house. We accordingly built three stories and basement, 50x100, which constitutes our present plant, occupying 50,000 feet of floor space. Even this is small compared with many factories in the larger cities. The personnel of our company has changed about as many times as we have moved, the old salesmen dropping out one by one and their places being taken later by others, but the writer has always stuck to the ship, as captain, which is composed to-day of myself, and two sons, Marcus D. and J. Winfield. To say that it has always been smooth sailing would hardly be correct, for when we first started in 1889 we soon encountered the worst panic we have ever seen, but we weathered all the storms of the nineties, although the clouds were dark and threatening at times and the profits for many years so small that they were hardly noticeable. Not until the nineteenth century had passed, did we realize much more than an ordinary 6 per cent. dividend.

Thirty years ago conditions in the confectionery business were very different from what they are to-day. Then price was about the only thing

A. E. BROOKS

to be considered and the goods were usually made to fit the price. This had a tendency to demoralize, owing to the disposition on the part of some of the larger manufacturers to use adulterants to cheapen their products, which could easily be done without injury to looks by the use of terra alba, a mineral product resembling the finest kind of pulverized sugar and which could be bought in large quantities as low as a cent a pound and which could only be detected by close inspection and analysis. On account of this condition it was thought advisable to seek a remedy and better trade conditions, so at the request of a couple of Cincinnati houses, represented by Jacob Buss, of the P. Echert Co., and H. D. Smith, of H. D. Smith & Co., the writer met these parties in Chicago with this end in view. The first party we called upon —one of the largest in Chicago—received us in a very affable manner and readily assented to our proposition to call a meeting and do what he could to aid us, but before leaving we must go out and take a drink with him—which by the way, was of frequent occurrence with this particular party—and though not accustomed to doing anything of the kind myself, I thought as long as I was with these other gentlemen, I must tag along, which I did. "What'll you have, Brooks?" "Nothing, thanks," I said, "I don't indulge." "Have a cigar then?" "No, thanks, I don't smoke." "What the h—l do you do?" to which I made no response; but to make a long story short, without giving further details, a meeting was called. Nearly all the Chicago houses were represented at a meeting held a little later, to which all the confectioners in the United States were invited, at which an association was formed called the National Association of Confectioners, which had for its principal object the raising of the standard of confectionery by using nothing but the highest grade of materials and to prosecute any parties, whether members or not, who used harmful colors or injurious ingredients in their goods, thus forestalling, so far as confectionery is concerned, by many years the so-called pure food law of 1906. The National Confectioners' Association, through its officers and executive committee—who have always been men of character and ability—did more than any other organization to aid in the formation of same. To say that the confectionery business has kept pace with all the leading industries of the land I believe is putting it mildly. Many of the factories which were considered large thirty years ago have quadrupled in size. The new ones that have sprung up can be counted by the hundreds and the volume of business has so increased as to render the figures appalling. It would seem as though one or two of the large factories which turn out several tons daily ought to be enough to supply the whole United States, but the truth is, candy has come to be almost a necessity. Many people use it not only for an occasional evening or afternoon party, but in place of the customary dessert at the table. Then, again, the kind and variety has changed. Thirty years ago hardly anything in the line of chocolates was made. To-day there are many large factories making hardly anything else, and the variety is unlimited. Even in our own factory we use more than a hundred tons of chocolate annually and have upwards of a hundred varieties.

I would not be doing the subject justice if I did not allude briefly to the manner of packing and distributing candy at the present time. Thirty years ago everything was packed in five pound boxes, with no fancy packages of half-pound, pounds, twos, threes and fives daintily put up by experts and tied with fancy ribbon—a marvelous transformation from the old style of packing, and one which is not only pleasing to the eye, but is much more sanitary and acceptable. Speaking of sanitation leads me to remark that the transformed style of packing is not much more marked than the changed conditions of cleanliness in the factory, made compulsory by the pure food laws of the State and Nation, and which should be welcomed by every manufacturer in the land.

I realize that this treatise is meager for the length of time it covers and upon which volumes might be written instead of paragraphs, but my time is limited and this work is out of my line entirely.

I congratulate the Tradesman on its growth, which, like the city and our own business, has been gradual and substantial for thirty years and also for its progressive spirit; for its firm and decided stand for right principles and, lastly, for its stand for civic pride and betterment. Long may it live and thrive and continue to serve the business interests and citizens of Grand Rapids and vicinity!

A. E. Brooks.

Why Not?

He was thinking of buying a stove.

"Well, my dear sir," said the stove dealer, "here is a stove that will save half your coal bill."

"That being the case," said the calculating customer, "if I take two of them will it save the other half?"

Whereupon the dealer, saying that it was never well to expect too much for your money, turned the customers over to a clerk and went out to lunch.

Brooks' Chocolates

With this issue of the Tradesman we have been making Brooks' Chocolates for twenty-four years.

They have always been standard for quality. Better ingredients, more beautiful packages, a more delicious combination of fragrant coating, fruit, nut and creamy centers cannot be obtained.

Our Christmas line is now ready for your inspection and for Beauty and Style it cannot be excelled.

A. E. Brooks & Co.

Grand Rapids, Mich.

PSYCHOLOGY OF SHOPPING.

Fundamental Differences Between Male and Female Shoppers.

Written for the Tradesman.

Shopping is instinctive with most women, while the average man is naturally 'anti-shop" in his inclinations. The quest of an exceptional value in a given commodity at a certain price constitutes a sort of challenge to the feminine mind, but visiting shop after shop, looking over various lines of merchandise and interviewing numerous salespeople is a task from which most men shrink. Being by constitution a better loser than womenfolk, a man had rather buy where it is most convenient, getting an article about the value of which there is no question—even if he has good ground for suspecting that the price is a bit high. But a woman rarely stops looking until she is absolutely convinced that she is getting the very best value obtainable.

Motives Influencing Each.

Every separate sale of merchandise, whether made to a man or a woman, is, of course, susceptible of analysis; and when so analyzed it will be found that the sale was consummated because certain demands in the minds of the shopper were satisfactorily answered by the article of merchandise sought and the manner of the salesmanship of the person selling it. But the motives that influence man in his buying are not the same motives that influence woman in her buying.

Man's buying is determined by the following motives chiefly: 1. The most convenient place. It is extremely difficult to get a man to walk several squares out of his way—or even a single square, for that matter—just to visit a shop or store laying claim to exceptional values in certain lines. If the man knows of the claim, either through newspaper announcements or from the lips of others who have substantiated the claims, he'll frankly grant the truth of it, but will hastily add: "Oh, what's the use? I can get something just as good at Blinks, and that's right on my road to the office!" And for the same reason it's almost impossible to coax a man down into the alleged "no-rent" basement where prices are said to be amazingly cut owing to the alleged reduction of operating expenses. In the first place man is naturally skeptical of all that "no-rent" tommyrot; and in the second place he doesn't want to go down into the basement even if he could actually get a bargain. But any old place is convenient for a woman to shop, if there's any tangible promise of a bargain. 2. The place where he is known. A man likes to be recognized by a merchant, a floor-walker or a salesman. He had rather trade with the people he has traded with before. Every salesman worthy of the name in every store catering to men's trade has his regular customers—men who actually call for him, and not infrequently wait until he is at liberty to wait on them. Man is fundamentally a creature of habit, and it's a lot easier to buy your shirts and ties, your sox and your underwear, from the clerk you've hitherto traded with. He knows your peculiarities—your little likes and dislikes—and this helps like everything to simplify the process of buying. You can get it over with so much quicker and pleasanter, if you can deal with the fellow that always waits on you. But a woman doesn't hesitate to visit new stores and shops; and she doesn't care a penny pickle whether she has ever seen or heard tell of the salesperson or not. She has something definite in mind, and she's going directly after it. 3. The store where he has a credit account. If you buy a madras shirt and half a dozen collars, and hand the clerk a five-dallar bill, you've got to wait for your change. It's easier to charge it and send 'em a check the first of the month. 4. The shop to which he is attracted by a window display. A particular trim—more often a particular commodity in a given trim—attracts a man's attention and arouses his interest. If he needs the article very badly, and has the time and the price, he'll walk in and call for it. His mind is pretty much made up before he enters the store. If the commodity stands a closer inspection and the clerk is any part of a salesman, the sale is easily consummated, and, like as not, a good customer cinched. In stores and shops catering to men's trade, the little old display window is the one big, winning advertisement insofar as men are concerned. 5. The store where men know absolutely they can get reliable merchandise — not merely familiar, nationally advertised brands but tip-top, high grade wares backed up by the firm's own guarantee. Most men have a holy horror of cheap and shoddy merchandise. Even if they are compelled by circumstances over which they have no control to buy fewer articles, they would have these articles good.

Now the fundamental law of the masculine mind that underlies all these motives that actuate the masculine shopper is this: With man shopping is a necessary evil. Therefore he wants to get through with it just as quickly and easily as he can. He doesn't like it. It bores him. If he didn't positively have to shop, he wouldn't shop. Necessity drives him into the marts of merchandisers. He is essentially a money-maker, but he isn't a cheerful shopper. On the other hand, woman is a born shopper. From the time she starts to the candy shop on the corner at two years of age, with a tight grip on her penny or nickel—and with a very decided idea of the kind and amount of sweets she ought to get with that coin—until she is too old and feeble to fare forth, woman delights in chasing down, ferreting out, and fetching home triumphantly—her bargain. If man is constitutionally a money-maker, woman is a born spender.

A Tip to the Wise.

In the light of this law of the masculine mind—a law that, as we have seen, underlies all the motives actuating the masculine shopper in his buying—a decidedly practical suggestion ought to come immediately to every dealer soliciting masculine trade. And that suggestion is this: Make it dead easy for them to get in your store just what they want. Simplify the process. Cut out frills and furbelows. If your beautiful system interferes with sales, modify the system. Substitute something better for it. Extirpate it. Grease the skids and oil the bearings. Make it the easiest and simplest thing under the sun for them to slide in and buy what they want and then glide out into the fresh air. Be frank and open and—essentially masculine. Have a man's store. Have the chap who writes your newspaper announcements master the psychology of the masculine mind in the matter of shopping. Have your window trimmer trim for men's eyes. Let the whole establishment be permeated with a sort of frank, masculine, we-make-it-easy-for-you-fellows atmosphere. And train your salesmen in the art of selling to men.

Women Compare Values.

Frankly—though I who say it am a man—women are better shoppers than men. They do it more thoroughly—more scientifically. Before she fares forth in quest of her commodity, a woman seeks to inform herself as thoroughly as she can. She has several sources of information—in matters of wearing apparel for herself, she has her fashion journals. And in addition to this she reads the announcements of the specialty shops and department stores. And then she observes what other admittedly stylish women are wearing. And finally she talks it over with her friends and neighbors. She knows not only what's what, but she generally determines beforehand the stores and shops where what's-what may be had at reasonable prices. Suppose she is buying a hat. She goes first to the best and highest price place in the city to verify her ideas on correct styles. She wants to see the very latest imported models, and try on a number of them until she finds one that seems to be just about what she wants. Of course she asks for prices, but she knows absolutely before she entered the store that she isn't going to buy. Not yet, at any rate. She proposes to look further. And look further she does. The next store or shop is not quite so high class, but the merchandise is nevertheless good and up to date. She hunts for something approximating the imported hat that struck her fancy in the previous establishment. She may, or she may not, find it; but in either event she doesn't buy even though the price is appreciably less. She is going to look still further. The next place may be a department store noted for its popular priced millinery, or it may be a popular priced millinery establishment. This time she is looking for untrimmed hats or "shapes." She finds one, let us say, almost identical to the imported hat of the first store. The price of the trimmed hat, in the swellest shop in town, was $45. This shape will cost her $2.98. She can get a fairly good feather for $4.98. The velvet and trimming and other incidentals will cost her, let us say, $3.25. So the total cost of the hat will be just $11.21—and lo! She has a bit of headgear that almost duplicates the fine imported model of $45. Of course the materials aren't quite as fine—and that idea causes her a bit of mental anguish—but to all intents and purposes, the hat is just about as good and serviceable as the higher priced one—and see what she has saved! She explains it all to her husband, and he admits that she is a wonder. It took her two or three days of work and worry to save the difference, but there was a lot of satisfaction in doing it. And she doesn't mind.

Note this fact particularly: She visited at least three different establishments. She compared values. She bought intelligently. And not for a single instant during the entire process did she lose sight of the idea that she must get the most she could for her money.

Another Practical Tip.

Stores and shops catering to women's trade should not overlook this important fact: Just because she is eternally feminine, a woman must be granted the privilege of looking. You can't sell her the first time any more than you can reverse the pull of the law of gravitation. If you insist unduly, over-persuade and coax, or lose your temper and act up, you'll perhaps queer her for good and all; but, believe me, you'll not sell her. 'Twould be far better to let her have her own way—which she'll have in any event—and go out of your store feeling friendly towards you. Just along this line I know of one big concern, whose customers are mostly women, that has worked out a most elaborate and fetching system of store courtesy. The salespeople are trained to show merchandise in the most winsome way, and taught not to press sales too strongly, and above all, never to lose the saving grace of courtesy no matter what happens. And women leaving that store are treated just as kindly as if they had bought a large bill of goods. And they are invited to come back at any time and look further. And this policy has made the establishment one of the most popular of its kind in the Middle West.

In the matter of salesmanship, advertising, window trimming, and the development of a store policy, it's highly important that a dealer understand a few simple—yet fundamental and enormously important — traits characteristic of the masculine and the feminine mind. Frank Fenwick.

The Good-Night Message.

The patter of tiny feet was heard from the head of the stairs. Mrs. Kinterby raised her hand, warning the others to silence.

"Hush!" she said softly. "The children are going to deliver their good-night message. It always gives me a feeling of reverence to hear them—they are so much nearer the Creator than we are, and they speak the love that is in their little hearts never so fully as when the dark has come. Listen!"

Then there was a moment of tense silence. Then—

"Mamma," came the message in a shrill whisper. "Willie found a bedbug!"

ESTABLISHED 1853

Capital and Surplus
$1,400,000.00

Resources
$9,000,000.00

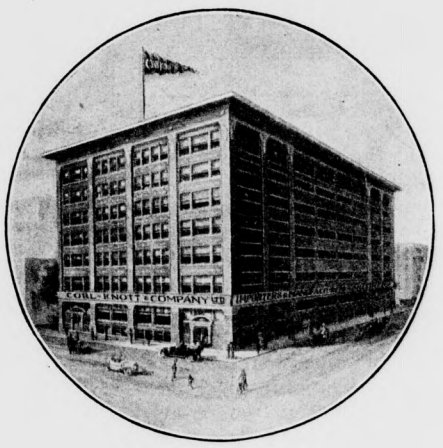
THE
OLD NATIONAL BANK
GRAND RAPIDS, MICH.

DIRECTORS
Willard Barnhart
Joseph H. Martin
W. R. Shelby
L. H. Withey
Wm. Judson
Carroll F. Sweet
W. D. Stevens
Clay H. Hollister

DIRECTORS
Benj. S. Hanchett
John Duffy
John C. Holt
Edward Lowe
Frank Jewell
Wm. Alden Smith
James F. Barnett

WILLARD BARNHART, President
CLAY H. HOLLISTER, Vice President
WILLIAM JUDSON, Vice President
GEORGE F. MACKENZIE, Cashier
HERBERT A. WOODRUFF, Asst. Cashier

COMMERCIAL AND SAVINGS



WE ARE now showing for late fall and early winter wear an exceptionally attractive line of Trimmed Hats for the general store trade. Prices $18, $24, $30 and $36 per dozen.

Open orders solicited on condition that customer keeps two-thirds of the amount of total shipment. All new up-to-date merchandise trimmed in the latest fashion. Orders filled same day they are received.

Corl, Knott & Company, Ltd.

Manufacturers of Trimmed Hats
And Jobbers of High Class Millinery

Commerce and Island St. Grand Rapids, Mich

STRONG AND STEADFAST.

Wonderful Growth and Prosperity of Banking Interests.

The span of years between the birthday and the thirtieth anniversary of the Tradesman has witnessed tremendous changes in all departments of our city's industrial life. In no department have these changes been more marked than in the business of banking.

Thirty years ago the total assets of all the banks of the city—then five in number—were a little less than $8,000,000. Now they are $45,000,000 distributed among nine banks with their branches and two trust companies. Thirty years ago the combined capital, surplus and undivided profits of the five banks in the city was two and one-half million dollars. To-day the city's financial institutions have capital and surplus of about seven millions. Deposits meantime have grown from $5,000,000 in 1883 to $35,000,000 in 1913.

During this triple decade the banks have not only paid reasonable dividends to their stockholders and laid by strong reserves of capital in surplus account to strengthen themselves against the time of storm, but they have paid out to their depositors in interest a very tidy sum, running doubtless into many millions of dollars.

This constant stream of new wealth turned back to the depositors by the banks in interest has done much during these thirty years to promote the happiness, contentment, thrift, comfort and prosperity of our citizens.

All these things have been accomplished without the loss of a single dollar to any bank depositor. Not once in all these thirty years—in fact, not once in all the city's history—has there been a failure of an incorporated bank here.

This is a record of which Grand Rapids may well be proud. It speaks volumes for the conservatism and sagacity of the strong men who have directed the affairs of the banks during these years.

Thirty years ago but one of the five banks then in existence owned its place of business. Now most of the banks of the city are established in elegant and commodious homes of their own, planned not only with the idea of facilitating the transaction of business, but of affording conveniences and privileges to the patron not dreamed of in the old days.

I well remember those strong men who were leaders in finance at that time. Such men as D. A. Blodgett, Thomas D. Gilbert, James M. Barnett, E. P. and S. L. Fuller, A. B. Watson, Thomas Hefferan, Moses Aldrich, Lewis H. Withey, Enos Putnam, Harvey J. Hollister, Edwin F. Uhl, Julius Houseman, James D. Robinson, J. Frederick Baars, George W. Gay, and others, whose names stood as synonyms for probity and business sagacity in their time.

We of the present day, in response to the needs of our growing city, are adding story after story to the superstructure of finance whose foundations were laid by them so long ago. That the foundations were laid strong and deep and true is proven by the fact that the superstructure has remained stanch and steadfast through every adverse wind and circumstance and has grown constantly more stable and secure with the passing of years.

Tribute should also be paid to the fidelity and trustworthiness of the working forces of the various banks during these years. To them has been committed in large measure the immediate custody and care of many millions in cash and other assets. Very rarely has any one been lax in vigilance or unfaithful to his trust.

The attitude of bank patrons toward the institutions entrusted with the safe keeping of their money has also been most gratifying. Such has been their feeling of confidence and their spirit of friendliness and cooperation that even in times like 1893 and 1907 they remained calm and undisturbed, so far as their local relations were concerned, however unsettled conditions might become elsewhere. This has enabled our banks to care for the needs of the city's industries in times of panic the same as under normal conditions.

WM. H. ANDERSON

It has been a pleasure to me during all these years to observe the steady advancement of the Tradesman influence and strength until it has come to be recognized as the foremost trade journal in this section of the United States and as an authority in its field.

For this great achievement credit must be given to the indomitable pluck, energy and business foresight of its founder and publisher during all this period, Mr. E. A. Stowe.

Our city takes pride in its trade paper and wishes the Tradesman another thirty years of prosperity under the same able management.

Wm. H. Anderson.

Always Fair to Show All Sides of a Question.

Written for the Tradesman.

Farm papers have made much of the statement credited to the former United States Secretary of Agriculture that out of every dollars paid by the city consumer for farm products the farmer gets only 50 cents.

The purpose of proclaiming this fact (if it be indeed true) is to awaken the farmer to the dangers which threaten him and to arouse him to action in defending his rights. It is also done to let him know that his farm paper is watching out for his interests in every possible way. It may not be the intention to make him believe that every man's hand is against him and that only by being constantly on his guard can he prevent being robbed by merchants and other dealers. Such, however, is the tendency of these representations. Many farmers already entertain such opinions and the need is to modify rather than augment them.

It is a mistake for any one to be too truthful or credulous when transacting business especially with strangers.

With some people the only safe way of dealing may be to look upon every dealer with suspicion and govern themselves accordingly. And yet, this supicious attitude of the farmer is as often a detriment to him as a benefit. To treat the local dealer whom he has known for years, and who is generally regarded as fair and honorable, as his enemy does not speak much for his intelligence or common sense. Many a dealer has at heart his customer's interests as well as his own. The man who will not believe it when it is a fact does not receive the benefit which he might receive.

As to whether the consumer pays twice as much for produce as the farmer receives is not so important as it is to ascertain who, if any, gets too much for his part in the necessary work of transporting.

To say that there are too many middlemen, or to say that the middlemen unnecessarily increase the cost of goods to the ultimate purchaser may be true in many cases, but to say that all middlemen are unnecessary is evidence of a purpose to work upon the ignorance or prejudice of the class who are alleged to be losers because of middlemen.

Any one who has a thorough understanding of all the processes and changes which certain products undergo before they are fit for human consumption; who knows in what small quantities many products are purchased by consumers; who knows how much labor and expense is required to take orders, sort, grade, divide, weigh, measure, wrap, deliver, collect payment, charge up accounts, furnish statements, etc., will not wonder at the increased cost.

The obligations of the agricultural press to its patrons is not entirely fulfilled when it warns them to beware of those who would extort from them. Instead of trying to win or retain favor by siding with the narrow, prejudiced views which are the result of ignorance, it should endeavor to fully show both sides of any matter. Thus the people might expend their efforts in directions where they could accomplish most, and not fight against inevitable, natural and reasonable conditions.

Every honorable dealer will not only agree with farmer and consumer that it is wise and right to eliminate every unnecessary middleman and reduce expenses to the lowest possible figure, but he will stand ready to co-operate with all who desire to do so.

Over and over again the dealer who is looking out for his customer's interests gets a rebuff, is met with counter argument or apparent indifference when he suggests or tries to explain how his customers can save money in buying or can obtain more for the products which they have to sell. In time such a dealer learns to reserve his suggestions and advice for those who appear to appreciate them.

If the farmer receives too little for his products and the consumer pays too much, wherever and whenever this is not the fault of the individual seller or purchaser, or in whatever degree it is not their fault, it is to the interest of the public to learn wherein present methods are wrong and all should endeavor to help better them.

E. E. Whitney.

Would Reverse It.

"Just think of that!" said Neverspend, dropping his paper, "the richest man in South America once worked for thirty cents a day, but died worth thirty-nine million dollars."

"Well," volunteered Easygo, "I'd rather work for thirty-nine million dollars a day—and die worth thirty cents, if you ask me!"

SERVICE

The Test of Success

The highest type of business success is that which renders the *Best Service Possible.*

The Public Service Corporation of today which would avoid the unpleasant and profit-destroying enmity of the people whom it serves, is that one which is employing the highest type of intelligence in the effort to *GIVE*, as well as *Receive.*

This is the policy which has made possible the large success of

United Light & Railways Co.

In more than fifty cities and towns which this Company serves with Gas, Electricity, Street Railway, Interurban Railway, or Heating conveniences, the people served are expressing their satisfaction with this policy by a

Largely Increased Use

Of the modern facilities furnished. It is to this increased use of the products supplied by this Company that UNITED LIGHT & RAILWAYS COMPANY owes its showing of

Largely Increased Earnings

Stockholders in UNITED LIGHT & RAILWAYS COMPANY are being benefited in proportion. The market value of their holdings has suffered little shrinkage in the past year, when all securities have lost more or less in market value. By reason of this fact more and more of the small savings of the thrifty is being invested in the stocks and bonds of this Company.

On January 1, 1912, there were Five Hundred stockholders on the books of UNITED LIGHT & RAILWAYS COMPANY. On September 30, 1913, the number had increased to MORE THAN NINETEEN HUNDRED.

The First Preferred, 6% Cumulative Stock

Yields a return of 7½% to the investor at present market quotations (around 80) and the Common Stock, by reason of the surplus which the Company is accumulating and the bright prospects of future greater earnings, is working to a higher price each day.

We have no hesitancy in recommending the purchase of both the Bonds and the First Preferred for investment, and consider the Common a most attractive purchase for one who has spare funds.

HOWE, CORRIGAN & COMPANY

INVESTMENTS

MICHIGAN TRUST BUILDING **GRAND RAPIDS, MICHIGAN**

DRUG STORE ETHICS.

Changes Which Are Contrary to Basic Principles.

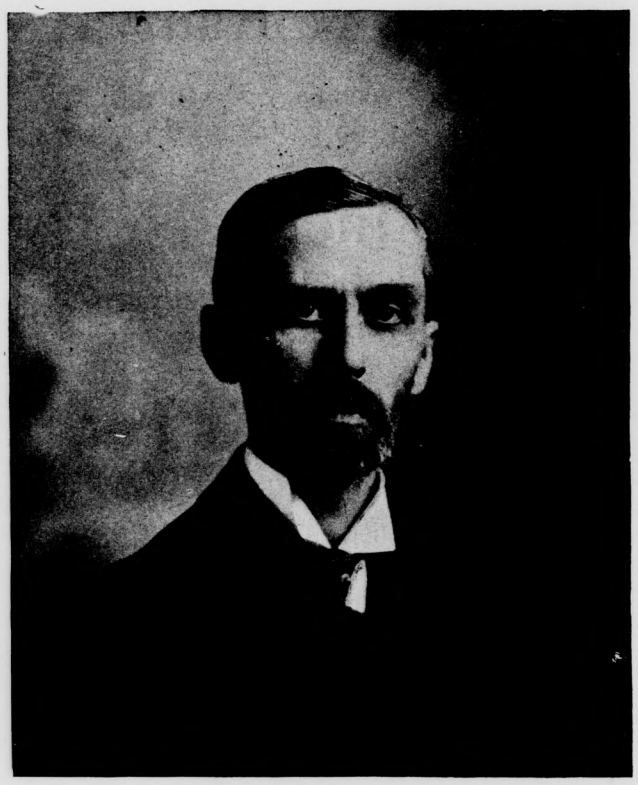
I acknowledge your letter of Sept. 19, asking me to contribute to the thirtieth edition of the Michigan Tradesman. I notice you have assigned to me the topic "Thirty Years in the Drug Trade" and that you put no limit upon the space that I may seek to occupy in your paper for that edition. I bow with respect to the thirty years and can only say that I regret that the Tradesman has been published only thirty years, and if I may be permitted I would change the title of my contribution to "Forty Years in the Drug Trade in Michigan." This would give me a better starting point, because the four decades have seen a wonderful revolution, as well as evolution, in this branch of commercial undertaking.

Forty years ago the retailer carried on what could be strictly called a drug business. The physician who traveled through the towns and the country districts visiting the sick carried with him not to exceed twenty-four bottles of medicine. Eight of the twenty-four were seldom used. Sixteen of the twenty-four were quite generally used and eight of the sixteen were constantly used. The eight preparations referred to represented the basic remedies for the treatment of disease as known and prescribed for by physicians at that time. The drug store was a drug store and the physician in treatment of the sick among man and beast relied entirely upon the drug store for his supplies and the drug store was governed by this class of demands. Outside of this the formulas found in Chase's receipt book, the formulas for condition powders and the purchase of crude material for coloring carpet rags, prescriptions for liniments, tonics, etc., for the ordinary known diseases comprised the field of operations practically of the retail drug dealer. In all this roots, barks and then gradually powdered goods were used and the old iron mortar and the coffee mill for grinding were conspicuous.

I well remember about that time that certain pharmacal houses in this part of the country brought upon the market many of the fundamental remedies in liquid form such as tinctures and fluid extracts and the retail druggist at that time thought that this side of his business was not only revolutionized, but that the consumer would not get the true medical properties of the original drug. In place of the old pill tile and the manipulation of the mass came the coated pill from the laboratories of the manufacturing pharmacist and these were looked upon with credulity. Gradually from that time to this the crude material passed out of the ordinary sale over the counter except to foreigners who come to this country and yet cling to the purchase of the crude material for the first year or two of their existence in the States. This was the beginning from this side of the drug business of the evolution that has passed on to such an extent that it is almost beyond the comprehension of man.

Four decades ago the patent medicine was a secret and but few of them were known. They rapidly multiplied, many of them being based upon first class prescriptions written by eminent men, only to be followed with a flood of fake preparations which have been the curse of the human race. Then came the non-secret preparation which had its day, but its existence, as well as the development of public opinion, made it necessary within the last few years that every manufacturer of patents or pharmaceutical preparations was practically obliged to put upon the label the constituent and component parts of each preparation.

As science has advanced in its research and also in its comprehension of and ability to compound two or more articles for a definite result, preparations have been brought into existence that in the largest proportion have been considered useful not



LEE M. HUTCHINS.

only to the physician but to the ordinary consumer who buys them directly over the counter. When these are honestly worked out and properly administered they have their good offices in alleviating suffering, curing disease and contributing a large part to the average age of man. On the other hand the abuse of a part of these has brought about a large amount of suffering and has led not only the Federal Government but the State Legislature to enact laws for the control of the same. There is no question but that the multiplication of preparations has been carried to such an extent that the proper administration of the same is a reasonable question.

It may be safe to say that the druggist and the physician, also, are too apt to accept a new preparation and either sell or dispense the same without having the same knowledge of that new preparation (with a name that may be unpronounceable) that they had or can have upon a basic drug that under ordinary circumstances would accomplish the same and final result. In other words, the extreme multiplcaton of preparations has led to an increase of the risk in the administration of the same. The pure food and drug law originated by Dr. Wiley and promoted by him under the authority of the United States Government has done a large amount of good in the use and abuse of drugs. So far as fundamental drugs are concerned or, more particularly speaking, those elements which are well defined in the knowledge of the chemist and pharmacist, whether used singly or in combination, there has never been a time in the history of our country when a customer could buy as exactly what the label calls for as he can at the present time.

This has not only been made possible by the action of the Federal Government in its early work through Dr. Wiley, but it has received the assistance as well as the commendation of the leading wholesale and retail druggists throughout the country, as well as the medical professors. Heroic treatment, intelligently applied in this field of operations, is an absolute necessity. The drug business in the United States through all these manipulations has grown away from the fundamental principles upon which in the old country the apothecary would be founded. A large increase in ready-made, hand-me-down, quick-sale preparations, both old and new, have, in a way, separated the physician and the retail drug man. This has led the retail druggist to fortify himself with pharmacal and other lines of drug preparations that were ready sale to the consumer.

Gradually, the ethical side of the science of the business has faded away and to-day the retail druggist throughout the country is practically a general merchant. Those of us who have seen forty years of this evolution are very much surprised at the extent to which it has grown and just wonder whether medicine for the alleviation and the curing of disease is eventually going to be sold as an ordinary commodity. History bears out the fact that wherever in a profession or a business that requires scientific knowledge the ethics fade away and the common people are educated to believe that such things are no more or less than a commodity, they become commonplace and the general public accepts them from the hands of any man who has them for sale. This must either occur on account of the druggists throughout our Nation becoming more or less general merchants or a revolution may possibly take place, brought about by legislation whereby medicines strictly and scientifically so termed will be sold exclusively by a registered apothecary.

This essay is not intended as pessimistic, but there is possibly no business that has changed so much in thirty or forty years as the drug business. In all lines where rapid changes take place, we as the American people know that one extreme or another will arrive and the great hope of the drug business, both wholesale and retail, is that there are in both branches in existence and will be for all the future men who have not as yet ignored the ethical side; who regard education not only from the standpoint of necessary, but from the necessity of intreest to the public; that through all the changes must come the provision of a legitimate growth, scientific sale and administration of medicine for the alleviation and the curing of disease. The scientific research of chemists and pharmacists and the development of certain preparations that are the combination of two or more articles have been perfectly wonderful and will continue to be so for all time to come. We all honestly, however, decry the fact that the business of retailing drugs as well as wholesaling the same seems to have necessitated attaching to itself general lines that are practically in contradiction to the basic principles of this branch of commercial life.

Lee M. Hutchins.

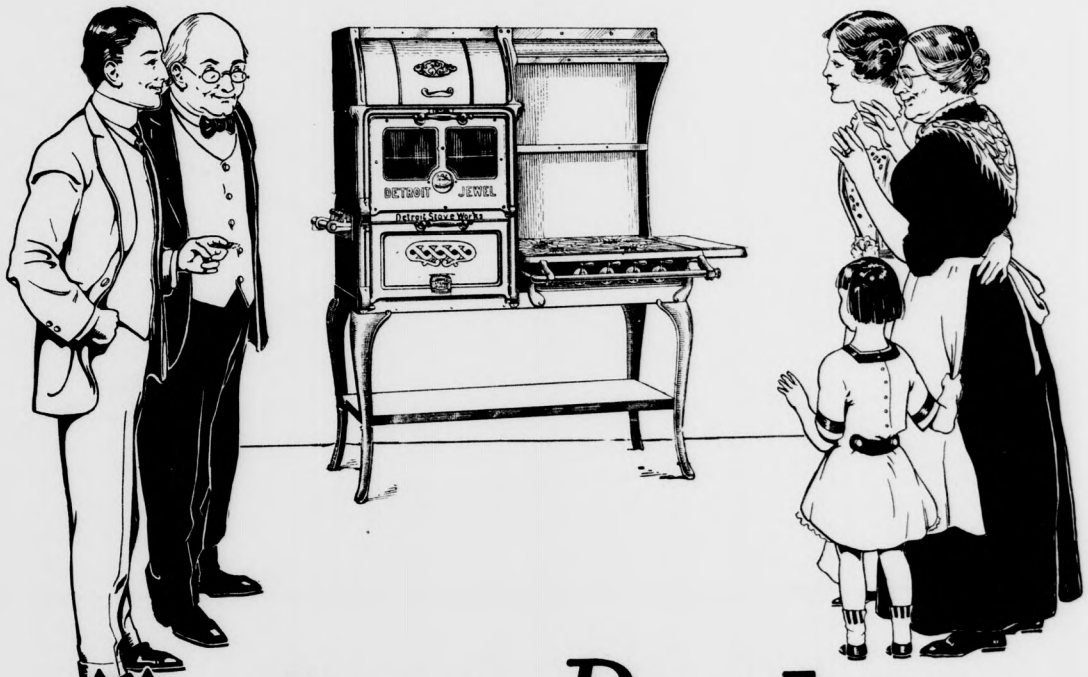
Her Road to Heaven.

One day, shortly after George M. Cohan began a recent engagement in Chicago, and before the attaches of the theater that bears his name there had become used to seeing him at close range, the famous author-actor encountered an old colored woman industriously scrubbing the marble floor of the foyer, chanting the while a doleful dirge-like air.

"Auntie," commented the comedian, "that's a mournful tune you're singing."

"Yes, sir," she answered, "I knows it's mo'nful, but by singin' dat chune an' mindin' ma own business I specks to git to heaben."

People have more aches and pains in their imaginations than elsewhere.



Mother's Birthday

will be filled with joy that will last for many years if you get her a

Detroit Jewel Cabinet Gas Range

Of Course she can get along with her old stove or low-oven gas range--most mothers DO--but are you going to let her do it any longer?

She Knows the many advantages of the Detroit Jewel. The high ovens that save the backaches--the legs that are easy to sweep under--the oven thermometer that tells when the oven is just the right heat--and the glass door that makes it so easy to get ALWAYS just the right brown. She knows about the new self-lighters that do away with dirt and bother of matches, and the star-shaped Jewel burners that give quick heat and save gas.

Yes, Mother Knows but most likely she never says a word, but just goes on doing her work the HARDEST way and YOU never know the difference.

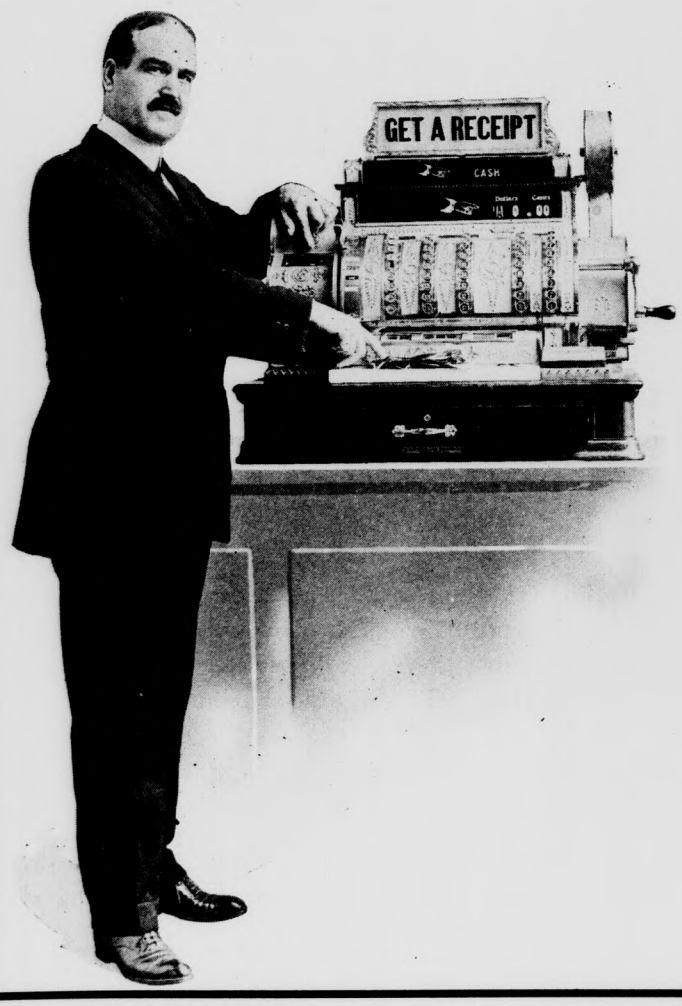
But You Ought To Know and you WILL when you get her a modern, up-to-date, CABINET Gas Range that will make her work far easier, and that will bring a smile to her face every time she steps into her kitchen.

Come Now, a real Cabinet Gas Range isn't any too good for mother, And you can do it EASILY. Club together if necessary—we'll gladly make it easy for you with small monthly payments, AND THINK HOW HAPPY MOTHER WILL BE—And you know you don't HAVE to wait 'till Mother's Birthday to surprise her. She'd be just as happy if you did it TOMORROW. Better come in and talk it over TODAY with

THE GAS COMPANY

Th
"Get a Rec
Bene

Merchant



The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for all goods sold, and get all the money for those goods;
2. It enables me to give quick service to customers;
3. It gives me a positive control over my business;
4. It tells me which is my most valuable clerk;
5. It prevents misunderstandings with customers and thereby increases trade.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers. Stores using the "Get a Receipt" plan can give quick service to their customers.

The receipt issued by the Nat
tomers against mistakes; furnishes p
spend when sent to the store; preven

Write for more

THE NATIONAL CASH REGIS

The "Receipt" Plan Benefits

Clerk

The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for having handled each transaction correctly;
2. It enables me to wait on more customers and establish a better selling record;
3. It proves my accuracy, honesty and ability;
4. It prevents disputes with customers;
5. It teaches me to place the correct value on money and to handle it accordingly.

the National Cash Register protects customers; furnishes proof of what servants and children are; prevents mistakes on charge accounts.

This results in a **satisfied** trade. Every merchant can give better service to his customers, increase the efficiency of his clerks, and get more net profit for himself by using the "Get a Receipt" plan.

e for more information

H REGISTER COMPANY, Dayton, Ohio

MODERN PROBLEMS

Which Confront the Average Retail Merchant.

According to the latest census report obtainable we learn that the population of our cities is growing four times as fast as the population in the country districts. In other words, our customers are increasing four times more rapidly than our producers. From the same source we learn that the standard of living is continually rising. For instance, the annual per capita consumption of sugar in 1900 was sixty-five pounds and in 1910 eighty-five pounds. From all points of the compass comes the cry, "Onward to the city." It's city in this life and city after death, for we are told that Heaven is a city. All legislation in recent years slopes toward the big cities. Freight rates to the big cities is about one-third what it is to the smaller towns. We have parcel post inviting trade to the big cities, etc. The saloon keeper is almost as powerful in the government of cities as the lawyers are in congress.

Business organizations are springing up all over the country and butting into the game. Some of their representatives have had the nerve to appear before that most sacred body known as the judiciary committee and demand laws to punish crookedness whenever and wherever it shows its head. These organizations are even demanding a more economical expenditure of public funds, better educational facilities, sanitary regulations, etc. The excuse offered by some of the business men for not being more active in this work is want of time. They are simply slaves to custom. If they made one-fourth the effort to get their necks out of the yoke that the labor organizations have to get their eight hour day, they would have ample time to devote to their families and co-operate with their neighbors to better things in general. Many of the business men are deceived by the lure of gold, deluded by the belief that happiness will come to them if they can hand down a large fortune for their children to squander. The long hours and worries of the average retail merchant would quickly kill the eight hour labor leader. When the retail merchant is harassed by fierce c mpetition and little or no profit, confused by free deals and gift schemes, fleeced by those from whom he buys and by those to whom he sells, robbed by dishonest and careless help, slandered by enemies, troubled with bills payable and the picture of failure always staring him in the face, enervated by close confinement, and so on and on he gradually discovers that business is war, and war is hell. Under all circumstances he must be cheerful. If a frown should accidentally steal o'er his careworn brow he loses trade. He must make the churches, charity workers and young people's social clubs believe that he is delighted to buy their tickets, even if it takes the last dollar in the till. All the courage in this country is not confined to our soldiers and sailors. There is many an unknown hero selling calico and sugar who is worthy to be classed with those who conquered at Yorktown, or helped to carry the old flag to glory with Andrew Jackson.

The most perplexing problem the retail merchant has to deal with is credits. You will find recorded in that great book of books, the Bible, evidence, both undisputable and conclusive, that even before the days of Moses many were giving goods to man on a promise of future payment, and notwithstanding the poet says that "Man's inhumanity to man makes countless millions mourn," I am of the opinion that those who live in accord with the doctrine that "honesty is the best policy" are in so great a majority that man will continue to take a chance on the honesty of his fellow man until Gabriel blows the horn that calls us all to final judgment.

For the good of the business community there should be just as well marked a distinction between the honest man and the dead beat as there is between the honest man and the thief. The man who goes into your store at midnight and steals a sack of flour does you no more damage than the man who goes into your store at midday and buys a sack of flour without intent to pay for it. I have more respect even for a man who takes my goods at the point of a gun than I have for the man who gets them with a lie on his tongue and without intent to pay for them. He takes chances on his life and liberty, and the other fellow takes no chance. For the protection of the public from the man with the gun the government pays milions each year for police and detective service, but leaves the business man absolutely at the mercy of the man who takes his goods without intent to pay for them.

The same cleavage that has always divided humanity into rival camps is still with us in the retail business in the form of gift schemes and free deals. The manufacturer uses them to bait the retailer and the retailer in turn uses them to bait the consumer. Under them we have two prices, one for the big dealer, another for the medium and small dealer who makes about 90 per cent. of the distribution.

A few years ago the tobacco trust offered us an endless chain of valuable premiums and got us all collecting tags to get them, and in the meanwhile all the independent manufacturers of tobacco were either dead or dying, and now instead of getting tobacco for 20 cents a pound, as we should, we are paying 5 cents an ounce for it, and the retailer gets no reward for his labor. We know that gift schemes and free deals put thousands of retail merchants out of business every year. That the business man who resorts to them departs from the fundamental principles of the square deal and that they are relics of dead and dying trust methods that must go.

The influence that gift schemes and free deals have had over the retail merchant always reminds me of that story in ancient mythology of the siren who lived on one of the islands in the Mediterranean sea whose voice was so sweet that the sailors who heard her sing forgot their country and died in an escstasy of delight.

One of the prime objects of our association is to drive deception, tricks and schemes out of the trade and give the consumer the benefit of the lowest possible price. We will not be worthy of our mission if we let up until the merchant who carries a five or ten thousand dollar stock can buy his goods at as low a price as his big competitor in the big city who carries a million dollar stock, and after buying can sell them without being compelled to resort to gifts or tricks of any kind to protect himself against unfair competition.

I know it has become popular to denounce all who have accumulated wealth, and it is true that some men have made fortunes by oppressing labor, but why should every successful man and industry become a target because a few run sweat shops and grind the faces of the poor? No more than that you denounce every family who happens to have a black sheep among them. It's the duty of our government to detect and punish the black sheep, but to let the rest of the family alone. Don't get alarmed when some bitter partisan growls because his pet hobbies are not made a part of the web and woof of this government. Every good, practical idea that any of these parties advance will be absorbed by our government within the next few years. The world was not made in a day, but this country during its brief period of existence has done more for the uplift of humanity than the combined nations of the world did since the birth of Christ.

J. J. Ryan.

Advice for Employers and Advice for Clerks.

If you are a clerk in a retail store do your level best for the man who hires you. He pays you your wages believing you will take proper care of the people who patronize him. All of his work, all of his investment, will go for naught unless you take care of these people and see to it that they go away thoroughly satisfied.

If you get up in the morning and do not feel right, don't carry that mood into the store with you. Remember that you are in that place to deal pleasantly with people. Do all you can to encourage them to deal there—to get their permanent trade, for your employer can not make money on transient business—he must have steady customers.

Back away from your own job for a moment and consider what the owner of a store does to get the people into that store. He studies over the right kind of goods to carry. He sees that those goods are properly displayed in the store. He pays attention to window displays because he knows that a good window display is a most effective advertisement. He inserts carefully prepared advertising in the newspapers of his town, or does other kinds of advertising to arouse interest. He arranges for a good delivery system and does everything he can to make the people of his town understand that here is a store where they can get the right goods at the right prices.

The question is, what do you do as a clerk, with those people after your employer brings them into the store? Do you step briskly forward the moment a customer comes in, and in a pleasant, cheerful tone, ask what is wanted? Do you look so neat and clean that the customer sees in your reflection the general up-to-dateness of the store itself? If so, you are attending to your job properly and this article will echo your sentiments.

But how about the clerk who is not doing this? Does he appreciate that the loss of one customer may not mean much or seem much to him, but that the loss of one customer may mean the loss of many others to the proprietor?

It isn't the profit lost on that one lost sale that counts so much—it's the loss of daily profits on daily sales for maybe a period of years.

That's what it means to your employer when you let one customer go away dissatisfied.

Yours is a job of pleasing people, and to please them you have to look well just as much as you have to do well. Your employer has a lot to think about besides the mere selling of goods. You have but one thing to do, and that is to wait on customers. Make it your business, therefore, to build up the trade for your employer by waiting on his customers as he would wait on them if he were to meet each one in person.

If you are the proprietor of a retail store, you use the best judgment you have in picking out high-grade, intelligent clerks. You realize that you can not meet all your customers face to face, and that your clerks are your personal representatives in dealing with the public.

You must appreciate the fact that a clerk can spoil a sale or lose a customer as readily as you can. You must keep in mind also that the clerk, generally due to his youth and inexperience, is not as capable of dealing satisfactory with the public as you are yourself.

You must remember also that he has not nearly the same incentive in trying to do the best he can as you have. You own the store. You have your money invested in it. Your business reputation is at stake, while the clerk is merely working on a salary.

Just as you impress on your clerks the necessity of building up trade for you, so you should be impressed with the importance of building up character and team play among your clerks. Your ability to train them in your business methods and to impart to them your knowledge of salesmanship, will not show a profit unless you have some way of knowing just which ones profit by your encouragement and advice.

Gossip is a cartridge fired from the gun of idle curiosity.

Hart
Canned
Goods

Ceresota
Flour

Judson Grocer Co.

The Pure Foods House

Grand Rapids, Michigan

Diamond
Crystal
Salt

Dwinell
Wright's
Coffee

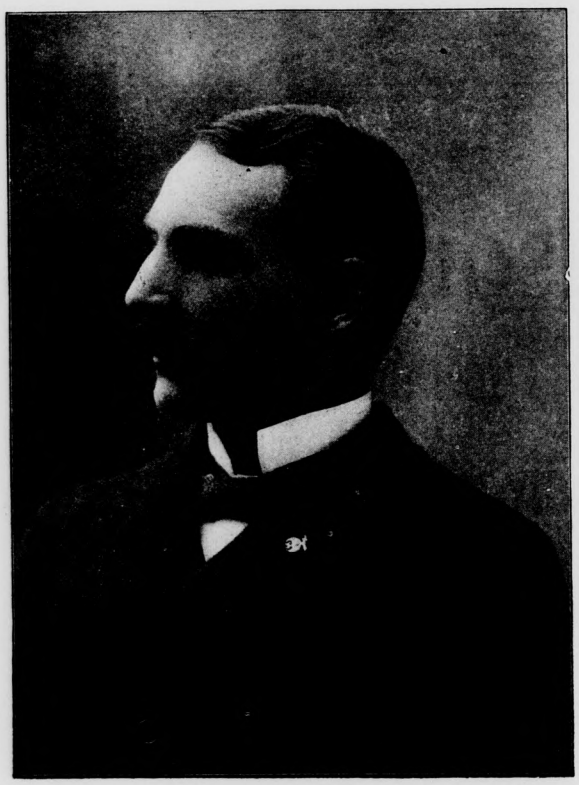
BANNER FRUIT SECTION.

Kent County to Again Take Her Rightful Place.

The writer came to Grand Rapids in September, 1864, and for something more than a year lived on Fountain street, just east of the present site of the Peninsular Club building. In the spring of 1866 my father purchased a small place on the hill out West Bridge street and engaged in fruit growing and market gardening. While not very old I was of a sufficient age to assist in the work and from that time to the present day I have been more or less actively engaged in fruit growing.

On this little farm was an orchard of apples and peaches planted by the former owner, perhaps five or six years old, standing in the sod and somewhat neglected. Fortunately, the varieties were good and after a year or two of careful cultivation this orchard proved to be a very productive and profitable investment. It contained about 200 apple trees and 400 or 500 peach trees. The market at that time was entirely local and our crop was either sold to the local grocery men or, more often, peddled from house to house. Of course, we were not the only ones growing fruit and very often the market was oversupplied and the fruit, especially peaches, went to waste. In 1874 or 1875 we shipped what I believe to be the first car of peaches that ever left this county. We loaded an ordinary box car with probably 100 bushels of Crawford peaches, setting the baskets directly upon the floor. My father took this car of fruit to Saginaw and sold them, establishing a new industry and a new market. After this nearly every year we shipped more or less fruit, both by freight and express to nearby towns and established the custom of using the bushel basket. Previous to this peaches everywhere were shipped in crates or slatted boxes. The bushel basket was for years after a distinctive Grand Rapids package. Time and again I have been on the Chicago or Milwaukee markets when the only baskets of this character were from Grand Rapids, while to-day half the packages used in the entire country are the standard bushel.

Along about this time it began to dawn on people's minds that fruit growing was profitable and more orchards were planted. I very well remember when in 1879 I planted my first orchard. I bought a piece of land, thirty acres, for $4,000, just the bare land, no buildings or orchards. I paid $1,000 down and afterwards borrowed the balance, $3,000, of the late Isaac Phelps, paying him 10 per cent. for the loan and glad to get it at that. Upon this land I planted 2,000 peach trees of various kinds. Everybody said that I was crazy and that the market would be over supplied. All kinds of dire results were predicted. The orchard was a success, and the first two or three crops wiped out the mortgage and put some buildings on the land. Soon after this planting orchards, especially peaches, became an epidemic. Nearly every farmer in the county having anything like an elevated piece of land planted peaches. Those who did not have planted other fruits, apples, plums, grapes or small fruit, and the farmer in this county who did not grow fruit was lonesome. Up to this time we had had no organization; we were all amateurs; nearly everybody growing fruit treated the business as a sort of side issue. Much of our fruit was shipped out on consignment and returns were often unsatisfactory. However, this condition brought about the formation of the Grand Rapids Fruit Growers' Association, undoubtedly the largest and, I believe, the most successful organization of its kind in the country, notwithstanding the fact that it had no corporate charter or legal standing. Necessity is the mother of invention and necessity drew and held the growers together, and there grew up in Grand Rapids the largest fruit market in the world; a real market where the producer brought his produce in the



ROBERT D. GRAHAM

morning and went home with his cash in his pocket. We brought the buyers here and they bought what their markets demanded. These were palmy days for the Kent county fruit growers, with good crops and fairly good prices.

I remember one morning when we had by actual count 120 outside buyers on the market. The climax was reached in 1902 when the following statistics as to fruit actually marketed here were taken by the Grand Rapids Board of Trade: Peaches, 1,706,000 bushels; pears, 7,400 bushels; apples, 174,000 bushels. plums, 42,650 bushels; crab apples, 2,000 bushels; quince, 1,100 bushels; cherries, 42,000 bushels; pie plant, 7,300 bushels; grapes, 125 tons; strawberries, 213,000 crates; raspberries, 92,000 crates; blackberries, 96,000 crates; gooseberries, 2,000 crates; currants, 5,400 crates. For several weeks the transportation lines devoted nearly all their men and equipment to moving the fruit crop. It was perishable and could not wait. After this a succession of hard winters, followed by an epidemic of fruit tree diseases and insect pest, discouraged many growers. Orchards were neglected and soon fell a prey to their enemies and were soon destroyed and removed, and to-day one may see bare and in many cases badly gullied and washed fields where once grew fine productive orchards. The farmers, however, who stuck to the business, giving their orchards proper care, have found them increasingly profitable.

There is no good reason why Kent county should not be producing more fruit to-day than ever before. It is true conditions have changed. The fruit grower of to-day must be a specialist. Fruit cannot be grown in the old careless manner; indeed, I doubt whether the general farmer from now on will be able to produce fruit for home consumption. It is a serious question if he can afford to do so It is a business by itself and gradually we must grow up a new generation of men who will be primarily fruit growers and not farmers, and when that time comes Kent county will again take its rightful place as the banner fruit section. Our splendid market, excellence and diversity of soils, elevation, immunity from frosts, all combine to make this the ideal location if we but meet the changed conditions. I know of no more pleasant and profitable occupation or one that will more surely and quickly respond to **intelligent effort.**

We hear a great deal said about over production. We have always had the same talk, but the facts are that when production reaches a point at or above local consumption and an outside market must be obtained, the greater the supply the greater the opportunity to interest the buyers; in fact, until we can furnish solid cars and in large quantities, we cannot expect to command any considerable outside trade. Buyers will go where there is an adequate supply.

Robert D. Graham.

Unfair Competition of Ignorance.

Hundreds of merchants, especially grocers, have gone to wreck and ruin because they did not understand how to figure profits and mark certain result, or because they tried to produce a certain results, or because they tried to follow the competition of reckless rivals who did not. For instance, many a retail grocer buys an article for 80 cents, and because the drummer who sold it to him assured him that if sold at a dollar he would make 25 per cent., concludes that such is the way to figure. He may have concluded that it cost him 17 per cent. to do business, but forgets that in the one case the profit is based on the cost price and in the other on the selling price. Between the two he actually loses money and wonders why.

Much has been written on the subject without realizing that both statements may be true and yet antagonistic. It all depends on which basis the percentage is figured; cost or selling price. The Boston Credit Men's Association has recognized this as so prolific a source of commercial shipwreck that it has recently issued a suggestion written by F. W. Bourne, chairman of its credit methods committee, in which the following solution is offered:

Why many fail in business. Because—they figure their profits incorrectly.

The right way; example: Expense of doing business is 25 per cent. (Figured on gross sales; i. e., selling price.) It is desired to make a profit of 10 per cent. (Must be figured on selling price.) Cost of an article is $2. Find the selling price.

Solution: Selling price—expense, profit, cost; rent, light, heat, wages, advertising, insurance, freight, express, delivery charges, telephone, interest on capital invested, depreciation of stock, bad debts, extraordinary expenses; 100 per cent. equals selling price; 35 per cent. equals expense 25 per cent., profit 10 per cent; 65 per cent. (of selling price) equals cost; $2 will be 65 per cent. of selling price. Divide $2 by 65 equals $3.08.

Answer: Selling price should be made $3.08.

Proof: Expense, 25 per cent. of $3.08, equals 77 cents; profit, 10 per cent of $3.08, equals 31 cents; cost, 65 per cent. of $3.08, equals $2. Selling price, 100 per cent., equals $3.08.

The wrong way: Figuring it as 25 per cent. plus 10 per cent. or $2.70, which is less than cost, $2; plus expense, 77 cents, $2.77. That's why they fail.

It is not the size of a business that makes it a success; it is the way it is handled. You know of plenty of men who have made money in small stores. You may be doing it yourself.

But sometimes a bore talks to us about ourselves; that is different.

ELECTRIC

LIGHT, HEAT and POWER

Serves the

HOME, MERCHANT and MANUFACTURER

Electric illumination denotes intelligence and progress -- it is the refined and elevating form of lighting -- it is safe -- clean -- convenient and economical.

Electric Heat insures a clean, safe and convenient form of heat for the home for emergency and for cooking. Commercially it cannot be equalled for glue pots -- soldering irons and enameling ovens.

Electric Power eliminates friction -- line shafting -- belts and troublesome power plants. It insures constant speed at machines thereby increasing the value of human labor -- increases output at a reduced cost of operation.

THE POWER CO.

COERCION OR EDUCATION?

Conflicting Ideals of Trade Association Leaders.

Despite the manifest fact that the recent decision in the case of the Southern Wholesale Grocers' Association contempt case ended more favorably to trade associations than to the Government reformers, there are some association leaders who persist in the belief that it sounded the death knell of every form of practical association work. Those who feel that way about it emphasize, perhaps as strikingly as is possible, that prevailing association ethics and methods are of two distinctly different types, a conclusion which ought to be taken into consideration not only by organized trade, but by governmental reformers.

For instance, the finding of the court on which the conviction was based was that certain acts of a former administration were coercive and in violation of the Sherman law. Because there was a suspicion that similar coercion might be construed as still prevailing, in the absence of any definite repudiation by the present officers (in fact, because certain letters had said that no change in policy was to be noted), the conviction followed; not because the acts now done are in violation of the law. In other words, the one thing which the court held to be in violation of the law and the former decree was coercion. Otherwise the Association, its aim and its practices were upheld.

There are some association leaders who feel that no associated activity can be effective unless there is in it some form of implied threat. If they are right, it is unquestionably true that the courts will probably hold such organizations to be illegal and liable to dissolution. And probably such associations might as well be spared and superseded by others with broader ideals and more rational methods.

The Educational Association.

But there are associations which are built on different bases; whose ideals are based on evolutionary fundamentals and which conceive that the manufacturers and others with whom they do business are of a new school. Coercion and intimidation on the part of an association, or compliances which arise from fear on the part of those with whom the association deal, are of a past age. Some associations are quite as effective with the weapon of education, wielded in a righteous cause on men with broad-gauge business ideals, as ever the instruments of savagery were and infinitely more ethical and satisfactory.

Wise business men to-day—and they are slowing growing wiser every day—realize that satisfied customers are their best asset. The business man who persists in practicing methods which give his customers dissatisfaction is facing the past. It does not always appear to him feasible or possible to comply with all their requests, but as a rule when he can he is willing to do so. If trade associations find certain practices ruinous, or a cause of friction, the courts have not yet said they could not argue their colleagues out of them. Judge Grubb said it would be an unfortunate interpretation of the Sherman law to establish such a principle. The grocery trade is full of instances where persistent education has produced gradual improvement in trade practices. Intimidation can point to few instances of permanent accomplishments, which came from sheer force without the support of logic and sound sense.

Price cutting and price questions are not the sole questions for grocers' associations to settle. Nor are exclusive sales to jobbers, or refraining from such unfair competitive practices as deals and quantity prices. If the power of association is nothing else, it can convince the individual grocer that the problems he regards as solely his own, are common to all, and when that has been accomplished it has probably crystalized enough trade opinion to start the downfall of the objectionable circumstance or practice. The courts have not yet declared that it was illegal to have a unified trade opinion back of an agitation.

A Record of Reforms.

For instance, the National Wholesale Grocers' Association has many reforms to its credit, due solely to its strong exemplification of the wisdom of a certain course of action. It has negotiated increased trade and cash discounts by the power of argument. It has largely persuaded manufacturers that it is not altogether fair trade or economical to sell 90 per cent. of an output through jobbers and the rest to favorite retailers. It has established in the minds of most manufacturers that free deals are neither desirable, satisfactory or always safe or profitable, though it is hardly to be expected that the practice can be altogether wiped out. It had influenced shipping questions, banking questions, pure food questions, without the exercise of "the big stick." It has even persuaded hundreds of jobbers that it is foolish to sell sugar at a loss and other articles at less than the cost of doing business. And it has educated hundreds of grocers as to the correct and safe way to figure his costs of doing business.

These and scores of other things have been influenced by associated effort without the slightest efforts at coercion. Agitation, applied to a logical mind annoyed by a simple grievance, with some suggestion as to a solution, will ultimately create public and trade opinion, sufficiently strong to crystalize into definite correction without the necessity of coercion.

Undoubtedly, had the Clabaugh programme been sustained, trade associations would have been doomed. But the court did not sustain those contentions in any material degree. Trade associations, which will take an advanced stand in the line of progress, will probably have many and happy years of activity before them.

NEARLY FIFTY YEARS AGO.

Merchants Who Patronized Mr. L. J. Rindge in 1866.

Among the records left by the late L. J. Rindge is a book containing a list of the customers on whom he was in the habit of calling in 1866—forty-seven years ago. The list is so interesting and brings back so many memories of the olden times that the Tradesman submits a copy herewith, as follows:

Mill Point—J. H. Newcomb, John Perham, H. W. Cleveland, Hiram Read.

Grand Haven—H. Griffin & Co., Geo. D. Sanford, James E. Avery, H. Brouwer & Bro., Barclay & Angell, Sheldon & Slayton, Geo. Hubbard, Stegeman & Bro., Ferry & Son, J. Barnes, L. M. Smith.

Muskegon—Henry D. Baker, Geo. Wheeler, Ryerson Hills & Co., Hubbard & Emlaw, L. G. Mason, H. J. Slater, H. Richle, K. Mulder, Bullock & Hall.

Pentwater—Wm. Webb, Richmond & Bean, Hart Maxwell & Co., Eugene Costigan, F. W. Ratzel.

Holland—Charles Nienhardt, J. Binnekant, Jan Roost, H. D. Post, J. Doesbury, Doornink Steketee & Bro., D. Wierman.

Friesland—John Boer.

Zeeland — J. Den Herder, Van Snooks.

Wayland—T. D. Van Valkenbergh, Niles & Thompson, Berry & Bro.

Newaygo—J. F. A. Raider, D. E. Soper, S. K. Riblett, G. D. Graves, D. T. Glaizer.

Big Rapids—B. E. Hutchinson, F. H. Todd & Co., Shaffer & Montony, E. P. Clark & Co., Charlie Gay, G. W. Crawford.

Grandville—Haven & Boyce, Shoemaker & De Ruyter, J. Blake, F. A. Jennison.

Salem—J. Castor, J. Burwip.

Greenville—James Belknap, J. M. Fuller, E. Rutan, E. F. Grabill.

Lowell—C. R. Hine, C. M. Devendorf, J. D. Morris, Lowell National Bank, Wm. Pullen.

Middleville—Sanford & Parrish, M. C. Swift, Dibble & Son, Withey & Lewis, Summy Bros.

Lamont — Luther Bros., Miner Hedges, A. Cassell.

Eastmanville—E. Van Hattern, G. Eastman.

Berlin—Miner & Miller, R. S. Chappell.

Lisbon—Spencer & Chapman, Atherton & Bros., Chubb & Lockwood, Hamilton & Haukins.

Brownville—W. S. Hale, Boyce & Co.

Cedar Springs—W. S. Clark, Stiles Bros. & Co.

Brimley—Fairchild & Russell.

Cannonsburgh—Wm. Pullen, Mr. Proven, A. K. Evarts, Ira Ellis, John Mizner, W. J. Champion.

Laphamville—O. F. Hyde & Co., Brown Bro., Dr. Blakely, S. Abbey, John Barker & Co., Geo. French, A. L. Pickett.

Fallasburgh—S. S. Fallas.

Coopersville—W. S. Hovey, Mrs. Streeter, W. H. Wilson, E. Brace, E. F. Lillie.

White River—Charley Rose, J. S. Hunt & Co.

Courtland—Geo. Saunders, J. G. Hunt.

Ionia—S. K. Pierce & Co.

Mecosta—Orange Wheeler.

Saranac—N. Nourse, G. A. Cotton.

Staten—D. McGardner.

Lyons—A. L. Hosmer, A. McFarlan.

Smyrna—A. J. Ecker, Randall & Hunt, C. A. Randall.

Chester—O. H. McLain.

Ashaland—Wm. Applegarth.

Grattan—W. L. Atkins, Palmer T Stocking, Guy H. Atkins.

Plainfield—Thomas Eriant, C. M. Mason, C. Pelton.

Hastings—Roberts & Striker, Julius Russell & Co., Geo. M. Dewey.

Nevins—John M. Gentzlor.

Bass River—J. W. Barnard.

Duncan—Newton & Sammons.

Browne—Mr. Rucker.

Solon Centre—Edward Pryde.

Ada—C. D. Washburne, John De Ruyter, E. M. Hall, Rans Beebe.

Pewamo—Tilas Storer.

Otisco—Panghorn Bros.

St. Johns—E. N. Payne.

Cascade—Johnson & Bro., Mr. Brown.

Traverse City—Hannah Lay Co.

Nunica—Judge Hathaway, P. W. Johnson, Mr. Brown, H. Temple, C. W. Rose W. Thompson.

Muir—Wager & Hulsted, Roberts & Co., Titus Staver.

Monterey Center—Ferguson & Co., Irvin Mills, F. L. Blake.

Hart—Huff & Chiney.

Casnovia—Whitney Bros., R. H. Hopping, Hamilton & Hawkins.

Caledonia—Mr. March.

Benona—A. C. Smith, Thos. J. Barber.

Ravenna—Mr. Teeple.

Ponama—L. Martin & Co.

Dorr—Joseph Newman.

North Brownville—L. C. Parks, James E. Tibbets.

Ensley—Ben Ensley.

Croton—B. E. Powers, John Butler, T. G. Terry, G. & A. Truesdell.

Paris—E. M. Slickney.

Mears—J. F. Dayton.

Spoons Mills—John Spoon.

How "Best Man" Came to Be Used.

The "best man" at a modern wedding is a survival of those stirring feudal times when the friends of the bridegroom undertook as a special favor to frustrate all attempts made by possible and probable rivals to carry off the bride before the wedding could take place.

In Sweden, weddings formerly were solemnized under cover of darkness on this account.

Behind the high altar of an ancient church in Husaby, Gothland, a collection of long lances with sockets for torches have been preserved and may be seen by the curious.

These were served out to the groomsmen on such occasions, both for defense and illumination.

Naturally the groomsmen were the bravest and best among his friends whom the groom could induce to serve him upon the occasion.

In the human race the fat man has more than a slim chance.

Ye Olde Fashion Horehound Candy

"Double A" on Every Piece

Is good for young and good for old,
It stops the cough and cures the cold.

Made only by **Putnam Factory** **National Candy Co.**

Grand Rapids, Michigan

MORE THAN FIVE FOLD.

Growth and Development of the Furniture Industry.

The writer well remembers when the present prosperous proprietor of the Tradesman was an enterprising reporter on one of the local daily papers, with naught to rely upon except his industry, intelligence, perseverance, ambition and determination to be a factor in the community which he had chosen for his abode. No journal could have had a more humble beginning than this one, which to-day is celebrating its thirtieth anniversary. Its capital was pluck, honesty and energy and they have proven in this instance, as they always will, to have yielded large financial returns. I wish to extend to Mr. Ernest A. Stowe my cordial and sincere congratulations for the merited success that has attended his thirty years of effort and a wish that the future may bring to him additional rewards, both in financial returns and the continued esteem of his fellow citizens.

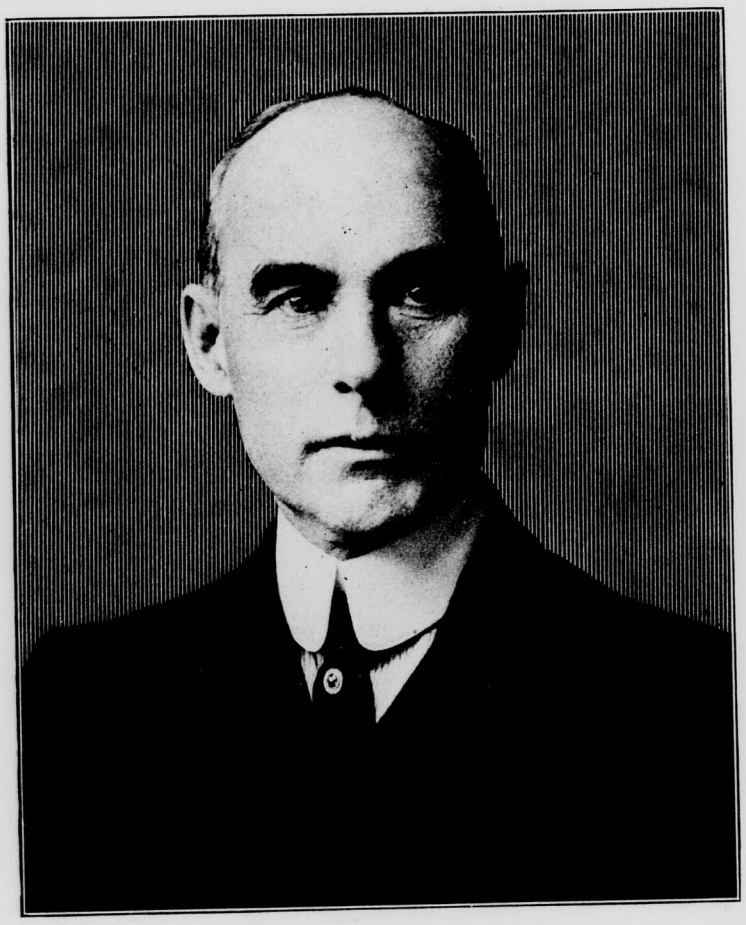
During the lifetime of the Tradesman Grand Rapids and Western Michigan have experienced a growth and development exceeding all that has preceded it. Its manufacturing industries have attained during this period a worldwide reputation. Especially is this true of the furniture industry.

Of the half hundred furniture factories doing business in this city to-day, only eight existed in 1883—Nelson, Matter & Co., Berkey & Gay, Phoenix Furniture Co., Grand Rapids Chair Co., Widdicomb Furniture Co., Stow & Davis, Luce Furniture Co., and Sligh Furniture Co. The others have come gradually. Nearly all of them, like those above mentioned, are the outgrowth of modest beginnings. They have survived because they deserved to. Many others, both before 1883 and since, have embarked in the business and, after a brief struggle, have been numbered with the wrecks that strew the highways of commerce.

The early establishment of furniture manufacturing in Grand Rapids was to meet the local demand of a pioneer community and necessarily consisted of the cheapest kind of household necessities, such as wood seat chairs, kitchen tables, washstands and beds. No furniture of any importance was shipped from this city until in the sixties, and it was not until the seventies that it assumed great proportion. Grand Rapids first attracted National attention at the Centennial Exhibition of 1876 at Philadelphia when the Phoenix Furniture Co., Nelson, Matter & Co. and Berkey & Gay Furniture Co. exhibited bedroom suites worth from $1,000 to $1,500 each. These exhibits advertised the industries to such an extent that business rapidly increased, although the country was at that time passing through the severe panic of 1873. From 1879 to 1883 several new furniture companies were organized and the manufacture largely increased for the styles that were prevalent at that period, but which if they were produced to-day could not be sold at any price, the public taste having been cultivated for more artistic designs.

During the recollections of the writer the manufacture of high-grade furniture has passed from Boston, Mass., where it was one of their principal industries forty years ago, to New York City, Philadelphia, Rochester, N. Y., Columbus, Ohio, Cincinnati, Louisville, Indianapolis and on to this city, where it apparently has found an abidng place and bids fair to remain for several generations.

Very few citizens realize the vast debt this community owes to the foresight and business acumen of Wm. A. and Julius Berkey, Geo. W. Gay, John Mowatt, Wm. and John Widdicomb for the permanent establishment here of this industry, now employing an army of ten thousand men. They realized more than a generation ago that the sure foundation upon which to build was quality and this, largely through their example and influence, has been inculcated into the minds



CHAS. R. SLIGH

and lives of their successors. So that throughout the length and breadth of this land to-day the synonym of Grand Rapids furniture is QUALITY.

Since 1876 Grand Rapids has led all other American furniture manufacturers in the quality and design of its workmanship. It has been the work of its brain more than its brawn upon which it has builded.

Thirty years ago the eight factories above mentioned and three or four others, who were then operating, but have since passed away, were employing about 1,750 men and shipping about two and a half million dollars' worth of goods. To-day there are ten thousand men employed, with a product of fifteen millions.

The designs of those days were crude and inartistic, while to-day the product of Grand Rapids is acknowledged to be the best exemplification of the chaste and correct designs of furniture made during the periods when it had attained its highest perfection and than which nothing better has ever been made.

The first buyer who came to Grand Rapids was Samuel H. Burrell, of Milwaukee, about 1872. Thirty years ago the number had increased to probably forty or fifty who came to buy Grand Rapids goods exclusively, as there were then no outside exhibitors and no exposition buildings. To-day the market is visited by nearly 1,500 buyers who come twice a year. There are 275 outside manufacturers who have permanent exhibits here in six enormous exhibition buildings, while all local manufacturers exhibit on their own premises.

The growth of an industry is limited by its possibilities. There are single manufacturies in the United States in the steel and iron industries, electrical supplies, automobiles, agricultural implements and possibly other lines which employ more men than the combined furniture industry of Grand Rapids and it makes our efforts sometimes look small, but to have attained a position in one's chosen field that is conceded to be preeminent is something, and in which all furniture manufacturers of this city take a pardonable pride.

Charles R. Sligh.

Knowledge May Be Gained Without Striving.

Written for the Tradesman.

"Be still and know." The sentence of which this quotation is a part may be of far greater value of itself alone than all that is here written. We wish not to detract in the least from its force in its original meaning: "Be still, and know that I am God."

To know this is of greater importance than merely to gain knowledge. How we may know God is a problem we should all seek to solve. Various are the means and mediums by which this may be attained. Various also the methods taught by man, and many of them worthy our careful attention. In the text God points out one way to know Him. Elsewhere in His Word he tells us other ways.

"Be still, and know." In all the walks of life we can apply this direction. Our ways of gaining knowledge are much like our ways of gaining material things. We go after them, we expend force, we labor, we grasp, we draw unto ourselves. But here is another way to abtain knowledge: "Be still"—look, listen, think. Give our minds a chance to assume a passive condition—a receptive attitude.

All nature will tell us of God if we but stop our intense labor, our striving, our rushing, our seeking. If we turn our minds away from pleasure, from business, from care, from plans for ourselves, our families or our friends, we must still think, and the great truths of life will come to us as freely as do the sunshine, the air and the warmth when we place ourselves in position to receive them.

"Be still, and know." We may cease our asking, cease our puzzling, cease straining to search out matters. Just be still, like the camera plate, and receive the ineffaceable impression that will fall upon or strike unto our hearts.

But when can we be still? Where and how can we find place and time to be still? To some the opportunities seem but few, but if few they should the more be prized and made use of. To others there are abundant opportunities. Some use them well; some seek to avoid them—seem anxious to be delivered from quiet moments. It may be conscience uses these moments to remind them of past misdeeds; it may that unsatisfied desires will not let them take peace in quiet moments. Whatever it be, it is not good for any one to be deprived of times of quiet and meditation.

Would we know, "be still, and know." The experiences of life will give forth lessons if we ponder them, and fuller lessons after added experience and observation.

Where and when find time to "be still, and know?" One purpose of the Sabbath day is that we may rest our bodies, and another that we may "be still" in mind. No one has a right to deprive us of the proper use of the day. Guard it as you would guard your liberties and independence. Guard it because he who would rob us of the Sabbath day would also rob us of our freedom as individuals and as a nation.

"Be still," thus only can we come into communion with the source of all knowledge, and those who thus commune shall continue to know—shall increase in knowledge.

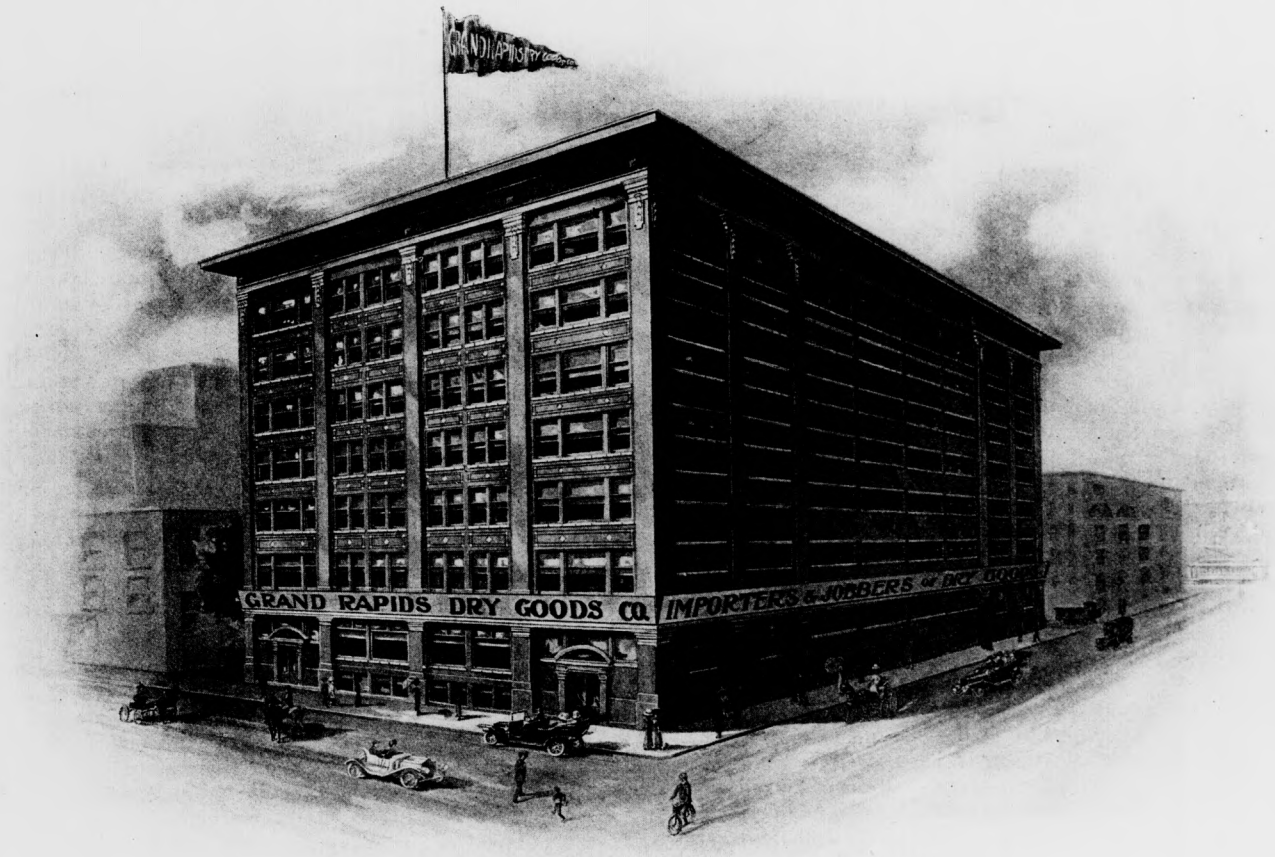
E. E. Whitney.

The dead are soon forgotten—and so are a lot of us who are alive.

Your self-interest demands that you learn more about the

Grand Rapids Dry Goods Co.

The largest and most complete Exclusive Wholesale Dry Goods House in Western Michigan. We heartily invite you to pay us a visit and see for yourself what class of merchandise we are displaying on our seven floors.



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Grand Rapids Dry Goods Co.

20 and 22 Commerce Ave. :-: Grand Rapids, Michigan

BUSINESS SUCCESS

Depends on the Ability to Handle Men.

Written for the Tradesman.

As I understand it, the end of all business is that of rendering service for profit. We are all in business—whether we are employers or whether we are employes—whether we are managers or whether we are being managed and supervised in everything we do. We are in business to succeed and we are working for a patronage and working for a profit—so that the end of all business is the rendering of service with the purpose of making permanent, profitable customers.

Very few men in business chart themselves and their business properly at the very start. Too many managers work along the rule of thumb—by guess and by God fashion—and then wake up some time to find the balance on the wrong side. You can't run any business successfully—no matter how small or how large—without a well defined plan at the outset. Planning is, in essence, the exercise of foresight. It consists in adjusting the relation of things before they happen. In this sense, almost every business step involves planning in some degree.

Planning your "system" is a most important step, because a properly arranged system, one that fits the business, is a great aid in securing efficiency from all of your employes, thus relieving the management somewhat from the necessity of handling all the men.

One of the most important requisites for business success is the ability to handle men—and that means women, also. The man who handles only one department of business fails to realize one tremendous factor for the acquisition of power until he reads and studies about other departments. Then he learns that through all departments certain basic rules and principles are running. He begins to see where his department affects others and where the others affect his. He sees improvements that can be made, economies that can be effected and difficulties to inter-departmental relations that can be ironed out—so that he becomes a really prominent factor in the organization—by his broadened vision. Each time he suggests an economy, an improvement, a decrease of friction, the handling of his own department is better, and his own growth and confidence are increased by the knowledge of his own increasing power. When any man becomes absorbed in finding new ways for developing himself and his work, it ceases to be monotomous and becomes alive with interest.

The entire question of going ahead, of growing in power and gaining success in any line of business, is a question of constantly acquiring and absorbing new information, gathering new ideas, classified without detail, so that they may be readily grasped and easily used. All success in business is limited. In institutions organized for business purposes the success is limited by the ability of the individuals who make up the brains of that institution, and the measure of individual successes of those various units. It is most important, therefore, that any one engaged in any business should not only take care of it from a general managerial viewpoint, but must take care of each particular detail or unit from the man standpoint.

Hire the best men you can get—to do your selling—if you are not qualified to do the job yourself. But don't forget that the real success of any enterprise is brought about through the working together of the entire forces as one composite salesman; and if I can make no other impression on readers than by bringing out this one fact, then I shall think this article has been worth while.

Your selling organization, therefore, is the fence around your business — the line limit of your expansion — because no concern—without regard to its executive ability, its financial strength or its shop production—is one with larger than its sales force, and no sale force is effective unless carefully organized and educated in the first place and intelligently directed and forcefully controlled thereafter. Your selling policies should be clearly defined and then ably maintained. Remember that a salesman does not represent a company—he is the company, so far as the buying public is concerned. A salesman is an animated advertisement and by its salesmen is a company best known. Salesmen are creators of good will or bad will. It is important that the salesman be neat and attractive. No matter how logically a salesman is able to talk the selling points of your product, if his appearance is repulsive he may never get a chance to present them.

Truth is the watchword of modern advertisements. The sales men should know your product thoroughly and be able to tell what he knows simply, understandably. An advertisement's value increases with its circulation in fertile territory. The same is true of the salesman, the more prospects he turns into orders, the greater his value to the concern employing him. Merely "taking orders" is not selling goods — real salesmanship means "making orders"—shortening the time between the interview and the signed order. It means convincing, converting, inspiring confidence and desire and overcoming objections and prejudices. It is saying the right thing and doing the right thing the right way, at the right time. All salesmen to be successful must mix brains with talk. Get into the good graces of your customer. Think more of his purchase than of your order and remember that commercialism is really humanized between confidence and friendship. Salesmen should go deep in studying their line. Learn more about it than you will have to tell. Don't stop to think when talking about your product—do your thinking beforehand. One immediate answer to an objection is worth two that are thought out later, because the delayed response indicates that perhaps the customers objection is wellfounded. The quick, ready response proves familiarity, and the man who is familiar is usually positive. Remember that a "talking point" means a "selling point"—something that in some way helps to shift the interest of the buyer toward the actual purchase. Know the quality of your product so you can back every statement with ample proof. Know what your competitors are doing and what they are claiming, so you can intelligently meet their opposition without knocking. Don't cut prices—this is demoralizing to the customer—the salesman—the company—and the trade generally—it's poor business and no printer who works conscientiously to build up a permanent trade can afford it. The best salesmen are keen students of human nature. They learn to size up a man quickly. They go deep into studying the types of men. There are many kinds—too many in fact to enumerate—so each salesman must work out a system of classifying them in the light of his own experience.

There are four important factors in nearly every sale: price, quality, service and presentation. The first three are cards you must play and how they are played rests with the salesman. The last element, however, presentation, is entirely within his control and therein rests the final test of his real order getting ability.

You must be on the job all the time. Tell the truth. If you are working for a concern where you are not allowed to tell the truth—quit the job. There is no pay envelope fat enough to compensate dishonesty. Be dependable and don't forget your promises. Remember names and faces—this is most important for all salesmen. Avoid personal intimacies and chop the personal pronoun out of your vocabulary. Don't be a bore, but still learn to hang on. Don't say a word that will bump the buyer off the order track. Don't fly off the handle because the buyer does, and every time you fail to sell a man, leave him with a smile, but go out and sit down and take a quiet think all by yourself—because there has been a reason for your failure—and perhaps it wasn't the price, either.

President Wilson says "The time has come when we must recognize the fact that the man who serves will be the man who profits."

H. A. Hawkins,
Salesmanager Ford Automobile Co.

One Blessing at Least.

Casey had been ill more than a week, when his wife, met Mrs. Murphy on the street and the following conversation ensued:

"Mrs. Casey, and how is your husband gettin' along?" asked Mrs. Murphy.

"Ah, indade, Pat. is a very sick man," said Mrs. Casey.

"Sure, and what is the matter with him?" enquired Mrs. Murphy.

"'Tis the gangrene, the doctor tells us, Mrs. Murphy."

"Ah, that's bad," said Mrs. Murphy; "but let's praise the Lord for the color."

Before accepting your predecessor's methods of doing things, be sure he was a man in advance of his time.

Store Paper Worked While Owner Was Ill.

Written for the Tradesman.

A certain man came to see me about three months ago with a bona-fide tale of woe.

His name is A. J. Kaiser and he lives in a Wisconsin town about twenty miles from Madison. Encircling the town where Mr. Kaiser lives is a good farming community thickly settled with German-Americans of a particularly hard-headed type. Most of them are pet customers of retail mail order houses and this, added to the fact that there are two other general stores in the already overcrowded town, made Mr. Kaiser's situation decidedly precarious.

On numerous occasions Mr. Kaiser pleaded with his competitors to start a co-operative department store, but in vain. When he came to see me he was on his way to the office of a celebrated surgeon and he had merely stopped to give me notice of his intentions to move from the town where his store stands.

Mr. Kaiser is still a young man, but his long residence in his home town made it extremely advisable for him to stay there if matters could be arranged to his satisfaction, and I did everything I possibly could to convince him that better business still lay in his home territory.

He admitted that there was business to be secured at Marshall, but declared that he knew no way to get it.

I told Mr. Kaiser that I'd guarantee results if he would experiment two months with a store paper and I told him so many stories of success with these medium, that he finally fell in with my suggestion.

We helped him build an eight page newspaper, perhaps 8x11, constructed for him an electrotype heading and helped him write his editorials. All this matter reached him only a few days before his date of publication and he had to work unusually hard to get his paper out on schedule time.

I almost forgot to tell about his trip to the surgeon. The diagnosis showed that he had been suffering from appendicitis for seven years and that an operation was imperative. He decided to get out the second copy of his storepaper and then come to Chicago for the operation.

Two days after his second store paper appeared, he arrived in Chicago, secured a promise of help on his third issue which was to be published during his convalescence, and betook himself to the operating room.

The operation was successful, but no more so than the store paper.

Mr. Kaiser is now rapidly recovering and his last report informs me that a miracle had been wrought and that his business has been increased one half by three issues of a little eight page folder made out of ordinary black ink and pulp paper.

Anderson Pace.

Don't think the quiet times in the store must necessarily be time wasted. Make all your time count for the advancement of the business in one way or another.

Citizens Telephone Co.

We cannot present figures for thirty years, but we can present an unequaled record of growth for the past seventeen years, as follows:

YEAR	Telephones in City Exchange	State Line Telephones
1896	832	None
1897	1976	1628
1898	2339	2028
1899	2915	5677
1900	3347	20000
1901	3588	22000
1902	4523	24155
1903	5165	33069
1904	5605	49658
1905	6633	60708
1906	7823	80013
1907	8874	95775
1908	9375	101205
1909	10010	103289
1910	11300	117576
1911	12070	123249
1912	12476	228719

1,200

Michigan towns reached by us.

Use our **Long Distance** Lines

Unequaled Service

A Michigan company owned, managed and operated by Michigan people for the benefit of Michigan people.

Citizens Telephone Co.

Grand Rapids, Michigan

FROM THE FIRST.

Twenty-Eight Original Subscribers of the Tradesman.

Twenty-eight of the original subscribers of the Michigan Tradesman—that is, those who have taken every issue since No. 1—are still on the subscription list, as follows:

Chas. H. Coy, Alden.
Amberg & Murphy, Battle Creek.
Adam Newell, Burnips Corners.
Drury & Kelly Co., Cadillac.
J. L. Norris, Casnovia.
F. H. Bitely, Casnovia.
E. S. Botsford, Dorr.
J. H. Voller, Evart.
R. D. McNaughton, Fruitport.
Wm. J. Clarke, Harbor Springs.
Walsh Drug Co., Holland.
Furber & Kidder, Hopkins.
F. B. Watkins, Hopkins.
L. M. Wolf, Hudsonville.
Rodenbaugh & Stevens, Mancelona.
Wisler & Co., Mancelona.
Thompson & Co., Newaygo.
A. Rogers, Ravenna.
M. V. Wilson, Sand Lake.
Milo Bolender, Sparta.
Mrs. Anna Mulder & Son, Spring Lake.
O. P. DeWitt, St. Johns.
S. E. Wait & Sons, Traverse City.
Belknap Wagon Co., City.
F. C. Beard, City.
Wolbrink Bros., Ganges.
W. H. Hicks, Morley.
H. P. Nevins, Six Lakes.

In anticipation of the thirtieth anniversary edition the Tradesman wrote each of these twenty-eight subscribers a personal letter, calling attention to the event, and the following very generous letters have been received in reply thereto:

O. P. DeWitt, St. Johns.

St. Johns, Oct. 3.—In reply to yours of Sept. 19, asking why I have taken the Tradesman thirty years, I beg leave to give you ten good reasons, as follows:

1. I never have refused to subscribe for a business journal issued in Michigan.

2. I consider the Tradesman a compendium of value no merchant can do without.

3. I have always found it accurate in its reports and fearless in its intentions.

4. No merchant can be without a trade journal, no matter how small his business.

5. No merchant can be too well posted and the suggestions gained from trade journals show their effect in his business.

6. If I did not have the time and could not get help, I would close my store two hours each week and devote the time to posting myself on trade conditions from the different issues which are easily procured.

7. As to cost, a merchant can get two journals a week for the cost of one cigar (he thinks nothing of smoking).

8. In Mr. Stowe, the editor of the Tradesman, the merchant has a friend who is fearless, whether in favor or against the merchant.

9. Should every merchant in Michigan support the Tradesman he could procure more information than at present, as the larger the subscription the cheaper the paper can be issued and more information given.

10. No man is a merchant who does not take a trade journal and read the same, that he may try to better his conditions.

These ten reasons are why I am still a subscriber and shall continue as long as I can raise one dollar a year to pay the subscription. I wish you thirty years more of success and prosperity.

O. P. DeWitt.

S. E. Wait, Traverse City.

Traverse City, Oct. 2.—When I saw the first number of the Michigan Tradesman in 1883, I decided that here was a paper that would supply a long-felt want and was glad to subscribe for it. Its editorials, price current and various other departments have been a great help to me, and when, in April, 1901, I took my two sons in co-partnership with me, we still considered that it was just what we needed in our business and have welcomed with pleasure its weekly visits. Its tone is clean and energetic for the right. The—out of the ordinary—selections on the front outside cover are choice and show the elevated trend of the mind of the editor. It has always been a great pleasure to me to meet him. We wish the Michigan Tradesman abundant success. "Long may it wave!" S. E. Wait.

F. C. Beard, Grand Rapids.

Grand Rapids, Oct. 10—It is with much pleasure on the eve of the thirtieth anniversary of the Michigan Tradesman that I write you briefly to assure you of the interest I have taken in it since its first issue thirty years ago. At that time you visited Morley in the interest of the great journal that was to be and talked so earnestly of the great and good results that would come to every grocer who subscribed for it, that I—being anxious for good results—thought I would subscribe for it, which I did. By the way, memory also recalls that all the grocers and general dealers who were in business at Morley at that time—with, I think, one exception—have passed out of life into the Silent Land and are sleeping the sleep that knows no waking, amid other slumberers who awaken not.

Well, soon after your departure with my first subscription came the Michigan Tradesman, beautifully adorned as a bride for her husband, with a great array of editorials, local news, State news, business information and dependable quotations and, after a careful perusal of its contents, I came to the conclusion that it was a pretty good paper. At that time I was also a subscriber for a certain Chicago grocery journal, which I welcomed to my store. But as time passed by, I cut loose from my Chicago attachment and clung to the Michigan Tradesman and have been clinging ever since, believing it to be the best journal of its kind that can come into a grocer's hands. I have always felt safe relying on any statement contained therein or any business quotations, knowing those in command to be of sterling character, always standing for the right, regardless of consequences and working for the benefit and uplifting of men—all men—though at times they could not see it. But, Friend Stowe, long ago I awakened to the fact that you surely were making men better morally. You have intertwined in your reading matter brilliant and beautiful thoughts which have taught men that they could not live by bread alone; that there was something better than a commercial life, no matter how successful, for its pride and glory would decay with all its accumulations. You have urged a clean manhood, brotherly love, a helping hand to the distressed, pure living and to take Him for our helper and friend, who, when all others have gone, and all life's interest is at an end, would not forsake us, nor suffer us to perish at the last. So the Michgan Tradesman has been two-fold in its teaching—advocating good business principles which tend largely to success and good moral living, which ensures a life beyond the blue sky where cares and striving shall cease.

The brilliant success you have achieved you have earned and are deserving, because of your honorable methods and unstinting energy. In the early days of the Tradesman sometimes your sky was dark, later hopeful shadows fell, but for many years you have lived in the bright, warm sunshine of prosperity.

Had I the time, I would like to write you of the many changes that have come into the grocery business, reviewing the same. But when you have your fiftieth anniversary, I will promise you a brilliant paper.

I wish you continued success, which I know awaits you, and thanking you for the business teaching which has helped to make me a successful grocer and especially for the good moral teaching which has helped to make me a better man. Frederick C. Beard.

Frederick C. Beard.

S. D. Thompson, Newaygo.

Newaygo, Oct. 10—In the year 1883 I was conducting a business in the village of Newaygo. I am happy to say that I am still interested in the same business in the same store that I was occupying at that ime. Some will recollect that a very disastrous fire occurred in this village in 1883. It was only by heroic work on the part of the citizens that my store was saved. Mr. Stowe, of Grand Rapids, at that time concluded to start a trade paper. He did so and called it the Michigan Tradesman. It is the Michigan Tradesman still. It has grown and grown thicker, bigger and better ever since I took the first copy. I have never missed a copy since and I assure you that I have never been sorry, for I am sure it is and always has been the best trade paper published.

Stephen D. Thompson.

R. D. McNaughton, Fruitport.

Fruitport, Oct. 10.—It is so long ago since I first subscribed for the Michigan Tradesman that I have forgotten what the circumstances were. I imagine it was because you asked me to do so. You knew it would be what I ought to have in my business and it has been a regular weekly visitor ever since. I have always found it advocating and working for the principles of true citizenship and I hope and trust that you may continue to edit the Tradesman until it reaches its fiftieth anniversary and over.

R. D. McNaughton.

H. P. Nevins, Six Lakes.

Six Lakes, Oct. 6—In the fall of the year 1883 my brother and I were in general retail trade in the village of Moline, Allegan county. One day there came into the store a young man who introduced himself as E. A. Stowe, of Grand Rapids. As I remember the man he was a slight built, light complexioned man, with very little resemblance to the picture of him that now lies before me. He said he had just started the publication of a trade paper in Grand Rapids to be known as the Michigan Tradesman. He gave us a copy, No. 1, Vol. 1, and took a dollar for a year's subscription to the same. The copy was a four page newspaper filled with business news items and bits of useful information; also price lists of most of the kinds of goods which we handled. When we went out of business, six years later, I continued the subscription in my owa name, and have not missed a copy since No. 1 Although I am not a merchant now, on account of its reliability and its stand for the right upon all subjects, I would miss the Tradesman more than any other paper or journal I read. Success and long life to the Michigan Tradesman; also the same to its worthy founder, E. A. Stowe! H. P. Nevins.

George H. Wolbrink, Allendale.

Allendale, Oct. 10—I was glad to receive your best wishes for myself and wife on our fifty years of married life. We have seen many ups and downs. I opened a small store at Allendale. 16x24, and did fairly well for a beginner. When I used to go to Grand Rapids I would hear of the Michigan Tradesman and E. A. Stowe. I learned many good things I will never forget from him and his paper. The lessons learned from the Tradesman I have transmitted to my boys, now conducting a general store at Ganges under the style of Wolbrink Bros. J. J. and C. E. Wolbrink, at Allendale, are doing a good business and I must confess that my ups and downs have been many, but I tell my boys to watch the markets in the Tradesman. Well, Mr. Stowe, I am now spending my last days on a farm and, on Sept. 15 I received 131 congratulative cards, a good many from the commercial travelers. I wish E. A. Stowe and the Tradesman a long life.

George H. Wolbrink.

Rodenbaugh & Stevens, Mancelona.

Mancelona, Oct. 9—Permit us to congratulate you on the thirty very successful years through which you have passed and to hope that the passing of each succeeding milestone will bring renewed prosperity to your excellent publication.

It doesn't seem possible that thirty years have passed since we began taking the Tradesman, for we began with No 1, Vol. 1, and since that time have only missed receiving one copy, which was doubtless lost in the mails.

That the Tradesman has been a great help to the retail trade of Michigan is a fact that cannot be disputed. Coming each week so bright and clean and each number containing so many good things of interest to the retail merchant it has certainly been a potent factor in the

We Always Sell Good Shoes

SELLING good shoes has built our business from a small retail establishment in 1864 to its present proportions, and we do business in seventeen states. ¶ This is the 30th Anniversary of this paper; next July will be our 50th. ¶ We offer for your inspection in this, our 99th season, our Spring line, every number of which is good, good in style, in price and profit :: :: :: :: ::

We go everywhere for business and we sell satisfaction

Rindge, Kalmbach, Logie Co.

Grand Rapids, Michigan

uplift and advancement of the business interests of its readers.

We look upon the Tradesman as we do upon a friend who has proven himself to be tried and true. We take other trade publications, but there isn't one that can quite take the place of the Tradesman; in fact, we couldn't "keep house" without it.

Allow us once again, Friend Stowe, to say that we are truly glad of the success you have achieved and to wish you continued prosperity—and a whole lot of it. May the shadow of the Tradesman never grow less.

Rodenbaugh & Stevens,
By I. N. Rodenbaugh.

L. M. Wolf, Hudsonville.

Hudsonville, Oct. 10—On June 8, 1883, I dropped my carpenter's tools and embarked on the uncertain sea of mercantile business, hoping, of course, to make a good showing in the contest for myself and family. It was but natural that I should seek out everything that could give me help in this new endeavor of mine. One of the very first things I did was to send for sample copies of several trade journals, and among them was the Tradesman. From the number I selected the Tradesman as my standby.

First, because it was published in the city where I purchased the greater part of my goods and I felt that the editor's ear was much nearer to the ground to catch the changes in trade than mine ever could be.

Second, I was favorably impressed by the fearless manner in which the editor went after frauds and the fearlessness with which he exposed them and put the merchant on his guard.

Third, Stowe's universally good advice to the retail trade regarding their stock and the proper manner in which to handle it and care for it. That alone has been worth much money to me. His advice regarding mutual co-operation tended to encourage young merchants and give them more confidence in themselves and thus bring about much better financial results. I am persuaded to think that there would be less failures did a larger part of the merchants read the Tradesman and pay attention to Editor Stowe's advice.

I am happy and proud to say that in the twenty-five years of my business activity the best advice I have ever received regarding the details of business and the reliable markets came from the Tradesman. I have been often pleased with the manner in which the Tradesman went after fakers and exposed them in such a manner that its readers could not be hoodwinked by them.

I cannot understand how any merchant, young or old, can be without a trade paper. Granting the necessity of such an auxiliary, I feel confident that he makes no mistake in selecting the Tradesman as the one to swear by.

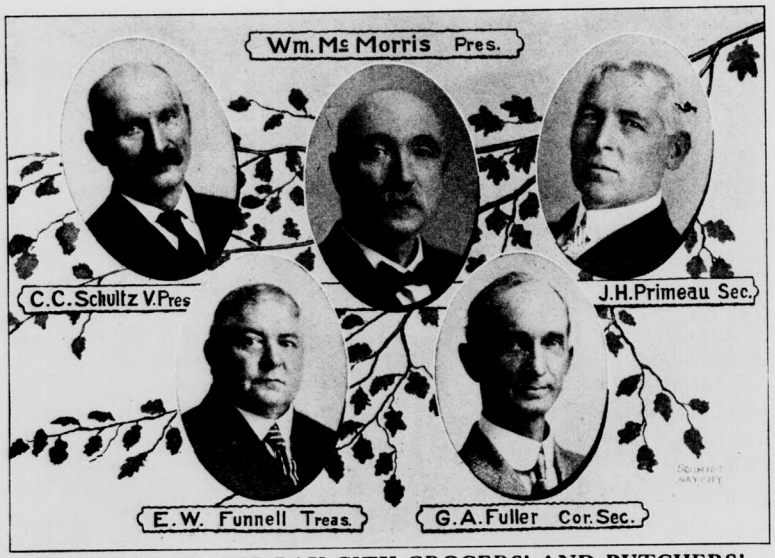
I have never missed a copy of the Tradesman since I started in business, thirty years ago. I closed out my business March 27, 1907, but some of the habits I contracted when I was in business have stuck to me like molasses in a darkey's hair. One of those habits is the Tradesman habit. I still look for it every week as earnestly and as eagerly as the marriageable girl looks for her sweetheart on Sunday nights. In it I see what my brothers in trade are doing, how the financial world is progressing, where my time-tried friends, the drummers, are and what they are doing. And, best of all, what my friend of thirty years, E. A. Stowe, is doing.

The Tradesman habit is one that I cannot break, neither do I want to quit it. I expect to take it as long as I live and shall ever be delighted to tell my younger friends in trade of the benefits I have derived from it.

L. M. Wolf.

F. B. Watkins, Hopkins Station.

Hopkins, Oct. 10—I have been a subscriber and a reader of the Tradesman for thirty years. I read it and advise my help to do likewise. The first issue appeared to me as a most excellent medium for retail merchants. In quality it is unexcelled; in quantity A1. The letter writer and window trimming columns are most fitting to those who want advice. The market quotations are fresh, not stale and, last but not least, the editor is alert and looking for the interest of every merchant and against any shyster who is after the dealer who is seeking the best market for his products. No one can get an advertisement in the Tradesman who is a deadbeat or a crook, if he knows it; and, believe me, he is wise to most of them. I asked the gentleman once if the reference to his name by a certain party was right. He answered, "No, this party has no right to my name. He is a crook," which in a short time proved true. He has also helped the writer in many ways, once in putting one of the fly-by-night butter and egg whelps in the custody of the United States Court. The party settled to the amount of about $100. This was going some and was appreciated by one of the fellows who was looking for prices, not honesty. If at this date we are offered a price above the market, we look up the Tradesman to see if the party has an advertisement If not, we pass it up. Stowe's editorials are sometimes very harsh, but they are right from the shoulder, calling a spade a spade, etc. I have always told him that he used too much vitriol in place of ink. One thing is certain—you can always tell where he stands, no guess work. We all have our faults. E. A. has his, but his goodness so far overbalances his badness that I shall always admire both the Tradesman and E. A. Stowe. May they both stay with us long! Frank B. Watkins.



OFFICERS OF THE BAY CITY GROCERS' AND BUTCHERS' ASSOCIATION

E. S. Botsford, Dorr.

Dorr, Sept. 30—I am enclosing my check for $1, renewing my subscription to the Tradesman, making my thirty-first year as a subscriber to your worthy journal. I have always been very much interested in each issue of the Michigan Tradesman, as there has been much of value to every business man.

I am on my thirty-sixth year as a business man in Dorr. That is, I term myself as such in a small way, but the longer I follow the mercantile business, the more I think there is much to learn before I can reach the goal. I realize that a man in business should give considerable time in reading just such papers as the Tradesman.

I congratulate you, Brother Stowe, on the good work and trust you may be able to continue for a long time as editor of the Tradesman.

E. S. Botsford.

J. L. Norris, Casnovia.

Casnovia, Oct. 10—I have been a subscriber to the Michigan Tradesman since the first issue in 1883. The question has been asked, how I came to subscribe for the paper originally and why I have been a continuous subscriber, not having missed a renewal?

It is not always easy to render a perfectly satisfactory and clear reason for all the things we do, but this is not difficult.

When the Michigan Tradesman was launched I was associated with my father in business. The publisher called on us and explained the aims and purposes of his paper. This he did in a quiet, forceful manner. My father, whose intuition always stood him in good stead, invited the man to his home, that he might learn more of his purposes. Being convinced the man was able to make good, he became a subscriber. His judgment was fully vindicated. Each succeeding year the Michigan Tradesman was improved and became more necessary. When I retired from the mercantile business, I felt I did not want to miss the weekly visit of the Tradesman, and for the last twelve years it has been a welcome visitor. I do not feel my library table would be complete without it. It keeps us in touch with the people we used to do business with and whom we do not wish to forget.

These years have been eventful ones for me. There have been many bright days and some dark ones during that time. The darkest day was when my father was called to the great beyond and I realized I could no more counsel with him.

I sincerely trust the publisher may be blessed with health and years, that he may realize the fruition of his hopes, and labors. When the places that knew him, shall know him no more forever, those he has so faithfully served will know the monument he has builded, will be more lasting than granite, and the stone that marks his resting place may well be inscribed, "Their works do follow them." J. L. Norris.

Milo Bolender, Sparta.

Sparta, Oct. 10—At this anniversary time I desire to express my appreciation of the value of the Michigan Tradesman. It has come as a welcome weekly visitor to my desk for the past thirty years. I began taking it in 1883, with the very first issue, and have all these years turned to its pages for market reports, etc., with great confidence as to their accuracy. In writing up the issues of the day, the editorials have always appealed to me because of the straightforwardness, honesty and fairness with which they were handled.

In thinking of the result of the work of this paper I am reminded of the scientist out on the Highland Moor. He was minutely examining a heather bell under a microscope, when a shadow was cast before him. Looking up he saw an aged shepherd at his side. After a few words of greeting, the scientist handed him the lens and the flower. The old man gazed, looked up and gazed again. Then, with tears in his eyes, he said, "I wish't I co' hae seen it sooner. I've trodden on thousands o' them." So the editor of this paper has always striven to make his readers see, through his great mind's eye, people and things in their true light.

Someone has said that "Living to help others is the noblest motto of any age." I esteem it a privilege to be personally acquainted with Mr. Stowe and can only wish for him and his paper long life and continued prosperity.

Milo Bolender.

W. J. Clarke, Harbor Springs.

Harbor Springs, Oct. 10—My name appearing on the subscription list of the Michigan Tradesman for the issue of No. 1 of that journal in 1883, and continuing this subscription for over thirty years, with the expectation to continue until the Great Creator calls time up, I feel some pleasure in recounting some of the events incident to the progress and success of that paper and its editor.

Western Michigan had no trade paper until the inauguration of the Michigan Tradesman, and what little commercial information was obtained was furnished through the local newspapers. The first issue of the Tradesman was not a very pretentious sheet, but it had the same progressive spirit, the same fearless exposition of fraud, the same clear cut expression of what is right and just

Our New Ready-to-Wear Department

WE have started a Women's and Children's Apparel Department with the purpose in view to impress upon our customers one thing, viz: That no old or shop worn merchandise will be permitted in our store. Only the very latest styles will be shown, and to insure that this policy will be carefully followed, we shall be extremely careful to have our manufacturer produce safe, salable styles from the very latest fabrics.

Co-operating with the management of our Ready-to-Wear department and our manufacturer, will be our piece goods buyers who will constantly keep them informed regarding the latest fabrics shown.

We expect to run the Ready-to-Wear department in such a manner as to gain the approval of the most particular buyers.

Drop us a line and we will have our representative call.

Crowley Brothers

Wholesale Dry Goods, Notions and Furnishings

103-113 Jefferson Ave.

DETROIT, MICHIGAN

as it has to-day. Why? Because Stowe was its editor. The same E. A. Stowe who, as a young man, had the courage to engage in an enterprise that apparently lacked every element of success. But Stowe did not sit down in the meadow and wait for the cow to back up and be milked. He went after the cow. Thirty years ago the field in Western Michigan for a trade paper was very uninviting, but the ambition of its editor was none the less on that account. A tireless worker, whose work has not always been confined to his own enrichment, he started out to organize the retail dealers of the State a short time after launching his paper. The merchants in almost every town in the State at that time were at swords' points with each other, each regarding the other as a cut-throat and a villian of the deepest dye. Stowe's work in getting these merchants together in the several towns throughout Western Michigan, showing them the advantage of co-operation in their business affairs and in the upbuilding of their communities and in the organization of local business men's associations marked the greatest step for progression in the affairs of the business men of Michigan in the history of the State. The formation of these local business men's associations resulted in establishing the Michigan Business Men's Association, an institution of great benefit not only to the retail merchants of the State, but to the jobbing trade, and, incidentally, placing Grand Rapids on the map as a jobbing center.

While trade journals in Michigan have come and gone, the Michigan Tradesman goes on forever. Its policy of hewing straight to the line, let the chips fall where they may, has made it the best of its kind, not only in Michigan, but in the United States. It is not only a trade journal imparting the latest and best information to the merchant, manufacturer, banker and farmer, but its spicy articles on things modern make it a journal for the home in strong comparison with many of the high priced and exclusive magazines.

Thirty years is a long time—as business is now conducted—to own, edit and conduct the business policy of a paper such as the Tradesman, without change in ownership or management, and, no doubt, there were times in this period, when the carburetor failed to work properly or, perhaps, some tire trouble, but the old machine never failed to make connections.

It matters little to Stowe whether his friends are rich or poor, high or low. His large heartedness is expressed and his gifts bestowed without a string attached or expectation of reward. I have a personal recollection of an act of charity by this same Stowe many years ago and at a time when he did not find it necessary to hire a helper to clip coupons. A friend, formerly a fellow printer in years gone by, had become broken down in body and mind, a physical and financial wreck. He had wandered South, was without money or friends and appealed to Mr. Stowe in a very pathetic letter for assistance. He asked for sufficient money to carry him to the West coast and pay his expenses in the hospital for a year, promising that if he ever got well and able to work, he would repay the loan. Mr. Stowe sent him the money, but whether he got it back or not, the writer is unable to say. It is only an illustration of the makeup of the man.

I was engaged in the mercantile business for a quarter of a century, retiring from that field of labor eight years ago to devote my entire time to the banking business, but I find the Michigan Tradesman as welcome a visitor on my desk to-day as it was over a quarter of a century ago. Long may it continue to shed its light in the counting room, the office and the home, and long may its editor and owner enjoy the fruitfulness and pleasure of his toil.

W. J. Clarke.

Furber & Kidder, Hopkins.

Hopkins, Oct. 10—Thirty years ago we subscribed for the Michigan Tradesman because we needed a trade paper in our merchandising.

We read it with great pleasure and profit for the twenty years we were in the store and since engaging in the banking business we have continued to take it for its general merit and because it had become so familiar and welcome.

We have always thought the Tradesman was very near what such a paper should be in standing for what was right and just and vigilantly and vigorously the rights and interests of its patrons.

We hope for the continued success of the Tradesman. Furber & Kidder.

An Irishman heard that when one sense is underdeveloped the other is overdeveloped. "I observe it, too," he said. "When one leg is shorter the other one is longer."

Be good, but also be good for something.

TWO HATS A YEAR.

Now "She" Requires Five to Eight Hats.

The millinery business, like all other lines of industry, has undergone numerous changes within the last thirty years. These changes have come so gradually that they have not been noticeable to any extent. Many of the same problems that confronted the wholesaler and retailer thirty years ago are with him to-day, only in a more exaggerated state, with a few new ones added to the list.

It is safe to say that no business, because of its very nature, is subject to as many sudden and radical changes as is the millinery business, due largely to the uncertainty of the Paris styles together with the whims of the fairer sex.

Perhaps the most important change has been in the development of the ready-to-wear hat. In these busy days customers have not time to wait for goods to be made to order; they much prefer to find the article ready made, whether it be a hat, suit, coat or gown, and the house that carries the largest and best selected stock if ready-to-wears is sure to get the business.

HEBER A. KNOTT

Thirty years ago, to my best knowledge, there were not to exceed thirty wholesale millinery houses throughout the country doing business in Michigan; to-day, including the specialty houses, there are more than one hundred and all as hungry for business as a pack of wolves.

Those of us who were selling millinery goods on the road in those earlier days thought we had our troubles, especially in the way of competition, but our salesmen to-day tell us that those must have been grand old days of easy competition, when every customer had their order all written and all the salesman had to do was to copy it off in his order book and mail it in to the house.

While I think the average traveling salesman of to-day has the idea that it was much easier to sell goods on the road twenty-five to thirty years ago, it is difficult to convince some of the older men that this statement is entirely true. The buying population of Michigan has increased more than 100 per cent. during the past thirty years and I venture to say that competition has increased more than 300 per cent. for the corresponding time. It is also true that the buying capacity of the consumer has greatly increased, due largely to better transportation facilities, rural free delivery, larger and more commodious stores, improved methods of displaying merchandise and better newspaper and periodical service, acquainting every purchaser, whether in the city or country, with the latest styles and fashions.

All of these things have had a tendency to create in the mind of the consumer a stronger demand for merchandise. This is not only true of the millinery business, but of all other lines as well. Thirty years ago the average woman was satisfied with two hats a year, one for spring and one for winter. The woman of to-day finds that she requires all the way from five to eight hats if she is strictly in it.

So while it may be truthfully said that competition has steadily increased, it is also true that the demand for more and better merchandise has also increased, suggesting that the wholesaler at least, may be quite as well off to-day as he was thirty years ago.

Heber A. Knott.

He Obeyed Orders.

Murphy was a new cavalry recruit and was given one of the worst horses in the troop.

"Remember," said the sergeant, "no one is allowed to dismount without orders."

Murphy was no sooner in the saddle than the horse kicked and Murphy went over his head.

"Murphy," yelled the sergeant, when he discovered him lying breathless on the ground, "you dismounted!"

"I did."

"Did you have orders?"

"I did."

"From headquarters?"

"No, sor; from hindquarters."

The Litigant's Share.

A man walking along the street of a village, stepped into a hole in the sidewalk and broke his leg. He engaged a famous lawyer, brought suit against the village for one thousand dollars and won the case.

After the claim was settled the lawyer sent for his client and handed him one dollar.

The man examined the dollar carefully. Then he looked up at the lawyer and said: "What's the matter with this dollars? Is it a counterfeit?"

Next to the labor union, the saloon is the chief enemy of the man who labors. It takes his money, his leisure time, his capability and his health and gives him nothing desirable in return.

Paul Steketee & Sons

Wholesale Dry Goods Established 1860

THE newly enlarged and strictly modern building made necessary in order to better take care of our fast increasing business—a success due solely to keeping faith with our patrons, giving for every dollar we receive its equivalent in quality merchandise at right prices.

We urgently solicit your patronage. Prompt and efficient service assured.

PAUL STEKETEE & SONS

Fountain and Ionia Ave. Grand Rapids, Michigan

LOOKING BACKWARD.

Some Changes Which Have Marked the Shoe Trade.

Looking forward thirty years from 1883 seemed much longer than looking backward to 1883 to-day. To the busy, Time hath wings.

May 3, 1883, Mr. Frederick Hirth and the writer formed a partnership for the purpose of conducting a leather and findings business and on that date bought out Samuel Parks, who was conducting a like business at 118 Canal street in Grand Rapids. At that time Rindge, Bertsch & Co. was the only wholesale shoe firm in the city. A few years later Reeder, Palmer & Co. opened a wholesale shoe and rubber establishment on Pearl street. Mr. Reeder subsequently purchased the interest of Mr. Palmer and moved to Fulton street and thence to South Ionia street, where he was afterwards succeeded by the Grand Rapids Shoe & Rubber Co.

Mr. Christian Bertsch withdrew from the firm of Rindge, Bertsch & Co. in 1894 and inaugurated the wholesale shoe jobbing house on Pearl street under the name of Herold, Bertsch & Co. Later on this firm was consolidated with Wilhelm & Co., who began manufacturing men's shoes in 1895. In 1900, Rindge, Kalmbach, Logie & Co., who succeeded Rindge, Bertsch & Co. in 1894, erected a building at the intersection of Ionia, Louis and Fulton streets, which they now occupy, and their old stand at the corner of Pearl and Campau streets was then occupied by Herold, Bertsch Shoe Co.

In the meantime, Hirth & Krause moved to 12 and 14 Lyon street and changed the firm name to Hirth, Krause & Co., having added to their general line of leather and findings, children's shoes and rubbers, and in 1899 they erected a new building at 16 and 18 South Ionia street and added a full line of shoes.

At the present time there are engaged in the wholesale shoe and rubber business in Grand Rapids, the following houses: Rindge, Kalmbach, Logie & Co., Hirth-Krause Co., Herold-Bertsch Shoe Co. and the Grand Rapids Shoe & Rubber Co. The three former are manufacturers of men's and boys' shoes, as well as general jobbers of shoes and rubbers, and the latter are jobbers of shoes and rubbers.

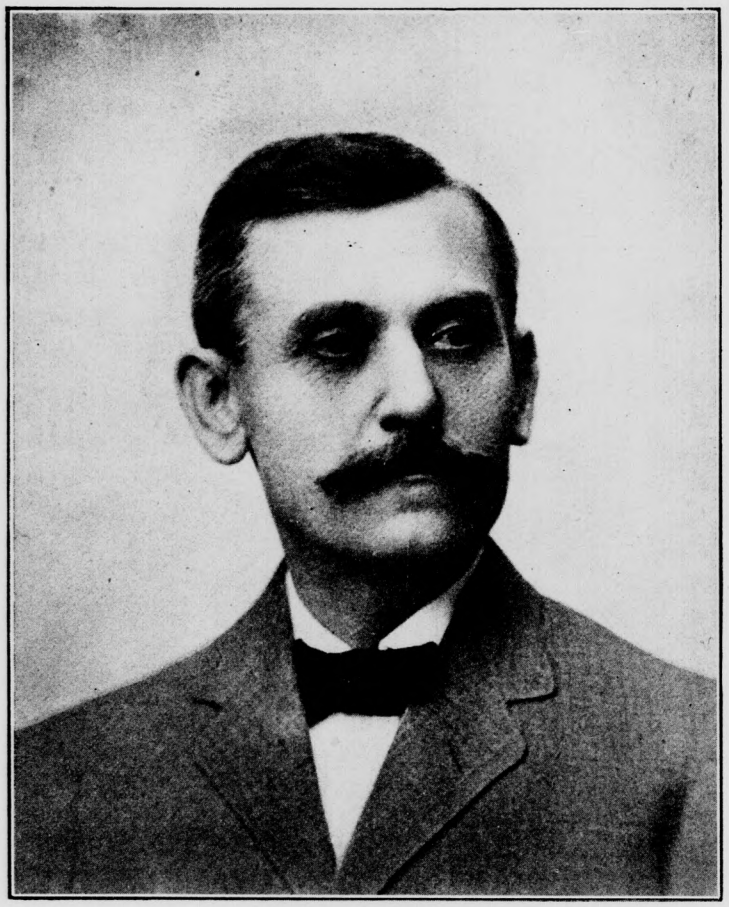
In 1883 the custom shoemaker still had some of his old time glory left, that of making shoes to measure. Kip and calf leathers were still imported from France and Germany, and from this boots and shoes were made for river men and others who believed they were unable to get a comfortable fit in ready made shoes.

We do not believe there is a single other industry where the perfection of the article has gone hand in hand with economies to keep the price of the article at a minimum to such an extent as in the shoe and leather industry, in proof of which is the fact that we take the raw material—hides—gathered from all parts of the globe, manufacture it into shoes, and then in turn export the shoes. The possibilty of this is due, first, to the tanner—the tanning industry being closely allied to the shoe industry—who has drawn his raw material, both hides and tanning materials, from all parts of the world, from countries uncivilized as well as civilized; and, secondly, to the perfection of machinery as applied to shoe making.

One great factor which to-day militates against this economy, however, is Fashions demand for novelties and freaks and the resultant changes in styles which have become so frequent and revolutionary during recent years. The effect has been that the shoe merchant is required to carry much larger stocks than he did thirty years ago. At that time boots were still worn to some extent. In men's fine shoes, button, lace, congress and buckle Alexis were in vogue. Goodyear Welts were becoming more popular, but the McKay out-of-date styles should not be tacked onto the staple lines, but should be borne by the freaks which cause them. Foot millinery should pay the same relative profit that feminine headgear pays.

We believe that the shoe trade has less to fear from the mail order houses than most other lines of merchandise. While the mail order business is rapidly expanding, to be comfortably shod the individual foot has to be fitted, and for this reason the mail order house is largely eliminated from competition.

There is one thing that confronts us all—the tanner, the shoe manufacturer, the shoe merchant and the consumer alike—and that is, higher prices on shoes, based on the higher cost of the raw material. The tanner has exhausted his abilty to procure hides from new sources, as every part of the globe has been ransacked by him.



G. ADOLPH KRAUSE

sewed still had the lead. For women, the button shoe held sway in fine shoes and were mostly McKay sewed or turned, there being comparatively few welts. The coarser shoes were still pegged or nail fastened.

The many widths that are carried to-day were not required at that time and styles came in so slowly that it was comparatively easy to work off old styles without loss before the new styles displaced them. To-day styles are so revolutionary in their character that they hardly cast their shadow before they disappear. These sudden changes are deplored, being a menace to the profitably conducted shoe business and contributing to the present high cost of living to an unnecessarily large degree. One thing is certain: the losses sustained in the sale of Therefore, with an increasing population and a decreasing supply of cattle, leather goods must advance.

The Tradesman has always been a welcome and useful paper to us. The editorials are strong — sometimes stronger than some of us would dictate. The reading matter is instructive and entertaining. Its advertising matter is free from charlatan announcements. We have reason to feel a kinship toward the Tradesman, as we were born the same year, Hirth & Krause, during the spring seeding, the Tradesman after the harvest; but we don't begrudge that, for Mr. E. A. Stowe has been faithfully at work every day since, and we trust that the Tradesman may continue under the present leadership for many years to come.

But, whatever changes time may bring, let us cheerfully sing with the shoemaker, of whom it is said:

He lustily sang while he hammered away,
"Oh, who is as happy as I am to-day?
I save twenty soles while the parson saves one,
And I always heel, when the doctor heals none."

G. Adolph Krause.

When He Would Speak Chinese.

When Richard Olney was Secretary of State he frequently said that appointees to the Consular service should speak the languages of the countries to which they were accredited. When a certain breezy and enterprising politician, desirous of serving the Cleveland Administration as Consul at one of the Chinese ports, presented his papers to Mr. Olney, the Secretary remarked:

"Are you aware, Mr. Blank, that I never recommend to the President the appointment of a Consul unless he speaks the language of the country to which he desires to go? Now I suppose you do not talk Chinese?"

Whereupon the politician grinned broadly. "If, Mr. Secretary," said he, "you will ask me a question in Chinese I shall be happy to answer it."

He got the appointment.

Frank Daniels' Expensive Sunset.

In the early part of Frank Daniels's career he was one of a company touring the small towns, but business had been very poor and meals correspondingly light. The only silver streak in the cloud was that the house at Ticonderoga had been entirely sold out, and when any one looked longingly at anything or expressed a desire for a good "feed" the others would say:

"Wait till we get to Ticonderoga."

They reached there just after dark, and a beautiful rose flush filled the Western sky.

"Ah me! "said Daniels to the stage-driver, "the sun may set in other places, but never as it does here. See that sunset glow—"

"Sunset nothing," growled the driver; "that's the new opry house burning down!"

Worse and Worse.

A judge in a Western town had declared that he would stop the carrying of firearms on the street. Before him appeared for trial a tough youth charged with getting drunk and firing his revolver in a crowded street.

"Twenty dollars and costs," said the magistrate.

"But, your honor," interposed counsel for the prisoner, "my client did not hit anybody."

"Why, you admit that he fired the gun?"

"Yes, but he fired it into the air," explained the lawyer.

"Twenty dollars and costs," repeated the judge. "He might have shot an angel."

The Evening of Pay Day.

"I trust, boys," smiled the Mormon superintendent, after he had handed each laborer his check for the week's work, "that you will find all your wives at home, well and happy."

"The same to you, sir," replied one of the gentile workmen.

This Coupon Starts a Bargain Sale

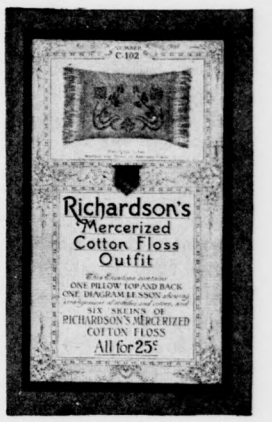
Put your name and address in the bargain sale coupon and send it in to us to-day. As soon as we get it we will start the RICHARDSON PLAN working for you. That means that the bargain-day crowd will come to your store. It has been tried out time and time again and is a proven winner. Dealers everywhere are enthusiastic.

The Richardson Plan

is one of the strongest sales promoting forces ever devised for the retail merchant. It starts a bargain sale and makes the customer come back for additional purchases. Your profit on the subsequent sale of Richardson's Mercerized Cotton Floss is 100%. Each embroidery outfit package contains 1 Pillow Top, 1 Pillow Back, 1 Illustrated Easy Diagram Lesson and 6 skeins of Richardson's Mercerized Cotton Floss. If your customer bought each article separately, they would probably cost her 60c. You sell these outfits at 25c each. They cost you but $2.00 a dozen. It has been the experience of thousands of merchants that these outfits sell more readily than any other 25c article in the store.

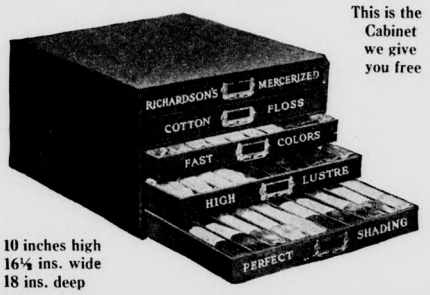
But this is only the start of the Plan. Every woman who buys one of these bargain outfit packages must come back to *your store* again. There is not enough floss in the package to finish the design and the colors she needs are specified in Richardson numbers. You have just the colors she *must have* in your cabinet. Besides, she needs hoops, needles, fringe, and other accessories.

The merit of this great sales force has been proven. We have yet to find the dry goods merchant who will not endorse it—once he gives it a trial. Let the Richardson Plan work for you.



Reproduction Showing the Attractive Package

Send the Bargain Sale Coupon



This is the Cabinet we give you free

10 inches high
16¼ ins. wide
18 ins. deep

Look at the small order in the coupon. It is large enough to start the Richardson Plan working for your store. The embroidered pillow which we include is a clerk who works night and day. It costs but $2.25 and never stops working for you until somebody buys it for $5.00. Fill out the coupon and send it to us at once. Start the Plan working. Every day that you haven't it working for you, profits are slipping away. Send in the bargain sale coupon.

RICHARDSON SILK COMPANY, Desk No. 87
305-9 W. Adams St., Chicago 906 Broadway, New York

Richardson Silk Co., Desk No. 87 305-9 W. Adams St., Chicago 906 Broadway, New York

Gentlemen:—Please ship at once via ..... your special assortment in accordance with your introductory offer below:

	Cost	Sell	Profit
3 doz. Pillow Top Outfits	$ 6.00	$ 9.00	$ 3.00
1 doz. Library Scarf Outfits to match Pillow	2.75	4.20	1.45
8 1-3 gross R. M. C. Mercerized Cotton Floss	15.00	30.00	15.00
1 Embroidered Pillow	2.25	5.00	2.75
1 Piece Fringe No. 503	2.00	3.00	1.00
1 Electro	FREE		
1 Cabinet for Floss (see illustration)	FREE		
1 Slide for Motion Picture Show	FREE		
1 Display Sign	FREE		
1 Catalog	FREE		
	$28.00	$51.20	$23.20

If everything is not as represented the above order may be returned at your expense and we will receive full credit.

Name .....

Address .....

WHOLESALE

FLOUR, FEED, HAY, BAGS, TWINE

Bakers' Supplies and Machinery
Waxed Paper, Bread Wrappers

Dry Milk Powdered Egg Cooking Oil Compound

Everything for Bakers, Flour and Feed Dealers

ROY BAKER

Wm. Alden Smith Building GRAND RAPIDS, MICHIGAN

STORE SERVICE.

Most Vicious Problem Which Confronts the Merchant.

The term "store service" furnishes the keynote of the success of every mercantile enterprise. On every hand we hear it reiterated that the most expensive commodity sold in the modern store to-day is service. Undoubtedly that is true of almost every store except the typical co-operative establishment. From the very beginning of my mercantile career, my customers have been carefully educated to understand that service costs money and that they must pay for it if they insist upon it, just as much as they must pay for prunes, flour, sugar or pickled fish.

It was fortunate for me that I started in business at a time when the public was not demanding from the storekeeper anything like the elaborate service it now demands. This was given me time to educate customers to see that they can furnish the service themselves and be very well paid in direct saving for a little forethought, system and inconvenience.

If the customers who really want to practice frugality and cut the high cost of living could be made to realize how heavily they are assessed for this item of service they would rise up in revolt. In many cases the retailer's actual expense for service amounts to 10 per cent. and in some cases 15 per cent. He must add that to all his other costs before he reaches the point of putting on a profit Under hte competitive system it is not a juestion of whether the customer wants this elaborate and costly service—he must pay for it just the same, whether he wants it or not; in fact, whether he gets it or not.

Those who do not want it and do not get it are assessed for furnishing it to those who demand and receive most of it—for this high service cost has intrenched itself in the whole competitive system. The competitive retailer is not to blame for this; he is bound to give his so-called best customers, his most extravagant customers and his most thoughtless customers what they demand in the way of service, and he must make all his customers foot the bill.

Here is the way in which this assessment works out in actual practice: The retailer finds out from his books that his total service expense for a given time totals a certain sum, and that this sum is a certain percentage on his sales for that period. Of course this percentage has to be provided for in fixing the prices on all his goods. It is unpractical, not to say impossible, for him so to distribute this element of cost that it shall be paid for only by those who create it.

The customer who comes to the store once a week, buys a week's supply at one time and takes the goods away with him, without putting the merchant to a cent of expense for delivery service, has to pay his percentage for sending an auto delivery wagon three or four times a day to the house of the customer who demands almost continuous delivery.

This is rather hard on the housewife who is making a constant fight to keep down the high cost of living, who carefully considers the expenditure of every dime and nickel, and who is as conscientious in the handling of the money her husband turns over to her for household expenses as she would be if it were a trust fund. She does not want service—at least not in the modern sense of the term.

In the first place, she knows she can buy much more closely by going to the market herself and making her selections in person than she could by ordering over the telephone and trusting to the storekeeper to make the selections for her. Again, she is willing to use forethought and study, and to put herself to any reasonable inconvenience in order to economize.

In short, she wants to furnish the service herself—at least the main part of it—and get the benefit of her forethought and her care in the form of a reduction in the cost of her goods to the amount of what she saves the merchant in his service cost. But under the competitive system of retailing she has no chance in the world to do this in most stores. The assessment for the merchant's service expense—including all the frills demanded by his most exacting customers—has been spread upon all his goods before the thrifty customer prices or buys them.

No matter how glad the ordinary retailer might be to give the prudent and self-serving housewife the benefit of her reduced demands of service, he feels he cannot do this because it would throw his whole pricing system out of joint.

There is not a retail dealer in foodstuffs in America who does not know that one of the biggest troubles of the American people is the tendency to live beyond their means and get away from plain, practical, old-fashioned thrift.

The competitive retailer has been compelled to re-organize his price system to provide for this tendency; and, so far as I know, the co-operative store is the only one that has not fallen into step with this tendency and is in a postion to give to the prudent and thrifty the fruits of their thrift. If the co-operative store never did any more than this it would amply justify its existence and earn its right to live.

To customers living within a radius of three miles, of my store, I make a daily delivery; to those living more than three miles and less than eight from the store, goods are delivered three times a week; those living outside this zone get a delivery three times a month.

As my store has a very respectable number of customers living as far as fourteen miles distant from it, with competitive stores in their immediate neighborhood, it would appear that the advantages of this style of trading must be something more than theoretical. Most of these more remote customers have been educated to buy the bulk of their goods once a month and to order in as large quanties as possible every time they purchase. This practice not only effects a great reduction in the expense of delivering the goods, but it also reduces the time involved in taking the order.

Abraham Roberts.

ABRAHAM ROBERTS

What the Immigrant Does for His Adopted Country.

I am the immigrant.

Since the dawn of creation my restless feet have beaten new paths across the earth.

My uneasy bark has tossed on all seas.

My wanderlust was born of the craving for more liberty, and a better wage for the sweat of my face.

I looked towards the United States with eyes kindled by the fire of ambition and heart quickened with newborn hope.

I approached its gates with great expectation.

I entered in with fine hope.

I have shouldered my burdens as the American man-of-all-work.

I contribute 85 per cent. of all the labor in the slaughtering and meat-packing industries.

I do seven-tenths of the bituminous coal mining.

I do 78 per cent. of all the work in the woollen mills.

I contribute nine-tenths of all the labor in the cotton mills.

I make nineteen-twentieths of all the clothing.

I manufacture more than half the shoes.

I build four-fifths of all the furniture.

I make half of the collars, cuffs, and shirts.

I turn out four-fifths of all the leather.

I make half the gloves.

I refine nearly nineteen-twentieths of the sugar.

I make half of the tobacco and cigars.

And yet, I am the great American problem.

When I pour out my blood on your altar of labor, and lay down my life as a sacrifice to your god of toil, men make no more comment than at the fall of a sparrow.

But my brawn is woven into the warp and woof of the fabric of your National being.

My children shall be your children, and your land shall be my land, because my sweat and my blood will cement the foundations of the America of to-morrow.

Make Sure of Quality.

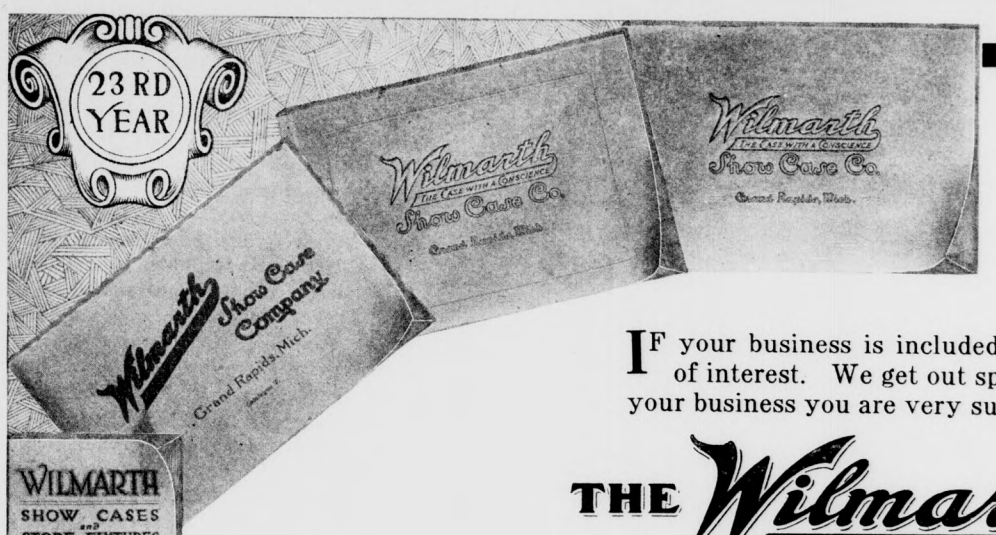
Any article you are willing to admit into your stock should have qualities of merit and it should sell on those qualities. It is ruinous policy ever to represent an article as possessing merit it does not in fact have. Always the best selling policy is a candid exposition of the real facts. If the bald truth about a machine is not enough to make it sell then you cannot afford to carry it in stock under any consideration.

The Physician's Mistakes.

A pompous physician who was inclined a criticise others was watching a stone-mason build a fence for his neighbor, and thought the mason was using too much mortar. He said:

"Jim, mortar covers up a good many mistakes, does it not?"

Don't be too polite to grab an opportunity.



Made In Grand Rapids

There is One For You

IF your business is included in this list you will find one of our catalogues of interest. We get out special books for many lines of trade. Whatever your business you are very sure of finding what you need in—

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

Even though you do not intend to buy at once this is a good time to send for the book that will give you information on store equipment for your particular business.

If you will write now, while you have it in mind, we will send the proper book by return mail.

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Made In Grand Rapids

FOSTER, STEVENS & CO.

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

1837 to 1913

76 Years Ago

Mr. Wilder D. Foster laid the business foundation of the present mammoth establishment of FOSTER, STEVENS & CO

The present firm members, Mr. Wilder D. Stevens, Mr. Sidney F. Stevens, Mr. Charles F. Rood were his nephews, and Mr. Charles C. Philbrick, who commenced work for Mr. Foster forty-five years ago as a clerk. The present partnership has been formed more than 33 years, and all of the members are the best of friends. What business organization in Grand Rapids can beat this record?

OLD AT FORTY,

Decrepit at Fifty and Dead at Sixty.

The prodigality of nature and the wastefulness of man have ever gone hand-in-hand. If, twenty years ago, some good angel could have stood over the gas wells of Indiana with a stop-cock, perhaps there would now be some gas left for present and coming generations. If forty years ago Gifford Pinchott could have gotten in some of his work in Michigan forests, perhaps wood pulleys would not now be made in Michigan from wood brought across the continent. And so you can go down the long list of vast and seemingly inexhaustible material resources of our country, and see how they have been dissipated by the wastefulness—or worse—of our people.

But all the material resources of our land sink into insignificance before her greatest asset the American business man, and it is to-day a fact that this, our country's greatest and most valuable resource, is being wasted and destroyed with a recklessness beside which the blowing of our gas wells and the spoliation of our forests are the picture of economy.

The average American business man of to-day is old at forty, decrepit at fifty, and dead at sixty. Prof. Osler never said, as has been charged, that a man at sixty ought to be chloroformed, but, so far as the American business man is concerned it is not necessary to chloroform him, for he does the deadly work for himself.

But what is the remedy?

Again and again you see sage advice given to the business man of to-day to the effect that he must take it easier—not work so hard—take more vacations, and all that, but you know and I know that in these days of keen competition, the man that does not keep up with the band wagon is bound to fall by the roadside. Conditions may some day change, so that the business man can "take it easier," but it will not be in our day, and what we want to do is to evolve a plan by which the business man of now can be enabled to do his work as he must do it, to "stand the racket" as he must stand it, to put up the fight that he must put up, and still be in the ring and on his feet when the last gong sounds.

How can this be accomplished?

My prescription is two-fold, yet simple, and, I believe, if properly applied, almost infallible.

It consists of suitable mental and physical activity, absolutely unconnected with money.

The average business man takes his business home with him and eats it and sleeps with it. He does not do this because he thinks it is necessary or because he wants to, but because he cannot help it. It sticks to him like the Old Man of the Sea on Sinbad's back, and like Banquo's Ghost, it will not down. Rest and inactivity will not drive it away. A counter-irritant is necessary. The strength of the evictor required depends much upon the obstinacy of the unwelcome tenant. So-called "light reading" will not often do it. The mind must be applied, concentrated, absorbed with sufficient force to absolutely expunge the dollar sign, for the time being, from the tablets of its memory.

The study of literature, the learning by heart of classic poetry, the study of languages and the reading of their literature, and, last but not least, the study and practice of art and music, offer the best antidote. Looking at pictures and listening to music are not always sufficiently strenuous to supply the intellectual catharic required, but where there exists any talent at all in either direction, the actual study and practice of painting, music or drawing will be found not only to sweep all business cares from the brain, but to lay the foundation for life-long satisfaction and pleasure.

I once knew a business man who, during a period of especial commercial stress, learned to play the flute. He found that cadenzas and balance sheets could not co-exist in the same brain. It was hard on his family and neighbors, but it saved him from nervous prostration and bankruptcy!

Nearly every business man starts off with a grammar school, a high school or college education. But how many of them retain any of it for ten years? Many a man who in boyhood passed a hundred in geometry could not cross Pons Asinorum to-day without getting both feet wet! Education should be like a ratchet—wind, up, but never let go! What is our schooling for, if not to enable us to cope with the problems of life as they crowd upon us, and how can it better serve its purpose than by furnishing the weary brain of the business man with those pleasant purgative pellets of intellectual diversion, which, by their gentle yet positive action, shall periodically clear the mind from all the accumulated dross and residuum of commerce, and leave it fresh and vigorous for renewed and successful effort?

But mental and physical man are so closely corelated, and so great is the power of mind over matter, and so strong the influence of matter upon mind, that it is not possible to consider intelligently either element in the human make-up without also taking the other equally into the estimate, "The eye cannot say to the hand, 'I have no need of three,'" and neither can the brain and the biceps pass similar remarks in either direction, without trouble for the whole organization.

Physical man was made to live the life of a cowboy, and, while the limitations of modern civilization, and the exigencies of commercial life have rendered it manifestly impossible for the American business man to spend ten to fifteen hours a day in the saddle of a broncho and under the blue sky, yet nature has never changed her specifications one iota, and the needs and limitations of the physical man are the same to-day as in the days of Abraham. How, then, is the situation to be met? Obviously one of three things must happen:

1. We must close our factories, offices, and get back, literally, to the simple life of our remote ancestors, or

2. We must supply in some more or less artificial or concentrated form that which will cover the deficit, or

3. We must suffer, as most of us usually do.

The first alternative is impracticable, and the third most undesirable, so we turn to the second, namely, the securing by special means, and without the abandonment of our ordinary pursuits, of the physical results needed to counterbalance the artificiality of our environment.

The answer, of course, is "exercise."

Exercise is just as necessary to physical well-being as food.

But there is exercise, and there is exercise.

Weight-lifting and string-pulling in the bathroom may build muscle, but they fall a long way short of building health.

The surroundings are humdrum, and the work, at best, is like Mantalini's mangle, a "demnition grind."

Spend your noon hour in the gymnasium. Substitute the running track and the medicine ball for the coffee and sinkers, the club cocktail, or the "ham-and," and then wonder why your brain is clearer, and your afternoon work turned into a pleasure!

Get into your gym togs—get out on the floor with a lot of clean, healthy, athletic young fellows and throw yourself around a while. They may call you "Grandpa," but train up to it and show them what "Grandpa" can do. Start the perspiration—sweat out the mental and physical iniquity—like Falstaff, "lard the lean earth" as you toddle along in an heroic effort to cover a quarter-mile in something under ten minutes. Don't overdo it, but do it enough. If you find yourself thinking of bills payable or resale prices, get into the track of a ten-pound medicine ball hurled by some husky youngster, and you will be surprised to see how quickly a much more interesting thought will strike you!

The objections to this course are numerous and interesting.

"It is undignified!"

As between dignity and digestion—well, take your choice.

"One may overdo and injure himself!"

Then better stop eating, also, for over-eating has killed thousands.

"If I start, I must always keep it up!"

What a horrible prospect. Your mother taught you to eat, and you had to keep it up every day since!

"Doctors sometimes advise against it."

A prominent phyiscian told me once that no man over 35 ought to indulge in anything more strenuous than fishing or croquet. He is now 48 and a dyspeptic.

"I have not the time."

Believe me, gentlemen and friends, you have not the time to omit it. Which is the more valuable asset, unlimited credit at the bank, or a constant reserve of health and nervous energy, placing the individual where he can meet any strain or any emergency, and know that when it is over he will be none the worse for wear?

The richest man in the world offered a million dollars for a new stomach, and then, if reports are true, got one for a golf-ball!

And don't say: "Oh, I am feeling pretty well just now; the trouble I had last year has yielded to treatment. I guess I am all right for a while."

Your balance of nervous energy in the Bank of Hygiene is at least as important as your deposit in the bank of finance. It should never be allowed to become depleted. Keep ahead of the game, and then when something goes wrong, as something most assurdly will, when the cares of business press with unusual severity; when the ubiquitous microbe engages your white corpuscles in a battle royal for the control of the fortress, all you need is an extra lap or two on the track, or an extra slam or two at the punching-bag, and the country is saved.

But someone—and I regret to say that his name is Legion—replies: "Yes, it's all right; I realize the truth and the necessity, and, just as soon as this deal is finished, or that new plant gets to running smoothly, or that liability is canceled, or this little pile grows bigger, I will, like Falstaff, 'Stop fighting a-days and foining a-nights, and begin to patch up my old body for Heaven!' "

Forget it! When you talk like that you are taking the absolutely hopeless end of the worst hundred-to-one shot that ever bankrupted a reckless gambler!

Don't you know, and don't I know, that while we spend our toilsome day and our sleepless nights camping on the trail of the elusive kopeck, the sheriff and the doctor, and the undertaker are camping on our trails, vying with each other as to whose fence shall first be decorated with our devoted hides?

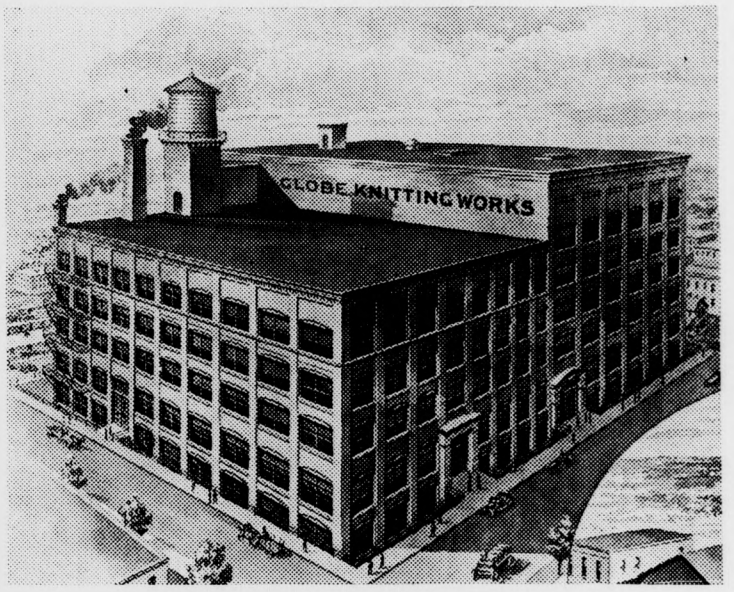
Where one man wins out on this desperate hazard, a thousand lose—physically, mentally or financially—or perhaps all three together; and shall the American business man, who, of all things, prides himself—and justly—on his common sense, stake life, liberty, and the pursuit of happiness, wantonly, recklessly and—worst of all—needlessly, on the absurd hazard of such a wild and desperate game!

This is my case, gentlemen, and, in presenting it, I feel that I hold a brief, not only for that marvel of the world, the American business man, but for the American business man's wife, and the American business man's children to countless generations.

And if the time ever comes when we are thoroughly awake to the exigencies of this case, realize the imperative need of mental and physical conservation, and turn but a small percentage of our thought and energy into this work of self-preservation, the American business man may be depended upon to conquer, first, his own weaknesses, and then—the world.

Willard Parker.

E. A. CLEMENTS
President



H. M. LIESVELD
Sec'y-Treas.

Globe Knitting Mills

Grand Rapids Established 1897

Quality the Hall Mark of GLOBE Underwear

Fifteen years ago the Globe Mills commenced the manufacture of underwear. Fineness of texture, comfort and durability were the points considered in the production of the first garments made.

As it became evident to a greater and greater number of people that the Globe underwear could always be depended upon to be fine and soft in fabric, to wash and wear well, and that the Globe underwear and the business grew apace so rapidly that the entire products of the mills was contracted for months ahead by a number of the great firms of America.

Globe underwear is made for the whole family and in a large range of styles and weights from zephyr weight fineness to blizzard protection in heavy all wool fabrics, affording an opportunity for satisfying individual taste and varying requirements.

Ask your dealer to show you the Globe underwear.

Main Offices
Corner Goodrich St. and Commerce Ave.
Grand Rapids, Michigan

COMMON INTERESTS.

Bankers Should Lead in Work of Education.

It seems to me that of all people the bankers should be foremost in a celebration of peace. The banker knows better than anyone else how many are the ties of interest that bind the modern nations together He knows better than anyone else that war is not only barbarous in its cruelties but barbarous in its ignorance of common interests.

One of the most persuasive books of recent years is one entitled "The Great Illusion," and the illusion of which it treats is the idea that any people can possibly benefit itself by forcibly conquering, impoverishing, or even annexing, another people. The author shows that if it were possible for a German army to capture London, there is nothing it could do to disturb the activities or prosperity of its inhabitants that would not react disastrously upon the people of Germany. It might be able to loot the Bank of England, but if the Bank of England were looted there would be panic throughout the world, and nowhere greater than in Berlin. An illustration of this was afforded two years ago when a German warship steamed into a port of Morocco, with a remotely implied threat of war with France, with the result that so much French money was withdrawn from Germany that the Imperial bank was obliged to expand its loans by $200,000,000 within 30 days, and meantime the Berlin Stock Exchange was in panic and German industries lost hundreds of millions more. No nation liveth to itself alone in the twentieth century. There is a reservoir in London, another in New York, another in Montreal, and others elsewhere, but they are all connected. You can't draw down the supply of capital in one without affecting the supply in all. You cannot burn up, confiscate or destroy property anywhere that the whole civilized world does not suffer loss. There isn't a remote district in Canada to-day where money is not tight and enterprise in check because of the war in the Balkan States.

It is often said of those of us who are optimistic about peace that we fail to take account of human nature and that human nature is just the same as it has been in the past. It may be that in some respects human nature has changed but little, but I am sure the human kind has been learning something as the years have passed, and that in this day of schools, newspapers, and free speech the people cannot be buncoed into war for glory, and somebody's elses glory, as easily as in the past. It used to be that war was the common business of mankind, but the energies of men have been turned into another channel. This is the Economic Age, the age of Industry and Commerce, an age of hope and ambition for the common man, when every man is striving to better his condition and make the condition of his children better than his own. The conditions are not the same as of old; the interests are not the same. It makes a lot of difference with human nature if when you are mad enough to burn down a man's house you find that you own stock in the insurance company.

Wars are out of date when goodwill has become a commercial asset. Why, out in the Western orchards, and I believe in Ontario, they won't allow a man to pack his own apples for shipment, so anxious are they that the distant stranger shall have a square deal. If a sale of American securities is made to a friendly people with disappointing results the loss to America far exceeds any possible gain. We simply cannot afford to injure another people, by hook or by crook.

Men have learned that as a plain commercial proposition there is more to gain by trading with a neighbor than by killing him, or even by governing him; and for proof of the last proposition see the experience of England with her North American colonies.

And so the most preposterous thing in Christendom to-day is the spectacle of the so-called civilized nations spending more than one-half of all their revenues in preparation for defense against one another, each protesting, and I believe honestly, that it will never make an attack. Germany, in addition to her regular appropriations for military purposes, now calls for a special contribution from capital of $250,000,000, every dollar needed by her industries, to be expended upon fortresses and equipment. And France, spurred on by the action of Germany, levies new taxes and floats new loans to maintain the equilibrium.

At this opportune time Canada and the United States hold up an inspiring example to the world. Four thousand miles of common frontier without a fortress or a gun; 100 years of peace, with every disagreement settled by diplomacy or arbitration, and without a dollar expended in preparation for war with each other. It is worthy of celebration. We ought to begin a year in advance and make it a memorable year for our children and for all the burdened children of men.

But there is another and even larger lesson to be drawn in this connection, and the bankers again should be the first to see it. The same community of interests that exists between nations extends through every rank and class of society, and every argument that makes for peace between nations makes for industrial peace at home.

The banker knows better than anyone else, because he is in a better position than others to observe, that all classes in the community prosper or suffer together, and that the real gains of every class are not made at the expense of another class, but by increasing the sum total of the good things wanted. He knows that the fortunes made in industry or trade, with rare exceptions, are taken from nobody, but consist of new wealth that did not exist before. When I was a boy at school I remember that one of the pictures in my geography was of the famous Victoria Bridge over the St. Lawrence river at Montreal, then one of the wonders of the world. That bridge was sixteen feet wide, carried one railway track and had a load capacity of one ton to the foot. It was torn down a dozen or so years ago and a new one built on the same piers. The new bridge is sixty-seven feet wide, carries two railway tracks and two roadways, and has a load capacity of five tons to the foot. The old steel work cost $3,000,000 and the new steel work cost $1,500,000. And it was coincident with this development in the steel industry, and as part and feature of it, that some of the greatest fortunes in the world were made.

The bankers know, because the facts are daily under their eyes, that the interests of all classes are so interwoven that there is, and can be, no such thing as a "class struggle" in the sense in which that term is used. There are disagreements and there are conflicting interests, but they are within classes as much as between classes. In the nature of things capital competes with capital rather than with labor. The new capital that is continually coming on the market is always waging a war of extermination upon old capital in fixed investments, and outside of land values nearly all of the capital that existed in the United States fifty years ago has been forced to the scrap heap since.

Take a look over the so-called struggle between capital and labor for a moment. In all progressive countries the supply of capital increases faster than population. The population of the United States in 1880 was 50,000,000; in 1910 it was 90,000,000, or doubling in about thirty-five years. The wealth of the United States doubled between 1880 and 1900, twenty years.

Now what does it signify that capital increases faster than population? Simply this: there is no way by which capital can be put into use except by employing labor. Every dollar of new capital accumulated creates a new demand for labor, and if the two are increasing in the proportion of 35 to 20 how will the equation work out?

When I was a boy I lived out West where there was always a kind of class struggle between corn on one side and cattle and hogs on the other. If there was a big crop of corn and more than enough to go round for feeding purposes, corn was cheap and stock cattle and hogs brought a good price. But if corn was short and feeders were plentiful then the man who owned corn had the whip hand over the situation. The two were complements of each other; they had to be used together.

And so it is with capital and labor; they must be used together, and with the supply of capital increasing faster than the supply of labor it is inevitable that labor shall steadily gain a stronger position.

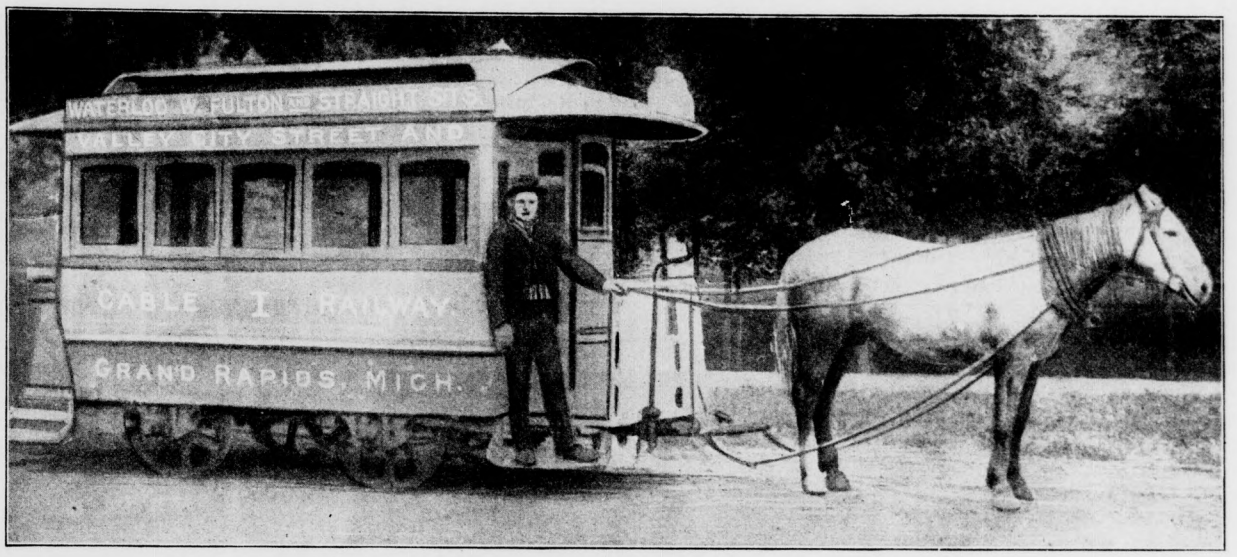
Every little while we have the suggestion, and from wise men too, that before things are settled labor will have to be "liquidated." I remember of reading it after the panic of 1907, and every year since. I read it in January last, and then in another column of the same paper I read that the largest employer of labor in the world would on February 1st give the largest advance to unskilled labor ever granted by a single employer at one time. And I do not doubt that the United States Steel Corporation granted that advance for the very practical reason that its works were full of orders and it wanted men. A friend of mine who employed a great many machinists told me a few years ago that he had granted a voluntary advance to his men. He said "I had to do it; the automobile people were taking all my best men." "Why," he said, "those Detroit fellows had the impudence to circulate hand-bills at the door of my shop offering higher wages than I was paying." Gentlemen, labor will never be "liquidated" as long as capital grows faster than population. But if capital accumulations fall off; if our earnings fall off or our savings fall off; if we become inefficient in production or wasteful in expenditure—then there will be danger that everybody will be "liquidated."

And there is still another phase of this subject. It is sometimes said, as a grievance, that capital substitutes machinery for labor. So it does, but what becomes of the products of machinery? Does it come home to you that practically all of the vast expenditures we see going on about us for construction and equipment are for the purpose of serving in some manner the masses of the people—of supplying something they want and can afford to buy? There is no other employment for capital. It wouldn't take many factories or railways or very extensive terminals to supply the wants of the rich! It is the wants of the millions that keep the wheels of business moving. And with capital increasing faster than population, and with this enormous increase in equipment, together with the improvements in methods and machinery, we have a constantly increasing supply of commodities per head of population, and the only way these commodities can possibly be distributed is by such a continual readjustment of wages and prices as will enable the masses of the people to buy them. There would be congestion in every line of production, and enterprise and industry would choke down if the purchasing power of the masses did not constantly increase

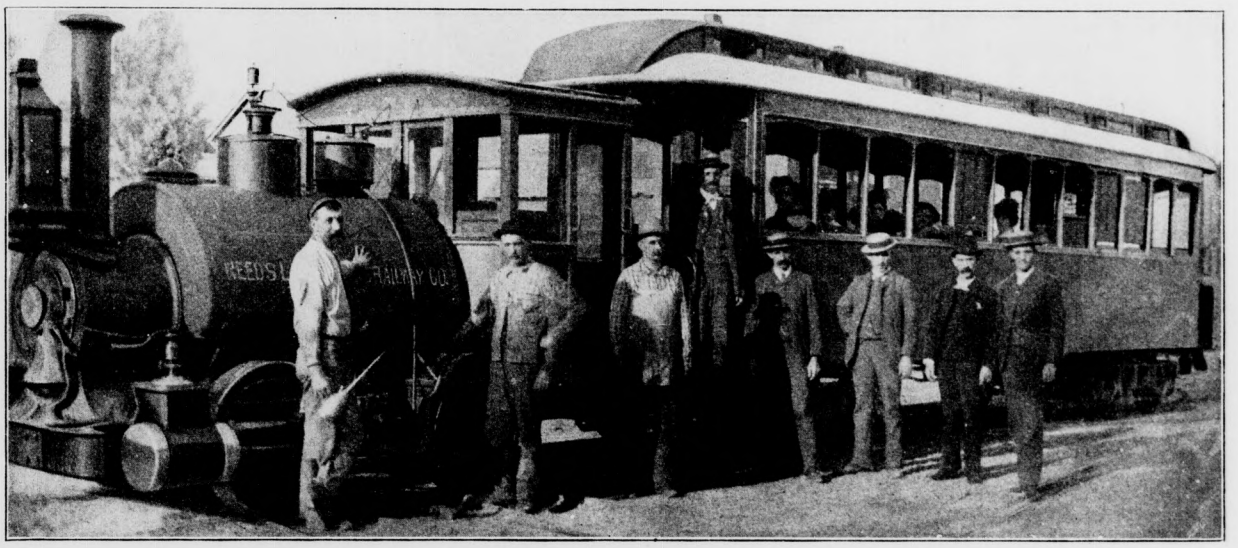
If anyone thinks this is mere theory let him turn to the record. How does it happen that the number of horse-power employed by manufacturing establishments in the United States increased 85 per cent. between 1900 and 1910, while the population was increasing 21 per cent? How do you explain that the railway tonnage increased 80 per cent. and the consumption of coal doubled in the same

*Address by George E. Roberts before the New York State Bankers Association Convention at Ottawa, Canada, on June 12, celebrating the completion of one hundred years of peace between the English-speaking Peoples.

Progress of Thirty Years in Street Car Service



The kind of horse cars Grand Rapids people used thirty years ago



How Grand Rapids people were transported from East and Sherman streets to Reed's Lake thirty years ago—5 cents extra fare

Palatial car in which Grand Rapids people travel to-day

Pictures speak stronger than words as to the gradual growth and constant improvement in the service we give the public

GRAND RAPIDS RAILWAY CO.

period? Is any other explanation possible than that the industries were producing more goods per head of population, the railways were distributing them to all parts of the country and the great body of the people were buying and consuming them.

Prices have nothing to do with these figures. The comparisons are in figures of quantity.

What would you say if you knew that the wheat crop would increase annually from say five bushels per capita in 1912 to six bushels per capita in 1913, and seven bushels per capita in 1914, and eight bushels per capita in 1915, and so on indefinitely, and proportionately the same all over the world? Do you think that any combination could prevent the benefits of this abundance from reaching the masses? Something like this is occurring all over the industrial field, and under such conditions you can no more prevent the benefits of progress from reaching the masses than you can prevent the rivers from reaching the sea.

How long would the rivers flow to the sea if the waters were not taken up by evaporation and again distributed over the land? And the laws that govern the distribution of moisture are not more certain in their operations than the laws that govern the distribution of the benefits of progress.

The security and rise of the masses happily does not depend upon the generosity or forbearance or considerate favor of those who are above them; they come up because they are resistless and everlasting forces that work for the equality of men.

Now these facts and principles are not new. Why do they count for so little in the discussions of the day? The newspapers, the political rostrum, the Chautauqua platform, the pulpit, the theater, the popular novel and all the other agencies of agitation, are working overtime on the ills of society,—but with scarcely a word about the great natural laws that underlie and control the development of society and by which all the progress of the past has been made. There is such a tempest on the surface that the steady flow of the current is unseen. But what would it be worth to the progress and peace of society if a knowledge of these common interests could permeate all classes and enter into their daily thinking?

What would it be worth to have it fixed in the popular consciousness that progress it not by strife but by efficiency, and that great ameliorating influences are always at work.

Nine-tenths of the bitterness and violence that accompanies our industrial disputes are due to a feeling of class injustice, to a belief that the organization of society is all wrong, and that the many are constantly exploited by the few—something in the nature of things impossible. No thoughtful men can see the symptoms of widespread unrest and resentment without a feeling of profound sorrow that so much misunderstanding should exist.

But terribly mistaken and misguided as the labor organizations at times have been, I think we must recognize, and be glad to recognize, that they have also shown a very noble spirit of brotherhood and self-sacrifice. It is a class spirit, a class consciousness, a class devotion, but it needs only to be broadened and enlightened to regenerate the world.

The wage-earners do what they do because they want to better their condition and the condition of their fellows and of their children, and they know no other way.

And if they have made mistakes, have the leaders of society and industry always been wiser? Have they always known their own best interests? Have they always understood that a man works not only with his hands but with his spirit, and have they appealed to the spirit? Have any of us in fact, had an adequate conception of how the National wealth might be increased by stimulating the ambitions and capabilities of our people?

The four daughters of William Frederick Blake, manager of the tea department of the Judson Grocer Co.

I was present at a luncheon in Chicago several years ago at which Sir Edgar Speyer, of London, and the international banking house, was the guest of honor. It was the year of the Lloyd-George budget, which had received sharp criticism on the ground that it was socialistic in tendency. Sir Edgar was good enough to make us a little talk and to the surprise of some of the party he approved of the budget, and what do you think his reason was? He said "England must increase the efficiency of her people!"

"England must increase the efficiency of her people!" That is the keynote of a new civilization.

In recent years we have become very much concerned about increasing the yield of our farms, and of course the first thing to be done is to secure more intelligent tillage. And to that end many of our railway companies have established demonstration farms to show the methods and results of scientific culture. They employ lecturers and consulting experts to visit the farms and give instruction.

The agricultural implement companies are doing the same thing. The bankers' associations are taking up the same work. The annual convention of the Iowa bankers this year was held at the State Agricultural College. All of this means real progress for it is on sound economic lines. These business men have not been responsible in any sense for the waste places in the fields or the slovenly methods that have prevailed in farming; but it is for the common interest that the farms shall be more productive and the farmers more prosperous.

And so you and I are not responsible, in the sense of having caused them, for many of the waste places of society, for the indolence and improvidence and inherited weakness and vice that lower the efficiency of so many of the population; or for the fact that they bring children into the world that they are not able to care for; or for the fact that some men are not so adaptable and resourceful as others. We are not responsible, I say, for those things, in the sense of having caused them. But that is not the point. We are not responsible for the swamps we are preparing to drain or the deserts we are preparing to irrigate. Sir Edgar Speyer touched the point when he said "England must increase the efficiency of her people." We must develop the capabilities of our people, not simply as a means to an end, but as the very end itself to which industry and Commerce and Institutions and Government are all at last directed.

There are these two essentials to a progressive people: There must be constant gains in the individual effiency of the population, and there must be constant accumulations of new capital to finance the new ideas and supply the new equipment that progress requires. It used to be said out West that a farmer wanted to buy more land to grow more corn to feed more hogs to buy more land, and so on ad infinitum. And so gains in efficiency and gains upon capital will act and react upon each other indefinitely, and for the common good. And if the bankers have a better comprehension of these common interests than any other class it is for them to lead in the work of education.

His Supposition Was Correct.

An old negro went into a drug store in Richmond and said: "Boss, will you please, suh, call de Colonel on de telephone?"

"Yes," and he called the Colonel. The old darky said: "Colonel, dat ar mule done stall right in the main street right out here in front of de store.

"Yaas, suh; I done tied strings around his ears, but he didn't budge.

"What's dat? What's dat? Yaas, such, I built a fire under him, but it didn't do nuthin' but scorch de harness.

"Yaas, suh; yaas, such; I took de things out, but he wouldn't budge.

"Yaas, suh; yaas, suh. What's dat?

"No, suh; no, suh, Colonel, I didn't twist his tail.

"Yaas, suh; yaas, suh, another gemman twis' his tail; he look like a Northern gemman.

"What's dat, Colonel? Yaas, suh, dey tuk him to de hospital.

She Was Cautious.

A negro women in Savannah was preparing to get married. For four weeks before the ceremony she saved her wages and immediately after the wedding she hunted up her mistress and asked her to take charge of the fund.

"I'll take it, of course," said the puzzled woman, "but, Mandy, won't you need money to spend on your honeymoon?"

"Miss May," said the bride, "does you think I'se goin' to trust myself wid a strange niggah an' all dat money on me?"

Our Sanitary Flour Service

Puts Flour into your house in clean, dirt-proof sacks.

We sew every sack and then tie them.

If a grocer tears a sack we take it back and give him a clean, fresh one.

No Lily White is ever dumped over in the grocery store if we can prevent it.

No Lily White is dumped from one sack to another in our mill. If a sack gets torn, the flour must be remilled.

We have rapid automobile delivery service so no grocer need be out of our flour more than an hour or two.

LILY WHITE

"The Flour the Best Cooks Use"

Is always sanitary and uniform.

Our strict inspection service prevents errors.

Lily White is always right. There can be no trouble at your end except through faulty manipulations or poor yeast.

This we positively know and guarantee.

If this kind of service and quality appeals to you, let the grocer have your order for Lily White.

Valley City Milling Company

GRAND RAPIDS, MICH.

This is a reproduction of one of the advertisements appearing in the daily papers, all of which help the retailer to sell Lily White Flour.

CONSISTENTLY COURAGEOUS.

Long Time Contributor Commends Dominant Characteristics.

It goes without saying that a periodical, starting in a humble way and under one management and ownership steadily advancing in influence and power for thirty years, must have many good and sterling qualities. Particularly is this true in the case of the Michigan Tradesman, whose clientele of readers always has been far above the average in intelligence and in conscience and moral acumen.

If I were asked to name the most admirable of all the excellent traits of the Tradesman, I should not hesitate a moment before replying. Its courage at all times and under all circumstances is its most admirable and praiseworthy trait, and the characteristc which, perhaps more than any other, gives to this unique journal its peculiar value. The Tradesman is and ever has been a frank and fearless expression of honest opinion, regardless of consequences. It has not hesitated nor sidestepped on account of the malignity of foes, nor has it truckled to the favor of friends.

Since its very beginning, the periodical which he has builded has been in a remarkable degree the outward and visible sign of its editor's inward and spiritual genius. I have just been rereading a brochure published a year or two ago and treating of the personality of the man who founded the Michigan Tradesman and has, with intimate touch, framed its policies during the three decades of its existence. As might be expected, in that booklet many things at once very complimentary and very true are said regarding Mr. Stowe; but—and it seems to me most surprising that this should be the case—no mention is made of his dominant characteristics, courage and fearlessness. That he sturdily and steadily has manifested these traits when he knew it would cause him the loss of friends and money, no one who has watched the course of his journal can deny. Those who differ with him most widely can not fail to respect his bravery and outspokenness.

Perhaps on this occasion it will not be out of place for me to indulge in a few personal statements and reminiscences. No longer young in years, I am in point of service one of the old writers of the Tradesman—perhaps the oldest member of its present regular staff of contributors. I can say most heartily that, while Mr. Stowe is free in expressing his own opinions, he is willing and anxious to allow an equal freedom to others.

His policy with his contributors is the farthest possible removed from dictating the slant and color they shall give their work. Indeed, so zealous is he in protecting the liberty of thought of each writer, that I for one never have been able to get out of him just what kind of an article he likes best. He says that if he were to tell contributors what he liked, they would be apt to try to write to please him, instead of expressing their own convictions.

This perfect freedom will seem all the more remarkable to such of my readers as are familiar with the extent to which many papers, whose first thought is their advertising receipts and their subscription lists, hamper their writers.

In all the sixteen and a half years in which I have contributed to the Tradesman, I never have received the slightest intimation that my ideas and opinions must be bent to conform to editorial views or to any factitious "policy of the paper." Mr. Stowe and I look upon many subjects from widely varying points of view and I know he has published many articles of mine with which he could not possibly agree. In the few instances in which he has rejected a piece of my work, only one was because of any conflict of opinion. In that I was setting forth a mercantile teaching which he deemed erroneous. I still hold that it really was not so, but, although I happened to be in

ELLA M. ROGERS.

Grand Rapids at the time, I was unable to make Mr. Stowe see the matter as I did and that article had to go by the board.

When Mr. Stowe was ill in the hospital three years ago, I sent in an article in which reference was made to the nine-hour law for women, in a way rather commendatory to that law. Mr. Stuart, the acting editor, wrote me in regard to it, saying that the remainder of the article was all right, and, I gathered, intended to suggest that if I would eliminate the objectionable portion, he would use the article. As I had in the first place expressed the truth as I saw it, I did not see fit to eliminate. After Mr. Stowe came back to his desk, the offending article was published intact—somewhat to my surprise.

A story is told of a preacher, Brother Barker by name, whose special forte was severe castigation of sins and vices. Once he went to fill the pulpit for a Sunday in a town where he was a stranger. He had a little conversation with one of the elders of the church as to what he had better preach about.

"Shan't I give you a stirring temperance sermon?" he began, and already in imagination he heard himself hurling the thunderbolts of his eloquence in scathing denunciation of the liquor evil.

The elder hesitated. "I hardly think it would answer," he said. "There's Deacon Simpson, he's a good man and a most liberal supporter of the cause, but he will take his little drop now and then. He would be likely to take severe exceptions to such a sermon as you propose. Better think of some other subject."

Brother Barker had an extensive repertoire and mentioned a long list of themes, but the politic old elder foresaw that with the roughshod treatment which Brother Barker would be sure to make of any one of them, personal application and consequent hard feeling and turmoil would be likely to ensue.

Finally he himself made a suggestion "Brother Barker, can't you just preach against the Mormons? They haven't a friend here."

The Tradesman has never made it its editorial practice, nor has it asked its contributors "to preach against the Mormons," in order to keep everything smooth and quiet, when there were things nearer home, needing censure and exposure. Ella M. Rogers.

The New Way.

"What will we put in the magazine this month?"

"About forty pages concerning what we had last month."

"Yes."

"And forty more about what we will have next month."

"And then?"

"That ought to be enough for this month."

Is This the Policy of Your Store?

1. This store will get a reasonable profit over the cost of doing business on everything it sells or it will stop selling it.

1. This store realizes that its profits are paid to it by its customers for the service it renders them. Therefore, we will give the best possible service so that in time we may have the largest possible profits.

3. As our customers will rely largely upon our advice in the matter of purchases, we will handle the goods we honestly believe the best for them, even though we could make a little more money on a similar article.

4. We will not handle any line of merchandise that clashes with this policy. We are starting with the highest grade goods this community will now consume, and it will be our policy to lead them upward, step by step, to realize the higher economy of the highest grade products.

5. When we need help we will get the best to be had. When we need a clerk we will get the best salesman, regardless of whether he is an uncle, or a brother, or a cousin. We will pay them what they are worth when we find them.

6. We will not guess about our profits. We will make it our business to know on the first of each month whether we have made or lost money during the previous month.

7. We will set aside a certain percentage on our sales for advertising. We will apply our best thought to the expenditure of that money. We will use it to tell the public interesting things about our business, and things interesting to them.

8. We will handle an advertised line when we conscientiously believe that it offers the best service and use to our customers, and not before.

The Importance of Being Mr. Bryan.

The year after coming to Nebraska, in 1888, I delivered fifty speeches against the Republican candidate for Governor, and in each one made it clear why he should not be elected.

He was elected, however, by the usual majority.

On the following St. Patrick's Day I was to make a short speech, and Governor Thayer (whom I tried to defeat) presided. It was a varied programme, consisting of songs and speeches and vaudeville numbers. It was the first time I had been in the presence of the Governor, and I wondered whether he felt any resentment toward me for all the work I had done against him.

At last my turn was reached. The Governor, having been prompted by another man, arose and said: "The next person on the programme is W. J. Bryan," and as I came forward he stepped toward me, smiled and extended his hand. I felt greatly pleased that he did not harbor any resentment against me, and grasped his hand warmly as he drew me toward him and whispered: "Quick! Do you speak, sing, or dance?"

He had never even heard of me.

Wm. J. Bryan.

When you offer FAIRY SOAP to your customers you give them a real reason for trading with you, because it's the best toilet soap a nickel will buy. There's no way to make a purer, whiter, sweeter soap than FAIRY, and it's *real* soap that gives satisfaction down to the last thin wafer. You can always be sure of a steady sale for FAIRY because it *pleases.*

"Have you a little 'Fairy' in your home?"

THE N.K.FAIRBANK COMPANY

CHICAGO

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

IN THE TEA TRADE.

Changes the Past Thirty Years Have Wrought.

To write a retrospective article on the tea trade, showing the changes which have occurred in the handling and consumption of teas during the past thirty years, is the job of an historian.

Thirty-two years ago I took my first lesson in a tea importing and jobbing house and the changes since then have been very noticeable in the purchasing and distribution, as well as the quality, growth, firing and transportation of teas. Prior to and in the early eighties, very few, if any, teas were directly imported by jobbers. To meet their requirements, brokers, representing the importers, were notified by a jobber that at a certain time he would be ready to draw or test certain grades of teas, that all samples submitted would be put into a pool, tested blindly, and the tea selected as suitable for his wants. Then came the dickering for price and final purchase. A great many teas were brought to New York as ballast from Japan and China, thrown into the tea auction rooms and sold to the highest bidder. The Suez Canal route, being the principal thoroughfare for importations from the Far East, New York was the great American market for teas and the auction salesrooms were busy places for large cargoes of teas from China, India and Japan. Gradually the system changed and the great American, Japanese and British steamship lines and the numerous transcontinental railways absorbed to a great extent the Far East trade until now the great bulk of teas from China, Japan and Formosa cross the Pacific to San Francisco, Seattle and Vancouver, there to be transported eastward by rail and distributed at their respective destinations. What the Panama Canal will do for us in the next thirty years remains to be seen.

The old auction sales are of the past and through the swiftly moving transition of business methods, the adoption of special brands by wholesalers and the demand by retailers under pressure from the ultimate consumer that they be enabled to purchase the same grade, growth and firing of tea for their year's supply without the necessity of buying it all at one time, has changed the system of purchasing teas to the placing of direct import orders a year ahead for their standards for the ensuing year and under their own brands, thus insuring a uniformity impossible in street buying.

When the Tradesman first saw the light, Ceylon and Java teas were practically unknown in this country. China, Japan and Oolong teas were about all that were generally known here, the greater quantity coming from China, and with no regulations as to purity or quality. On March 2, 1883, an "Act to prevent the importation of adulterated and spurious teas" was passed but was practically a dead letter as no standard of quality was enforced. Anything and everything under the name of tea was allowed entry into the United States. Green teas, such as Japans, were known as Basket-Fired, Pan-Fired (or Regular) and Sundried. Basket-Fired was made up as attractive in style as possible by the liberal use of plumbago and other ingredients while Pan-Fired was colored and polished by the use of powdered soap stone and Prussian Blue to give it a handsome, glossy and leady style. "Sun-Dried" was such only in name but was colored to a less extent than Pan-Fired. On March 2, 1897, "An act to prevent the importation of impure and unwholesome tea" because a law, known as the "Tea Act." A Board of Tea Experts was appointed by the

Wm. Frederick Blake.

Secretary of the Treasury and a standard of quality adopted below which no teas were to be admitted to the United States. Examiners were appointed for the principal ports whose duty it was to pass upon the quality of tea importations, and so began the effort to raise the quality of tea for consumption in the United States. Fighting against powerful interests the result aimed for was finally accomplished, principally through the country wide influence of the Wholesale Grocers assisted by such good trade publications as the Michigan Tradesman, and in conformity with the operations of the Pure Foods Act, and in 1911 the Secretary of the Treasury issued an order prohibiting the importation of any tea from any country adulterated in any way whatever. All coloring was eliminated and in order to preserve her trade with America, practically the only country consuming her tea, Japan joined hands with us and forbade, under heavy penalties, the coloring and adulteration of Japan grown teas. China took a different course and attempted to force colored teas into the United States, but they were rejected and either re-exported within a certain period or destroyed by U. S. Government orders. The result of China's course was a decline of the China Green tea trade with the United States, which had held first place as a consumer of Chinese Green tea. This year the Tea Guild of Shaushing has issued a proclamation to the Chinese tea men urging them to take more pains in the preparation of curing of Ping Suey tea and to get out of the old rut under penalty of losing their foreign trade.

Thirty years ago all teas were cured by hand. To-day, following the adoption of sanitary laws, but more especially to effect the production of large quantities of finished teas at a minimum cost, machine made teas are, with the exception of China where the manufacture is still carried on by hand, the universal rule.

The production and consumption of teas have more than doubled in the last thirty years, the importations into the United States last year being more than one hundred million pounds and the consumption, per capita, shows a corresponding increase. It has become a popular summer beverage and, while America is a coffee consuming country, more interest is being taken in teas as the American people are becoming better educated as to the proper method of infusing as well as to the tonic properties of the leaf.

The old Irish lady who, years ago, was asked what kind of tea she liked the best and replied that she liked "Oolong Tay the best because it tool such an illegant grip o' the second wather" is dead and the woman of the present day has learned that the "second wather" is not to be used.

The great bulk of Japan teas imported in the eighties were known as Yamashiro (or Kobe) teas and Yokohamas. The Shidzuoka Prefecture was then undeveloped. Now Kobe has dropped to third place and Shidzuoka lead all Japan teas in popularity, being the most desired by American connoisseurs.

In 1869 the first Formosa Oolong was shipped to America by John Dodd. In 1883 307,000 half chests were imported and in 1913 more than 600,000 half chests, showing the rapid increase in Formosa teas.

The question is often asked, "Which is the purest and best tea to buy or use?" In answer I would say that preference for any particular kind of tea is solely a matter of taste. Americans generally prefer the green, light liquored, delicate teas of Japan. Some prefer the fragrant teas from Ceylon or Formosa and others the strong pungent teas of China. One thing is certain, all teas now imported into the United States are tested by Government experts and are absolutely uncolored, pure and wholesome.

Wm. Frederick Blake.

Cut Glass in the General Store.

Written for the Tradesman.

In a live general store located in a sleepy little town in Western Illinois I found one day last fall, a line of cut glass that would put many a pretentious store to shame.

"How on earth do you sell all that stuff?" I asked the proprietor.

"Jeople that can buy automobiles can drink out of cut glass—if you make 'em think so," was his answer.

There's the whole recipe in a nutshell—make 'em think so. The merchant who shows his trade an attractive line of cut glass and shows it right—who tells them he can get anything in cut glass they want—who "makes them think so," in short—will handle a lot of his customers' coin on sales of a line that pays mighty interesting profits.

The investment required is really not large. A good showing can be made with thirty or forty pieces, costing about as many dollars. This would include bowls, nappies, comports, jugs, tumblers and all the popular pieces. Forty dollars invested in cut glass should bring the merchant close to a hundred dollars gross.

One of the essentials of success in selling cut glass is a striking display. The stuff shows up gorgeously in artificial light. Therefore, the darkest corner of the store should be chosen for display and as many lights brought to bear on it as posshible.

A deep glass showcase with wide steps from bottom to top furnishes a good setting—or a low table with a center shelf will do.

The perfect background for a cut glass display is made of mirrors. Where these are not available, heavy black cloth of a velvety texture is very effective.

Of course, one or two pieces should be put in the window from time to time. But the main display will be most effective in the artificially lighted corner. Customers will gaze in admiration at the sparkling show—and admiration means sales at holiday time.

C. W. Kaiser.

Why He Was Safe in Selling.

While traveling in Scotland an American saw a very fine shepherd dog and tried to induce his owner to sell him.

"Wad ye be takin' him to America?" enquired the Scot.

"Yes, indeed!" replied the American.

"I thought as muckle," said the old man. "I couldna pairt wi' Nero."

While they were talking an English tourist came along and the owner sold the dog to him for less than the American offered.

"You told me you wouldn't sell that dog," said the latter after the purchaser had departed with the collie.

"Na, na," said the Scot; "I said I couldna pairt wi' him. Nero'll be back in a day or two, but he couldna swim the Atlantic."

Not the Right Process.

A revival was held at a small colored Baptist church in Southern Georgia. At one of the meetings the evangelist, after an earnest but fruitless exhortation, requested all of the congregation who wanted their souls washed white as snow to stand up. One old darkey remained sitting.

"Don't yo' want y' soul washed w'ite as snow, Brudder Jones?"

"Mah soul done been washed w'ite as snow, pahson."

"Whah wuz yo' soul washed w'ite as snow, Brudder Jones?"

"Over yander to de Methodis' chu'ch acrost de railroad."

"Lawd God, Brudder Jones, yo' soul wa'nt washed—hi't were dry-cleaned!"

Many a man gets the reputation of being a "good fellow" when he is going to the bad.

The Vinkemulder Company

Grand Rapids, Mich.

Our Own Building and Facilities Are the Best Anywhere

We Buy and Sell

Onions, Potatoes, Apples and Cabbage

Carlots or Less

Come to Headquarters for Your Supplies This Year.
Cars Moving Now. Wire for Prices.

Also Jobbers of Oranges, Lemons, Cranberries, Bananas
All Domestic and Tropical Fruits

CANADIAN CONDITIONS.

Rapid Strides Made by the Dominion Merchants.

A story of National development may be told in dry statistics. It may be narrated in abstract phrases. Or it may be vividly pictured by means of a few concrete contrasts.

In the year 1882, a miller named J. B. Preston, located at Pilot Mound, Manitoba, lost his plant by fire. He gave up the milling business, and moved "further west" to Carnduff in Southern Saskatchewan. Settlers were few and far between, but Preston discerned possibilities in Carnduff. On July 18, 1884, visiting his old home in Pilot Mound, he purchased from Baird Bros., wholesale and retail merchants, a little invoice of goods. The total came to $105.30. Carted by ox-team over several hundred miles of almost trackless prairies, that little invoice of goods stocked the first mercantile establishment in Southern Saskatchewan.

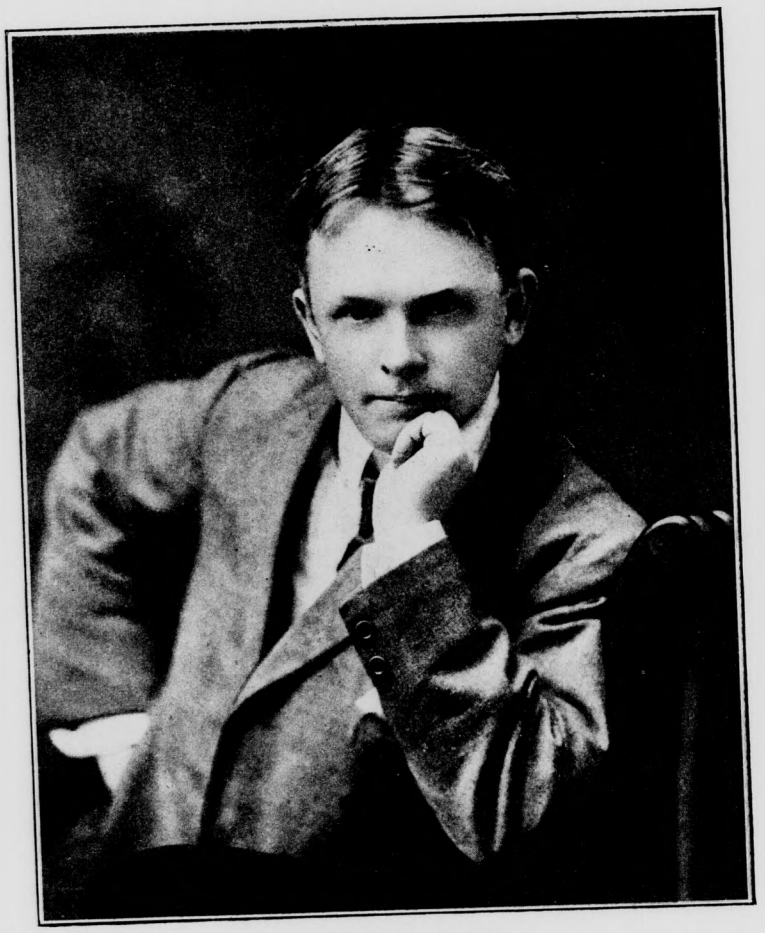
Of such were the beginnings of mercantile empire in Canada's prairie provinces. Census statistics of the year 1881 show for that year in the territory of Alberta a crop of winter wheat aggregating eleven bushels. A little while before that an Ontario man named Francis Willcocks had sown a few treasured grains, timidly, wondering if, in that untested country, winter wheat were a possibility. Since then the industry has grown to great proportions.

A. D. Kennelly, a Toronto man, representative there of one of Canada's largest stove manufacturers, was among the pioneers of merchandising in the prairie provinces. Trekking behind ox-teams through the trackless wastes, he beat the Canada Pacific Railway into many sections of the Canadian West—several years ahead of the rails in most instances. Spartan nerve was demanded of the drummer in the old Canadian West; Spartan nerve that faced without flinching the dangerous, almost impassable roads; the terrors of the drifting snow that obscured the faint-marked trail; the long hours stalled amid the drifts when sleep meant death. The continent wide railway had not yet pierced the wilderness. Ox-carts transported hardware, provisions and clothing to the outlying settlements. Where men congregated together in sufficient numbers, little shacks sprang up where merchandising went on in a primitive way. Such were the beginnings of merchandising in the Canadian West, a little more than thirty years ago.

It was on October 21, 1880, that the contract was signed for the building of the Canadian Pacific Railroad, Canada's first transcontinental line. On November 7, 1885, the last spike was driven; on June 28, 1886, the first through train left Montreal for Vancouver. The commercial traveler with his ox-cart, the cross-roads storekeeper ministering to the needs of his little settlement, had already pioneered the way. To-day, the drummer travels in his Pullman, or, if he prefers, makes his trips in a motor car. Not merely Winnipeg, but Calgary, Edmonton, Regina, Saskatoon and other Western cities, have their own wholesale houses, and are themselves growing great industrially. The stores on their wide streets vie with those of Eastern Canada in handsome fronts, brilliant displays, flaunting electric signs and other evidences of mercantile progress. Thus has Western Canada leapt from the primitive to the advanced, in thirty years.

Where, thirty years ago, Manitoba was in its infancy, and beyond only scattered, sparsely populated territories stretched away to the Rockies, there are now three great and populous provinces; and there will be—within a few years—three linking double-bands of steel. The Canadian Pacific, whose completion marked the beginning of Western development, is being followed in the transcontinental march by the Grand Trunk Pacific and the Canadian Northern. And the new mercantile and commercial West, far from being primitive, prides itself on being more go-ahead than the East, more enterprising and more progressive.

The creation of a new, populous West is Canada's great achievement of these thirty years; and the creation of the great mercantile West, a National factor that counted for little thirty years ago, is one of its miracles. The pioneer Western merchant began at the beginning; but the present day Western merchant, not content with beginning where the Easterner of to-day leaves off, takes a quick run and a jump and begins—in his own estimation at least—a mile or so ahead.



WILLIAM EDWARD PARK.

Another Bit of Contrast.

Until a few years ago there stood on the main street of one of the smaller Ontario cities a store that always attracted more than passing notice. The store was fronted with old fashioned, small-paned windows, flush with the street. They were to let in the light—no window flooring behind them hinted at any possibility of their being used for display. Round, old-fashioned iron pillars guarded the door, equipped with an old fashioned latch; inside, on old wood floor creaked beneath the feet of the customer. Old wooden counters ran down one side of the store, and huge, strange-lettered packages of bulk tea were piled even to the windows, helping to shut out the light. The scales were old fashioned, but absolutely honest; the man behind the scales, as thorough a gentleman as ever sold groceries, represented the last of half a dozen "big merchants" who had bulked large in the public eye thirty years before. The very fact that it was so quaint, so old-fashioned, so unlike all its competitors, drew attention to that old store; it held a certain loyal band of old customers who traded there because they had always done so, and because they knew the old fashioned grocer—and loved him.

When he died, the old fashioned store was swept away—or rather, remodeled. A new, plate glass front was put in; new floors were laid; modern silent scalesmen replaced the ancient counters. The passing of that old store represented, in that particular city, a country wide process that commenced a trifle less than thirty years ago, and that, steadily continuing, has built up throughout the length and breadth of Canada a New Merchandising.

In the old days of the weekly paper the Old Merchant had advertising, somewhat like this:

THE BOSTON GROCERY
John Smith, Proprietor
King Street
Groceries, Provisions,
Tea, Coffee, Liquors,
Salt Meats.

Your Patronage
Respectfully Solicited

But when the weekly paper became a daily and his advertisement, to be at all effective, and to be repeated, not fifty-two, but three hundred and two times a year, and when the cost of advertising began to climb, the Old Merchant reluctantly ceased to advertise, deeming the outlay too great.

One by one these Old Merchants passed from the stage. For the first ten years of the thirty that my friend Stowe has been running the Michigan Tradesman, there was little appreciable change—on the surface. Underneath, the leaven was working. But I can remember, vividly, in my own Ontario city, how, in the course of the last twenty years, the old store fronts and the old fashioned counters passed away. At first the process was a slow one; the innovators, with their fine plate glass fronts and their glittering show cases and tiled floors, were exceedingly conspicuous in their daring isolation. But with a sudden rush at last their competitors lined up with progress, until, at the end of the thirty years, the "old timers" who still lingered on the stage were just as conspicuous as the innovators had been at the beginning. Often the change came only when the Old Merchant retired or died; but here and there an Old Merchant shrewdly adapted himself to new and changed conditions and eagerly led in the very van of progress.

Merchandising—the modern merchandising of plate glass and silent salesmen, oak finish and electric signs—is thus a product of these thirty years.

So, too, is modern retail advertisng. Thirty years ago the merchant advertised, in a modest, quiet way. The newspaper was an informal meeting place between the man who wanted to buy and the man who wanted to sell. John Smith stated that he was a grocer and handled teas, sugar, coffee, spices and provisions. If James Jones read the advertisement and wanted groceries—or if James Jones wanted groceries and read the advertisements—naturally, he went to John Smith, or to John Smith's competitor who also advertised. The advertisement served merely to link the man who wanted to buy and the man who wanted to sell. For this purpose an inch was ample space; though often a merchant who liked the local printer and wanted to help that worthy would take two inches or three. Occasionally he doubled or tripled his space to make some special announcement regarding a large shipment of goods just received. That, however, was innovation, just like the first modern store fronts.

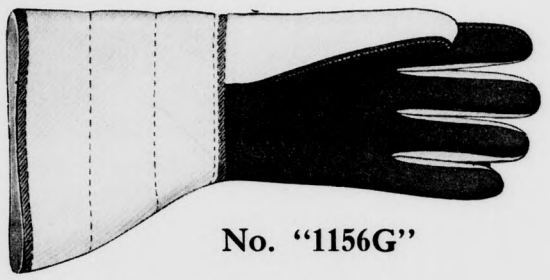
The Modern Merchandising

Here and there, in country places, retail advertising in Canada is little advanced beyond that primitive stage. But there is not a center of importance where the modern ideas of salesmanship and service have not taken firm hold. There are many merchants who do not advertise; but those who do advertise, advertise skillfully and well. Advertising has developed in Canada through much the same stages as in the United States. To the period of perfunctory formality succeeded the period when advertising was used to announce

Show Us the Maker

Who uses **better** materials and methods than we do in the manufacture of leather and fabric gloves and gauntlets—we would like to find one.

Profit for the glove counter depends on repeat sales—quality makes repeats—**HAWKEYE BRAND** stands for quality.



No. "1156G"

Will send samples and prices of all styles to you. Want them?

They Fit the Hand

Hawkeye Glove & Mitten Co.

WATERLOO, IOWA

F. J. ERRETT, Sales Manager for Minnesota, Wisconsin, North and South Dakota and Montana

529 Boston Block, Minneapolis, Minn.

Martin Broom Rack

(PATENTED)

T. J. MARTIN

Escanaba, Mich.

THIS broom rack displays 4 doz. brooms, 2 doz. large brooms, 1 doz. toy brooms and 1 doz. whisk. It can display 3 doz. large brooms and 1 doz. whisk brooms if desired. It is so constructed it revolves with a light touch of the hand, making a very convenient rack. It is made to last. It is all iron except the base, which is wood. It occupies only two feet of floor space, and being on casters, it can be moved about at will; it's a practical display stand and a neat piece of store fixture. Brooms placed in this rack will retain their shape always, and will help materially in the sale of brooms.

I am now shipping a few racks and will soon be in shape to take care of all orders promptly, large or small. About December 1st will furnish this rack with iron base—the price will remain the same. All racks are packed one in a box and bills out at fifty pounds. Price F. O. B. Escanaba, Mich., $7.00 or from the factory. Terms are 30 days net, 4% discount if paid in 10 days. Awaiting your valued orders, I am yours for business,

T. J. MARTIN, Escanaba, Mich.

Our Pride---

FIGOLA BREAD

City Bakery Company

Grand Rapids, Mich.

Cloth and Plush

Automobile and Carriage Robes

$2.25 to $25

Fur and Imitation Fur Robes

$6.75 to $125

Steamer Rugs

$4.50 to $12

If you want something nice in this line, we have it.

SHERWOOD HALL CO., LTD.

GRAND RAPIDS, MICH.

"cut prices" and "special bargains." Now, the ideals of quality and service are uppermost. The advertiser chats with his customer, talks to him this week on one timely topic, that week on another; emphasizes the importance of purity and quality, and points out that the securing of the best value is more important than the paying of the smallest price.

In business it is the human factor that changes least of all. Humanity, fundamentally, is much the same through all the centuries. All that is requisite is that humanity keep pace with the leaders of human thought. Many of the Canadian merchants who were in business thirty years ago are in business still. I know one store that has been in the hands of the same family continuously for upwards of sixty years; it has always catered to quality trade; it has always kept a pace or two in advance of its competitors. The honesty that made reputation thirty years ago is just as much in evidence to-day. Fundamentally, men have changed very little; but they have adapted themselves to new ideas, and, far from striving to oppose the onrushing tide of progress, have ridden to prosperity on the crest of the wave. Modern store fronts, scientific advertising, skillful salesmanship behind the counter, the preaching of quality and service in place of the cutting of prices—these things represent ideas with which the old fashioned merchants of other days experimented and which by actual test they have found profitable.

Contemporaneous with this progress has been the growth of a better feeling between individual merchants. The day when Smith regarded Watkins as an enemy, just because he was a competitor, has long since vanished. Now, merchants meet in their local provincial and Dominion organizations and work together for the common good. The Retail Merchants' Association of Canada, with its provincial and local ramifications, represents an earnest attempt to provide a medium through which merchants in all lines may act in unison. The Ontario Retail Hardware Association is one of a number of strong provincial organiaztions each devoted to a particular line of trade. Local organization has gained some foothold; and even where there is no formal organization, a feeling of mutual good will on the part of the mercantile fraternity does much to fill the gap.

This is not an attempt even to sketch in outline the mercantile progress of the past thirty years, but merely to indicate the general lines of development. The period that has seen Vancouver the gateway to the Pacific grow from a few thousands of people to over a hundred thousand; that has seen Winnipeg record a development as great; that has dotted the prairies with new cities where Indians pitched their tepees thirty years ago—this period cannot be sketched, even in outline. Nor can the great industrial development of the Canadian East and the changed farming conditions there be narrated in brief space. But the contrasted conditions of thirty years ago and to-day afford at least a hint of the advance which Canadian merchants have made.

For this advance credit must be given to native good sense, plus growing competition. The credit must be shared with the trade press of Canada and the United States. The latter exerted a marked influence in shaping Canadian mercantile methods, which, to a very large extent, follow American lines. The thirty years now closing have seen, also, the development, particularly at Toronto, of a Canadian trade press whose influence with the mercantile fraternity of Canada is becoming more and more potent as the years go by. The influence of the well-edited and up-to-date trade paper in disseminating new ideas and high ideals among tradesmen is incalculable.

For the future, there is promise in Canada of steady and rapid development. The West is full of yet untouched opportunities; while farmers are turning keener eyes upon the possibilities of the East. The outlook is for growth, not merely in the newer provinces but in older Canada as well, and this growth and the prosperity which naturally goes with it the merchants of Canada will not merely share but will materially assist to create.

William Edward Park.

Chatham, Ontario.

Over the Counter.

"Are these candies fresh, my pretty one?" asked the youth with the sunset socks.

"They are fresh, but not in your class," answered the saleslady with the Titian hair.

Misdirected charity is the mother if many hobos.

SUN-KIST BRAND PRUNES
REG. U.S. PAT. OFF.
ARE
NATURES BEST
National Grocer Company
Michigan, Distributers
Musselman Grocer Co.
Grand Rapids, Distributers

At "Purity Patent" Mills
The Millers Are Expert Bread-makers

They have originated and always kept up the high standard of quality in Purity Patent Flour by knowing how to make good bread. Every single sack that leaves the mill is guaranteed.

NEW PLANT

We are now located in our new plant at Grand Rapids, corner Scribner avenue and G. R. & I. R. R., close to all freight houses with minimum haul for all deliveries. Our Elevator, Flour, Feed and Hay warehouses have side track delivery. We carry a full line of Badger Dairy and Horse Feeds, Dried Brewer Grains, Beet Pulp, Oil Meal, Cotton Seed Meal, Bran, Middlings, Etc.

YOURS FOR BUSINESS

Grand Rapids Grain & Milling Co.
L. FRED PEABODY, Manager

"SUN-BEAM"
THE LINE OF QUALITY

You are absolutely safe in stocking "Sun-Beam" goods. We manufacture the famous line of "Sun-Beam" HARNESS, COLLARS and FUR COATS, all of which are ready sellers. We are also jobbers for Blankets, Robes, Saddlery Hardware, Trunks, Suit Cases, Implements, and we feel sure that it will more than pay you to send us a trial order. Send to-day for catalogue of line desired.

Mail orders given prompt attention.

BROWN & SEHLER CO.
GRAND RAPIDS, MICH.

Household Paint Specialties Sell the Year Round.

It is quite a common mistake with many merchants and managers to look upon paint goods as a strictly seasonable line on which active business is confined to the spring cleaning season, with perhaps a little spurt in the fall. It is true that with heavy paints in bulk or large cans, used for exterior work on houses, barns, fences, etc., the consumption is greatest in the old-fashioned spring painting time. Even on this class of paints, however, there is a growing sale in the fall months and a more steady demand throughout the year.

With the class of goods sold in retail stores catering to household trade it is different. Small cans running from quarter-pints to quarts and containing such material as floor and varnish stains, enamel paints, prepared paints, floor finishes, wall paints, wire screen paints, bath tub enamels, gold and aluminum paints, stovepipe and iron enamels, floor paints, furniture polishes, etc., are used almost entirely for indoor work about the home and for what might be termed odd-jobs.

A woman, or a man, is just as likely to spend a few spare hours enameling a chair or a table, gilding a picture frame or staining a floor on a rainy summer afternoon or a stormy winter day, as in the height of the spring season—almost more so, because people like to spend the bright spring and fall days outdoors enjoying themselves.

With many dealers "paint is paint" and they have neglected to analyze the paint end of their business and to study its specialized features. Don't consider it as merely "paint" but as merchandise—something to be sold at a profit. There was a time when no paint was sold in a store except in the shape of bulk materials such as white lead, dry colors, and pigments, linseed oil, turpentine, dryers and varnishes, which could only be made into useable paint by an experienced, practical painter, requiring much labor and causing considerable muss.

Then came the time when "mixed paint" or house paint was put up in cans for use after some mixing and stirring with oil or turpentine. The use of such paints was confined to outdoor use on buildings and required the services of a practical painter, or at least a workman, for their application.

It is only within recent years that paint goods have been merchandised for sale to and use by the general public, the consumer, the individual man or woman. Such goods are put up in small, handy packages and ready for immediate use without any preparation or mechanical skill on the part of the user.

Such merchandised paint specialties are handled and sold by many retail stores catering to household trade, but there has been a disposition to treat it as seasonable stock and to give it but little attention except during a few weeks in the spring fixing-up or cleaning season and perhaps for a short period in the fall.

Package household paint specialties should be treated as staple goods and given proper attention twelve months in the year. The stock should be kept full and complete at all times and the goods prominently displayed in a regular location. It is a mistake to feature this class of goods for a short season and then shove the stock away out of sight as you would lawn mowers in January or oil heaters in July. It is an entirely different proposition.

While package paint specialties sell briskly at the season when wire screens and doors, lawn mowers, garden hose and sprinklers, ice cream freezers, etc., are in good demand, the goods should not be classed with these others the sale of which is naturally confined to one short season.

In midsummer the man of the house will often spend a holiday, or a Sunday afternoon, fixing-up some furniture or wood-work about his home, whether it be cottage, bungalow or apartment. There are many thrifty, industrious, home loving people—men and women—who like to do this sort of work both as a matter of economy and as a pastime. Everybody doesn't go to the ball game, play golf or idle at the seashore just because the weather is a bit warm.

Even at the Christmas holiday season there is sale for gold and aluminum paints for Christmas tree and other decorations. Many a person will buy a can of stain or enamel to put a finishing touch on some article they have made with their own hands as a gift for a friend.

There are thousands of people in the United States in moderate circumstances, owning their own homes, who are constantly "tinkering" as they call it, about the house to keep things in good condition, prevent damage and wear and to improve appearances. They are proud of their homes, like to have things looking right and will buy dozens of cans of paint specialties throughout the year.

The house furnishing trade has formed a habit of treating many lines as strictly seasonable and, unfortunately for the sales and profit accounts, paints and varnishes have been quite generally classed as spring and fall goods. Considering that the exclusive paint stores manage to do a pretty steady business right through the year it would appear that the dealer in household goods can do the same thing if he will keep up his stock and give the line proper attention at all times.

In many stores the selling is regulated by the buying; it has become a custom to buy package paints only once or twice a year and as a consequence the business often suffers because sales are lost owing to a certain article, color or size being "out of stock" in what is considered to be an off-season.

Keep up your stock; display it attractively and constantly in a permanent location in charge of competent salespeople. Give the public a fair chance to buy such goods when they want them and you will find an increase in your paint sales and a more steady business from January to December. Frank E. Cornell.

BANK STABILITY

Strong, patient and prudent men guide the strength of the Kent State Bank.

A well seasoned management and skilled employes reason out the plan upon which this bank operates.

Cautious capitalists, discreet business men and careful investors are putting their banking affairs into our safe-keeping. Inexperienced women and persons of small means entrust their only resources to our conservative judgment.

The solid bulwark of able men, associated as depositors and in the management of this bank, makes it an ideal treasury for commercial accounts and investments.

Prudent people are daily learning the advantages of doing business with this bank.

KENT STATE BANK

Main Office: Ottawa Ave., Facing Monroe **Monroe Ave. Office: 215 Monroe Ave.**

Branches for the Convenience of Patrons

Bridge St. Branch, Cor. Bridge and Scribner
East End Branch, Cor. Wealthy and Charles
Leonard St. Branch, Cor. Leonard and Broadway
Plainfield Ave. Branch, Cor. Plainfield and Coit

The development of the Kent State Bank has been marked by a strict adherence to methods of conservatism yet progression. That it has builded well is evidenced by the strength of its position in the banking world and its far reaching influence in the commercial life of this city and state. With its unexcelled facilities, it invites the accounts of banks, corporations and individuals, extending to each every courtesy and consideration,

Resources Eight Million Dollars

THE LARGEST STATE AND SAVINGS BANK IN WESTERN MICHIGAN

THEN AND NOW.

Thirty Years' Experience in the Grocery Business.

You asked me to write on thirty years in the grocery business. Upon casting my thoughts backwards I find that it was thirty-seven years ago that, as a boy, I entered the mercantile ranks, and I can vividly remember the first large package I attempted to wrap up. I found it quite a task, although I finally accomplished it and in time became an adept at putting up packages. This reminds me of the change in ways of doing up groceries. At that time all ordinary groceries were put up in common brown or straw paper, whereas now only bags and fiber paper are used. I believe that the manufacture of brown paper has been discontinued.

My first job was in a general store. We handled almost everything, but from the first I favored the grocery department, regardless of the fact that I now and then had to sprout potatoes and do other jobs not particularly attractive. It is hard to tell why I was attracted to the grocery department, unless it was that there was always something doing. I was particularly fortunate during my first year in having so good an instructor as David Miller, who will be remembered by the older residents of Grand Rapids as one of the leading grocers in the city many years ago.

There have been many changes in the grocery business during this period. One that is brought to my mind most forcibly is in reference to fruits. When I first entered the business, nearly all oranges were imported from Italy, all raisins from Spain and Portugal and prunes from Turkey and France. Now very few of these are imported. California not only supplies us with raisins, prunes and a great many oranges and lemons, but is now exporting very largely each year. Soon after California began to produce raisins, the raisin seeder was invented, and now nearly all raisins are seeded and put in attractive cartons, which I think is a very great improvement.

Another remarkable change is the rapid growth of the cereal industry. Formerly cereals were sold in bulk and there were very few kinds. Of recent years brands have multiplied very rapidly. Manufacturers now put their cereals in attractive cartons and this class of goods is a large factor in the grocery business.

I am also impressed by the great strides made in canned goods. In the early days but few goods were canned. Now nearly every kind of fruit and vegetable, as well as meat and fish, is put into cans and they are so carefully put up and attractively labeled that the canned food department has grown to wonderful proportions. Canned milk, especially, has increased in volume faster than almost any item I can think of. It is but a few years ago that the jobber, when he placed an order for twenty-five cases, thought he was giving a good sized order. Now, a carload a month is an ordinary business.

There is also a great change in the mode of handling molasses and syrup. Formerly it was sold in bulk from barrels. Now at least 90 per cent is sold in cans, which is a much more convenient and cleanly way for the groceryman to handle it.

The delivery of goods in those days was not as expensive a feature as it is to-day. A great many people preferred to carry home their groceries, whereas now everything has to be delivered. The telephone has revolutionized the business somewhat. In the early days more people went to the grocery store and, as a rule, bought groceries in larger quantities. Now it is so easy for the housekeeper to go to the telephone and order what she wants for the next meal and expect to have it delivered at once.

I have been impressed by the notable improvement in the appearance of grocery stores during recent years. They are more attractive and appear cleaner. Food is taken care of in a more sanitary manner. One great factor in the improvement has been the packing of so many items in cartons and containers, which are more sanitary and can be more attractively displayed.

After putting in so many years in the business—first as a retailer and later as a jobber—and I can truly say that they have been happy years, I am still firmly of the opinion that the grocery business is a good one. One is not likely to get rich at it, but there is a chance for good healthy work and plenty of it. I sometimes hear a grocer say that the business "isn't what it used to be" and there is no chance to succeed at the present time. I want to say that I do not agree with that. I firmly believe that there is just as good a chance at the present time for the man who is industrious and honest; studies the interests of his customers; who keeps his store clean and his stock in good condition as there ever was and I know of many good grocers who are demonstrating this every day.

Edward D. Winchester.

The Trouble Which Preceded the Boonetown Way.

Written for the Tradesman.

Harvey, the veteran salesman for Clough, Clough & Sons, slung down his grip and prepared for a game of rum with the other boys who had clambered aboard the train at Boonetown.

"By gravy, that is some town," said Stacy, of the firm of Downy & Peters, gazing through the window at the receding view of the town. "Never saw so little haggling about prices and discounts. No knockers either—just like a happy family, the firms of Boonetown."

Harvey smiled grimly. He knew why the men of Boonetown were so friendly and why business worries were less there than in many a town along the line.

In the beginning it had been the old, old story—a couple of general stores, a scattering of smaller shops and each man individually bent upon securing business as best he knew how.

Then Egglestein, of Chicago, had opened the Globe and how the fur did fly. The townsfolk woke to the fact that prices in Boonetown were lower than anywhere within many miles. The country folks woke up to the fact and the merchants of Boonetown enjoyed a tremendous business. People came from far and near for the bargains that were offered.

First the hardware store closed its doors. Then the Dickinson grocery moved out.

There was plenty of glory, perhaps, in the fight that waged so merrily, but as Terry, who ran the big red brick store on the main corner, remarked to his wife one night, as he wearily mopped his forehead, preparing for bed:

"Wife, if this thing of throat cutting and price slashing goes on much longer, we can all put on Santa Claus suits and pass ourselves off for the patron saint. Surely there is nothing left but to give the goods away. I have long forgotten that there is a profit side to a ledger."

Traveling men who came into Boonetown had to scrap for every cent's worth of business secured. Prices were fought, unheard of discounts were demanded and, when a bill of goods was sold, it was pure luck if it was paid on time.

Stores heretofore entitled to good credit were looked upon warily by the wholesale houses. Terms were shortened and where Boonetown business was once eagerly sought, drummers now avoided the place as far as possible.

It was no uncommon thing to see the Globe fill up a window with shoes worth $3.50 per pair and offer a dozen pairs of socks with each pair, or to see a range sold with $10 worth of granite ware thrown in. One woman came into Terry's store and wanted to buy a suit. She was shown a "bargain," but declared that unless a corset and a pair of gloves were added to the deal she would go elsewhere, as she could get the presents all right.

Now, Egglestein was no philanthropist. He found that his price slashing had grappled him by the throat and was looming up in such dread manner as to ruin him. He had started something he could not control. If little were given, more was demanded and the merchants finally got to the state where they never spoke in passing.

One evening Durham's store burned to the ground and ugly rumors were rife that "some one" was at the bottom of it. Boonetown had been a very good outlet for the wholesale houses of Germania, the metropolis of that section, and the heads of several of the big concerns finally got together and had long talks with the travelers who made the town and finally old man Clough boarded the train and with Harvey and Haggerty, a lawyer of ability, went to Boonetown.

It was pretty hard sledding at first. The trio tried to get the merchants together to talk matters over But each was jealous, suspicious and afraid of the others. Finally a meeting was called and the only man to attend was Egglestein.

The other merchants nodded wisely. But Egglestein was wise. He had had enough of the warfare. A full realization of where he stood had dawned upon him and he went personally with the others to the stores in town and, after long talks and arguments, all the Boonetown merchants assembled that evening at the Gault House.

It was about the toughest task Haggerty and Clough had ever tackled and Harvey afterward admitted he had thought himself a handler of men and conditions, but he had to hand the bacon to his boss.

Facts and figures were gone over. For a period of more than six months the merchants showed they had been operating at a loss. Egglestein came out frankly and stated he had started the thing and was willing to do all in his power to place matters on an equal basis.

A few resolutions were adopted and an association called the Boonetown Business Club was formed. Another meeting was arranged for an early date. Each merchant pledged himself to abolish price cutting.

From that day on things brightened. Each merchant secured living prices, made a profit and was not afraid of the "man up the street." It was a stiff lesson, a hard experience and one which left a scar for many a month afterwards, but, when the smoke had cleared, the lesson had its effect.

To-day in Boonetown travelers will take orders for any amount cheerfully. Folks don't beat about the bush and run from store to store for concessions which they realize cannot be secured.

Each merchant is boosting the town and each feels the increase in business and, better still, faces a good fat bank account, for the deadly warfare of unfair competition is eliminated and any question affecting general trade conditions in the town is threshed out and settled at meetings of the club.

No wonder Harvey smiled at Stacy's words. When one knew the inside facts it was no cause for wonder that "Boonetown Way" was given all credit for it was now the right way.

Hugh King Harris.

Didn't Quite Understand.

A man got into a cab at the Richmond railway station and said: "Drive me to a haberdasher's."

"Yaas, suh," said the driver, whipped up his horse, and drove a block; then, leaning over to address his passenger said: "'Scuse me, boss, but whar d'you say wanter go?"

"To a haberdasher's."

"Yaas, suh; yaas, suh." After another block there was the same performance: "'Scuse me, boss, but whar d'you say you wanter go?"

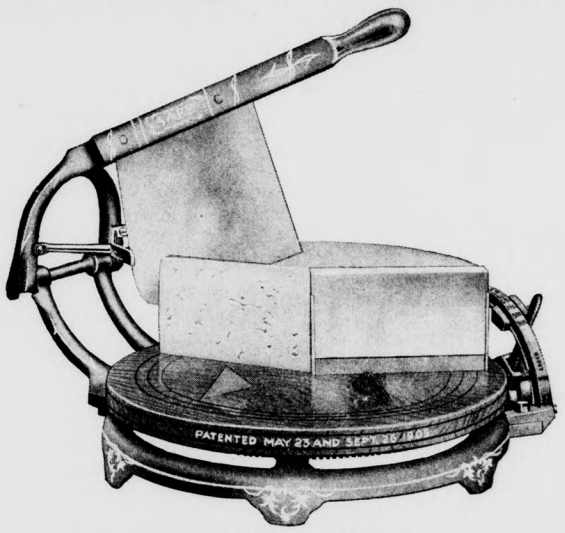
"To a haberdasher's," was the impatient reply.

Then came the final appeal:

"Now, look a-here, boss; I be'n drivin' in dis town twenty year, an' I ain't never give nobody way yit. Now you jes til dis nigger whar 'tis you wanter go."

When a man's head begins to swell he discovers that most of his old friends are fools.

Knowing vs. Guessing



THE SAFE WAY

This is the cheese cutter that makes it possible for you to make a profit on cheese instead of selling it at a loss, because you don't have to guess at the size piece of cheese you cut. Saves you from losing by overweight.

If you want something handsome, something that will draw the trade, get in touch with us.

QUALITY? No one questions the High Quality of the SAFE Cheese Cutter. All who have tried it are well pleased and we know you would be.

Put your finger on the leak. Don't give away profits on cheese.

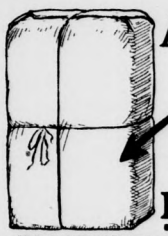
The best for ten years and the best to-day.

A matchless cutter at a matchless price. Made a little better than necessary.

The only inducement for you to buy the SAFE is to better yourself.

May we tell you more about it? Write for prices.

Computing Cheese Cutter Company
Anderson, Ind.



Nobody knows what's in a Paper Bag

BUT everybody who sees the FRANKLIN CARTON

KNOWS IT CONTAINS CLEAN SUGAR

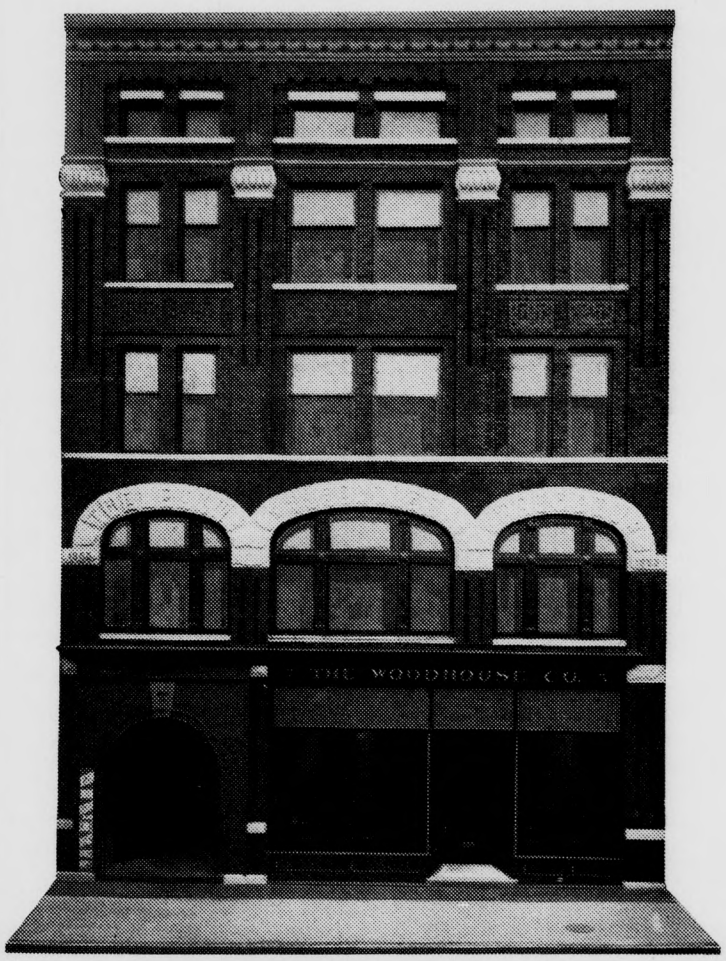
The Sales Value of the Franklin Carton

Paper bags filled with sugar have no sales value; you might as well have cans of peaches without labels. You wouldn't think of filling your shelves with peaches in plain, unlabled tin cans. No. Not as long as you can have those cans put up with beautiful lithographed labels showing the fruit in its natural colors. Don't go to the trouble of putting sugar in paper bags, losing time, cost of bags, cost of twine, and overweight, when you can buy FRANKLIN SUGAR in CARTONS, ready to sell, nothing to do but hand it out to customers.

You can buy Franklin Carton Sugar in the original containers of 24, 48, 60 and 120 lbs., according to grade.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar."



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 & Mgr.

FOURTH LARGEST INDUSTRY.

Michigan Manufacturers Use $30,000,000 Worth of Lumber.

Thirty years ago Michigan was acknowledged the "king" of the fourth largest industry in the United States—the lumber business. Michigan, Pennsylvania, Wisconsin and New York—the four great pine States—were then furnishing almost one-half of the entire lumber cut of the country and Michigan was producing 23 per cent. of the total lumber cut.

The lumber business, therefore, is interesting to all Michigan people; not only on account of its past importance, but because of the great amount of wealth and resulting industries that it has brought to this State. As evidence of the importance of our present wood working industries which have followed in the wake of the lumber business, the State reports show that these are now annually using $30,000,000 worth of lumber.

In 1883, thirty years ago, the sawmills of Michigan were in their prime. To realize the extent of the lumber operations of that time it is well to visit one of the old lumber towns and see the abandoned mill sites and docks. Muskegon, for example, had forty-five sawmills, cutting 700,000,000 feet of lumber a year, while to-day there is but one mill in that city and this mill is kept running largely on logs snagged from the bottom of the Muskegon river; logs that the old time lumber kings didn't think worth rescuing. And thus a great change has come in the lumber business of Michigan.

It was less than half a century ago that the State and Federal governments were giving away large tracts of timber land to railroads for rights of way and as bonuses to induce them to furnish Michigan with transportation facilities.

The grant to the Grand Rapids & Indiana Railroad extended from Fort Wayne to Mackinaw. The present Grand Trunk Railroad was awarded lands on the condition that it would build tracks from Port Huron to Grand Haven. In the Upper Peninsula, in order to induce railroads to cross timber tracts, land grants were given to several railroads, which lands afterwards were sold to the Michigan Land and Iron Co. This company now owns 320,000 acres of these railroad lands.

Another example is that of the Cleveland-Cliffs Iron Co., of Cleveland, which owns 890,000 acres of swamp land in the Upper Ceninsula, purchased from the railroad which acquired that vast tract from the State.

Then, as the railroads and the harbors opened up the country, timber lands began to have value. Since then this value has increased steadily. The height of the Michigan lumber business existed from 1880 to 1890. Muskegon then had about forty-five sawmills, fed by logs brought as far as 200 miles up the Muskegon river; Whitehall had eight mills; Pentwater had four; Ludington had eight; Manistee had twenty-five; Saginaw had about forty and Grand Rapids about eight.

To-day it is almost impossible to realize that thirty years ago last August, the citizens of Grand Rapids saw 90,000,000 feet of logs jammed up against the Grand Trunk bridge. The bridge gave way under the great force of the jam and a solid mass of logs, about fifteen feet deep, a quarter of a mile wide and two miles long bore on down the river. Under the impact of logs three railroad bridges gave way, while the logs were swept on miles down the river, causing a great loss to the mill owners who had to recover their logs and have them sent back to Grand Rapids by railroad.

Some of the owners of these logs were A. B. Long & Son, C. C. Comstock, Robinson & Letellier, I. L. Quimby, H. L. Withey, R. W. Butterfield and the Grand Rapids Chair Co.

To-day the men who design bridges over the river in Grand Rapids are not hampered in their work by the necessity of preparing their structures to withstand log jams.

To compare lumber prices of thirty years ago with those of to-day in detail would be an exceedingly difficult matter, inasmuch as the system of grading has been materially changed. In a general way it may be said that we are to-day paying $20 a thousand for lumber which thirty years ago would have been burnt up as refuse.

White pine stumpage was then selling from $2 to $5 a thousand feet. To-day it is worth $12 to $18.

Right in the heyday of Michigan's lumber industry—thirty years ago—began an exodus of Michigan lumbermen to the South and West. Some of the money these men made in Michigan was invested in pine lands of the South, where timber was sold as low as 25 cents a thousand and big tracts of timber lands at $1.25 an acre. As this timber is now worth twenty or twenty-five times what the Michigan men bought it for it is easy to see that many Wolverine business men profited enormously through their foresight and astuteness.

The yearly sawmill output in Michigan is now declining about 200,000,000 feet a year. Wide awake lumbermen understand that in fifteen years the bulk of the standing timber in Michigan will have all been cut.

As illustrative of how the byproducts in Michigan's present lumber business are not wasted it is interesting to note the development of wood distillation. All of the small trees and tops of the larger trees that cannot be used for lumber are brought into the Michigan hardwood distillation plants. Lumber companies of this State pay more than a million dollars a year for this "refuse" alone. Wood alcohol, charcoal, and tars are obtained through this process.

The stumps of the Norway pine are now quite extensively used by a process of soft wood distillation for producing turpentine and resin. The paper mills and excelsior plants also use whatever wood pulp can be obtained. The decline of the Michigan output of lumber has forced many of the Michigan paper mills to go to Canada for their raw material.

A crop of trees cannot be grown in the time it takes a corn crop to mature, and the question arises as to what future generations will do for lumber.

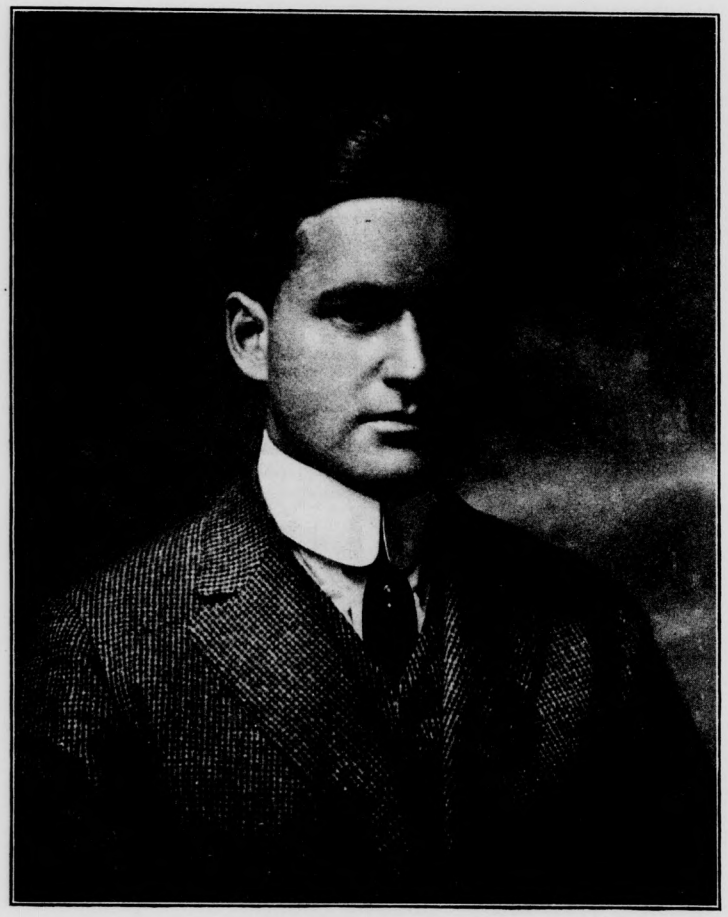
The Government has realized that the standing timber of the country is a diminishing National resource. For this reason the United States Bureau of Corporations under Secretary Redfield has expended some $60,000 to compile records of the standing timber of the United States. This Bureau declares that the total amount of standing timber on the continental United States is about 2,800 billion feet. The present annual drain upon the supply of saw timber is about 50 billion feet. At this rate the timber now standing—without allowing either for new growth or for any increase in the rate of consumption—will last only about fifty-five years.

Of the 2,800 billion feet of timber in this country, it is interesting to note that the Government itself owns about one-fifth, or 600 billion feet. Thus it is apparent that private interests have only enough timber to last forty-four years.

With the supply less by far than it has been in years and the demand growing larger every year, because of the constantly increasing population of the country, it is certain that timber values will continue to enhance.

There is to-day no type of property more staple in price than timber lands and, consequently, there is no security upon which money can be loaned with great safety. This is a fact recognized generally by Michigan bankers and lumberman.

Robert H. Coit.



ROBERT D. COIT.

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

November.

Michigan Association of Commercial Secretaries, Bay City, 6-7.
Michigan Retail Implement and Vehicle Dealers' Association, Grand Rapids, 18-20.
National Baptist Congress, Grand Rapids, 11-12-13.
Michigan State Sunday School Association, Benton Harbor, 12-13-14.
Michigan Bee Keepers' Association, Detroit.
Y. M. C. A. Boys Conference, Saginaw, 28-30.

December.

Michigan State Grange, Flint.
Michigan Knights of the Grip, Grand Rapids.
Michigan Branch of the National Bee Keepers' Association, Detroit.

January.

Michigan Hardwood Lumber Dealers' Association, Detroit, 4-6.
West Michigan State Poultry Association, Grand Rapids, 6-9.
Modern Maccabees of the United States, Bay City, 11-15.
Retail Walk-Over Association. Grand Rapids.
Michigan Poultry Breeders' Association, Detroit, 26-Feb. 2.

February.

Michigan Dairyman's Association, Grand Rapids, 10-14.
Retail Grocers and General Merchants Association, Grand Rapids.
Michigan Association of County Drain Commissioners, Grand Rapids.
Michigan Retail Hardware Dealers' Association, Kalamazoo, 17-20.

March.

Michigan Association of Master Plumbers, Grand Rapids.
United Brotherhood of Carpenters and Joiners, Saginaw.

April.

State Bowling Tournament, Detroit.
Michigan Cost Congress. Saginaw.

May.

Michigan Congregational Conference, Grand Rapids.
Michigan Letter Carriers' Association, Detroit, 30.
Degree of Honor, Flint.

June.

Michigan Dental Society, Detroit.
Knights of Columbus of Michigan, Detroit, 10.
National Association Chiefs of Police, Grand Rapids.
B. P. O. E., Petoskey.
G. A. R., Jackson.
Michigan State Bankers' Association, Alpena.
Michigan Unincorporated Bankers' Association. Alpena.

July.

Michigan State Barbers' Association, Flint.
Michigan Retail Jewelers' Association, Grand Rapids.
Michigan Association of Police Chiefs, Sheriffs and Prosecuting Attorneys, Alpena.

August.

Tribe of Ben Hur, Lansing.
Michigan Postmasters' Association, Grand Rapids.
Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.

September.

International Association for the Prevention of Smoke, Grand Rapids.
Michigan Association of County Superintendents of the Poor, Grand Rapids.
Michigan Assocation of Local Fire Insurance Agents, Grand Rapids.

October.

Order Eastern Star, Grand Rapids.

Made in Grand Rapids

the favorite complexion aid of dainty women the counrty over.

Miss Violet MacMillan

SEMPRE GIOVINE

PRONOUNCED SEM-PRAY JO-VE-NAY
MEANING "ALWAYS YOUNG"

Don't classify SEMPRE GIOVINE with cosmetics or face creams. It is a blend of natural harmonious oils and cannot harm even the tenderest face.

Besides Sempre Giovine, the Marietta Stanley laboratories prepare Egyptian Face Powder, (made in three shades), and Egyptian Rouge, a dry rouge for any complexion, that blends so perfectly and naturally that it defies detection.

Write for liberal offer to dealers

Marietta Stanley Co.

37 Turner Avenue GRAND RAPIDS, MICH.

The Best Quality--The Best Price

SOLVAY COKE

SCULLY HARD COAL

BLOCK WOOD
HARD MAPLE
FLOORING
CUTTINGS

COAL

BLUE JACKET
SOFT COAL
POCAHONTAS
SMOKELESS

SCRANTON HARD COAL

GAS HOUSE COKE

A. B. KNOWLSON CO.

156 MONROE AVE.

We Have the Most Complete Line of Flour and Feed in Western Michigan

NEW PERFECTION the Trade Winning Flour is Manufactured by Us

State Agents for Sucrene Dairy Feed

We Manufacture Scratch Feed and Chick Feed

Buckwheat Flour and Self-rising Pancake Flours

Dried Beet Pulp in Car Lots or Ton Lots

Grain and Feed of All Kinds

Watson-Higgins Milling Co.

Grand Rapids **Michigan**

WON HIS WIFE

Through the Burglary at Bridgewalt's Store.

Written for the Tradesman.

It all came about from the burglary at Bridgewalt's store.

Perry Norland had been sweet on old Bridgewalt's daughter Esther for lo! these many moons. Bridgewalt was a lumberman in a small way, owning a large store in the woods settlement of Racketville, from which he furnished the most of his help with their pay at three prices.

The man ought to have made good, in fact, should by now, after years of striving in the mercantile and lumber business, have a small fortune laid by. On the contrary, however, the old man was hard up as the saying goes; forever putting off his creditors, using all sorts of makeshifts to get on in the world and keep free of the bankrupt court.

Nobody would have the hardihood to accuse Felix Bridgewalt with dishonesty, in fact, he was a deacon in the Baptist church, and held his head high among the very best citizens of the county.

"No," bluntly said the merchant-lumberman when Perry Norland came to woo the pretty Miss Esther, "you can't have Esther. She's too nice a girl to throw herself away on a common northwoods surveyor. Go about your business and don't bother me."

Naturally the young man thus addressed was wroth over the treatment he received. He of course went to Esther, determined to let her settle the matter as best suited her own heart.

"Papa is so abrupt," declared the girl with a very sober countenance. "I don't believe he means all that, although he wants me to receive old Josiah Winzle as a friend. I know what that means. Josiah is one of papa's heaviest creditors, and has money to burn and all that, but, all the same, I don't like him."

"It's money, money with your father!" exclaimed the hotheaded young surveyor. "One would think that he was poor and wanted to make a recoup of his fortunes by selling his daughter to the richest bidder."

"Well, papa isn't rich by any means —"

"Isn't he the biggest timber-owner in this neck of the woods?" asked the young man, his face white with feeling. Without waiting for an answer he went on: "I know he is; but you, Esther, will not let him sell you——"

"What a question, Perry!" with a forced laugh. "I shall remain true to you till the earth ceases to roll. Will that satisfy you, boy?"

Would it satisfy? Well, not exactly. Perry suggested an elopement to which Esther would not listen. Her mother was dead and she was mistress of her father's home. She remembered the promise she had made to that mother to stand by her parent, obeying him in everything. Since, however, marriage was not directly referred to the girl did not consider herself bound to marry anybody to please the father.

Perry Norland went his way, disgruntled and angry with himself and the rest of mankind, and with one womankind in particular. If it was money that entered into the scale Perry might have told the facts in his own case and perhaps won out, for he was not quite the poor backwoods surveyor Bridgewalt imagined.

The youngster had learned the surveyor's trade at school, had practiced it in field and forest before he fell into possession of a rich uncle's interest in a big tract of pine up in the north woods. This at the time was not valued as highly as at a later date, although shrewd Perry believed it would in time make him a rich man.

Too proud to mention his good luck to either Esther or her money-loving father, Perry Norland continued his surveying, allowing the world to look upon him as what he appeared to be —a poor wage-earner of the woods.

And then came the burglary of Bridgewalt's store.

One dark rainy night the building was entered, the burglars boring a piece out of the floor, through which they entered the store and made off with some goods and all the money the safe contained.

Mr. Bridgewalt at once made his loss known. His creditors flocked down upon him like buzzards upon a dead carcass. With sober countenance he met them every one with the story of the burglary. There was the hole in the floor to show for the truth of his story, the broken safe door and other evidences of a night foray by burglars.

"There was five thousand dollars in the safe."

This was Bridgewalt's declaration, and with it he had expected to meet the most pressing needs of his creditors. Unfortunate Mr. Bridgewalt! Soon after this Perry Norland went again to see the merchant-lumberman. He said not a word about Esther, but seemed all absorbed in the burglary. The young man made close scrutiny of the interior of the store, fully corroborating the opinion of the owner that the burglars were old timers at the business.

"You seem quite interested in looking into this thing, Perry," remarked Bridgewalt, encountering the young man as he came out to the walk before the store.

"And I am interested," acknowledged Norland. "What reward have you offered, Mr. Bridgewalt?"

"None whatever. This robbery straps me of ready cash. My creditors are crowding me; I very much fear this will be my ruin."

"What if I find the robber and get back your money?"

"Oh," laughing, "in that case I might be willing to pay a goodly sum—"

"See here, Mr. Bridgewalt," laying a hand on the merchant's shoulder. "If I find your money and the criminal may I have Esther?"

"Well, yes, I suppose so," and the other laughed again. "Of course I know you are in for a big disappointment, Perry, but—"

"I accept the task, sir."

Thereafter the young surveyor, who happened to be temporarily out of a job, set about hunting the burglars of the Bridgewalt store. He said nothing to Esther of his intentions. He noted that old Josiah Winzle put in an appearance about this time and hung about the home of the Bridgewalts with annoying pertinacity.

Perry learned also, from the girl, that Winzle was one of her father's principal creditors, and that since the burglary he was urging his suit more persistently than before. In fact the merchant had finally urged his daughter to marry the old Chicago millionaire as the easiest way out of the trouble.

"But you won't do it, Esther?" said Perry.

"Not if I can help it, boy," declared the girl.

"Wait," and the young man told her of the promise he had exacted from her father. "And," concluded Perry, "I shall run the burglars to earth as sure as you are born."

The young surveyor hung about the store, watching the clerks, making friends with the book-keeper, and feeling his way, hopeful of finding some clew to the perpetrators of the deed. In fact, in less than three weeks after the event of the robbery Perry found some tools hidden away in an outhouse, among them a large bit and brace.

From this find the young fellow went on, secretly, carefully, hopefully until one night he ran upon a clew that led to the most startling results. He tracked a man at midnight across the fields to the woods, to a small sugar shanty, saw him dig away some leaves, disclosing a hidden metal box. This the man lifted from its concealment and opened.

The contents proved interesting—a package of bank notes, considerable gold and silver. "Six thousand! and all mine; the creditors can go hang!"

And then, with a startled cry, the night-prowler came to his feet with the hand of Perry Norland clutching his shoulder.

"Caught, you old scamp!" from the surveyor. "A nice little job you have put up, old man!"

It was then that Felix Bridgewalt cringed in abject terror before the young fellow who had caught him in his villainy. The merchant-lumberman, cowering and whining, made a full confession. It was he who had bored the holes through the floor and robbed the safe.

"I wanted the money, Perry," writhed the old fellow at the last. "I could see no way out only this. I am of course ruined now, unless—"

"Unless I keep my mouth shut," completed the other. "Well, that depends. I mistrusted you all along, Mr. Bridgewalt. I have watched you for two weeks, night and day. You are now booked for the penitentiary if I say the word. On one condition only will I consent to overlook this rascality."

"Tell it quick, Perry. You want my daughter—"

"Hold!" sharply interrupting. "I wanted the daughter of an honorable business man. Now—"

"Ah, of course," groaned the old merchant. "I understand. Esther, as the daughter of a burglar is no mate for an honest man however poor. Keep this from her, Perry. I'd sooner die than have that girl know—"

"On one condition, sir, and only one," returned the young man sternly.

"Name it."

"That you use every dollar of this money in paying your creditors."

Groaning inwardly the old man made the promise. He dared not break it either. Besides his own good name to retain untarnished was that of his daughter. Secretly Bridgewalt hoped that Esther would marry the rich Chicagoan. With his secret forever kept by young Norland he might yet hold up his head in the business world.

Two days later Perry called at the house of the merchant-lumberman. He was shown receipts from several creditors in the sum of six thousand dollars. This satisfied young Norland, after which he expressed a wish to see Miss Esther.

"She isn't at home; gone East on a visit. She left this for you," and Bridgewalt went to his desk, producing a letter which he gave to his caller. Somewhat puzzled the young man opened the letter. What he read quite astonished him.

"Mr. Norland," ran the note, "I know all. I was in the woods that night when you caught my father in the act of counting stolen money! It was a shock to me, such an one I am still weak from its effects. Papa of late—since the burglary— has been given to going out nights. I knew something worried him. I spied upon his movements fearing he meant bodily injury to himself, and that is how I happened near and saw your exposure of his awful guilt.

"I dared not meet you again. Papa has given me leave of absence not suspecting what I have discovered. I am the most miserable wretch living. I heard what you said, and know of your magnanimity. I may never return. I don't wish to ever see any of my old time friends again. Please forgive me, Mr. Norland, and try and forget what I am—the daughter of a burglar!"

"What does she say, Perry?"

The heavy voice of Bridgewalt rumbled in Norland's ear. He tossed the letter over, demanding hoarsely where Esther had betaken herself.

"To Detroit, we have friends there, the Bakers," giving street and number.

Norland whirled out of the presence of the merchant, seeking the nearest stable. He procured a livery and drove to the nearest railway station, distant over forty miles. Forty-eight hours later he found himself in the City of the Straits.

Norland lost no time in consulting a directory, after which he was whirled in a hack to the home of the Bakers.

"Not here," said the head of the house. "She was here an hour only, this morning. I think she went across the river; she has cousins in Canada."

To the dock rushed Norland in hot pursuit of his lady love. Like one of

A Story Without Words

Just a Simple Object Lesson

the ancient knight errants he was determined to not let grass grow under his feet until he had found and made his peace with Miss Bridgewalt.

Arrived in Canada the search led him the length of Canada West—then so called—to a small hamlet to where the girl had betaken herself in the hope of hiding completely.

Norland found the object of his search at the end of nearly a week, found and demanded of her an explanation of her flight. Confused and humiliated Esther Bridgewalt acknowledged that it was what she had heard him say to her father that night in the woods that decided her to flee.

"What did I say?" in a puzzled tone.

"That you wanted the daughter of an honest business man."

"Well—"

"And I am the daughter of burglar!"

"Holy smoke, Esther, say no more. We'll keep that secret," cried the young surveyor, taking his girl in his arms, kissing her. They all do that you know.

Norland conducted Esther back to Detroit, to the home of the Bakers, where a quiet wedding was held, after which the young couple returned to the big woods from whence they had come.

Little more need be said since Norland had got the girl for a wife he long had sought. The secret of the burglary never leaked out. Felix Bridgewalt has for many long years been gathered to his fathers; Perry and Esther are grandparents now, hale, hearty, well-to-do and happy. After such a lapse of time it seemed no harm for gray-haired Perry Norland to tell the story of how he won his wife, and those of us who listened agreed with him on that score.

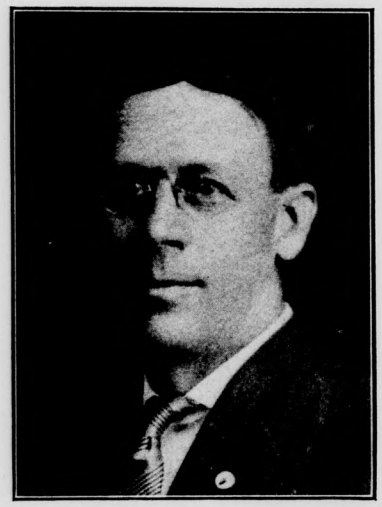
Old Timer.

The world contains very many different kinds of people, but some of the distinctions are more marked than others. There are men who never have any opinion, but wait to find out what other people think on every subject of importance. Such persons never get to be leaders. They are the weaklings of society. A species in marked contrast is that made up of men who are so overwhelmingly imbued with a belief in their own judgment that they have opinions on all subjects, express them violently and refuse to alter them even in the light of most convincing argument. They are the men who are unpleasant companions and who are digging a pit for their own undoing. Nothing but absurd egotism combined with dense ignorance shuts a man so up in himself that he cannot see anything outside. He will never get increase of knowledge until he recognizes that he may be wrong, so that he finds it worth while to search for the truth of his own convictions. If he discovers that he is right, let him stick to it, but he must not take it for granted that his belief is correct just because it is his own. Mistakes are made by the wisest, and the part of good judgment is to make assurance sure so far as possible before taking action.

MEN OF MARK.

A. E. Gregory, Sundry Buyer Judson Grocer Co.

Nature's variations are inexhaustible. No two flowers, no two men are made exactly alike. The mold having been once employed is laid aside forever. Man's guardianship and development of his nobler attributes and traits of character are rewarded in various manner. The greatest reward is evinced by his appreciation of himself. Another less essential, though at times greatly appreciated, recognition is the seal of approval given by his fellow men and co-workers. In political and social life not all who receive this token of regard are worthy, but re-



garding the industries of the country as an entirety and taking the action of the various organized sectional bodies, it may be said that their expressed preferences are built upon the solid foundation of established worth and merit.

In such light may be regarded the election of Arthur E. Gregory to the office of President of the Michigan Wholesale Grocers' Association. The position is one of honor and dignity and is bestowed by those prominent in association fields upon individual members from time to time as indicative of the appreciation in which they are held. Were this office of other character, did it carry with it a pecuniary reward in large or small degree, the significance of the selection of one of the members to act as presiding officer would be lost. While the office is without salary it is not without attraction, and anyone who has been singled out and set apart in this manner may justly feel proud of the confidence the Association reposes in his unusual executive ability.

The selection of the present incumbent of this high office illustrates the singleness of purpose with which the presiding officers of the Association are chosen. It is not deemed necessary to have as chief of the Association a man with a line of forty yards behind him or one who has amassed a great fortune. It is the desire to secure that man who has Association ideals and principles so completely assimilated as to form a part of his being and on this hypothesis no mistake was made when Mr. Gregory was selected as President.

Arthur E. Gregory was born on a farm in Cuyahoga county, Ohio, August 5, 1862. His antecedents were Scotch-Irish on his father's side and German on his mother's side. He was the second child in a family of eight. He lived where he was born until 18 years of age. when the family removed to Grand Rapids. Here Arthur attended the public school, graduating from the high school on the English course in 1880. He then worked three years as a clerk for Phil Graham, one of the pioneer grocers on South Division avenue. For three years thereafter he filled an office position at the car shops of the G. R. & I. Railway. In 1886 he entered the employ of Cody, Ball & Co. as porter. He was shortly afterward promoted to the position of assistant shipping clerk and has continued in the employ of the house and its successors ever since. He is now a stockholder and director of the Judson Grocer Co. and buys the sundries for that house.

Mr. Gregory was married Sept. 5. 1887, to Miss Jennie Dennis. They have two children—a daughter, Mattie Mae, who is now Mrs. J. K. Hilton, and a boy, Raymond G., 15 years old who is now on his first year in the high school. The family reside in their own home at 1219 Cass avenut. They have a summer home on Smith's Bayou, on Spring Lake, where Mr. Gregory maintains a motor boat. Mr. Gregory is an attendant at the South Congregational church, of which organization his wife is a member. He is a member of South End Lodge, No. 250, I. O. O. F., having passed through all the chairs. He is also a member of Cowan Lodge, No. 89, K. P., having passed through all the chairs of that organization also.

Mr. Gregory insists that he has only one hobby, which is base ball. In addition to his liking for good sport, he certainly has a positive love for his work. He is one of the most faithful of the many faithful men the Judson house has succeeded in enlisting under this standard and, because he is always good natured, as well as thoroughly dependable, and easily makes and retains friends, he has made himself valuable to himself and to his house as well.

Mesh Bags and Vanity Cases.

Written for the Tradesman.

"Mesh bags," said the jewelry buyer, "you ask me whether mesh bags are selling? Why, this is the best year they have ever seen—and that goes for vanity cases, too!"

And then he gave me the details.

During the last year or so the feminine consumer has suddenly tired of the bulky handbag and has turned instead to the daintier mesh bag and its corollary, the vanity case. The maid or matron who doesn't possess one to-day will be a customer soon, for she doesn't feel dressed up without it.

Part of this sudden popularity is undoubtedly due to the big reductions in price that have been made of late. Exact copies of sterling silver models can now be bought for a quarter the price of the originals, and great advances have been made in the production of popular priced bags.

While the larger cities have taken up the mesh bag and vanity case craze months ago, there are many smaller towns in which the merchant who shows a line of these goods will find his trade just keyed up to the buying point. It's a safe prediction that there are a good many towns right here in the Middle West where mesh bags are going to be a hard line to keep in stock this fall.

As holiday merchandise these goods are of course pretty nearly ideal. They are so popular that the demand is sure to be constant. The prices suit the requirements of the great majority of purchasers. And the goods are suitable gifts for everyone from the boy's first sweetheart to the white haired grandmother.

A fine assortment of mesh bags and vanity cases can be installed for a comparatively small sum. It is hard to quote exact amounts where conditions differ so widely in different stores. But a fairly comprehensive showing can be made in the class of goods that retail from $1.50 to $5.00, on an investment of say $25.00.

The best way to show the goods is to spread them out in a broad show case, on a background of black velvet. This reduces handling to a minimum and gives the goods the contrast best adapted to their shape and color. In addition to a good showing in the store, they should of course be advertised, both through printers ink and in the show window. Finally it's a line that will stand a fancy profit—and the profit is pretty nearly net, at that. C. W. Kaiser.

It may be a song to an old tune, but it is certainly in place to remind stoekeepers in rural districts that now is the time to pay particular attention to farmers. Their money is in hand from harvests, or coming in, and they will have to spend some of it. Where is it going, to you or some distant city where there is a catalogue house? It will stay at home if you take care to let the farmers know what you keep and at what prices. It is only a question of carrying the war into the outlying sections. Go and call upon them, or at least telephone them and suggest something you think will attract their notice. Do not think they are too far away, or that there is no use. Persistent labor always produces results, sometimes greater, sometimes less. Keeping eternally at it is the price of success.

A Humane Mayor.

The mayor of a little commune in the Pyrenees has just issued the following decree: "Whereas the young people of the commune are wont to meet and dance every Sunday after mass, and the noise they make frightens the cocks, hens, and other animals of the village, and whereas the result is prejudicial to agriculture; we hereby prohibt dancing within the bounds of the commune during the hours in which the domestic animals take their repose."

House of Quality

Bananas
Oranges
Lemons
Grape Fruit
Almeria Grapes
Sweet Potatoes
Cranberries
Dates
Figs
Nuts

A. CASABIANCA & SON
GRAND RAPIDS, MICH.
Western Michigan's Largest Mail Order House

IN view of your possible requirements for the services of a competent auctioneer, I bring myself to your notice, submitting the names of the firms for whom I have conducted sales during the past year, and respectfully ask your careful consideration of the same.

I have been engaged in making sales for the past ten years, and have never failed to produce satisfactory and profitable results. Should you honor me with your confidence, I offer you positive assurance of my ability to demonstrate to you that an auction sale conducted upon my methods, will yield you prompt and profitable returns.

Following is a list of the names of the firms for whom I have sold during the past year, and the amount of their respective stocks:

Geneiva Watch & Optical Co., Los Angeles, Cal.	$100,000
E. C. Flemming & Co., Los Angeles, Cal. - - -	62,000
Raphael & Fisher, Evansville, Ind. - - - - -	40,000
George Emery, Hutchingson, Kansas - - - -	20,000
H. Iverson & Co., Corsicana, Texas - - - -	40,000
S. A. Fess, Kearney, Neb. - - - - - - - -	35,000
S. W. Williams, Lapeer, Mich. - - - - - -	20,000
Hutchingson China Store, Hutchingson, Kansas	15,000

At the present time I am closing out a $20,000 stock of dry goods for Homer N. Beach of Howell, Michigan.

If you have a stock of jewelry, dry goods, crockery and furniture that you wish to dispose of, either write or wire me for an early date.

THOMAS J. FAUSSETT, Auctioneer.
Howell, Michigan.

HAUSER-OWEN-AMES COMPANY
BUILDING CONTRACTORS
GRAND RAPIDS, MICH.

PROSPECTIVE CUSTOMERS.

Distinctive Lines Along Which They May Be Developed.

Written for the Tradesman.

Into every retail place of business there come many people who have not decided in advance just exactly what they want. They may have decided to buy a certain kind of article, and one for a certain use or purpose, but they have left the brand until they have a chance to see the goods, to find out what they cost or what they look like.

This offers a certain disadvantage due to the fact that it is easier to get people to your store to buy a certain brand when they do not care what brand they have and are willing to drop into any store and take pretty nearly any kind of goods.

If you push a certain line of goods, the people who know and like and want that line will come to you. The people who do not know that line, who like some other line or who have no preference, will not come to you readily unless you can convert them to the idea that yours is the best line or brand.

This makes it desirable that the store do its best to create demand for specific lines rather than indefinite desires for goods. It makes it desirable that the advertising keep away from generalities and be specific about specific lines. It is not enough to say that the best of certain goods are to be had at your store. Say rather, that So-and-So's are the best and that you have them.

There must be definite impressions created regarding certain goods. The reader of the advertising must be made to want a certain brand and to want it badly enough so that its name and its place of sale will be remembered after the advertisement is read and the paper thrown down.

Whether you or your selling force go outside of the store to drum up business or not, demand can be developed, increased and concentrated on your store by work that while perhaps very nearly akin to advertising is still a part of salesmanship.

Finding the people who want to buy and making them want to buy your goods is not selling, but it is so important a step in working up to the selling point that something regarding it ought to come into any complete consideration of the various phases of salesmanship.

One way of getting in touch with the possible prospective purchasers of the goods you sell is by standing in with the manufacturer who is advertising such of those goods as are standard and staple.

The maker who is carrying on a general advertising campaign is having enquiries from your town and he is referring those enquirers to local dealers. Why not show the people behind the advertising that you are carrying a good stock of their goods and that you are prepared to supply the consumer demand for them, and get them to refer enquiries to you instead of simply to "Any dealer."

Where it is the manufacturer's policy to make his sales only through the retail dealer, why not be that dealer?

It pays well to carry these widely advertised lines of goods and to keep their makers on your side. The more enquiries there are referred to you, the more sales you will make of those goods and the more people who perhaps are not your regular customers will become visitors to your store. Whether this kind of work is salesmanship or not, there is no doubt but that salesmanship is what is needed to make these new visitors into regular customers.

Of course no retailer can carry all of the advertised goods in his lines, but it is a wise dealer who ties up to as many lines and to as many specialties as he can do justice to, and then insists upon the manufacturer helping him in every possible way.

The manufacturer will not be disposed to help the man who will not help himself, and the dealer who simply takes the names sent to him and files them away in his desk or in the waste basket without doing any more than making a mental note of the matter will find that he is not profiting by the operation.

And this is where salesmanship comes in. With the names of a number of people who have been sufficiently interested in certain goods in your stock to write to the manufacturer asking for samples or for details or catalogues, you can develop an appreciable number of buyers by your salesmanship.

One way, and the slowest and most uncertain, is to wait until the person who has enquired comes into your store to see the goods or merely happens in on other business, and then call attention to the fact that you have such and such an article in stock and would like to make a sale.

A better way is to send a clerk right up to the house of the enquirer with samples of the goods, if they are goods that can be taken out in that way, and with literature or photographs of them if not. Let this clerk say that the manufacturer requested you to show this person the goods to give him or her a chance to order. Where the enquiry was a bona fide one, this will produce a sale and probably result in a regular customer for your store. Where it was merely an idle enquiry, this method may turn it into a real sale. In any event the manufacturer who knows that you are looking out for his interests in that way will be ready to co-operate with you at any time in the way of furnishing any possible advertising or display matter for your own use.

A good many people come into your store every week, every day in fact, who do not come in to buy. They come in for one accommodation or another or they happen in with acquaintances.

A slot machine will offer some attraction to these people and act in a way to induce them to buy, and that is more than some kinds of clerks will do. A clerk who never tries to make a sale until the visitor first tries to make a purchase is less a salesman than a good slot machine would be.

It should be a part of the salesman's business to try to interest people in goods whether they came in with a predisposed interest or not. It requires effort to do this. It is less simple than encouraging actual buyers to enlarge their purchases. But there is no difficulty in a good salesman doing it and doing it without giving offense.

There should be attractive displays which the visitor will naturally stop to examine. The salesman, without appearing to be hovering over and watching for a chance to pounce upon the casual visitor, should always be near enough to be able to enter into conversation about the goods displayed just as soon as the visitor takes note of them.

Conversation about the goods may will be facilitated by the offer of a sample, if sampleable, or of advertising matter, and by a comment upon the novelty, quality, purity or other excellence or advantage of which the stock is a particular example. Of course there should be no urging to buy and no boring of the visitor or he or she will never again come in on anything less than a strictly business errand.

The salesman who gets into the habit of trying to make customers out of visitors will soon be surprised to see how easily it is done and with what profitable results.

It is very poor business to hurry people out of the store. Loafing in any store should not be encouraged but there is a difference between loafers and people who simply are not hurried. Anyone with money in pocket is likely to feel impelled to part with more of it if encouraged to remain and look over the stock.

Salesmanship is in many instances so simple a thing that one must almost go out of his way to avoid practising it. Too many clerks and employes look upon the term, salesmanship, as representative of something technical and complicated, something beyond their ability, or beyond the needs of their position. Salesmanship is of course nothing but the ability to sell goods and like every other kind of work it is usually much easier to do when done right than when done wrong.

Salesmanship involves showing a personal interest in the customer. The machine clerk is not a satisfactory person to buy from. He may hand out what the customer asks for and he may return the right change and express himself with a "thank you!" but the customer does not feel served or waited upon, only relieved of a certain amount of money for which certain goods have been given in exchange.

We all know the difference between the hotel dining room waiter who brings us just what we ask for and makes no mistakes, and the one who takes a personal interest in our comfort and convenience. It is this difference, which is really salesmanship, that has developed the tipping evil. Certain employes gave good service and we were anxious to show appreciation of it. Then we went further and when the service was not good, we tried to make it good with a tip, and thus far the result has been far from satisfactory.

Well, it is the same way with the salesman in the store, though thank heaven, we have not yet reached the point where the tipping of clerks has become a custom.

People just naturally buy more where they are treated well, even in instances where that treatment involves no encouragement to buy and no more salesmanship than is included in personal interest.

It is a part of the work of the salesman to find out from the customers the names of people or families who might be induced to become customers, persons who habitually perhaps patronize some other dealer, or who are newcofers in town.

The mailing list which is such an important and valuable adjunct to the advertising done by the store ought to be the care of the people behind the counters to the extent of adding to it or correcting it whenever possible.

Every name mentioned in the store ought to be listened to by the clerk with a view to helping that list to grow along the right lines.

In this connection the proprietor and the clerks may well keep this mailing list in mind outside of the store as well as inside of it and it will pay the employer to supply himself and every clerk with a vest pocket memorandum in which can be entered at any time an addition or change that should be made in the list. Names and addresses come up everywhere in the course of ordinary conversation and no one can remember them or remember to write them down by and bye. The time to make a memorandum of anything is while it is fresh in mind.

It is well to remember that while the post office officials cannot add names to a mailing list, still they can check off names of people who have changed addresses or moved away, thus enabling the advertiser to cut out the deadwood which is a continual, useless expense as long as it is left on the list.

A salesman can do a good deal outside of the store to help its business and this begins with being a decent sort of person so that the store will have the reputation of employing help that is of good character.

The individual who is really interested in the success of the business with which he is connected does not hesitate to talk shop outside of business hours and to boost his employer's game in all proper ways and places.

Of course there are some things one might better not tell outside of the store. Telling tales out of school is not proper or profitable business, but this does not mean that it is not good work to refer to particular lines of attractive goods and recommend them among one's friends outside of the store with a view to interesting them.

This is a form of salesmanship that perhaps is more properly classified with advertising. It is personal ad-

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

vertising and it pays the store. It pays the employe because it develops in him a greater interest in the business which is plainly seen by his employer. It makes a man worth more to himself and to the business.

You know clerks who are all the time "knocking" the store or its management when they are outside among the employes of other stores

When that sort of thing gets found out by the men they work for and by other men for whom they perhaps would like to work, it kills their chances all along the line.

There must be a constant development of new trade for any store or it will soon find its annual receipts going down hill. There is a constant loss of old customers, no matter how well the store is run. People do die and move away. Their places must be filled and if the business is to increase, still other customers must be added.

While we count upon the various forms of advertising to increase the business, still salesmanship is most important. The salesman should count himself a part of the concern and its ups and downs should be as much in his mind as if he owned part of the business.

If every employe in a store makes it his or her business to add a new customer whenever there is a chance for it, there will be results come from the work and every customer added, if treated right, will help to add more. Thus salesmanship which makes pleased customers sends those customers out to work for the advantage of the business. Frank Farrington.

How the Retailer Fooled Him.

In the central part of Illinois there is a retailer who operates a general store. He is in many respects a good merchant, but he has the same failing that so many retailers have and which prevents them from making the success that would otherwise be theirs.

Some years ago he decided to add a line of house furnishings, such as tin and enameled ware, crockery and glass. He was induced to this decision by the booklets which he had read and which formed a part of the advertising campaign conducted by a wholesale house that sold only by catalague. So naturally he bought his opening stock from this house and was well satisfied with the values he secured. His trade was growing, and his customers were pleased with the goods he sold to them.

One day a traveling salesman called on him with a line of enameled ware. He represented a manufacturing concern located a hundred miles or so from the retailer's town.

The traveling salesman knew that he was buying from a mail order wholesaler the moment he saw the trademark on the goods displayed on the tables, and he recognized the name of the house. But he didn't start in to tell the retailer that he was losing profits by securing his stock from such a concern instead of from a manufacturer. He was too good a salesman for that. He didn t even ask what the retailer paid for the Berlin kettle which happened to be standing on the counter near which he and the retailer were talking. He knew what the wholesale price was. But as they talked along he brought out a similar kettle, mentioned the careful manner in which the enameling was done, the heavy "base," the welding of the "ears" for the handle, and some of the other points of his kettle—and named a price which was 30 cents less per dozen than he knew the retailer had paid.

The salesman was a real salesman. He didn't try to run down the line the retailer had bought. He didn't try to argue against the method of selling which the wholesaler employed. He simply showed his kettle, explained its various attractive features and then named a price which he knew would be low enough to interest the retailer.

That 30 cents caused the retailer to change his source of supply. He stopped buying enameled ware from the wholesale house. He stopped buying his glassware and crockery from the wholesale house.

He jumped to the conclusion, because of this lower price on the one article which the salesman showed to him, that the wholesale house was robbing him, was taking an unduly large profit, and he has been damning it ever since.

He was wrong—absolutely wrong.

The Berlin kettle was a bait, and he swallowed it, hook, sinker, line and all.

As a matter of fact, he isn't making any more money out of his house-furnishing department than he did before. He doesn't buy to better advantage, on the whole. He can't sell his goods any cheaper. His profits are no larger.

To be sure, he isn't any worse off. He simply traded one good horse for one just as good.

For the argument of the wholesale house which does not employ traveling salesmen, that by not paying salaries and commission and expenses, it can and does sell cheaper than the house which sells through traveling salesmen, is false. It cannot and does not sell any cheaper. Its values are no better; its prices are no lower than those of any well conducted concern that employs the other method.

It may make a little more profit for itself, but is that any reason why a retailer who knows his job should prefer it in his buying?

There must, however, be some reason why these firms have built up such large enterprises—and there is.

The reason is their successful appeal to ignorance and prejudice. An ignorant man always prejudges the case. He doesn't stop to think, and if he does, he hasn't full information on which to base his decision. He has been told that the expense of traveling men is cut off by the catalogue, but he doesn't stop to consider the fact that the catalogue and other advertising material, the large force of advertising employes which must be hired and paid, in order to prepare and send out this additional material, cost money, and that this immense amount must be added to the selling expense, just as well as the expense of the traveling salesman.

And he doesn't stop to think of the great assistance which the efficient traveling salesman can render him, in suggesting new plans for attracting new trade, in telling him how such-and-such a retailer in a neighboring town increased his business, and in hundreds of other ways.

All this he loses when he shuts the traveling salesman out, and thus he actually places a handicap on his own opportunities.

There is no better friend of the retailer than the traveling salesman. He will go out of his way to do the retailer a favor by which additional profits may be realized. He will help him build up his business every time the retailer will give him a chance.

Only Misfit Shoemen Tolerate Misfit Rubbers.

Written for the Tradesman.

The public is not so much concerned with the price of a rubber being 5 or 10 cents, more or less, as they are concerned with the wearing quality of the article. However painstaking a rubber manufacturer may be in producing a quality of which he may justly be proud, its wearing quality can be destroyed by the misfit man in the shoe store. It is true that even a painstaking shoe man may be thwarted by a woman who buys a rubber that is fitted to a particular shoe and who persists in wearing the rubber over some other shoe of entirely different shape. The fact that a rubber, however well constructed, cannot give satisfactory wear unless worn over the shoe to which it was fitted (or one identically the same) should be made known to the wearer.

The duty of the shoe man is, first, that he shall have in his stock rubbers that have the different shaped toes as well as the proper height heels to fit the different varieties of shoes that he has on sale. If he persists in fitting one and the same style of rubber over all shoes he is a misfit shoeman. A shoe having a full ball, but a narrow toe cannot be fitted with a rubber that was made on a last with straight lines. Neither can a high heeled shoe be fitted with a medium heeled rubber with satisfactory results.

Women admire a well fitting rubber as well as they admire a well fitting shoe, aside from the fact that a well fitted rubber gives much better service.

The rubber department in a shoe store is of sufficient magnitude that it behooves a retailer to give it the same care and attention he does his shoe stock. Unsatisfactory rubber service casts a reflection upon your whole shoe department. It is therefore essential that the shoe dealer shall carry the different styles of toes and heels in stock in several widths.

Starting with a good quality of rubber, and the shoe properly fitted, will insure satisfactory service to the consumer for which he is willing to pay a profit. It isn't so much the price as it is the service that counts with the consumer.

G. Adolph Krause.

Michigan's Largest Rubber House and Only Specialty Shoe House

Compliments and felicitates

Mr. E. A. Stowe

on the Success and Excellence of

The Michigan Tradesman

the Best Advertising Medium in this Central District for Michigan Distributors.

Hood Rubbers will make **you** glad.

Get our catalogues.

Grand Rapids Shoe & Rubber Co.

The Michigan People Grand Rapids

Corner Fort Street West and M. C. R. R. Take Fort Street Car. Five Minutes Ride from City Hall

LEE & CADY

Wholesale Grocers

DETROIT SAGINAW

KALAMAZOO BAY CITY

FORTY YEARS AGO.

How Fruits and Produce Were Handled Then.

I came to Grand Rapids in the fall of 1875 when it had a population of 16,000 people. At that time there were three produce houses in Grand Rapids—O. W. Blain, who occupied a store on Ottawa street, just south of Monroe street, W. F. Warner, who was handling butter and eggs and was in a basement in the Ledyard block. and Davis & Green, who had the store at 122 Monroe street, in the Gilbert block, which firm we succeeded, purchasing their business.

My brother, Edward A. Moseley, was associated with me and we were partners together until August 28, 1906, when Edward A. Moseley died. We did business at 122 Monroe street for ten years. We then moved to the Gilbert building, on Ottawa street, where we did business for eighteen years, paying rent to the Gilberts for twenty-six years. We erected our present buildings and moved our office to Pleasant street in 1902. In 1876 the leading wholesale grocers were Freeman, Hawkins & Co., Cody & Olney and John Caulfield. William Sears & Company, cracker manufacturers, had a retail bakery, cracker and oyster store on Monroe street where the Boston Store is now.

Among the leading retail grocers doing business on Monroe street were: Horton & Stuart, who occupied the store at 120 Monroe street odjoining us; William Bemis occupied the store in the Bemis block; Rice & Moore had a store at the corner of Monroe and Ionia streets, where the Grand Rapids Savings Bank is now; Voorheis & Co. were in the Messmore building; Steward Brothers occupied the store adjoining Rice & Moore and Brummeler & Brink occupied the store at 124 Monroe street, adjoining us on the south.

On Canal street, some of the leading grocers were: George W. Thayer, A. Rasch, Philip Kusterer, Mike Caulfield. On West Bridge street there were Parmenter & Furman, Rademaker & Konkle and Charles Pettersch and Arnott & Arnott. Philip Graham and B. S. Harris were on South Division street, and on East Fulton street was A. Buys. None of these houses are in business to-day. Charles Pettersch was succeeded by son, Herman, and A. Buys was succeeded by his son, Jacob.

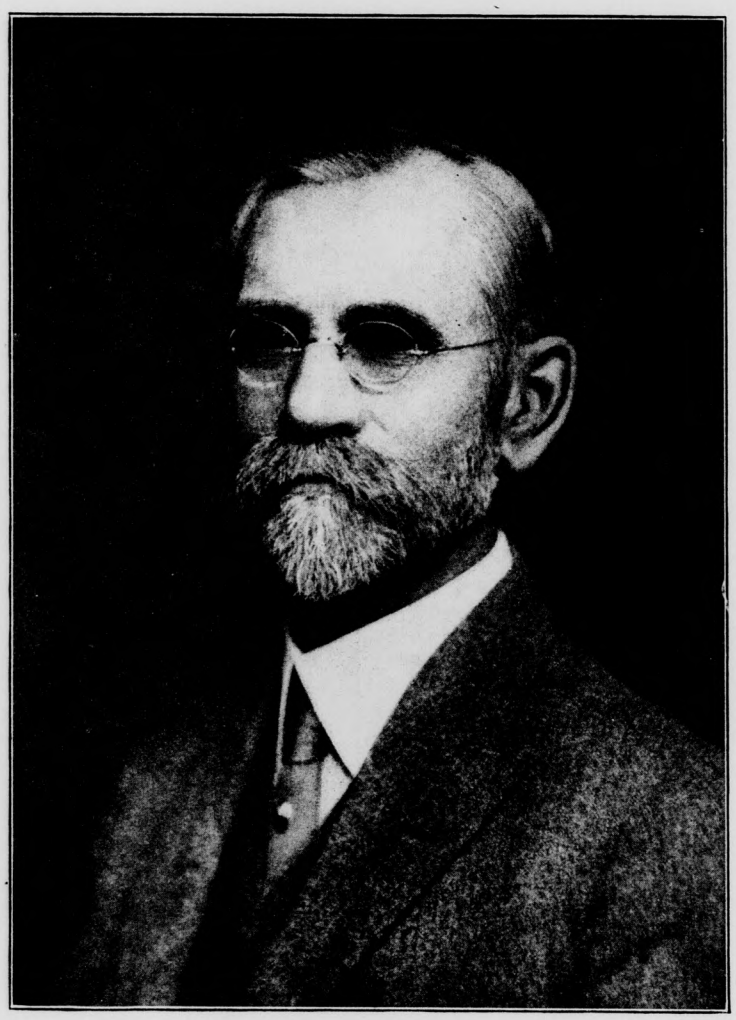
Of these retail merchants those living to-day are Mr. Horton, Mr. Brummeler, Mr. Parmenter, Mr. Rademaker, Mr. Caulfield, Mr. Harris and Mr. Buys.

There are very few firms in the wholesale business to-day doing business under the same firm name without any change in the name that were in business in 1876, and very few retailers. Of the wholesale houses, Foster, Stevens & Co. and Moseley Brothers are the only ones that I recall.

But few grocerymen are in business to-day on Monroe avenue. In the 70's, there were eleven grocery stores on Monroe street and about the same number on Canal street.

F. Van Driele & Co., retailers of flour and feed, who were then on the corner of Monroe street and Ionia street, where the Peoples Savings Bank is now, are in the flour and feed business to-day.

In those days, we had no telephones and when a groceryman wanted anything, he came with his horse and wagon, selected his goods and took them home. There were no rejections or returning of goods. We made few deliveries except when a party wanted a wagon load. There was no public market. There were few gardeners and not many vegetables were grown. The farm produce was peddled around to the stores and sold. When fruit became more plenty, the farmers would congregate with their loads at the head of Monroe street.



TIMOTHY F. MOSELEY.

In the 70's, Mr. Dias of Gaines, and Bloomer Brothers, of Sparta, were about the only peach growers.

We had no telephones or typewriters. We were always at the store early and worked until 11 o'clock at night writing letters, soliciting business and cleaning up the work of the day. Buying was largely done by mail. as telegrams were not used as freely as they are to-day.

We handled large quantities of sun-dried apples. The large general merchants at Middleville, Hastings, Nashville, Charlotte, Eaton Rapids, St. Johns, Howell, Ovid and Owosso often had carloads of dried apples for sale that they had bought from farmers in their section in exchange for goods. We sold many to the wholesale grocers and large quantities were shipped to the Northern trade and lumber camps. The North at that time produced very little of what they consumed, so large quantities of goods had to be shipped to the Northern towns.

We received the first bananas brought to Grand Rapids by express. They came from New York and sold from $5 to $6 per bunch. Five bunches were as many as the trade would take at a time. Bananas were more of a curiosity at that time than an article of food, while to-day hundreds of thousands of bunches are consumed.

Pineapples were shipped by express from New York. The varieties seemed to be of a kind that would not keep over night, while the pineapples being shipped at the present time appear to have long keeping qualities.

Oysters in the 70's were used extensively. They were canned in Baltimore and shipped here in hermetically sealed cans, instead of in bulk, which gave them a much finer flavor. In 1876 I attended the Centennial Exposition at Philadelphia. From Philadelphia I went to Baltimore and made arrangements with L. W. Counselman & Co. to handle their brand of oysters in Michigan, with price and the fill of can guaranteed to meet any brand of goods of the same quality and fill. D. D. Mallory & Co., of Baltimore, with a branch house in Detroit and an agent in Grand Rapids, and some other Baltimore oyster houses were furnishing Michigan with oysters. Upon our making known that we were going to handle oysters we were informed by some dealers that it was out of our line and that if we handled oysters they would make the price so low as to put us out of business. That looked like fun ahead. Oysters, when we commenced handling. were selling for 32c per can for Standards and 42c per can for Selects by the case to the trade. Every Monday morning Detroit parties cut the price 2c per can and continued to do so until the Standards were selling at 14c per can and the Selects at 24c per can wholesale. Our shippers were furnishing us the same full can of oysters at 14c, and we continued to do business and we always had plenty of stock with which to fill our orders. At one time, just before Christmas, we had heavy snows so the railroads were blockaded and our Baltimore friends expressed us a carload of oysters at an extra cost of $5 per case, so we would not have to disappoint our customers. We are afraid the trade did not appreciate the efforts and expense of the oyster packers to supply them with goods. We continued to handle oysters for twenty years until oysters were shipped here in bulk and canned in the West. The fill of can was then made according to the price the party wanted to pay and we were unable to meet the competition with Baltimore canned oysters. Oysters in wholesale lots are a very hard product to handle. When the weather is warm the trade do not want them at any price and when it is cold they are eager for them. One year, just before Thanksgiving, the weather turned suddenly cold and everyone wanted oysters. We had 200 cases come in by express one afternoon, all of which were sold immediately to the trade in the city and shipped to points North as far as Traverse City and Petoskey.

Among the stock of goods purchased from Davis & Green was a carload of apples. One of our first customers to purchase goods was Heman N. Moore, of Rice & Moore, grocerymen. With a hatchet I tried to open some of the barrels to show him the fruit. As I had never opened a barrel of apples, I did not make much progress. Mr. Moore suggested that he take the hatchet and very soon he had the heads out of the barrels. As soon as Mr. Moore left, I took the hatchet and opened and headed barrels until I was able when the next customer called to show the fruit promptly. I have always made it a point to know myself how the details belonging to the business should be done.

There was also in the Davis & Green stock a carload of marrowfat and pea beans that had been left by a grower to sell on commission. The market being dull, the grower was unable to sell them. They were of extra fine quality, which indicated they had had a perfect season for curing beans. We sold the pea beans to the trade at 70c per bushel and the marrowfats at 80c per bushel,

There's Always Room
At the Top

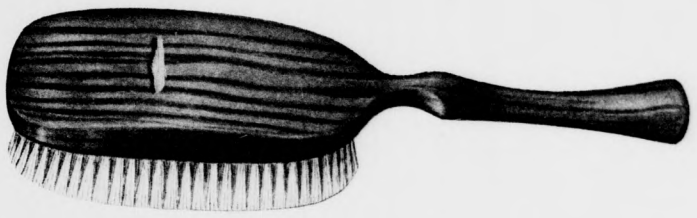
No matter how crowded the marts of trade, how various the demands for recognition, how vigorous the efforts put forth to secure patronage, there is always room for the man who has perfected himself in the principle of "making good." When we first embarked in the milling business, some forty years ago, and offered the VOIGT PRODUCTS, viz:

Voigt's Crescent Flour
Voigt's Spring Wheat Flour
Voigt's Royal Pat. Flour
Voigt's Whole Wheat Flour (Flouroigt)
Voigt's Graham Flour and
Voigt's Bran, Middlings, Corn Meal, Etc.

We did so with the full understanding that the route to success lay through the channel of square dealing—giving the best value at the least possible cost. Since then we have been fighting it out along these lines, with the result our products have grown in popularity, and our business increased in a degree

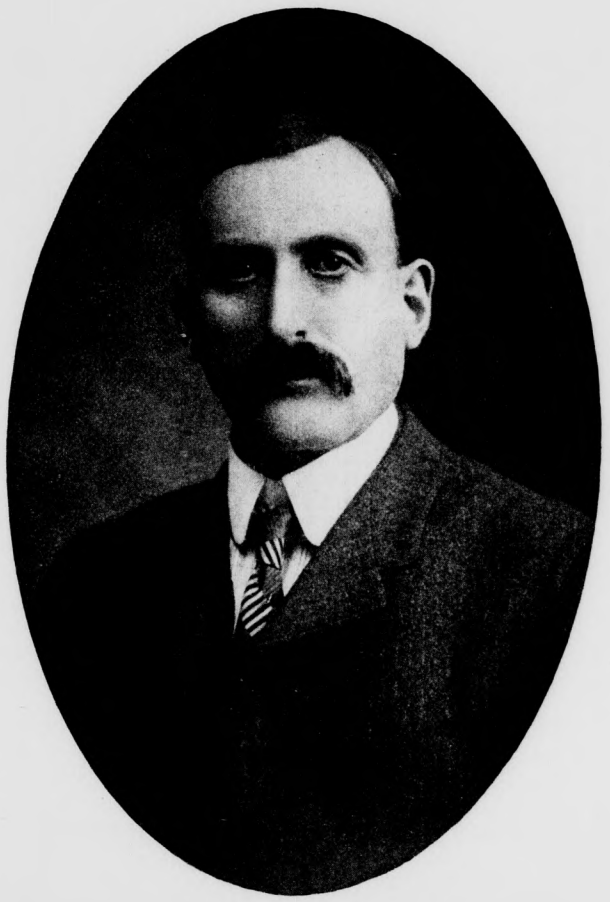
Highly Satisfactory

Voigt Milling Co., Grand Rapids, Mich.



Grand Rapids Brush Co.
Grand Rapids, Mich.

Manufacturers of
Solid Back Toilet Brushes
and
Leather Back Horse
Brushes



MR. K. B. SIMMONS of Saline, Michigan, has represented Foley & Company in Michigan and Northwest Ohio for nearly thirty years. When he first sold this line in Michigan, he covered only a part of the State. Later he has covered the important points in the entire State, and Southeastern Michigan and Northwestern Ohio closely, having three men to assist him in his territory.

He was born in Bristol, New York, in July, 1863, his forebears, who were of English and Scotch descent, having moved to Western New York from Massachusetts about 1780.

His birth and training in early life instilled in the mind of this man an honesty of intent and purpose which he has carried out all through his life, and which has assisted him in the development of a popularity and confidence among the merchants of Michigan. He has built up the largest volume of medicine business sold by any one man in Michigan, and has, himself, prospered with his firm, being now one of the stockholders of the Company.

Mr. Simmons is able to promise this year a better distribution of advertising matter than ever before, and wider newspaper publicity. His best sellers are:

FOLEY'S HONEY AND TAR COMPOUND
(A great lung and throat remedy that contains no opiates)

FOLEY KIDNEY PILLS
(Tonic in action, quick in results, contain no habit forming drugs)

FOLEY CATHARTIC TABLETS
(A new principle in Cathartics. Keep stomach sweet, liver active, bowels regular.)

FOLEY & COMPANY
SOLE DISTRIBUTORS
2835-45 Sheffield Ave. CHICAGO, ILLINOIS

which showed the bean market in 1876 was at a low ebb.

We purchased three cars of beans in the '70's in Ionia county, and when we received them in Grand Rapids, we found that in order to sell them they would have to be handpicked. As we had no mills for milling them or facilities for handpicking them, we made arrangements with a number of families in town to handpick them and we had the beans carted to their residences. We have had some seasons when we have had low priced beans. I remember one year we had 22,000 bushels piled in our warehouse that cost from 55 to 75c per bushel handpicked, including bags.

We have had years when potatoes have sold for very little money. One season we bought at a station north of Grand Rapids potatoes at 6c per bushel loaded. One party bought and loaded us a number of cars. He refused to be to the trouble of weighing them, and insisted on our unloading the cars at Grand Rapids, weighing them and paying him for the potatoes at the "outweight." This was during the winter time.

In the spring of 1877 butter was very scarce. It was the custom of the country merchants to hold jars of butter until spring, then work it into rolls and wrap them in cloth and ship in barrels or tubs made from sawing sugar barrels in two. Once when butter was scarce and selling at 33c per pound, we had a barrel of butter consigned to us to be sold. It was from an Orange merchant who wrote he had more butter to be shipped, provided the butter brought a good price. The butter was strong enough to stand alone. A Canal street merchant came in soon after the butter arrived looking for butter and before he had time to fully examine it another groceryman appeared. Being fearful the other merchant might get ahead of him, he said he would take it before fully examining it. The consequences were the Canal street merchant had butter to sell for months to come. We made returns to the Orange merchant at 33c and told him we could sell more butter if he had any more to ship, but we never received any more consignments from him. We learned afterwards that he did not expect more than 12 to 15c for the butter and thought we were "working a flim-flam" on him.

In the year of 1870 there was a great scarcity of early potatoes, just after the old potatoes were out of market, and we had 1,500 barrels arrive one rainy afternoon. The market was bare. We had ten draymen hauling potatoes in the rain delivering ten to twenty barrels to each of the leading grocerymen, and we sold that afternoon 300 barrels at $5 a barrel, taking in $1,500 in cash from small grocerymen who came with their wagons and hauled them home in the rain.

New firms frequently engaged in business and their existence was from a month to a year or more. One young man, who married a wife whose father was well-to-do, started business with his father-in-law for partner. He was going to show us how to do business. He lost $2,000 within a month and his father-in-law thought it was time for his son-in-law to seek other pastures.

Years ago the railroads used to handle freight and move cars much more promptly and satisfactorily than they do at the present time. We used to be able to have a car go to a point fifty miles north of Grand Rapids. get a load of potatoes, have it returned to Grand Rapids and unloaded in three days. The cars would make two round trips a week. To-day it takes about three days after a car is ordered to a point north for the railroads to get a car switched and into the train and moving and there appear to be delays all along the road and at the loading stations. A car is now often ten to twelve days getting to points north and getting back to Grand Rapids and two to four days being switched.

There is a great deal said at the present time about lowering the freight rates. We do not think we want lower freight rates. What we wish is **better service.** If **higher freight rates** would **give** us **better service** we would advocate an advance of freight rates of from 5 to 10 per cent. It is the consumers in the end who would have to pay the advance, but the advance would be so small that no consumer would know there was an advance. For example, the freight on a car of potatoes from Sand Lake to Grand Rapids is 6c per hundred pounds. A 10 per cent. advance would be about 4 mills on a bushel of potatoes. The freight rate to New York City is 29c. Ten per cent. advance would be less than 2c per bushel. This same rate applies to beans, apples and some other farm products.

If I remember right, a freight car is said to move at an average of 22 miles a day. If the railroad companies can be compelled to furnish cars immediately when ordered and motive power to move the cars and move a loaded car 200 miles every 24 hours, every shipper and consumer of farm produce could afford to pay 10 per cent higher freight rates. It is the consumer who has to pay a large percentage of the loss on goods while in transit. If a car of produce through slow railway movement reaches destination in bad condition. the cost of the goods spoiled has to be added to the cost of those that are merchantable and the consumer has to pay the bill. It is the slow movement of goods by railroads that is responsible, to a great extent, for the high cost of living. When a car of apples or potatoes is fifteen days on the road when it should not be more than four days and 25 per cent. decay in transit, the 75 per cent. has to pay for the whole car and the consumer has to pay the loss. There are no dealers who can stand these losses themselves and continue to do business. The losses have to be added to the cost of the goods and the public have to pay the advance. We do not want the railroads to be forced to accept lower freight rates, but they should be compelled to furnish cars immediately when ordered and move a loaded freight car 200 miles in twenty-four hours.

Railroads should be required to furnish cars immediately within three days after being ordered or be made to pay for the losses caused by the decline in the price of the goods while waiting for cars to load. Railroads should move cars to destination without delay or be made to pay for the decline in the value of the goods while in transit caused by the delay of the railroad in not delivering goods on time. Give the railroads a 10 per cent. advance in rates, if necessary, in order to enable them to furnish better and satisfactory service. Timothy F. Moseley.

The real test of merit is found in "results." All boasting ends where results fail. You bring results sufficient to support your claims and you pass muster.

Mayer HONORBILT SHOES
THE LINE THAT SATISFIES

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

THE QUICK AND EASY WAY

To raise money, reduce stock or close out your business is by an *AUCTION* sale. The man who can get the high $ is E. D. Collar, Ionia, Mich.
Terms reasonable.
Write or phone.

The New Stationery House

Indoor Base Balls

In stock to retail at 10c, 25c, 50c, $1.00. Better order a few.

Inks

In stock for immediate delivery the complete lines manufactured by
Diamond Ink Co.
Carters Ink Co.
Stafford Ink Co.
Powell Ink Co.

Shipped at once and dated December 1st.

Will P. Canaan Co.
Grand Rapids, Mich.

Stock up on
Guns and Ammunition
Be prepared for
Hunting Season

We carry
Remington and U. M. C.
Fire Arms and Ammunition
Winchester
Fire Arms and Ammunition
Stevens' Guns

Michigan Hardware Company
Exclusively Wholesale
Cor. Oakes and Ellsworth GRAND RAPIDS, MICH.

Bankers and Banking Conditions Thirty Years Ago.

(Continued from page 15.)

Avery, 8; L. H. Withey & Co., 8; J. C. Clark, 8; L. Atkinson, 6; J. P. Moran, 5; Julius Berkey, 5; J. Mohrhamrd, 5; Elizabeth Avery, 5; Mrs. Eugene Boise. 5; Amanda Rathbone, 5; Elizabeth DeLano, 5; Grace DeLano, 5; Virginia F. Burford, 4; Rose M. Burford, 4; Peter Doran, 3; Fred M. Champlin, 3; C. A. Wickham, 3; Ellie S. McConnell, 3; Julia Pickering, Bay City, 3; Lizzie Pickering, Bay City, 3; Mary I. Ramsey, 2; Wm. H. Ramsey, Jr. 2; Wm. McBain, Jr., 2; J. C. Widoe, 2; F. W. Curtiss, 2; Isabelle Chesebro, 2; Harriet S. Nash, 2; J. Marsten Nelson, 2; M. B. Nelson, 2; Ella B. Shaw, 2; Mrs. Wm. B. Harter, Ionia, 2; C. H. Mills, Muskegon, 67; Mary H. Cummings, 1; A. G. Champlin, 1; Sarah A. Ranney, 1; Spruille Burford, Jr., 1; Josephine Burford, 1; C. T. Hills, Muskegon, 65; F. J. Parkhurst, Coldwater, 20; A. S. White. Hart, 20; Thos. D. Bradfield, Delaware, Minn., 20; Francis S. Platt, Auburn, N. Y., 20; Robert Dick, New York, 18; D. W. Comstock, Grand Rapids township, 15; M. H. McCoy, Grandville. 15; John Payne, Hamilton, N. Y., 10; J. F. Avery, Geneva, N. Y., 8; James Willetts, Philadelphia, Pa., 7; A. P. Willetts, Mancelona, 6; Mrs. Wm. B. Harter, Ionia, 2; E. S. Pierce, 35; G. C. Peirce, 20; Wm. Sears, 30; Annie B. Avery, 30; Lucy A. Gould, 30; L. H. Withey, trustee, 30; E. E. D. Hull, Chicago, 30; Estate of Amos Rathbone, 30; A. D. Rathbone, 25; Fred D. Mills, 25; Alice M. Rishop, 25; F. W. Morris, 25; G. C. Kimball, 25; W. Barnhart, 25; Susan M. Ball, 25; O. K. Pearsall, 25; M. Larrabee, 24; A. B. Leet, 23; T. Stewart White, 20; S. B. Jenks, 20; James Blair, 20; Emma L. Chamberlin, 20; Cora M. Peirce, 20; N. Fred Avery, 20. Total, 3,000.

Grand Rapids Savings.

Betsy B. Allen, 25; H. G. Allen, 20; E. Anderson, 10; T. H. Anderson, non-resident, 10; N. Fred Avery, 42; Phila E. Bliss, Troy, Wis., 13¾; James Blair, 20; R. A. Barnard, Guardian, 12¾; S. S. Bailey, 24; H. S. Bailey, 5; Delia G. Bailey, 5; L. Buell, 25; S. S. Buck, Paris, 9; A. Brewer, Gaines, 10; A. X. Cary, 60; A. X. Cary, administrator estate of R. M. Collins, 50; Annah M. Clark. 6; Eunice M. Clark, non-resident, 5; C. Chandler, 10; Louisa H. Chandler, 2; M. S. Crosby, 4¾; Mary E. Crosby, 5; G. M. Edison,, Walker, 10; W. E. Foot, ½; Lora V. Foot, ½; T. Foot, 5; Eliza S. Fletcher, executrix, 10; Harriet E. Garfield, Paris, 51; B. A. Harlan, Washington, D. C., 7; Sarah M. Huntley, 2½; G. S. Levett, Washington, D. C., 30; J. F. Letellier, 40; T. F. Martindale, Alpine, 30; Christine C. Mangold, 27½; H. C. Mann. ¼; N. W. Northrup, 5; E. S. Pierce, 50; N. I. Packard, Sturgis, 7½; Isaac Phelps, 37; N. Pierson, Three Rivers, 60; T. W. Porter, 5; J. D. Robinson, 35; D. B. Shedd, 1½; H. C. Smith, 6½; J. M. Stanly, 12¼; W. R. Smith, Paris, 5; L. R. Sanford, 2½; Eliza M. Smith, Cooperstown, N. Y., 20; Julia M. Sterling, non-resident. 20; Hannah Sowerby, Rockford, 2½; C. G. Swensberg, 29; A. Hosford Smith, 3; W. D. Tolford, 11½; W. D. Tolford ,trustee, 17½; Elizabeth S. Van Wagener, non-resident, 10; Caroline Walker, Berlin, 26½; C. W. Wright, 10; I. M. Weston. 4; G. H. White, 20; Wm. Widdicomb, 5½; Phebe Waterman, Lowell, 5.

Bank Statements Indicate Improved Business Conditions.

The bank statements, showing conditions at the close of business October 21, are encouraging, reflecting an improved business situation. For a year the loans and discounts have been sliding downward, indicating curtailment and liquidation, but since August 9 there has been an expansion of approximately $700,000 and the total now is the highest on record. The bonds and mortgages have not changed much in two and a half months, and approximately $150,000 more is invested now than a year ago. The cash and cash items show a per cent. of 20.6 to the total deposits, compared with 20.71 in August and 21.05 a year ago. The surplus and profits show a gain of $166,920, since November 26, a year ago, or at the rate of about 6 per cent. for the year above the dividend and interest deductions. The commercial deposits show gain. both as compared with August 8 and Nov. 26 a year ago. Each recurring statement this year has shown a shrinkage in the certificates and savings, but the statement just issued shows a gain of $17,000 since August 9, which may indicate that the tide has again turned upward. The shrinkage has been due largely to the withdrawal of savings deposits and certificates for investment in high grade stocks and bonds at the bargain prices that have prevailed in recent months. The total deposits show some shrinkage, but two months ago the banks carried $165,000 of State money and a year ago they had $175,000, while now they have none. Excluding the State money a better total is shown than either in August or in November last. Comparisons in detail can be made from the annexed table.

	Oct. 21, 1913	Aug. 9, 1913	Nov. 26, 1912
Loans and discounts	22.807,702.39	22,097.913.70	22,369,258.53
Bonds and mortages	9,258,393.92	9,281,615.37	9,099,615.58
Cash and cash items	6,918,214.76	6,972,997.71	7,106,291.09
Surplus and profits	2,541,991.58	2.382,567.43	2,375,071.36
Commercial deposits	12,659,910.28	12,494,483.53	12,493,291.38
Certificates and savings	17,142,005.34	17,125,020.30	17,499,106.64
Due to banks	3,591,064.92	3,606,870.10	3,278,679.66
Total deposits	33,646,953.92	33,659,317.83	33,745,098.46

The statement just issued is the fifth and will probably be the last for the year, and it comes earlier than usual. The last statement a year ago was of Nov. 26. In 1911 it was December 6 and the year before November 10. Coming five weeks earlier than last year comparisons cannot be absolutely exact, but the figures are close enough for ordinary purposes.

Herbert E. Johnson, for three years past National Bank Examiner, has been elected President of the Kalamaoo City Savings Bank in place of Mayor A. B. Connable, who was elected to succeed S. B. Monroe resigned, and who did not want to serve. Mr. Johnson began life as a newspaper man. He was on the Muskegon papers several years ago, and then came to this city to take a reportorial position on one of the city papers. He "did" the business beat and it was here that he got his first insight into banking, compiling the statements for comparison and keeping track of bank clearings. From the business beat he shifted to the political, and then into politics. He was private secretary to Governor Bliss for two years, then an examiner in the State Banking Department, and from that shifted to the National Banking Department. He has become thoroughly competent in banking and, as he was in his newspaper work, he is careful, conscientious and reliable. He has resigned as bank examiner to accept his new position and will make his home in Kalamazoo.

Grand Rapids Oil Co.

Michigan Branch of

Independent Refining Co., Ltd.

OIL CITY, PA.

All products of Petroleum, Waxes, Petrolatum, Fuel Oil, Etc.

OIL HEATERS

Grand Rapids, Mich.

In Little Old Detroit

Williams

Sells More Than A Quarter of a

Million Dollars

Annually

The Williams Bros. Co. of Detroit

Grand Council of Michigan U. C. T.

Grand Counselor—E. A. Welch, Kalamazoo.
Past Grand Counselor—John Q. Adams, Battle Creek.
Grand Junior Counselor—M. S. Brown, Saginaw.
Grand Secretary—Fred C. Richter, Traverse City.
Grand Treasurer—Henry E. Perry, Detroit.
Grand Conductor—W. S. Lawton, Grand Rapids.
Grand Page—F. J. Moutier, Detroit.
Grand Sentinel—John A. Hach, Jr., Coldwater.
Grand Chaplain—T. J. Hanlon, Jackson.
Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.

Michigan Knights of the Grip.

President—Frank L. Day, Jackson.
Secretary and Treasurer—Wm. J. Devereaux, Port Huron.
Directors—H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.

Michigan Division, T. P. A.

President—Fred H. Locke.
First Vice-President—C. M. Emerson.
Second Vice-President—H. C. Cornelius.
Secretary and Treasurer—Clyde E. Brown.
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Milwaukee Traveler Finds Salesman's Life No Sinecure.

"You ask me for some hints to the young men on how to become a salesman," said an experienced traveling man of Milwaukee. "Probably I could tell a few practical things of value to the young man; however, I think that what he may possibly need most is to know that the salesman's job is no sinecure, and that there are hardships, many hardships to be endured by the salesman. I will illustrate my point by a personal experience that is absolutely true, however grotesque it may seem. I think I shall not have missed the point if I give the impression that the man who sells goods must always be prepared to meet hardships. We must be optimistic and loaded with enthusiasm, but we must realize that at the same time most salesmen learn to assimilate tribulations tremendously well. Seldom do you see a red-blooded salesman in a police court; he either sells the merchant who called him a liar twice as much goods as the merchant was going to take, or settles the trouble on the spot by going the merchant one better.

"The setting of my little tale is in the West, around Ainsworth, Nebraska; the time is only three years ago. I was selling baking powder and next day was going to a town thirty-five miles distant. A woodenware salesman and I would pair up; well, we couldn't get a driver and so we changed off driving. After an all day drive we came to our first town. We both came back to our carriage nursing a splendid grouch, for both had drawn a blank. Of course, you've got to get the business just the same, so we drove on. We were told the town was four miles north and thirteen miles west, and that it was impossible to miss the road. We drove on as fast as possible, as dusk was coming on and made good time until the team suddenly stopped short. We got out and discovered a wire fence in front of us. There was no road; our troubles began.

"The next best thing to do was to go on. We took down the fence and went on. After driving several hours, we stopped; we had surely covered nineteen miles and in what we thought the right direction. We were lost and admitted it. But there was no use of stopping; we drove on several miles over the grass. Finally we saw—ye gods!—a light afar off. We came up to the house, I alighted and was rapping at the door when a perfect lion of a dog rushed at me; I never ran so fast in my life, but I was just fast enough to miss the ferocious charge he made on the carriage into which I had made a flying leap. I'll bet I ran two rods in nothing.

"'Now,' said I to my partner with half desperate humor, 'I rapped once; so it is your turn.'

"He said he would. He drove the horses up to the door and rapped on it with the whip. Our hearts whacked when no one responded. We decided the occupants were afraid or no one was home, and my pal said he would put the horses in the barn. I objected, but told him if he insisted, 'let me get into a tree for I've a hunch that as soon as you get to the barn a window will fly open and you'll be a target; they can shoot straight, too.'

"My pal agreed with me and we drove on quickly, for I've been shot at before while on just such a retreat.

"A few hours more and the team stopped short as bronchos will when they get tired. I got so uncomfortably chilly we decided to make another try to find a house. My partner walked to the top of a hill to get a look at the country. A few minutes after he called back to drive up; he had sighted a house.

"We rumbled down over the rough meadow; we found the building to be an abandoned old barn, just about ready to fall down. It didn't, to be sure, look as inviting as the Waldorf Astoria, but it didn't take long for us to decide to make this our night's lodging place if no one objected. While he unhitched I made ready our entrance by knocking off several boards nailed across the door. Another thrill! Hardly had I loosed the first board when a ferocious coyote bounced against me from inside and shot into the darkness yelping. He appeared on the verge of eating me up for routing him from his palace so rudely but I guess was glad to escape unhurt; at least he did all he could to get out of the way while making the threat.

"We lay down behind the horses on hay to sleep but were soon awakened by the revengeful coyote that off and on during the night made threatening sallies to the barn door; he would stick his head into the doorway and let out a string of excruciating yelps that would even annoy the horses and then disappear. Coming on morning he continued his concert on a nearby hill. Also coming on morning I commenced to think the place wholly undesirable. A monster owl hooted angrily from his rafter perch because he was afraid to fly out. A few minutes later we discovered a big black bull calmly examining our carriage. He had been in the other end of the barn and separated from us by a small partition. His sense of fitness was not at all satisfied by the sight of a buggy near his lordship's abode and he commenced to bellow. When he came over to the barn he was very ferocious but we managed to keep him out, though he nearly tore the barn down; after tipping over the carriage he went off for breakfast. Between the coyote, the bull and owl we got little sleep, that is certain. We hitched up and drove off in any direction; we were in a strange country but the sunshine was a relief. After a few hours driving we met a cowboy who told us we were thirty-four miles from town instead of nineteen as we were when we started out the day before. Evidntlv we had been lost. My pal suggested that we never make the trip again and I was so utterly awestruck by his meekness of utterance I wouldn't speak to him for a week. I certainly wouldn't take such a trip again even if I got an order at its end, or as I felt then, several barrels of orders. We reached to town at sunset and slept a day and a night before we regained our equilibrium. It seems amusing to me now but was a hard trial, as hard a one as the many others I have endured since."

Is it a blow to spiritualism when a man strikes a happy medium?

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GRAND RAPIDS, MICH.
Best Beds That Money Can Buy

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Evening Press Exemplar
These Be Our Leaders

OFFICE OUTFITTERS
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Trimmed and Untrimmed Hats
For Ladies, Misses and Children
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The Ad Shown Above
Which is running in a large list of select publications, will certainly send customers to your store. If you are not prepared to supply them, you had better order a stock of our Burners at once. Accept no substitutes. The genuine is stamped "Steel Mantle, Toledo, Ohio." If your jobber doesn't handle them, send us his name, and we will make quotations direct to you. Sample Burner mailed for 25 cents.
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WRITE FOR SAMPLES
WE WILL SEND THEM BY PREPAID EXPRESS
The Perry Glove and Mitten Co. Perry, Mich.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 27—Much has been said of late about discriminating for or against individuals and to this end anti-rebate laws have been passed and recently a ruling was promulgated, making it illegal for telephone companies to charge one subscriber in advance unless they charge all. If this law holds good on a larger scale, why is it not as essential in smaller ways? It may not be generally known to the public, but it is a fact, nevertheless, that we have a large number of hotels which feed a certain number of guests at, say 35 cents for a meal and charge traveling men 50 cents. As a rule, the man who buys his grub at 30 per cent. discount eats twice as much and gets the same feed as the one who pays full price. Furthermore, as a rule, the landlord loses money on his 35 cent meal and, in order to make him even, he has to cheapen in proportion the meal for which the traveling salesman is expected to pay full price. We do not know whether this discrimination has ever come before the Railroad Commission or whether it is embodied in any of the recent acts passed by our Legislature, but think it is high time it was legislated against and everybody made to pay the same price. Fifty cents isn't much, but it comes twenty-one times per week. Anyway, it is the principle of the thing that we object to.

When the zephyrs blew donw from the Upper Peninsula recently, they failed to waft the intelligence to Past Grand Counselor John A. Hoffman, of Kalamazoo, that an elaborately prepared "blowout" to be given in Cloverland had been postponed. As a result, our brother loaded with oratorical pyrotechnics, journeyed across the State to participate in the festivities of the occasion, only to find no one at the train to meet him. On investigation it developed that the witty nom de plume editor of "Zephyrs from the Upper Peninsula," whose duty it was as Senior Counselor of his order, to notify all expected visiting guests, was found guilty of dereliction of duty and had not notified this particular gentleman. We have no authentic information as to how they settled the matter, but presume Ura Donald has fixed it up satisfactorily. Were he in Grand Rapids it would cost him some suppers.

Will Sawyer has purchased a new home on Kellogg avenue and is putting in his spare time laying hardwood floors.

Frank Ewins, member of No. 131 and now conducting a prosperous general store at Grant, was a Grand Rapids visitor last week.

The regular meeting of the Booster's committee will be held next Saturday afternoon at 15 South Ionia avenue.

M. W. Palmer, formerly of the Hotel Cody, Grand Rapids, but more recently with Appalachian Hotel, of Knoxville, Tenn., has assumed the management of the Hotel Fordney, at Saginaw, W. S. One of the first moves he made was not only to throw the roller towel into the lake, but to smash up all fixtures pertaining thereto. Mr. Palmer also believes that a picture here and there is appreciated by the weary traveler and, in accordance therewith, has beautiful oil paintings in the lobbies, both in the first and second floors, as well as cheerful pictures in the sleeping rooms. Hotels of this kind merit the best patronage of all the traveling men.

In times gone by "ye scribe" used to meet Bro. H. V. Ripperger at Jackson and ride in on the same train with him, but for the last few weeks we have missed this pleasure. On enquiry, we find that instead of coming to Grand Rapids he takes the train for Detroit where, we understand, there is some attraction which he is not yet ready to make known. We are surprised that he should run away from the lovely girls here at home.

The extension from Coloma to Watervliet on the electric line is now completed and cars are running on hourly schedule to Watervliet from Benton Harbor.

We hope Bill Granger's sore foot will be well by next Saturday night, so he can be initiated. Come, Bill, be game. Are you sure you are not mistaken and it is a case of "cold feet" instead of sore feet!

It beats the band how Bro. Goldstein, living on the other side of the State, keeps tab so closely on doings over on our side. This is especially surprising since the resort season is over at Watervliet and the resorters have all gone to their peaceful homes.

It is reported that some of our boys had some jolly good time at the Odd Fellow's convention in Kalamazoo last week. Who said they shouldn't?

R. J. Alten, member of Council No. 131 and now living at Lansing, spent Sunday with Paul J. Racine, 13 Diamond avenue, S. E.

Don't forget the regular meeting of Council No. 131 next Saturday night, Nov. 1, at Herald hall. The various committees advise us they have several matters to present, among them being a report by the executive committee, containing some definite information regarding new council chambers for our Council. As this is a matter in which every member is deeply interested, it ought to ensure a good attendance.

We are glad to report that Homer Bradfield's little girl, Gladys, who has been quarantined for scarlet fever, is rapidly recovering. The officer will raise the quarantine in two weeks.

Mrs. A. E. Crandall, who has been sick for some time, is convalescing. Mr. Crandall is a traveling representative for the Worden Grocer Co.

Fred Gray and Claude Young participated in their regular game of cribbage en route to Charlotte last week and we understand sugar lost.

Here is a rich one on our Northern friend, Bro. Burtless, of Marquette Council, No. 186: Jim is one of the members of the grand executive committee and also district deputy for the Northern councils and, in his home town occupies one side of a double house, the other side being vacant nearly all summer. No, dear reader, it was not because Bro. Burtless lived there that one side was vacant. It just happened that way. Well, last July a letter was written to Jim, pertaining to U. C. T. business and, in some way the letter was put in the box belonging to the vacant side. Recently a tenant moved in—now that proves they had nothing against Jim—and the first mail taken from the box brought forth the letter which was immediately sent over to where it should be, a little bit belated but still of value.

Which reminds us of the time we carried our wife's letter in our fall overcoat pocket in the wardrobe all winter.

Everything is in top notch order at the Hotel Vincent, Saginaw, under the management of Conrad Gottlieber.

How about our U. C. T. drill team? We think it is about time for you to show up for drill practice. You have but four months before the annual meeting, when we will have visitors and will want to show you off. Why not get a move on you and get out Saturday night? Captain Wm. H. Jennings, Jr., will be there with bells on and swing you into line.

The following is a complete list of traveling salesmen who will be affected by the income tax:

Landlord Tainor, of the Sebring House, at Bangor, now has steam heat in his hotel, which is an added improvement. We would advise, however, the abolishing of those disease spreading roller towels and the installing of some individual towels in their place, which would be another much needed improvement. You know it is a State law now and pretty soon there will be some one calling around to see that it is lived up to.

Did you see Fred Beardsley step to the music at the recent dancing party? Fred promises us that he and Mrs. Beardsley are going to be regular attendants.

The doctor has put Bro. John D. Martin on a buttermilk diet. We should worry.

Charles Perkins says when he smokes a pipe it will be a real pipe—a meerschaum, not a corn cob.

The new Hotel Mehrtens, of this city, is rapidly nearing completion and, when done, will be one of the best equipped hotels in the city. It will have ninety-four rooms, fireproof and strictly modern in every detail. We understand it will open to the public about January 1, at which time we will write a little more specifically regarding it.

That place of meeting ought to ensure a full committee.

We are getting anxious to hear from Assessment No. 119. Not that we are desirous of paying out our money, but it gives us something to write about.

The members of the U. C. T. football team are requested to meet at Brubaker's studio next Saturday morning at 6:15, for the purpose of having their pictures taken. Part of the proceeds from the sale of these photos will be used for building a new U. C. T. temple.

Mrs. Geo. Hooper, mother of Mrs. F. N. Luther, was buried last Saturday afternoon. Mr. Luther is a member of Council No. 131 and last year was President of the Gideon organization.

At last Ann Arbor has a real commercial man's hotel. The Whitney has recently opened up under new management and everything is done for the convenience and comfort of the commercial traveler. The writer stopped there one whole day and can recommend it in every detail. It is on the American plan and not a thing is overlooked in making it one of the best hotels in the State. When in Ann Arbor, stop with "Hildy" and you will say he is O. K. Mr. Heldenbrandt is his real name and he hails from Newark, Ohio, where he has had much experience in the hotel business. We hold up our right hand and solemnly swear we receive nothing for inserting this, but we feel it our duty to recognize and make note of merit at all times.

Fred Beardsley and family will remove into permanent headquarters at 226 Benjamin avenue next week, Mr. Beardsley having purchased a handsome new residence there. Someone asked Fred when he was going to have a house warming and he evidently misunderstood the question, for he replied he had bargained for a half ton of Pocahontas coal and expected to start a fire soon after moving in, if this weather keeps up.

Bromide: Oh, we will have lots of nice weather yet.

Only seventeen days more before the next dancing party.

At Herald hall, Saturday evening, Nov. 15.

Roller towels are still in evidence.

This is too nice a day to write. We are going for a walk. Au revoir.

Later: Assessment No. 119 is now due and payable.

In the eloquent words of our esteemed brother, Guy Pfander—subscribe for the Tradesman.

Allen F. Rockwell.

Merry Musings From Muskegon.

Muskegon, Oct. 27—L. B. Heeres has purchased the building occupied by Walter Van Arkel, at 48 Mason avenue, and will remodel same and occupy it as a drug store. Mr. Van Arkel will move his stock to 150 Apple street.

We discovered two traveling men on our trip last week of the kind that is fast becoming obsolete. One came into a store on his first visit to the town. He first informed all present that he was very well informed on all leading questions, also filled the air with profane and obscene language. Next he tried to put out the fire by spitting large quantities of tobacco juice into and on the stove and finally wound up by informing the proprietor that he was not handling a good quality of goods. He went away without an order. The other fellow said everything he could think of against his competitors and, without any cause, belittled their wares. Such fellows might have been all right in their time, but both made the wrong impression on the merchant.

E. P. Monroe.

BAKERS' OVENS.

Ancient Devices Used Until Fifty Years Ago.

Counting the years may or may not be a profitable occupation. It is not, however, a habit with me, so that it was somewhat of a shock to receive a letter from my good friend Stowe, reminding me that thirty years ago I was with him in the work of his estimable paper, the Tradesman, and suggesting that for "sentimental reasons" at least, an article from me on "Thirty Years in the Bake Oven Business" would interest us both. Apparently, the reader was not considered.

At the outset I must disclaim the honors of so long a service in an industry which I believe has been of the greatest benefit to mankind and with which I am proud to be identified. True, ovens as well as their product, have been my "staff of life" for nearly a quarter of a century, and the way is thickly strewn with memories. They crowd upon us, we veterans, but in restrospect the lines are softened; the harsh details of battles fought and won; of hard gained advance up the slopes of achievement; so that the "road behind lies fair" and gives us courage to go on.

In no other industry, I believe, has the keen competition which exists in every commercial pursuit wrought more good than it has in the manufacture of bakers' ovens and, I might say, bakers' machinery generally. No matter how many brilliant ideas have proven impracticable in actual use, nor how many fond hopes of struggling inventors has gone glimmering, the fact remains that improvement has followed improvement, to the end that in this year of grace, any baker, regardless of his needs, may easily supply himself with a bake oven which he can use economically in the production of the high class of goods demanded by a sophisticated public.

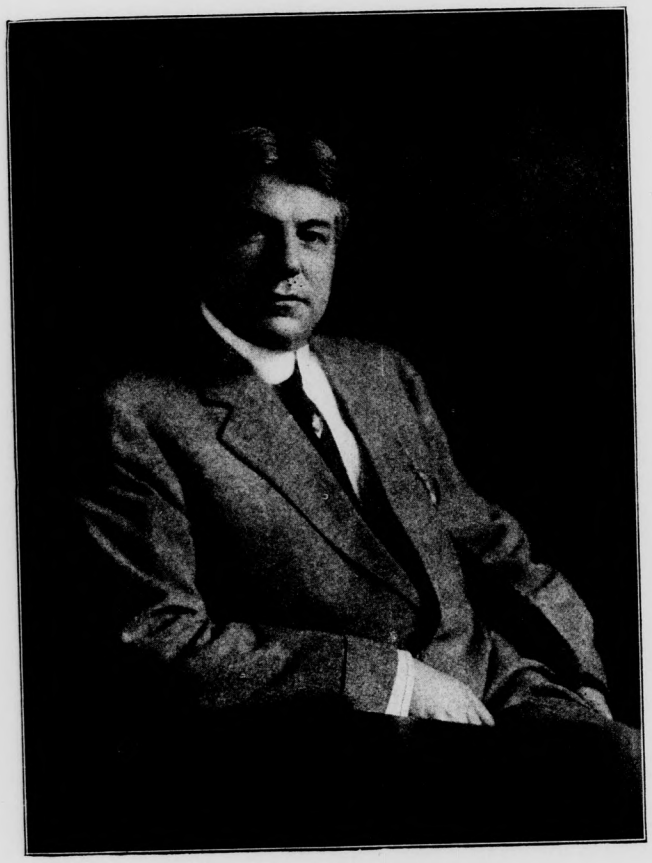
And so, the devices that extend from the farmer's tools at the planting of grain to the latest in bakery equipment, are real achievements, tending to the elevation of every form of labor involved, and to the production of bakery goods by nearly ideal processes, judged from the standard of health and hygiene.

We oven men claim no more than our share in the general progress of the trade, though believing our problem to be the most difficult.

A retrospective view of the progress calls to mind historical facts that may interest the younger generation and awaken old memories in the minds of their predecessors. I am indebted to the writings of some of the latter for those facts which antedate my experience. I went into the oven business shortly after the period conceded by our baker historians to be the line of demarcation between the old methods and those which have developed into our present practices.

When one considers that the Greek, Egyptian, Carthaginian and Roman bakers of three thousand and four thousand years ago used a kind of oven which remained the predominant type until as late as the middle of the nineteenth century, the inventions and improvements of the last fifty years are truly remarkable. The early pioneers merely were laying the foundation for later progress. Thus, the side furnace oven, the reel oven and the under-heated continuous bake oven date back to the sixties and seventies. At some later period, about the time that I became interested in the industry, the prevailing type of "improved" portable ovens was the light sheet iron with many baking surfaces, no insulation, and with neither tile nor fire brick baking chambers.

Among the first practical, demonstrated improvements was the movable brick oven, the idea of the late Joseph Middleby, who applied sand filled insulation for retaining heat.



JAMES IRWIN MARSHALL.

Aside from the opportunity offered by the scarcely satisfactory portable ovens of the time, the baker was tied to his location by his immovable brick oven. Naturally, as soon as the Middleby idea was developed, the ovens which he built were hailed as almost revolutionary. At least they freed the baker from the progress-retarding permanent brick ovens. They were not a substitute for the old brick ovens, they supplanted them.

The most interesting features of the oven question to those outside of the trade, is the remarkable development of sanitary features, a subject with which all bakers are thoroughly familiar. Front or rear firing; the attractive, cleanly appearance of the porcelain enamel exteriors and construction which eliminates the gathering of dust, dirt and rubbish; easily accessible inner chambers, all could be included in the sanitary development.

Scientifically, the oven of to-day has little in common with its prototypes. Heat regulation or temperature control, methods of firing and illumination and many other features mark the difference. It is good to know that these scientific developments have not only lightened the labor of the baker, but have standardized the quality of his product and helped to establish a system which cannot but be more profitable than the hit and miss methods of his ancestors.

I cannot bring this article to a more graceful close than by acknowledging the debt which oven makers generally owe to the editors of the trade papers, of which my old friend, Mr. E. A. Stowe, of the Tradesman, is so worthy a representative. This expression is not called forth from a feeling of long friendship or any other "sentimental reason." It is a debt gratefully and cheerfully acknowledged, not only by myself but, I believe, by my worthy friends, my competitors in the business.

James Irwin Marshall.

One of the Twenty-Eight Original Subscribers.

Alden, Oct. 25—We have taken the Tradesman from the first issue, volume one, number one, and never missed a number. I remember well the appearance of the Tradesman in it's original form, it being published in the style of a weekly newspaper and not in the magazine form, as we now receive it.

My father, R. W. Coy, who was one of your first subscribers, was a constant reader of the Tradesman up to the time of his death, which occurred in January, 1896, and I have continued the subscription ever since.

The Tradesman, during its thirty years of publication, has wielded a powerful influence for the betterment and broadening of the merchants of Michigan and has valiantly fought their battles for them.

Its editorials are uplifting and in championing the cause of right and justice and denouncing wrong and graft are absolutely fearless.

It contains between its two covers more solid meat than any trade journal that I know of. No merchant can read it with his eyes open and not secure a fund of useful information that will be beneficial, both to himself and his business.

The thirty year history of the Tradesman is one of successful achievement—a record you may well be proud of.

I assure you that it is a welcome weekly visitor to my office and home and that it may add another epoch of thirty years of continued success to its history is my hearty wish.

Charles H. Coy.

Fifty Years in One Family.

The Hillsdale Standard was established by the late H. B. Rowlson in 1846. He was actively engaged in the business for forty-nine years until he died in 1895. His son, S. Clark Rowlson, of this city, was connected with the paper for forty years and was active in the management from 1883, when he was admitted as a partner, until 1886, when he sold the paper. The Standard was, therefore, identified with a single family for fifty consecutive years.

His Satanic majesty never begs anybody to give him his due. Nevertheless he gets it.

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.
Opposite Morton House Grand Rapids, Michigan

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SEASONABLE GOODS

Cotton Gloves and Mittens, Jersey Gloves, Leather Faced Gauntlets and Mittens, Canvas Gauntlets, Oyster Pails, Oyster Display Cabinets, Lard Pails and Cans, Straw Cuffs, Meerschaum, Briar, Cob and Clay PIPES, Purses, Harmonicas, Combs.

HOLIDAY GOODS—Aluminum Salt and Pepper Sets, Puff Boxes, Card Trays, Scoops, Spoons, Etc.

We have a large line of Fancy and Plain Box Papers, Paper Garlands, Wreaths, Bells and Crosses, Fancy Decorated Crepe Papers, Plain Crepe Papers all shades, Decorated and Plain Crepe Paper Napkins, Paper Doilies and Nut Cups.

OUR REGULAR LINE

All kinds Wrapping Papers, Cordage, Paper Bags, Brooms, Baskets, Woodenware, Clothes Lines and Pins, Envelopes, Stationery, Inks, Pens and Pencils. We are sole manufacturers of Workman's Guaranteed Water Proof Shoe Grease (the season is now on for it.) Get the original of

C. W. MILLS PAPER CO., 204-206 Ellsworth Ave. Grand Rapids, Mich.

S. A. MORMAN & CO.

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All Kinds of Brick and Builders' Supplies

LIME, CEMENT AND SEWER PIPE

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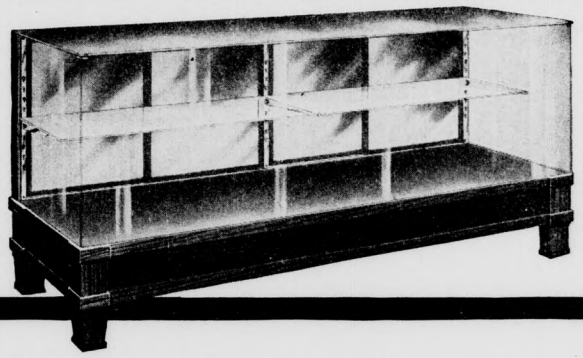

"AMERICAN BEAUTY" Display Case No. 412—one of more than *one hundred models* of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

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

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Jobbers of Roofing Material

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We carry a large stock of roofings, roofing materials and building papers.

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In Billing Your Goods
In Shipping Your Goods
In Tracing Your Goods

Our Billing System is comparatively new. Is simple. Saves time, saves mistakes. Use your regular typewriter. Use the carbon copy or your sales book. Send for free sample and description.

BARLOW BROS.
GRAND RAPIDS, MICHIGAN

Are You Speculating?

When you buy your full season order of shoes to be made up six months before the retail season opens you are speculating in shoe futures.

Neither you nor the manufacturer can determine the styles that will sell or those that will "go dead" on your shelves. The retail season opens. Your stock is broken up and you can't fill in sizes when you want them.

You can't get the utmost out of your Shoe Department by sending your patrons away without their sizes or by carrying shoes they DON'T WANT.

The best way to make money on shoes is to have the styles and sizes the people want—WHEN THEY WANT THEM.

We have built up the largest shoe manufacturing business in the world simply by making "Star Brand" shoes better than other shoes sold at the same prices and by filling all orders promptly.

As retailer you should adopt the same plan. It will cut down your investment and increase your profits. It will eliminate your odds and ends and give you a clean, fresh stock all the time.

We carry an open stock of $2,500,000.00—over 750 styles—a style and size for every need.

Write for catalogue No. 25 or a salesman with a complete line. Our 160 salesmen cover the country from ocean to ocean.

"Star Brand Shoes Are Better"

Roberts, Johnson & Rand

MANUFACTURERS Branch of International Shoe Co. ST. LOUIS

News Items From the Soo.

Sault Ste. Marie, Oct. 27—Mr. Hammes, who has charge of the Newberry State Hospital Farm. had on exhibition last week in the postoffice window at Newberry a second growth of ripe raspberries for the season. The unique display has attracted much attention. Mr. Hammes states that a number of the bushes were fairly well loaded with ripe fruit.

The Pittsburg Steamship Co. is laying up some of its barges now, so the fleet will not be as large from now on. The boats will lay up at the various ports and probably be all through within the next three or four weeks. The company has had one of the best seasons in the history of the business. The boats have run without any mishaps, there having been no strikes of any account, with the exception of the fool strike in the copper country and, so far as the lake carriers were concerned, it was only of about one day's duration, so that it did not affect the carrying capacity.

The Soo canal has carried more freight this season than the Suez, Manchester and all the famous canals of Germany taken together. The average through the Soo canal has been more than 10,000,000 tons per month since navigation opened and it is expected to exceed 75,000,000 tons for the season. These figures make traffic on other artificial waterways look somewhat insignificant, as the great lakes carry more freight than any other body of water less in size than the open ocean and the most important stream of trade on the lakes ...s to pass through the Soo canal.

The Soo has the tabernacle fad at present. The various churches combined in putting up a large tabernacle with a capacity of seating between two and three thousand people. While it is only a temporary affair it is something unusual in this part of the country and from the interest taken in the matter it is expected that the Soo will be transformed into a good city such as it never was before. R. E. Johnson and party have been engaged to conduct the services and great results are looked for.

A number of the Knights of the Grip are still waiting for the South Shore to cash up on the rebate coupons they have been accumulating, pending the decision handed down by the courts. They are unable to understand why the payment is not forthcoming. as the earnings of the South Shore have been increasing and the road made a good showing for the past month, in spite of the loss of business caused by strikes. The gross earnings for August were reported at $354,783, as compared with $313,881 for the same month last year. The net revenue was $97,245 or $7,000 better than for the corresponding month a year ago. The result is attributed to the steady development of the agricultural districts traversed by the road and it seems strange that the road is able to keep from paying the rebate slips which should have been taken care of long ago.

Many of the Sooites are to enjoy two Thanksgiving dinners this year. Numerous citizens went over to the Canadian side and had their Thanksgiving dinner last Monday. At Port Arthur the people were able to take a sleigh ride for the first time on Canadian Thanksgiving. There was eight inches of snow.

There were numerous candidates for the office of weights and measures at the Soo last week but Captain Chas. Ripley was the successful applicant, as the Board of Supervisors have appointed him sealer. The Captain is well known throughout Chippewa county and he will make an efficient officer.

The Chippewa County Fair Association has decided to move the fair grounds from its present location about three miles from the city to the grounds near Algonquin accessible by the street cars and more convenient in every way. It is expected that the move will add much to the interest in the fair and afford a larger number an opportunity of attending.

The jewelry store of Patterson Brothers, west end branch, was entered by burglars last week and about ten watches and a number a stick pins were taken. The burglars gained access by a window in the back of the store and had little trouble in making their escape. There is no clue as yet to the perpetrators.

The hunters of the Upper Peninsula are busily engaged in making arrangements for the usual deer season, while the partridge and ducks have been coming in in great numbers for the past two weeks. Notwithstanding the generous supply of game, the high cost of living has not been reduced to any great extent and the price of meat is still at par, but it is hoped that with the venison season so near at hand the price of meat will come down.

W. G. Tapert.

Chirpings From the Crickets.

Battle Creek, Oct. 27—John Hall, traveler for the independent packers out of Chicago and formerly living in Jackson, has moved his family to this city. Battle Creek is pretty near the center of his territory and living here he can be home often. We hope Mr. and Mrs. Hall will like Battle Creek and trust Mr. Hall will wear a U. C. T. button before the winter is past.

I met Bro. Rockwell, the gentleman who is writing to the Tradesman for the boys of No. 131, in Jackson last week. Bro. Rockwell is writing some good letters and we hope he can continue to send the Tradesman a letter right along. Mr. Rockwell and myself both mentioned in our last letter the appointment of Mr. Osborne, of Owosso, as hotel inspector. Guess we both thought there was work for him to do.

Our old pioneer, Geo. Steele, sent me the facts of a joke he pulled off on Norm Riste. At the time I got George's letter, the joke was being read by the Tradesman readers, which goes to show that the Associated Press, or the United Press Service, has nothing on us when it comes to printing timely topics on time—sometimes.

Bro. Rupurt L. Greenman was confined to his home in this city a few days last week. On the job again, O. K.

Bro. Herb W. Ireland turned down a profitable job last week. This proposition would have made it necessary for Mr. and Mrs. Ireland to move to Detroit. They have just finished their new home and did not want to break up and leave a pretty home and congenial neighbors, friends and acquaintances. We are all glad Bro. Herb and the Mrs. are going to stay with us and we know, before the week is gone, Herb will land the position he has in mind.

Leo Hoag, who has been associated with the Geo. M. Graham Grocery Co., at Athens, for several years, is critically ill at Parkville. Leo was popular with all the boys who called at this store and assisted George with some of the buying. Mr. and Mrs. Graham have been very kind during Leo's sickness and have shown a marked personal interest in his welfare. We who know Leo so well wish him a speedy recovery, but we fear that is impossible.

The public was shown through the new annex to the Post Tavern Saturday afternoon. It truly is beautiful and you could easily believe you were in a swell Broadway hotel. Fact is, it is furnished and finished more elaborately than many of New York City's good hotels. We congratulate this city on the fact that it has a citizen such as C. W. Post, who is spending so much money in his home town, or, at least, in the city where he is making it. We also wish to congratulate Mr. Post for selecting such a classy little city as Battle Creek to build up a fortune and his good judgment in the way he has spent his money locally. We are proud to know you were once a traveling man and the beautiful tavern that bears your name is a monument to your confidence in the future of Battle Creek and your ideas of what a traveler wants and is willing to pay for, but rarely gets, a clean, cozy stopping place with a well stocked table and A No. 1 service. The Tavern was one of the first hotels in Michigan to put into service individual towels.

Stevens Trupiano, fruit dealer in Marshall, has gone to Italy to spend the winter. His business is in charge of his sons.

The owner of the Hotel La Vern is putting nice new heavy blankets on his beds and otherwise adding to the comforts of his house. He is on the way to the individual towel.

Our Secretary, Geo. Steele, paid me a compliment on my Tradesman letters the other evening. He told me, as smart a man as he is, he couldn't send in a better letter.

We thank you, George.
I hope, George, you
Read the Tradesman. Guy Pfander.

Jaunty Jottings From Jackson.

Jackson, Oct. 27—A store within a store was opened to the public by the L. H. Field Co. last Saturday at 1:30 p. m. Just as stated, a complete store in their basement for economical buyers who appreciate, with a moderate price, quality and reliability. It is such concerns as the L. H. Field Co. that keep Jackson ever forging ahead and well abreast with the spirit of the times.

Last week's Chirpings of the Crickets paid some attention to one of our daily newspapers. Back of comments about a certain failure of a large industrial concern, but hardly to be classified as a true industrial failure, our good brother Pfander sees M. C. doings as prompting the "harpings." Nothing of the kind, looking at it from our viewpoint, but having heard the Kalamazoo fellows talk of Battle Creek as a suburb, we wonder if the criticism is not from a spirit of loyalty to its own.

Speaking of loyalty, a certain remark was made by a business man the other day in one of our neighboring cities that a large percentage of the groceries needed for our State institutions were purchased out of the State. If this is true, some of the large business corporations of certain other states may consistently sing, "Michigan, My Michigan."

James Burns, of Burns & Spies, Main street grocers, Adrian, was laid up for a few days last week. Perhaps the assurance that comes from a well-established and substantial business makes it easier for either Mr. Burns or Mr. Spies to stop for a few days. It was about twelve years ago when they were working hard for what they have now attained. Both clerked in local stores until they thought the time had come to make the venture. Strict attention to business, the merchandising of high-class goods, backed up by a thorough knowledge of the business and the giving of best possible service, have put them far away from the price cutter and brought them a class of trade that knows what is the best and wants it.

E. A. Elliott, manager of C. Elliott & Co., Detroit, spent a day last week in Ann Arbor, visiting the trade.

Charles Lamb has associated himself with C. King & Co., grocers, Ypsilanti. This is one of the oldest grocery establishments in Southern Michigan and has always enjoyed a large and high class business. The firm is composes of Charles King and John Lamb.

Spurgeon.

HOTEL PANTLIND

EUROPEAN PLAN

Reasonable Rates

Located in the Center of the City

CAFE THE FINEST

Music During Meals.
Table D'Hote.
Luncheon served every day from 12 to 2 p. m.
50 cents.

Table D'Hote Dinner served every Sunday (only)
from 5:30 to 8 p. m. 75 cents.

Chinese Dishes a Specialty

MORTON HOUSE

AMERICAN PLAN

"Ye Olden Grill"

In connection with Hotel is the finest "Grill" in the State. Service the best.

Rates Reasonable

Location Center of Shopping District and all Theatres

Both under management of

J. BOYD PANTLIND

SPECIAL PRICE CURRENT

12

Scrapple, 5c pkgs.	48
Sure Shot, 5c 1-6 gro.	5 76
Yankee Girl Scrap, 2oz.	5 76
Pan Handle Scrp ¼gr.	5 76
Peachy Scrap, 5c	5 76
Union Workman 2¼	6 00

Smoking

All Leaf, 2¼ & 7 oz.	30
BB, 3½ oz.	6 00
BB, 7 oz.	12 00
BB, 14 oz.	24 00
Bagdad, 10c tins	11 52
Badger, 3 oz.	5 04
Badger, 7 oz.	11 52
Banner, 5c	5 76
Banner, 20c	1 60
Banner, 40c	3 20
Belwood, Mixture, 10c	94
Big Chief, 2¼ oz.	6 00
Big Chief, 16 oz.	30
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, ½ oz.	39
Carnival, 16 oz.	40
Cigar Clip'g. Johnson	30
Cigar Clip'g. Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings 4	50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz pails	3 72
Chips, 10c	10 30
Dills Best, 1⅔ oz.	79
Dills Best, 3⅓ oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mix., 5c	5 76
Duke's Mix, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A. 4 oz.	5 04
F. F. A. 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1⅔ oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gail & Ax Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 96
Hand Made, 2⅛ oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Curve 1½oz.	96
Old Crop 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1½ oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. cs.	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1⅔	77
Pilot, 5c	5 76

13

Pilot, 7 oz. doz.	1 05
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2¼ oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, ¼ gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C., 1⅔ cut plug	70
Seal N. C. 1⅔ Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1¾	5 76
Uncle Sam, 10c	10 80
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2¼ oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80

TWINE

Cotton, 3 ply	25
Cotton 4 ply	25
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	9½

VINEGAR

White Wine, 40 grain	8½
White Wine, 80 grain	11½
White Wine, 100 grain	13

Oakland Vinegar & Pickle Co's Brands.

Highland apple cider	18
Oakland apple cider	13
State Seal sugar	11
Oakland white pickling	10

Packages free.

WICKING

No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

WOODENWARE

Baskets

Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 75
Willow, Clothes, me'm	7 50

Butter Pates

Ovals

¼ lb., 250 in crate	35
½ lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

Wire End

1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 250 in crate	65

Churns

Barrel, 5 gal., each	2 40
Barrel 10 gal., each	2 55

Clothes Pins

Round Head

14

4½ inch, 5 gross	65
Cartons, 20 2½ doz. bxs	70

Egg Crates and Fillers

Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15 sets	1 35
Case, medium, 12 sets	1 15

Faucets

Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

Mop Sticks

Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 45

Pails

2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
10 qt. Galvanized	1 70
12 qt. Galvanized	1 90
14 qt. Galvanized	2 10

Toothpicks

Birch, 100 packages	2 00
Ideal	85

Traps

Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood. 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs

20-in .Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3 Fibre	8 25
Large Galvanized	5 75
Medium Galvanized	5 00
Small Galvanized	4 25

Washboards

Banner Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15

Window Cleaners

12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls

13 in. Butter	1 50
15 in. Butter	2 00
17 in. Butter	3 75
19 in. Butter	6 00
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25

WRAPPING PAPER

Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2¾
Wax Butter, short c'nt	10
Wax Butter, full count	15
Wax Butter, rolls	12

YEAST CAKE

Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1½ doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1½ doz.	58

AXLE GREASE

1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00

BAKING POWDER

Royal

10c sixe	90
¼lb cans	1 35
6 oz. cans	1 90
½lb. cans	2 50
¾lb cans	3 75
1lb cans	4 80
3lb cans	13 00
5lb cans	21 50

15

CIGARS

Johnson Cigar Co.'s Brand

S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32

Worden Grocer Co. Brand

Ben Hur

Perfection	35
Perfection Extras	35
Londres	35
Londres Grand	35
Standard	35
Puritanos	35
Panatellas, Finas	35
Panatellas, Bock	35
Jockey Club	35

Old Master Coffee

Old Master	31
San Marto	—
Pilot	

TEA

Royal Garden, ½, ¼ and 1 lb.	40

THE BOUR CO., TOLEDO. O.

COFFEE

Roasted

Dwinnell-Wright Co's B'ds

White House, 1 lb	
White House, 2lb	

16

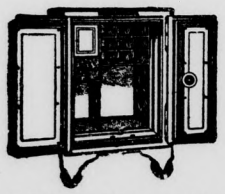
Excelsior, Blend, 1lb	
Excelsior, Blend, 2lb	
Tip Top, Blend, 1lb	
Royal Blend	
Royal High Grade	
Superior Blend	
Boston Combination	

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.

Apex Hams	
Apex 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 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.

17

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	3 15
German Mottled, 5 bx.	3 15
German Mottled, 10 bx.	3 10
German Mottled, 25 bx.	3 05
Marseilles, 100 cakes	6 00
Marseilles, 100 cks.	5c 4 00
Marseilles, 100 ck toil	4 00
Marseilles, ½ box toil	2 10

Proctor & Gamble Co.

Lenox	3 00
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	4 00
Old Country	2 40

Soap Powders

Snow Boy, 24s family size	3 75
Snow Boy, 60 5s	2 40
Snow Boy, 100 5c	3 75
Gold Dust, 24 large	4 50
Gold Dust, 100 5c	4 00
Kirkoline, 24 4lb.	2 80
Pearline	3 75
Soapine	4 00
Baubitt's 1776	3 75
Roseine	3 50
Armour's	3 70
Wisdom	3 30

Soap Compounds

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

Scouring

Enoch Morgan's Sons

Sapolio, gross lots	9 50
Sapolio, half gro. lots	4 85
Sapolio, single boxes	2 40
Sapolio, hand	2 40

Scourine Manufacturing Co.

Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50

Conservative Investors Patronize Tradesman Advertisers

We Manufacture

Public Seating

Exclusively

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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave. CHICAGO, ILL.

GRAND RAPIDS NEW YORK BOSTON PHILADELPHIA

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Free for six months, my special offer to introduce my magazine "Investing for profit." It is worth $10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how $100 grows to $2,200. Write now and I'll send it six months free. H L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

For Sale or Rent—Hotel, partly furnished. Good location. Reason, advancing years. Address John E. Evans, Allegan, Mich. 577

For Sale—A small stock of fancy goods, notions, art goods, veilings, jewelry, shell goods, etc. Also a complete line of store fixtures, cash carrier, cases, etc. Cheap. Act quick. Going out of business. Address No. 576, care Michigan Tradesman. 576

For Sale—Clean stock general merchandise, good location Missouri town. Good business, light expense. Business growing. $10,000 cash will handle. Address Geo. D. Wisely, Blairstown, Mo. 575

An excellent location for grocery or general store. Address A. M. Grosvenor, Casselton, N. D. 574

For Sale—McCray ice box, overhead icer, as good as they make, and is in first-class condition. Bought in 1908. Sectional. Can be shipped any place. Two retail windows in front with mirror between. Size 8x12x11. Address Pinnell's Market, Charleston, Ill. 573

$20,000 merchandise, 50c on the dollar, $30,000 exchange, town, farms. Write 1315 Lawndale Ave., Kansas City, Mo. 571

Confectionery for sale, only confectionery and cafe in good Missouri town, 2,000 inhabitants; business good; can give part time if desired, terms to suit; place up-to-date. Address S. B. Robinson, Grant City, Mo. 570

Restaurant for sale at one of the best railroad junction points in Illinois; finely equipped; cheap rent; profits average from $2,500 to $3,000 per year; owner will sacrifice for $2,600. For particulars write Frank P. Cleveland, 2161 Adams Express Bldg., Chicago, Illinois. 569

For Sale—Good clean stock of hardware, groceries, crockery and paint; well established for fourteen years. Invoice about $8,000; doing a business of $40,000 to $45,000 yearly. Store well located, city of 6,000; brick building 24 x 118 feet, two-story and basement; rents for $50 per month. Owner wishes to retire. Address E. W. Port, Portage, Wis. 568

For Sale—Good will and cash business in a city of 15,000. Carry fancy goods, hair goods, art needle work and supplies, ladies' furnishings, beauty shop and toilet articles. Rich city and country. Fine chance for lady. Invoice about $1,800. Rent $25 in good location. My health is fine but I cannot run a store in Kansas and live in Arkansas. Address No. 567, care Michigan Tradesman. 567

Can furnish retired business men, clerks, book-keepers and others fine farms, 5 acres and up to 1,000, near railway stations and good markets cheaply and on easy payments. Write for particulars to Stephenson Land & Lumber Co., Oconto, Wis. 549

Drug Salesmen Wanted—In a few states we have openings for experienced, first-class men to sell to physicians and druggists. Unusual high commission paid. Permanent position for good men. Hensel Chemical Works, Dept. 11, Sioux City, Iowa. 556

A farm in Oklahoma, 730 acres fine bottom land. No overflow, grows alfalfa and corn. Big bargain. Black land. Sure investment. W. P. Poland, Ardmore, Okla. 555

For Sale—Harness shop, Landis sewing machine and Singer shoe machine. All small tools and other goods. Cheap, must sell. G. E. Anderson, Evart, Mich. 553

For Sale—Old established stock of general hardware, furniture and implements, located in as good agricultural and fruit country as lies outdoors; will inventory about $3,000. This is a bargain and will be sold on any reasonable terms. Address Jas. Sharp, Grant, Mich. 550

For Sale—Farm bargains near Fruitport, Mich., 40 acres improved, others with stock; cheap, terms; write for description. L. Dwelle, Box 43, Fruitport, Muskegon Co., Mich. 559

For Sale—Bakery and confectionery store. Good fountain lunch business; city of 5,500. Must sell at once. Cheap. Address Clark Potter, Three Rivers, Mich. 565

For Rent—Store with basement, 35x100, modern throughout, steam heat, located on principal retail street, suitable for any business. Sam Grossman, South Bend, Ind. 544

For Sale—Grocery stock and bakery. Old established business. Located in city of 25,000 people in Northern Indiana. Did $68,000 business last year. Reason for selling, want to retire. Address No. 548, care Michigan Tradesman. 548

For Sale—Four lamp inverted burner, Yale special, gasoline, hollow wire lighting system, nearly new. For particulars write to G. B. Nichols, 1315 Portage St., Kalamazoo, Mich. 543

Merchants! Do you want to sell out? Have an auction. Guarantee you no loss. Address L. H. Gallaghar Auctioneer, 384 Indiana Ave., Toledo, Ohio. 557

For Sale—Profitable tin and furnace business in live Iowa city of 2,000. One-man shop, 20x56, with bench room for two. Modern front brick building, on public square; living rooms overhead. Excellent location. Building cost $4,000 to erect, but will sacrifice both building and property with good will for $4,000. Stock at invoice and tools at actual value. Want to sell on account of wife's health. Address Wm. Lamprecht, Box 482, Marengo, Iowa. 539

For Sale—A good general merchandise business in a good farming community, at Richfield Center, Ohio. Must be sold to settle an estate. Address F. J. Bick, R. F. D., Sylvania, O. 538

Will sell my well located drug store for $1,000, $500 cash, balance on easy payments to suit purchaser. Address Max, care Tradesman. 536

For Sale—First-class restaurant and lunch room, centrally located and doing a very fine business. Will bear investigation. Address No. 527, care Tradesman. 527

$3,500 to $4,000 general dry goods stock for sale. Good reliable proposition. Full particulars. Address 353 Franklin, Valparaiso, Ind. 534

Partner Wanted—If you are looking for an investment with or without active part, in safe established profitable manufacturing business, we can offer you an opportunity seldom equalled. Selling or executive ability preferred. Bank and mercantile references given and required. Don't answer unless you can qualify with $5,000 or more. 217 North Los Angeles St., Los Angeles, Cali. 519

Salesmen Wanted—We have several open territories for enterprising men of good selling ability to represent us. Young men with experience in retail stores and a fair knowledge of the methods used in the conduct of a general store business are especially qualified to succeed in our line. Those men who would improve their condition and increase their earnings should write for particulars to the Sales Department of The Simple Account Sales Book Co., Fremont, Ohio. 562

If you want spot cash for your stock of merchandise, address R. E. Thompson, Bartlesville, Okla. 561

For Sale—$10,000 stock dry goods, shoes, men's furnishings Central Michigan population 2500. Cash business. Address 532 care Michigan Tradesman. 532

For Sale—A clean stock of general merchandise. Best brands of all kinds. Will invoice $8,000 to $10,000. Good location in Central Iowa. Thirteen years in business. Other business demands my attention. Write Box 54, Malcolm, Iowa. 529

Wanted—To purchase Rexall drug store. Spot cash $5,000 to $10,000. Books, stationery and wall paper in connection preferred. No soda fountain. Address No. 528, care Tradesman. 528

For Sale—Store building, clean stock shoes, with repair shop in connection. Doing good business for seven years. Must change climate on account of ill health. Address No. 535, care Tradesman. 535

For Sale Cheap—Restaurant, billiard, pool, bowling alleys combined; fine location, doing good business; have other business, can't look after both; a snap, don't wait. C. C. Jackson, Algonac, Mich. 517

Wanted—To buy. potatoes, cabbage, hay in carlots. New choice picked beans and honey in any amounts. Jos. Weiler. Olney. Ill. 495

Wanted To Exchange—480 acres of Cass county, Minnesota land for merchandise. Lake Region Land Co., Pine River. Minn. 542

Good house and a store to exchange for stock of merchandise. Wm. Sweet, Cedar, Mich. 487

Look Here Merchants! You can collect all your old given up accounts yourself by our new plan. Enclose stamp for sample and full particulars. Pekin Book Co., Detroit, Mich. 512

For Sale—Up-to-date bakery and bottling works with the business. For particulars write Henry Bogardus, Osawatomie, Kan. 541

For Sale—A good stock of clothing, consisting of men's, boys' and youths' suits, overcoats and pants. Also a stock of ladies' ready-to-wear goods, comprising suits. coats, dresses, etc. Also a stock of carpets and rugs and linoleums. I will sell all of the above goods at a bargain, as I am going out of business. Address H. N. Beach, Howell, Mich. 540

To Exchange—For stock of general merchandise, equities of $1,500 to $6,000 in well rented residence property in Western Michigan city of 10,000 population. Address Exchange, care Tradesman. 476

For Sale—Two saw mills complete. 15 and 25 M. Cap. Plenty ore, pine timber. A bargain in each. W. R. Kivette, La Grande, Oregon. 464

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

FREE FOR SIX MONTHS—MY SPECIAL offer to introduce my magazine "INVESTING FOR PROFIT." It is worth $10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the REAL earning power of money, and shows how anyone, no matter how poor, CAN acquire riches. INVESTING FOR PROFIT is the only progressive financial journal published. It shows how $100 grows to $2,200. Write NOW and I'll send it six months free. H .L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

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

Henry Noring, Reedsburg, Wis., expert merchandise auctioneer and author of The Secret of Successful Auctioneering, closes out or reduces stocks of merchandise. Write for dates and information. 336

Wanted—Man with capital to join with me in purchasing timber. Can secure Oregon pine timber at right price; 500,000,000 feet in one bunch, also smaller tracts. A rare opportunity to make money. Address W. R. Kivette, Box 207, La Grande, Oregon. 463

First-class bakery and restaurant, with reputation of eighteen years. Modern two-story brick building, 30x140 feet. Best location seaport city of 85,000 on Lake Superior. Doing good business, no wagon, all counter trade. Have best class of people boarding with me. Have no opposition in catering. Will invoice $5,600, part cash, balance to suit. Give good lease to right party. Chas. Schober, 27 E. Superior St., Duluth. Minn. 493

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

For Sale Cheap—One good 8 x 6 x 10 refrigerator. Guaranteed condition. Burmeister & Son, Sturgis, Mich. 429

Meat market and grocery for sale; doing good business; fixtures in first-class condition; groceries all staple; worth about $1,800. Address Hagerman Meat Market. Hagerman, N. M. 497

HELP WANTED.

Wanted—Salesmen calling upon hardware and implement dealers to handle our cream separators as a sideline, on commission basis. Simplest disc machine on the market, prices enable dealers to compete with mail order houses. State rights will be given reliable parties. The Milwaukee Separator Co., 267 Sixth St., Milwaukee, Wis. 572

Wanted—At once an experienced clerk for general store one who can handle German trade and take charge of advertising preferred. W. A. Hauck, Seaforth, Minn. 533

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Wanted—Sober industrious groceryman. Must have experience, give references. Salary $60 start with, good chance for advancement to right party. E. A. Phillips, Anacortes, Wash. 507

SITUATIONS WANTED.

Wanted—Position as clerk in grocery store by a young man. Have had six years' experience. Speak German. Can furnish references. Address J. H. Klottenberg, Danforth, Ill. 579

Wanted Position—First-class clerk, seven years' experience in general lines, wishes to make change. Best references. Small town preferred. Address Clerk, care Tradesman. 578

Wanted—Position by experienced traveling salesman, any line but drugs, with house of good reputation. Must be Michigan territory. References. Address No. 554, care Tradesman. 554

Wanted—Position by experienced hardware and grocery clerk. Have had experience in farm implements. Address No. 521, care Michigan Tradesman. 521

Don't Wait

To accumulate $500.00 or $1,000.00 before making an investment.

You Can Buy $100.00 Bonds

That are a part of exactly the same issue as those of larger denomination and can

Keep Your Savings Earning 6%

Let us submit you details and offerings.

HOWE, CORRIGAN & CO.

INVESTMENT SECURITIES

Fifth Floor Mich. Trust Bldg.

(As far as you can go to the right of the elevator.)

Wafted Down From Grand Traverse Bay.

Oct. 27—Traverse City held its regular meeting last Saturday night, with Senior Counselor W. F. Murphy presiding. Chas. E. Taylor was added to our number, making our membership now 131. Everything seemed to work off serenely and from all reports we will have the pleasure of initiating a large class at Cadillac next Saturday afternoon. A number of the brothers besides the officers expressed their willingness to visit Cadillac and try and show the Cadillac brothers that we appreciate their actions. Remember we will leave here on the G. R. & I. at 10:25 a. m., returning in the evening.

In reference to the mention given Wallie Wendell and me by the "Kean Observer" will say that I really have no serious objection to the item, but would appreciate that hereafter his name would not be used in the same article with mine. Not that I care a damn, but it looks like hell. We have reference to the item in last week's Tradesman.

If Herman Hoffman would refrain from wearing his glasses while performing his duties, we think he could use the word "orphan" instead of "off-spring." Really the boys would appreciate it and it would also be in accordance with the ritual. Kindly refer to Webster as to the meaning of the two above words, Brother Hoffman.

The committee arranged for an oyster supper after the meeting, which was highly appreciated.

Jay Smith, who at one time was a resident of our city but now a merchant of Buckley, is also director of the Buckley orchestra. Jay is giving special lessons on the cello.

The "O-U-Fido-Klub" met last Friday evening at the Richter home, which was in the nature of a surprise party. Games were played and lunch was served. Everybody seemed to have a good time. Owing to the party being held in the writer's home modesty will not allow us to dwell on the subject in length.

Only eight more weeks until Christmas!

Compliments are due Cadillac Council, No. 143, Detroit, for the classy U. C. T. volunteer buttons its members are wearing who have enlisted in the Grand Commercial Army. Cadillac Council is one of the best in the State and seems to take the initiative in almost everything that is pulled off. The button is oval in shape, blue and white in color, with the following wording, "Cadillac U. C. T. volunteer 1st. Regt. Battalion 143." Cadillac Council has an enlistment of fifty-five now in the Grand Commercial Army, the highest record in the State, to our knowledge.

Duncan Kay, of Detroit, who represents the H. D. Smith Co., of Cincinnati, as well as a number of large manufacturers in the confectionery line calling on the jobbing trade, died at the Park Place Hotel last Friday afternoon. Mr. Kay was about 60 years of age, the greater portion of his life having been spent on the road covering a number of our leading jobbing centers in several states. Mr. Kay made friends wherever he went and will be greatly missed. Quoting John Straub, President of the S. B. & A. Candy Co.: "Mr. Kay was always a good feeler, being perfectly sober in his habits. With a pleasant word for everybody, he made a host of friends." He is survived by several brothers in Detroit and a sister in New York. Mr. Kay was only sick for a short time, having arrived last Tuesday, but the dreaded disease, pneumonia, had its work pretty well under way before he arrived here. Interment will be made at Galt, Canada.

W. G. Wyman, favored the boys at the Council with a box of Osborn division smokes, ten centers, too, if you please. Thanks, we are glad you're married.

I. K. Jacobs, manager of the local branch of the National Cash Register Co., is attending a meeting in Grand Rapids this week, therefore was unable to attend our meeting.

Herb. Griffeth, while not in a position to attend our last meeting, remembered us with a donation of two gallons of choice oysters, which the Council highly appreciated. Thanks, Herb, come again.

Some of the hotels do not seem to appreciate the importance of telephonic and telegraphic messages which are sent in their care for their patrons. We have in mind a certain hotel which received a message for one of the boys at 5 o'clock in the morning, but the clerk reported that he was not in the house, notwithstanding that the brother's name was on the register and he upstairs in bed. It happened to be a sick message and the brother, being unaware of the message being there, took the morning train after breakfast to another town, at which place his firm located him, and he was obliged to pay $7 auto hire to get back to the town to catch the train for home. He presented these facts to the landlord upon his next visit, besides having written him in the meantime, but got little or no satisfaction out of him. Also they do not appear to pay much attention to returning letters to the senders while the return plainly states five days return.

Reports come to us that the Shamrock Hotel, of Copemish, is deserving of worthy mention for the service it is handing the boys under the management of C. A. Spears and wife. There is no bunch of fellows who appreciate the right kind of treatment more than the boys on the road and they are always willing to speak the right word at the right time. It seems that the Spears people are the right people in the right place.

Our membeship in Michigan now aggregates 2,692. With all the councils working hard, we should easily reach the 3,000 mark before the close of our fiscal year. If one of every ten of our members would secure an applicant, we could reach this mark, which would seem an easy matter to do, for some of the good workers will always come across with a nice bunch to their credit each year. Join the volunteers and get busy and secure the fountain pen.

Think of it! Traverse City now thinks it will reach the 151 mark before the close of our year to enable us to send another representative to the Grand Council meeting. Well, here's hoping we do. We are all boosting.

We might suggest to Homer Linea, of Petoskey, that he have his coat pocket porcelain lined if he continues to carry kittens in his pockets, for some of them are not city broke. Well, Homer fixed matters up pretty well, for he purchased a large quantity of perfume.

C. L. Moody, of Auto City Council, Lansing, was seen in these parts last week and was in his usually happy frame of mind, boosting for the U. C. T. More members like Brother Moody would do no harm.

Ray Thacker was out this week renewing old acquaintances and making new ones in the interests of the John T. Beadle Co. Ray says it seems good to cover the old territory.

Have you joined the Grand Commercial Army of Volunteers?

If not, why not?

Be a booster. Fred C. Richter.

The Tradesman thinks that Mr. Richter should be more specific in his article about the negligent hotel keeper by mentioning the name of the hotel, so that the traveling men who have occasion to visit that hotel hereafter may fully understand how little attention is given to their telegrams. The Tradesman believes it is only fair that this should be done and that any time the hotel keeper or clerk goes out of his way to serve a traveling patron, that should be recorded to his credit. The Tradesman has suffered serious loss from the Hotel Tuller, of Detroit, in the careless handling of mail and when it was suggested that the least the hotel could do to make amends for this neglect, the suggestion was treated with scorn and derision. Any man who stops at the Hotel Tuller would do well to have his mail sent somewhere else if he expects to get it promptly and have it treated with due respect.

Hart—W. R. Roach & Co. have been awarded a judgment of $29,880 against the receivers of the Pere Marquette Railroad in the Oceana Circuit Court. The case involved the burning of the old Slaght ware house with valuable contents on August 10, 1912. The Roach company claimed that the fire was caused by sparks from a Pere Marquette locomotive which was engaged in putting back on a sidetrack a derailed car.

BUSINESS CHANCES.

Wanted—To buy printing press and type, large enough for a six column newspaper. Address No. 583, care Tradesman. 583

Merchandise Sales Conductors. We are busy holding special sales all over Michigan. Stocks reduced or closed out entirely at a profit. Write for terms and open date. A. E. Greene, 116 Dwight Bldg., Jackson, Mich. 581

For Sale—Variety store and poultry, butter, eggs, cream business, one-half cash, balance easy payments. Consideration $1,500. Manzke & Sons Co., Bowling Green, Mo. 582

Hotel Wanted—Practical hotel family would take a long lease of furnished hotel in good town, must be leading commercial $2 per day hotel. Give details in first letter. W. S. Hull, Lincoln, Ill. 566

For Sale—A stock of general merchandise, clean and practically new, bought right and well suited to this trade. Stock will invoice $3,500. Liberal discount for cash. Address Burdison & Baldwin, Moscow, Tenn. 564

$10,000 required to swing safest store, clothing, dry goods, shoes, ladies' ready-made. Business established 35 years. Moneymaker. Town 3,000 richest farming section Central Michigan. Bumper crops. Immediate possession. Good reasons. If a hustler answer. Address No. 563, care Tradesman. 563

Physician—Location wanted in good town, would buy small outfit. Physician, care Michigan Tradesman. 580

COFFEES ROASTED

McLaughlin's XXXX

McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlan & Co., Chicago

CRACKERS

National Biscuit Company Brands

Butter	Boxes
Excelsior Butters	8
NBC Square Butters	6½
Seymour Round	6½
Soda	
NBC Sodas	6½
Premium Sodas	7½
Select Sodas	8½
Saratoga Flakes	13
Saltines	13
Oyster	
NBC Picnic Oysters	6½
Gem Oysters	6½
Shell	8
Sweet Goods	**Cans and boxes**
Animals	10
Atlantics Also Asstd.	12
Avena Fruit Cakes	12
Bonnie Doon Cookies	10
Bonnie Lassies	10
Brittle Fingers	10
Cameo Biscuit Choc. (cans)	25
Cameo Biscuit Asstd. (cans)	25
Cartwheels Asstd.	8½
Cecelia Biscuit	16
Chocolate Bar (cans)	18
Chocolate Drops	17
Chocolate Drop Centers	16
Choc. Honey Fingers.	16
Choc. Rosettes (cans)	20
Cracknels	18
Cocoanut Taffy Bar	13
Cocoanut Drops	13
Cocoanut Macaroons	18
Cocnut Honey Fingers	12
Cocnt Honey Jumbles	12
Coffee Cakes Iced	12
Eventide Fingers	16
Family Cookies	8½
Fig Cakes Asstd.	12
Frosted Creams	8½
Frosted Ginger Cookies	8½
Fruit Lunch Iced	10
Ginger Gems Plain	8½
Ginger Gems Iced	9½
Graham Crackers	8
Ginger Snaps Family	8½
Ginger Snaps NBC Round	8
Household Cookies	8
Household Cks. Iced	9
Hippodrome Bar	12
Honey Jumbles	12
Imperials	8½
Jubilee Mixed	10
Lady Fingers Sponge	30
Leap Year Jumbles	18
Lemon Biscuit Square	8½
Lemon Wafers	17
Lemona	8½
Mace Cakes	8
Mary Ann	8½
Marshmallow Cfe. Ck.	13
Marshmallow Walnuts	18
Medora	8
Mottled Squares	10
NBC Honey Cakes	12
Oatmeal Crackers	8
Orange Gems	8½
Penny Assorted	8½
Peanut Gems	9
Pineapple Cakes	16
Raisin Gems	11
Reveres Asstd.	15
Spiced Ginger Cakes	9
Spiced Ginger Cakes Iced	10
Sugar Fingers	12
Sugar Crimp	8½
Sultana Fruit Biscuit	16
Triumph Cakes	16
Vanilla Wafers	17
Waverley	10
In-er-Seal Trade Mark Goods	**per doz.**
Baronet Biscuit	$1 00
Bremners Btr Wafs.	1 00
Cameo Biscuit	1 00
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Excelsior Butters	1 00
Fig Newton	1 00
Five O'Clock Tea Bsct.	1 00
Ginger Snaps NBC	1 00
Graham Crackers Red Label 10c size	1 00
Lemon Snaps	50
Oysterettes	50
Premium Sodas	1 00
Royal Toast	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
S. S. Butter Crackers	1 50
Uneeda Biscuit	50
Uneeda Ginger Wafer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
Other Package Goods	
Barnum's Animals	50
Chocolate Tokens	2 50
Butter Crackers NBC Family Package	2 50
Soda Crackers NBC Family Package	2 50
Fruit Cake	3 00
In Special Tin Packages	**per doz.**
Festino	2 50
Nabisco 25c	2 50
Nabisco, 10c	1 00
In bulk, per tin	
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40

FLAVORING EXTRACTS

Jennings D C Brand

Terpeneless Extract Lemon

No. 1 F box, per doz.	75
No. 2 F box, per doz.	90
No. 4 F box, per doz.	1 75
No. 3 Taper, per doz.	1 75
2 oz. Flat, F M per dz.	1 50

Jennings D C Brand

Extract Mexican Vanilla

No. 1 F Box, per doz.	90
No. 2 F Box, per doz.	1 25
No. 4 F Box, per doz.	2 25
No. 3 Taper, per doz.	2 00
2 oz. Flat F M per dz.	2 00

The Ideal Clothing Co.

Manufacturers of

Overalls, Work Shirts and Cotton Pants

Grand Rapids, Michigan

Buy our line of work-clothes for men and boys and you can show values that cannot be equaled elsewhere. :-: :-: :-: :-:

BEST FITTING
LOOKING
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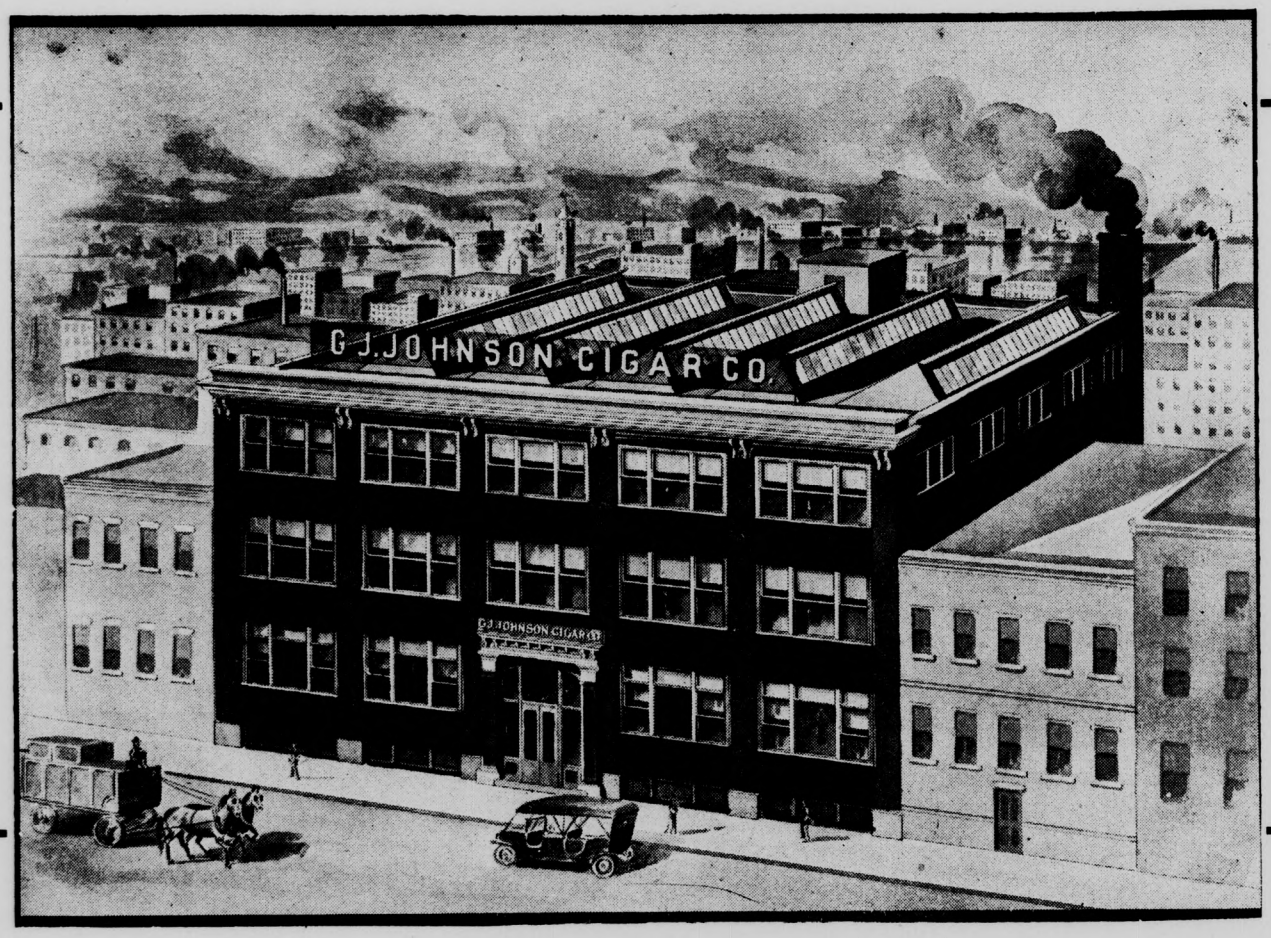
The Home of the

EL PORTANA CIGAR

The Cigar of High Degree



Where Sanitation is Featured

We have acquired 66 feet more frontage on the south side of this building, on which we will soon erect a new building, three stories in front and five stories in the rear.

G. J. Johnson Cigar Co.

Grand Rapids, Michigan